

Study on the Cultivation of University Students' Innovation and Entrepreneurship Ability

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Abstract: With the continuous development of higher education in China, the scale of college enrollment has been expanding and the employment of college students has become more and more serious. The demand of society for higher talent is developing in the direction of diversification, which constantly requires college students to strengthen the cultivation of innovation and entrepreneurship. At present, the innovation and entrepreneurship of college students have the problem of incomplete environment, the lack of entrepreneurial consciousness, the imperfect academic system, the shortage of teachers and the lack of practice. This paper mainly analyzes the problems existing in the cultivation of college students' innovation and entrepreneurship and the measures to be solved.

Keywords: College students; Innovation and entrepreneurship; Ability cultivation; Path; Study

1. Introduction

Improving the ability of independent innovation and building an innovative country is one of China's important development strategies. In order to respond to the call of this development strategy, the development of innovation entrepreneurship education has to be strengthened. College students are one of the most innovative and entrepreneurial potential groups. Cultivating college students' innovation and entrepreneurship ability also needs the education system to carry out the scientific development concept deeply. Innovative talents' training mode need deepen the reform of higher education and provide an important platform for students' innovative ability and practical ability. Through the method of investigation, the author puts forward all-round exposition on the importance of the cultivation of college students' innovation and entrepreneurship ability, carries out all-round research on the comprehensive needs of students, develops the targeted curriculum, analyzes the problems existing in the process of cultivating innovation and entrepreneurship ability and puts forward the solution, so as to smoothly promote China's innovative and entrepreneurial talents' training.

2. The Importance of Cultivating College Students' Innovation and Entrepreneurship Ability

Innovation is an important driving force for the national development and progress, and cultivating the innovation and entrepreneurship of college students can promote the development of China's comprehensive national strength.

Seventeenth report has pointed out that improving the ability of independent innovation and entrepreneurship, building an innovative country has become one of the national development strategies. Innovation can improve the comprehensive national strength, and in the era of economy and comprehensive national competition, competition between countries is essentially competition of science and technology and talents. The key to the construction of innovative nation is to cultivate innovative talents. Innovation education is a kind of foundation. Entrepreneurship education is based on innovation education, cultivating students' innovative ability, innovative thinking and innovation consciousness. By cultivating students' innovation and entrepreneurship ability and improving the talents storage of the country may effectively promote the construction of innovative country. Cultivating college students' innovation and entrepreneurship ability can alleviate the current employment pressure in China. With the continuous popularization and development of higher education, the scale of enrollment in colleges and universities in China has expanded and the number of college graduates has increased year by year. The number of college students in China has far exceeded the needs of the community jobs. The number of graduates is increasing, but the jobs offered by the community do not show an increasing trend. The significantly increasing number of graduates produced a large number of college graduates unemployed situation at the same time, and showing a rising trend year by year. Ten years ago, the average employment rate of college students in China was 80%, and so far has been reduced to 60% or even lower. Therefore, due to the

crisis of the employment of college students in China, students need to be actively encouraged to participate in innovation and entrepreneurship practice, cultivate innovation consciousness and entrepreneurship ability, create social positions to provide more employment opportunities for college students and alleviate the current employment pressure, and create greater social productive forces so as to alleviate social contradictions.

It is also necessary to cultivate college students' individual innovation and entrepreneurship ability. The current society is a knowledge economy era, college students dare to think about the pursuit of individual development, they have a strong sense of self-consciousness and self-values, and the requirements for innovation and entrepreneurship are growing. For the employment choices, students do not have their own clear employment goals and the pursuit, hoping fully demonstrate their talent and ability to use their own value. The innovation and education of college students is not only a simple knowledge education and skills education, but also pay more attention to the cultivation of college students' comprehensive quality and comprehensive ability, especially the idea of creative consciousness. Therefore, to cultivate the college students' innovation and entrepreneurship ability can realize their own value, and provide better conditions for them to achieve their own development. In the entrepreneurial activities, they can choose their own development area, through the platform provided by the school and with their own unique ideas to achieve breakthrough and innovation, and ultimately to achieve the value of life.

