

Research on the cultivation of College Students' innovation and entrepreneurship ability in the new era

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Abstract: with the steady progress of China's industrial upgrading, college students have gradually changed from "simple employment" to "employment + entrepreneurship", and the society has put forward higher requirements for college students' innovation and entrepreneurship ability. Therefore, colleges and universities need to pay more attention to innovation and entrepreneurship ability, and adopt corresponding strategies to cultivate students' innovation and entrepreneurship ability, so as to cultivate high-quality talents to meet the needs of the society. In this regard, this paper first expounds the significance and current situation of Cultivating College Students' innovation and entrepreneurship ability in the new era environment, and then puts forward the corresponding training strategies for reference.

Key words: new era; College students; Innovation and entrepreneurship; culture

With the change of economic growth mode, the demand for talents has also changed. Nowadays, college students are facing the problem of difficult employment. If this problem is not effectively solved, it will restrict the stable development of China's economy. With the proposal of the concept of innovation and entrepreneurship, it can effectively alleviate the problem of difficult employment of students. Therefore, in the context of the development of the new era, colleges and universities need to focus on cultivating students' innovation and entrepreneurship ability, so as to meet the needs of the society and ultimately enhance students' employment competitiveness.

1 The significance of Cultivating College Students' innovation and entrepreneurship ability in the new era

1. It is conducive to expanding students' employment channels

In the new era, the employment situation is becoming more and more serious, leading to some student unions choosing to start their own businesses, which can alleviate the employment pressure to some extent, and also inject new vitality into the development of new industries. Therefore, the cultivation of College Students' innovation and entrepreneurship ability can ensure that the training objectives are consistent with the development trend of the industry, and improve the quality of talent training as a whole, so as to promote the sustainable development of society. In addition, by carrying out innovation and entrepreneurship training activities, in addition to leading students to carry out independent entrepreneurship, it can also fully stimulate students' innovation consciousness through corresponding theoretical

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teaching and various practical activities, so that they can carry out various forms of employment activities, so as to ensure the expansion of employment channels. This shows that cultivating students' innovation and entrepreneurship ability can effectively stimulate students' innovation and entrepreneurship potential, lead them to plan their career reasonably, promote students' active participation in the process of independent entrepreneurship, and ensure the employment rate of colleges and universities to be significantly improved.

2. Help students meet the employment needs of the industry

With the advent of the new era, the employment demand of the industry has changed significantly. In addition to considering the professional level of students, it is also necessary to consider whether they have relatively high comprehensive quality. The introduction of such talents can inject new "blood" into the development of the industry. In addition, colleges and universities cultivate students' innovation and entrepreneurship ability, which can ensure that talents can meet the job demand, and also promote the industry to achieve the expected production goals. In addition, enterprises need professionals who can innovate and optimize work processes on the basis of completing work tasks, and can use new ideas and methods to complete various tasks, which fully shows that the industry has increasingly high requirements for students' innovation ability. Therefore, colleges and universities need to actively carry out innovation and entrepreneurship ability training activities, which can continuously enhance students' comprehensive quality, promote their comprehensive development, and ensure that they can meet the needs of the industry, and ultimately promote the efficient development of society.

2 The current situation of the cultivation of College Students' innovation and entrepreneurship ability in the new era

First, the awareness of innovation and entrepreneurship needs to be strengthened. At this stage, although colleges and universities consciously cultivate students' innovation and entrepreneurship ability, they fail to create a good educational atmosphere, and some teachers lack certain experience. They simply teach students theoretical knowledge and rarely carry out practical activities to exercise their ability. These are specific manifestations of lack of innovation and entrepreneurship consciousness, which not only makes it difficult to improve the quality of training activities, It is also not conducive to improving students' comprehensive quality.

Second, the lack of educational resources. When colleges and universities cultivate students' innovation and entrepreneurship ability, they need rich and high-quality educational resources to provide support. As this training activity belongs to a new educational concept, colleges and universities lack corresponding educational resources, such as hardware education facilities, and some colleges and universities lack perfect Internet training bases. Or the comprehensive quality of professional teachers is not very ideal. Specifically, they do not have rich entrepreneurial experience, but also lack strong entrepreneurial and innovation ability, which makes it difficult to effectively improve the quality of innovation and entrepreneurship training activities.

Finally, the training system needs to be improved. Under the background of "Internet +", colleges and universities need a perfect training system as a guarantee when cultivating college students' innovation and entrepreneurship ability. However, there are some deficiencies in the construction of the training system in Colleges and universities, such as the focus on inculcating theoretical knowledge into students and the lack of practicality of the training content. Due to the existence of these problems, it is difficult to effectively improve students' Entrepreneurship and innovation ability, which is not conducive to improving the education level of colleges and universities.

