

# Research on the Project Management of College Students' Innovation and Entrepreneurship Training Plan

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**Abstract:** The college students' innovation and entrepreneurship training program is an important way for colleges and universities to cultivate students' innovation literacy, improve their innovation ability, and cultivate innovative talents. The innovation and entrepreneurship training program for college students requires students as the center, integrating professional knowledge and innovation ability by students' divergent thinking mode, and actively carrying out the innovation and entrepreneurship training program, so that students can constantly improve their practical ability during the project, enrich their innovation and entrepreneurship experience, and then become innovative talents of the motherland.

**Keywords:** College Students; Innovation and Entrepreneurship; Planned Project; Thinking Research

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## Introduction

College students are the main force in building an innovative country in our country. Because college students have a certain level of cultural literacy and knowledge, guiding college students to actively participate in innovation and entrepreneurship training programs is conducive to constantly tapping their own innovation practice potential, improving their innovation ability, opening their minds, and laying a certain foundation for the country's scientific and technological development and economic development. Colleges and universities actively carry out innovation and entrepreneurship training programs for college students, Deeply study the problems and measures in project management to provide certain guarantee for project development.

## 1. The Status Quo of the Project Management of College Students' Innovation and Entrepreneurship Training Plan

### 1.1 Students lack scientific research attitude

In the process of college students' innovation and entrepreneurship project planning, because students are in contact with each other for the first time in the project, they pay too much attention to the results in the process of participating in the project, but do not know the details in the process of the project, so it is easy to lead to the "tiger head and snake tail" process of the project. However, in the process of project management of college students' innovation and entrepreneurship training program, students tend to focus only on seeking the actual results of the project, while ignoring the process of the project. In the link of "problem solving" project, it is easy to appear that the theory is inconsistent with the reality. Therefore, the supervision ability should be improved in the implementation of college students' project to ensure the smooth development and completion of the student project <sup>[1]</sup>.

### 1.2 Project planning divorced from actual development

As college students have grown up and have a strong sense of independence and a certain degree of innovative thinking, it is often easy to pursue new projects in the Project Management Center of the College Students' Innovation and Entrepreneurship Training Plan, expecting to complete the project in a short time, which will lead to the inconsistency between the project theory and the reality, the project research cannot last long, and the project cannot become an industry smoothly.

## 2. Principles for College Students' Innovation and Entrepreneurship Training Program

### 2.1 Attach importance to the cultivation of scientific research ability

The college students' innovation and entrepreneurship project is an important project for the country to strengthen the training of students' innovation and entrepreneurship ability and enhance the innovation ability of college students, aiming to cultivate high-level innovative talents of the country. The innovation and entrepreneurship training program for college students is designed and planned

independently and comprehensively by students, and the tasks of team members in the project implementation process are assigned by students themselves. The overall planning of the project is completed by students in collaboration, which improves the innovation practice ability of college students, and urges students to build their own innovative thinking in the process of reading materials and writing project topics. In the process of project investigation and visit, students have made field visits and records to many enterprises, which is not only conducive to enriching students' social knowledge and experience, broaden their horizons, but also improve students' analytical ability, and promote students to become excellent talents for sustainable development.

## **2.2 Improve the professional quality of senior tutors**

Innovation and entrepreneurship training programs for college students are usually organized by students themselves, guided by tutors, to independently complete the design, research, implementation and other links of innovative projects, and to carry out entrepreneurial practice activities. In the process of project implementation, teachers' attitude has a very important impact on students. Therefore, teachers should pay attention to their own participation in the process of guiding students to carry out entrepreneurial practice activities, plan a certain time to guide students to carry out the project, guide and plan from project planning, report writing and other processes, so as to assist students to successfully complete the training project. In the process of instructing students to carry out the project, the tutor should follow the students' ideas, guide students to put forward various plans and plans, give full play to students' innovation ability and spirit, and promote the smooth implementation and development of students' innovation and entrepreneurship projects [2].

## **3. Effective Strategies in the Project Management of College Students' Innovation and Entrepreneurship Training Plan**

### **3.1 Strengthen project management and supervision**

College students' innovation and entrepreneurship projects have many links, such as innovative research project design, research conditions preparation and project implementation, research report writing, research results exchange, etc. Students can truly ensure the successful completion of innovation and entrepreneurship projects only by making adequate preparations for the details of each link. The management during the project implementation is the leading link for the smooth implementation of the project. Therefore, colleges and universities should strengthen the management and supervision of the project, cultivate students' rigorous scientific attitude and consciousness, urge students to establish a weekly project report, summarize and reflect, and regularly publish the implementation progress of the project, so as to ensure the implementation and progress of the project by multiple means.

### **3.2 Project management informatization**

In the process of college students' innovation and entrepreneurship project management, we should use Internet technology in the context of the information age to carry out an information-based project management process, set up an information-based project, and let the computer system automatically review and supervise the project, which not only reduces the workload of managers, but also improves the detection strength and management efficiency. At the same time, we should set up the automatic push function of project progress in the computer system, It is beneficial for teachers and students to pay attention to the progress of the project together, break the limit of space and time in the implementation process of the project, promote students to freely allocate project working time, and successfully complete the project work.

### **3.3 Establish a team of teachers and students**

Colleges and universities should set up a special college students' entrepreneurship and innovation project team. Before students carry out college students' innovation and entrepreneurship project practice activities, the school will uniformly carry out knowledge lectures, and use the past innovation and entrepreneurship project cases of colleges and universities to popularize the knowledge and experience of students, which will help students use the knowledge and experience of the team to manage the project process and strengthen the professionalism of innovation and entrepreneurship projects. At the same time, colleges and universities should strengthen the cohesion of the team of teachers and students, which should be guided by tutors and led by students. Both parties should work together to ensure the smooth development and implementation of college students' innovation and entrepreneurship projects.

## **Conclusion**

To sum up, the smooth implementation of the college students' innovation and entrepreneurship training program is conducive to the innovation of traditional education concepts in colleges and universities, the real implementation of the national quality education

teaching philosophy, the cultivation of students' innovation ability and practical ability, the enrichment of students' entrepreneurial experience, so that students can constantly improve themselves in the process of completing the project, broaden their own learning level, and truly contribute to the national scientific and technological innovation and career development.

## References

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