

# Analysis of the Management Mode of College Students in the Context of Innovative Entrepreneurship

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**Abstract:** At present, China is in the stage of transformation and upgrading, and innovation and entrepreneurship have become an important force to promote economic development. College students are the main force of the future, with the potential and vitality of innovation and entrepreneurship, and are an important resource for the country to build an innovative country. Therefore, it is important to explore the management mode of college students to enhance their innovation and entrepreneurial consciousness and ability, strengthen their entrepreneurial spirit and innovation consciousness, and promote the development of innovation and entrepreneurship. The management mode of college students needs to be constantly innovated and improved to meet the new social needs and development trend. Therefore, the research on the management mode of college students also plays an important role in promoting the reform of college education and improving the management level.

**Keywords:** Innovation and entrepreneurship; University student management; Model analysis

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## 1. Theoretical analysis of the management mode of college students in the context of innovation and entrepreneurship

Innovative entrepreneurship refers to the process of discovering new business opportunities and transforming them into business practice through innovative means. Innovative entrepreneurship includes various aspects such as product innovation, service innovation, technological innovation, management innovation, etc. It is characterized by high risk, uncertainty, innovation, rapidity, competition and social influence.

The management mode of college students refers to the education and management mode for college students, the main purpose of which is to improve the academic performance, comprehensive quality and innovation and entrepreneurship of college students. Its features include interdisciplinarity, personalized education, the

The characteristics include interdisciplinarity, personalized education, improved education practice, combination of education and management, full participation of teachers and students, and continuous improvement of management mode<sup>[1]</sup>.

Innovation and entrepreneurship has a profound impact on the management mode of college students, which is mainly manifested in the following aspects:

(1)Transformation of educational objectives. Innovation and entrepreneurship attach importance to students' innovation and practical ability, promote students' all-round development, and change the education goal from traditional knowledge transfer to focus on students' ability cultivation and quality improvement.

(2)Adjustment of teaching contents. Innovative entrepreneurship requires students to have multifaceted knowledge and skills, and the management mode of college students needs to adjust the teaching content and teaching methods according to the needs of innovative entrepreneurship, focusing on practical teaching and interdisciplinary comprehensive teaching.

(3)Change of teachers' roles. Innovative entrepreneurship requires teachers to have innovative consciousness and practical ability, and the management mode of college students needs teachers to be transformed into guides and partners of students and focus on stimulating students' enthusiasm and ability of innovation and entrepreneurship.

(4)Innovation of student management services. Innovation and entrepreneurship require students to have self-management and innovation ability, and the management mode of college students needs to focus on the innovation and improvement of student

management services, and improve students' autonomy and management ability.

(5)Integration of innovative and entrepreneurial resources. Innovative entrepreneurship requires the integration of various resources, such as capital, technology and talents, etc. The management mode of college students needs to integrate the resources inside and outside the university to provide support and guarantee for students' innovative entrepreneurship.

To sum up, the impact of innovation and entrepreneurship on the management mode of college students is far-reaching, and it needs to be constantly improved and innovated to adapt to the new social needs and development trend and promote the innovation and entrepreneurship ability of college students.

## **2. Practical research on the management mode of college students in the context of innovation and entrepreneurship**

With the rapid development of social economy and the increasing importance of innovation and entrepreneurship, the current situation of college students' innovation and entrepreneurship management mode has also changed. The following is the analysis of the current situation of the management mode of college students' innovation and entrepreneurship: 1. Policy support has been increased. The national and local governments have issued a series of policies to encourage college students' innovation and entrepreneurship, providing policy support for college students' innovation and entrepreneurship. 2. Training mechanism is becoming more and more perfect. Universities in various regions have established innovation and entrepreneurship courses and practical teaching bases to provide training and practice opportunities for college students. 3. Diversification of innovation and entrepreneurship competition activities. Various innovation and entrepreneurship competition activities, such as innovation and entrepreneurship competition and entrepreneurship training camp, have emerged, providing a platform for college students to showcase themselves. 4. The innovation and entrepreneurship project incubation system has been gradually improved. Innovation and entrepreneurship incubation centers have been established in various places to provide college students with a series of services such as business project incubation, investment and financing, and legal consultation. 5. Innovation and entrepreneurship education model innovation. The innovation and entrepreneurship education model of college students has changed from a single knowledge transfer to a focus on practical innovation and entrepreneurship, with more emphasis on students' practical ability and innovative thinking. 6. The construction of innovation and entrepreneurship culture has been carried out in depth. The university and society have strengthened the construction of innovation and entrepreneurship culture and encouraged college students to be innovative and dare to start their own business<sup>[2]</sup>.