3 Strategies for cultivating college students' innovation and entrepreneurship ability in the new era

1. Pay attention to innovation and entrepreneurship education system

Restricted by the traditional education concept, most colleges and universities carry out innovation and entrepreneurship relatively late, and lack rich practical experience, leading to the lack of perfection of the innovation and entrepreneurship education system. Under the influence of this education system, most colleges and universities will focus on how to carry out cultural education and develop students' professional abilities, while innovation and entrepreneurship education will be ignored, resulting in students' lack of sufficient understanding of it. In addition, the cultivation of innovation and entrepreneurship is directly related to students' personal wishes, which needs to fully demonstrate their subjectivity in the training activities. Moreover, the teaching situation among schools is obviously different, so there are also obvious differences in the education system. Therefore, in the process of improving the innovation and entrepreneurship education system in Colleges and universities, it is necessary to integrate the concept of innovation and entrepreneurship into the professional curriculum system, stimulate students' interest with the help of various courses, enrich the content of innovation and entrepreneurship training, and facilitate students to choose appropriate courses according to their own interests. At present, most students are in a period of employment confusion. By carrying out innovation and entrepreneurship training activities, they can not only germinate entrepreneurial ideas, but also ensure that they can establish a correct sense of innovation. In addition, colleges and universities need to be aware of the importance of the second classroom, which is an effective way to carry out the expected goal of innovation and entrepreneurship. And relying on the second classroom can innovate the form of entrepreneurship training, constantly broaden students' employment vision, and improve the effectiveness of innovation and entrepreneurship training activities. In this way, colleges and universities pay attention to improving the school's curriculum education system, which can encourage students to organically combine the concept of innovation and Entrepreneurship with professional knowledge, and continuously improve their competitiveness in the job market.

2. Establish and improve the education evaluation system

In the context of the development of the new era, universities' innovation and entrepreneurship can not evaluate students according to the traditional evaluation methods. It is necessary to judge the students' learning process to test whether the innovation and entrepreneurship

training activities are effective. Moreover, by improving the education evaluation system, it can effectively test the performance of teachers in innovation and entrepreneurship training activities, and provide targeted suggestions for improving the training mode. At the same time, due to the different categories and levels of each university, the education evaluation system should also be different. In this regard, we can systematically evaluate the whole process of innovation and entrepreneurship training activities from the perspective of reconstructing the education evaluation system, and build an evaluation system that can accurately evaluate the performance of students, teachers and schools according to the analysis data of various feedback and statistical results. It should include pre evaluation, process evaluation and result evaluation. The details are as follows. First, pre evaluation. It mainly refers to carrying out the expected evaluation in the preparation stage, including students' grasp and cognitive innovation and entrepreneurship principles, rules and objectives setting, content selection, etc., to ensure that teachers adopt targeted evaluation strategies according to the pre evaluation. Secondly, process evaluation. It mainly refers to the evaluation of students in the process of training implementation, including the implementation of training scheme, method integration, skill application, etc., the response and treatment of various innovation and entrepreneurship education activities, the attitude and behavior of students in the learning process, the communication and relationship between teachers and students, etc. Finally, the result evaluation is usually carried out at the end of the training activities, mainly including the achievement of the objectives of innovation and entrepreneurship education, the effectiveness and effectiveness of innovation and entrepreneurship education activities, and the degree of recognition between teachers and students. In this way, through the establishment and improvement of the education evaluation system in Colleges and universities, we can effectively improve the pertinence of innovation and entrepreneurship training.

3. Applying the Internet to innovate education methods

Nowadays, China has entered a new era of development, and the Internet technology has also been developed at a high speed, which provides an opportunity for the development of innovation and entrepreneurship training activities. It can change the concept and mode of training activities, and effectively improve the quality of innovation and entrepreneurship training activities. In this regard, colleges and universities can use the Internet to carry out online and offline training activities, which can organically combine innovation and Entrepreneurship with the Internet, fully stimulate students' interest in participating in training activities, and continuously enhance their awareness of innovation and entrepreneurship. Moreover, the training mode used by this mode is easy to be accepted by students, which promotes them to effectively master relevant knowledge and skills, and effectively expand innovation and entrepreneurship training activities, providing more convenient learning services to students, so as to meet their diversified learning needs. In addition, carrying out online and offline training activities can lead students with correct values and make them clear the direction of their own innovation and entrepreneurship activities in the future. In addition, when teachers use the Internet to carry out innovation and entrepreneurship training activities, they should start from the process of planning, implementation, and summary, so as to urge students to clarify the goals they should constantly strive for, and effectively master the corresponding literacy and ability, so as to lay a solid foundation for their own innovation and entrepreneurship activities, and then effectively improve the quality of innovation and entrepreneurship. Therefore, colleges and universities need to give full play to the value of the Internet to effectively improve the level of students' innovation and entrepreneurship.

