

Innovation and Entrepreneurship of College Students to Empower Rural Revitalization Implementation Path and Thinking

Zhihui Zhang

Zibo Vocational College, Zibo 255300, Shandong China

Abstract: In 2017, General Secretary Xi Jinping sent a reply to college students who participated in the third China “Internet plus” College Students’ Innovation and entrepreneurship Competition “Youth Red Dream Building Journey”. He put forward ardent expectations for the young generation of the motherland, hoping that the young generation can take root in China to understand the national conditions and people’s conditions, and grow their wisdom and ability in innovation and entrepreneurship. The Ministry of Education, in the Action Plan for Improving the Quality and Quality of Vocational Education (2020-2023), emphasizes the supply of vocational education in areas in urgent need of talents, such as agriculture and rural areas. From 2017 to 2021, the E-commerce major of Zibo Vocational College will conduct innovation and entrepreneurship education for college students, and encourage and support college students to return home and start businesses. Through the data analysis of five years’ returnee entrepreneurship of college students, the implementation path and actual combat research of returnee entrepreneurship are studied. The results show that the quality of innovation and entrepreneurship education in school has a direct impact on the effect of entrepreneurship after graduation. In the initial stage of entrepreneurship after graduation, schools and society need to provide entrepreneurship support and education.

Keywords: Innovation and entrepreneurship; Rural revitalization; Implementation path

1. Introduction

In 2017, General Secretary Xi Jinping sent a reply to college students who participated in the third China “Internet plus” College Students’ Innovation and entrepreneurship Competition, “The Red Dream Dream Tour”. He raised high expectations for the young generation of China, hoping that they could take root in China, understand the national conditions and people’s conditions, and grow their wisdom and ability in innovation and entrepreneurship. In the Action Plan for Improving the Quality and Fostering Excellence in Vocational Education (2020-2023), the Ministry of Education has increased the supply of vocational education in areas in urgent need of talents, including agriculture and rural areas, and built 100 high-quality schools for training talents for rural revitalization. The Opinions of the Ministry of Education and The People’s Government of Shandong Province on promoting the Construction of Vocational Education Innovation and Development Highland by the Whole Province emphasizes the supply of vocational education in areas in urgent need of talents such as agriculture and rural areas, and mentions that 50 demonstration schools for rural revitalization will be built.

Relevant research status at home and abroad Zhang Huanhuan from Beijing Normal University found in her study “Empowerment of Rural Women Contributes to Rural Women’s Participation in Rural revitalization -- A Case Study of S Project” that the key to promoting rural women’s participation in rural revitalization is to enhance their sense of self-efficacy, and to enhance their sense of self-efficacy, they must participate in the actions of rural revitalization. Liu Xuemei, Sichuan Institute of Administration, in Research on the Mode and Mechanism of Social Forces promoting Rural Revitalization -- Based on the Case of PUBLIC Welfare Organization S Empowering Rural M, It is pointed out that in the process of the reform and practice of “agriculture, rural areas and farmers”, enabling villages to promote the practice of rural autonomy and the introduction of resources has become the key to rural revitalization, and the appropriate mode for social forces to participate in rural governance and promote rural revitalization is enabling villages led by public welfare organizations. China’s rural development is still faced with the practical dilemma of insufficient talents for rural revitalization.^[1]

2. Implementation path

2.1 Party construction leads education, teaching and student management, and builds an e-commerce education model based on red culture.

To work effectively, in order to improve the education teaching for the principle, the party branch by conducting quality series of activities such as party class, education teaching reform, improving teachers’ and students’ ideological consciousness, so as to give full play to the party branch directly the role of education, management, supervision, strive to build a politically qualified, qualified to enforce discipline and moral values of qualified teachers.

Explore the resources of local red culture in East China. After a series of hard practice and exploration, great achievements have been made in the exploration and utilization of local red cultural resources, mainly attributed to the following aspects: Ideological and political courses are not limited to state-stipulated textbooks, and e-commerce is introduced in the process of education and teaching

to help farmers and serve local economic development.

