

Research on the Methods of Improving College Students' Innovation and Entrepreneurship Ability under the Background of the "Belt and Road"

Jinrong Li, Yunhui Zhang

Humanities College Tianjin Agricultural University, Tianjin, 300380, China

Abstract: In 2013, general secretary Xi Jinping put forward the strategic concept of the "Belt and Road" at the 18th CPC National Congress. The "Belt and Road" initiative is one of the most important strategic projects in China at present. It makes China's diplomacy more open and brings college students better development opportunities and great challenges.

Keywords: Belt and Road; Innovation

1. Introduction (Heading 1)

The influence of the "Belt and Road" on college students. Under the guidance of the "Belt and Road" Initiative, college students can not only combine theoretical learning with employment practice, but also get valuable advice and safety guarantee through these high-quality innovation and entrepreneurship platforms and campus environment. To a certain extent, it promotes the development of personality and all-round development of college students, exercises their ability, and make them have a clear cognition for themselves, enhancing the innovation and entrepreneurship ability of college students.

Under the background of the "Belt and Road", China strongly advocates college students' entrepreneurship. Nowadays, mass entrepreneurship has become the driving force of national development under the new normal conditions. The development of innovation and entrepreneurship education also opens another window for students. Entrepreneurship-driven-employment not only gives college students better opportunities, but also expands the employment ideas of China. At this stage, college students have great enthusiasm and vitality for innovation and entrepreneurship, and they have also become an important living force for national innovation and development. The country encourages college students to combine their own advantages to make a difference, which also promotes the employment rate of college students and provides more jobs.

2. Questionnaire Results

In the course of the research, the research team members handed out 500 questionnaires and collected 430 questionnaires. The questionnaire survey results show that

63.38% of the modern and contemporary college students do not know much about of the "Belt and Road" policy, and only 26.76% of the students have basic understanding of it. In the face of independent entrepreneurship, 71.83% of the students want to develop a project themselves, and 54.9% want to start a company. As for the entrepreneurship, 70.42% of the modern and contemporary college students think that the most important factor affecting entrepreneurship is professional knowledge and 85.92% of them think that the most important factor is practice work experience. Some students believe that social relations and communication skills are equally important than the above two factors. The 430 questionnaires show that the problems that college students need to solve in entrepreneurship are divided into proportions: insufficient funds account for 88.73%, personal connections account for 69.01%, no creativity accounts for 56.34%, and lack of experience accounts for 76.06%.

3. Reasons analysis

Through questionnaires, field visits, lectures and other forms of data collection, team members analyzed the following reasons affecting college students' innovation and entrepreneurship: (1) College students can not fully understand the current situation and can not analyze the advantages and disadvantages. (2) The quality of college students plays an important role in the success of entrepreneurship. (3) Entrepreneurship requires a lot of money. College students themselves do not have a certain source of income, and capital has become a major obstacle. (4) From the external environment of entrepreneurship, the government's support is insufficient. (5) From the perspective of the internal educational environment of colleg-

es, the knowledge and skills of college students themselves are not perfect.

4. Countermeasures Research

4.1. From the social level

The society should pay more attention on it. College students should be given more platforms and space to practice and develop, making their innovative ideas become reality, rather than staying in minds and annihilating with the passage of time.

4.2. From the school level

Although colleges have gradually increased the education of innovation and entrepreneurship for college students under the promotion of the national policy, the education system in this area is still not perfect. Therefore, the most important thing is to increase the investment in innovation and entrepreneurship education for college students. Colleges should strengthen the input of teachers, provide more communication platforms for college students and outstanding innovative entrepreneurs, so as to stimulate college students' innovative and entrepreneurial awareness and improve their innovative and entrepreneurial ability.

4.3. From the personal level

Firstly, college students should establish correct values and do a good job in career planning. A scientific and reasonable career planning can help college students better establish goals and find a clear development direction. Secondly, college students should always pay attention to political trends, find and seize opportunities in time, and keep pace with the development of the times, so as to find a correct way in the complex society. Finally, any college student should do his or her own job - learning. In the process of college, students should earnestly study scientific and cultural knowledge and constantly enrich themselves.

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