Overall, the current situation of college students' innovation and entrepreneurship management mode has achieved certain results, but there are still some problems, such as insufficient integration of resources, insufficient innovation in innovation and entrepreneurship education mode, and low success rate of entrepreneurship. The management mode of college students' innovation and entrepreneurship needs continuous innovation and improvement to better promote the improvement of college students' innovation and entrepreneurship ability.

## **3. The management mode of college students' innovation and entrepreneurship also has deficiencies and shortcomings, which are analyzed as follows**

(1)There are certain risks: innovation and entrepreneurship itself has certain risks, and although the management mode of college students' innovation and entrepreneurship provides more support and opportunities for college students, there are still certain risks, and college students need enough preparation and courage to face these risks.

(2)Insufficient resources: The innovation and entrepreneurship management mode of college students needs the support and input from the government, universities and enterprises, but sometimes these resources are not enough, which leads to the development of the innovation and entrepreneurship management mode of college students being restricted to a certain extent.

(3)There is the problem of poor management: the poor management of some college students' innovation and entrepreneurship management mode has led to the failure of some innovation and entrepreneurship projects, which has a certain impact on college students' innovation and entrepreneurship willingness and confidence.

## **4. In order to further improve the management mode of college students' innovation and entrepreneurship, the following are several suggestions for improvement:**

(1) Strengthen the integration of resources. The government, universities and enterprises should strengthen cooperation and coordination and integrate various resources to provide better support for college students' innovation and entrepreneurship.

(2) Explore more innovative and entrepreneurial education models. Universities should explore more innovation and entrepreneurship education models, focus on practice and innovation, and improve students' practical ability and innovation ability.

(3) Establish a more complete incubation system. Universities should establish a more complete innovation and entrepreneurship incubation system to provide more comprehensive entrepreneurship support for college students, including a series of services such as incubation, investment and financing, and legal consultation.

(4) Improve the success rate of innovation and entrepreneurship. Innovation and entrepreneurship education should be strengthened to improve students' innovation and entrepreneurship ability and success rate, while entrepreneurship counseling and support should be enhanced to improve the success rate of entrepreneurship.

(5) Strengthen the construction of innovation and entrepreneurship culture. The university should strengthen the construction of innovation and entrepreneurship culture, establish a good atmosphere of innovation and entrepreneurship, and encourage students to be brave to innovate and dare to start a business.

In a word, the management mode of college students' innovation and entrepreneurship needs continuous innovation and improvement, and the support and cooperation from various aspects such as government, universities and enterprises are needed to better promote the improvement of college students' innovation and entrepreneurship ability.

Under the background of innovation and entrepreneurship, the management mode of college students needs to pay more attention to the cultivation of students' practical ability and innovation ability to meet the demand of society for talents. The management mode of college students needs to emphasize more on practical education. Students need to learn and master innovation and entrepreneurial skills through practice, and universities should strengthen the development of practical education, provide more practice opportunities for students, and improve their practical ability and innovation and entrepreneurial ability<sup>[3]</sup>. The management model of university students needs to pay more attention to innovation and entrepreneurship education. Innovation and entrepreneurship education is an important way to cultivate innovative talents, and universities should strengthen innovation and entrepreneurship education for students to improve their awareness and ability of innovation and entrepreneurship. The management mode of university students needs to pay more attention to the construction of innovation and entrepreneurship incubation system. Innovation and entrepreneurship incubation system is an important way to cultivate innovative talents, and universities should establish a perfect innovation and entrepreneurship incubation system to provide students with more opportunities and support for innovation and entrepreneurship. The management model of university students needs to pay more attention to the connection with the society. Universities should strengthen the connection with government, enterprises and other social institutions to provide more innovation and entrepreneurship opportunities and support for students and promote the transformation of students' achievements into the driving force of social and economic development. The management model of university students needs to pay more attention to personalized education. Universities should adopt a personalized education approach according to the different characteristics and needs of students, provide more tailored education and service programs for students, and improve their learning outcomes and satisfaction.

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