Second, school-local enterprise joint education win-win thinking has been improved. E-commerce major integrates local red resources into curriculum ideological and political teaching reform, and gives full play to the advantages of each factor of school, local and enterprise to play a set of “combination fist”. Starting from the excavation of red cultural resources, with red education, traditional virtue education and revolutionary tradition education as the key point, with red elements as the breakthrough, firmly grasp the important nodes such as freshman entrance education, military training, party and league activities, carry out multi-level, all-round and systematic ideological and political education. More and more local resources of red culture have been included by organizing visits to red culture bases and patriotic education bases such as the old Red Army, martyrs’ cemetery and battle sites. Taking e-commerce education and teaching as an example, through the forms of “e-commerce helps farmers and enables rural revitalization”, the red cultural resources are deeply excavated and the value guiding function of red cultural resources is brought into play for students. To give full play to the talents and intelligence advantages of e-commerce teachers, the “Zibo Vocational College rural revitalization Service Team” was established, taking the development of red resources as a special scientific research topic, actively carrying out theoretical discussions on “inheriting red genes”, and planning and launching a number of high-quality courses. We have the courage to break the single teaching mode of traditional ideological and political education, accelerate the teaching reform of ideological and political education, strengthen the construction of red culture MOOC education and teaching, fully introduce “cloud classroom” and “micro classroom”, innovate and realize the sharing of education resources, and complete the transformation from traditional ideological and political education thinking to big ideological and political education pattern.

2.2 Set up a rural revitalization service team to carry out e-commerce activities to help farmers in rural areas.

Focus on the integration of industry and education and promote the integration of industry, education and research. Set up the youth Leadership poverty Alleviation and E-commerce assistance to agriculture research and innovation team, set up the School of Business Administration rural revitalization service team, went into the countryside to carry out e-commerce assistance to agriculture activities. Develop the skills training package of “Agricultural Products E-commerce”. Help farmers net sales of 80 million yuan agricultural products and agricultural products processing products. Training farmers more than 500 person-times, e-commerce into the Boshan Jielaoyu village.

2.3 Build a talent training mode of “Party branch + enterprise + e-commerce + agricultural cooperatives” for e-commerce specialty empowerment of rural revitalization.

Instead of the traditional school-oriented student cultivation mode, the creative empowerment rural revitalization is the goal, and the content of student cultivation is determined according to the requirements of posts of agricultural e-commerce operation, and the quality and ability of students is cultivated based on this. [2]

3. Thinking on the implementation path of college students returning home to start their own business

commerce major has transformed the complicated education of returning home to start a business into a talent training mode that can be followed in an orderly way, thus achieving the effect of five integration of “Post training, certificate creation”. Students provide a professional practice environment, allowing students to quickly transfer theoretical knowledge into practical projects, alleviating the problem of disconnection between school education and social needs, and narrowing the gap between school and society on talent training and demand. It has also raised the level of education and scientific research, and enhanced students’ employability and social competitiveness. At the same time, the enterprises in the science and technology park thus harvest the high-quality talents jointly cultivated by schools and enterprises, realize the strategic reserve of human resources, form the upstream and downstream chain, and promote the in-depth development of basic science. In this way, the school, students, enterprises and the park have achieved a win-win situation.

References:

- [1] He Yijing. Exploration on the implementation path of innovation and entrepreneurship for college Students [J]. *Intelligence*, 2019 (34): 1.
[2] Yang Xiaohong. Analysis on the Implementation path of Innovation and Entrepreneurship Education for College Students [J]. *Comparative Research on Cultural Innovation*, 2018 (28): 3.

About the Author:

Zhihui Zhang (1979.08-), female, Han Nationality, from Zibo City, Shandong Province, master’s degree, lecturer, research direction: e-commerce, innovation and entrepreneurship, big data analysis.