4. Create a good atmosphere for innovation and Entrepreneurship

As the main place for students to study and live, campus has a relatively unique campus culture, and these cultures will imperceptibly affect students' various levels. Therefore, colleges and universities need to create a good innovation and entrepreneurship atmosphere. Relying on good campus culture, it fully demonstrates the educational value of colleges and universities, and effectively enhances the educational effect of innovation and entrepreneurship. In this regard, colleges and universities can carry out innovation and entrepreneurship skills competition, create a good educational atmosphere through the skills competition, and inject inexhaustible power into the development of training activities. In addition, at present, more and more students are gradually engaged in innovation and entrepreneurship activities, but their enthusiasm alone is not enough, and they also need to have relatively high comprehensive quality. At this time, colleges and universities need to take advantage of one of the skills competitions to carry out corresponding skills competitions according to the characteristics of college students, such as "campus science, technology, culture and Art Festival", "College Students' Challenge Cup", "maker competition" and other activities, so as to create a good atmosphere for innovation and entrepreneurship education. In addition, the skills competition can promote the training process of innovation and entrepreneurship, achieve the goal of "promoting learning and teaching through competition", and fully stimulate students' awareness of innovation and entrepreneurship. At the same time, in the skills competition, more professional teachers will guide students on how to carry out innovation and Entrepreneurship skills competition activities, so as to improve students' comprehensive quality and enhance their ability to resist setbacksThe ability to deal with emergencies, and students can also obtain rich experience in innovation and entrepreneurship in the skills competition, so as to cultivate high-quality talents required by the society.

5. Strengthen the construction of teaching staff

Teachers are important educational resources in the cultivation of College Students' innovation and entrepreneurship ability, and their professional quality directly affects the quality of the training work. Therefore, colleges and universities should strengthen the construction of innovation and entrepreneurship teaching staff, so as to lay a solid foundation for the ideal cultivation effect. First of all, we should build a full-time and part-time teaching staff. Colleges and universities should select managers with practical experience in innovation and Entrepreneurship from social enterprises as innovation and entrepreneurship practice teachers, and lead university innovation and entrepreneurship teachers to participate in training activities in cooperative enterprises from time to time, so that university innovation and entrepreneurship teachers can deeply understand the development of enterprises, grasp the connotation of innovation and entrepreneurship

education, and lay a solid knowledge foundation for cultivating college students' ability. At the same time, colleges and universities should also invite well-known entrepreneurs to give lectures on innovation and entrepreneurship in Colleges and universities, and serve as the guidance teacher for the practice teaching of innovation and entrepreneurship in Colleges and universities. Relying on the real environment, colleges and universities should organize college students to carry out innovation and entrepreneurship sand table exercises to deepen college students' understanding and cognition of innovation and entrepreneurship. Thirdly, improve the innovation and entrepreneurship ability of counselors. Secondly, establish the innovation and entrepreneurship teacher resource pool. Colleges and universities should actively work with similar colleges and universities to develop a mechanism for mutual employment of teachers, integrate various teacher resource information such as innovation and entrepreneurship teachers in Colleges and universities, part-time teachers in enterprises, and successful social innovation and entrepreneurship personnel into the innovation and entrepreneurship teacher resource database, improve the teacher resource database information, and realize the sharing of innovation and entrepreneurship teacher resources in Colleges and universities, Make up for the unbalanced development of the cultivation of College Students' innovation and entrepreneurship ability in Colleges and universities, and improve the quality of the cultivation of College Students' innovation and entrepreneurship ability.

summary

In a word, it is particularly important to carry out innovation and entrepreneurship activities in the new era. Colleges and universities need to reform and innovate according to the problems existing in the training activities, and adopt effective strategies to carry out innovation and entrepreneurship activities. In this regard, colleges and universities can focus on the innovation and entrepreneurship education system, establish and improve the education evaluation system, apply the Internet innovation education mode, create a good innovation and entrepreneurship atmosphere, and strengthen the construction of teaching staff. This can not only enhance students' awareness of innovation and entrepreneurship, but also enhance their ability of innovation and entrepreneurship, and then effectively improve the quality of talent training in Colleges and universities.

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