3. Current Situation of Cultivating College Students' Innovation and Entrepreneurship Ability

Since 1997, many colleges and universities have done a lot of spontaneous exploration for innovation and entrepreneurship education. Tsinghua University, with the students entrepreneurial plan competition as the carrier, discusses and practices the innovation education; Fudan University teaches students the basic knowledge and basic skills of the entrepreneurship; East China Normal University sets up innovative education courses, these universities provide the training and platform of knowledge about entrepreneurship for students, cultivate students' innovative and entrepreneurial spirit, and achieved good results. The CPC Central Committee and State Council clearly pointed out that higher education should attach importance to cultivating the students' innovative ability, practical ability and entrepreneurial spirit. In recent years, in order to pay more attention to the cultivation of students' practical ability, creativity and entrepreneurial ability, the Ministry of Education has built more than 30 experimental areas for entrepreneurship education talents through quality engineering projects to provide students with a better platform to help them to real-

ize their own life ideal. In 2010, the Ministry of Education issued the Guidance Committee on Promoting the Innovation and Entrepreneurship Education and the Work of Students' Independent Entrepreneurship Work in Colleges and Universities, and set up a special guidance committee for innovative education of higher education, which coordinated the development of innovation and entrepreneurship education in colleges and universities, and the work was carried out in a comprehensive manner. Under the guidance of the relevant departments and the education departments in China, all the colleges and universities actively carry out innovation and entrepreneurship education, and explore the empirical mode of innovation and entrepreneurship education through different ways. Taking the discipline-oriented model of People's University of China as the representative, taking the practice-oriented model of Beijing University of Aeronautics as the representative and the integrated model of Shanghai Jiaotong University as the representative, these models provided good blueprints to other colleges and universities innovation and entrepreneurship education development.

4. Problems in Cultivating Innovation and Entrepreneurship

4.1. The environment needs to be improved

Through the analysis of the experience of cultivating innovation and entrepreneurship ability of experimental universities, it is shown that although colleges and universities are vigorously promoting the cultivation of innovative and entrepreneurial ideas, in fact they are lack of innovation and entrepreneurship education guidance, and in the process of cultivating innovation and entrepreneurship, there is not a good atmosphere for respecting entrepreneurial knowledge and encouraging entrepreneurship. There are obstacles in the social environment for students' innovative and entrepreneurial activities. Although there is a certain tilt for college students' innovation and entrepreneurship in China, for some practical convenience as well as the development of the site it is still lack of specific policies.

4.2. The innovation consciousness of college students needs to be enhanced

Due to the lack of experience and professional limitations, many college students do not really realize the importance of innovation and entrepreneurship, gradually take part in the innovation and entrepreneurship activities according to the school's requirements, and do not have enough interest in cultivating innovative consciousness. Although many students have a lot of innovative ideas, they do not have self-confidence in their ability, and can not get the corresponding help and guidance, making the

enthusiasm of participating in innovative and entrepreneurial activities is not high.

4.3. Discipline system is imperfect

The innovation and entrepreneurship courses in many colleges and universities are set up in the form of single professional lectures, which lack of systematic courses. especially lack of education and training for professional skills. The professional courses and professional planning training are not practically combined, do not reflect the professional characteristics, so that students learn more boring, and can not better develop their own innovative spirit and innovation ability.

4.4. The construction of the faculty is not strong

At present, many colleges and universities lack the faculties who can cultivate innovative spirit and innovation ability and have experiences. They are in pursuit of high academic qualifications, emphasizing the teachers' scientific research. On the teaching of professional courses, although teachers can achieve good teaching results, their professional area is narrow, lack of practical experience and innovation and entrepreneurship ability of management. They can only focus on paper, lack of experience, which can not make students get real feelings and experiences in innovation and entrepreneurship lessons, can not provide guidance for students' future innovation and entrepreneurship works.

4.5. Practice of innovation and entrepreneurship education is weak

In the innovation and entrepreneurship education, many college students in each college held various forms of college students' entrepreneurial plan competition. However, many students and colleges just make such a competition; they will not really put innovation and entrepreneurship plan into practice. Students' innovation and entrepreneurship practice bases are insufficient and require social support, but few companies are willing to provide learning opportunities and jobs and have students participate in the actual management and operation. Universities, enterprises and governments did not form a full range of cooperative relations, limiting students' development. Some colleges and universities try to open up college entrepreneurial areas or industrial incubator bases for college students to provide them entrepreneurship at school. However, due to the expansion of colleges and universities, many schools have limited venues, and can not meet the needs of college students' innovation and entrepreneurship development.

5. Training Methods of College Students' Innovation and Entrepreneurship Ability

5.1. Encourage the development of innovative and entrepreneurial campus culture

A good campus culture atmosphere can enhance the students' innovative and entrepreneurial consciousness; generate internal motivation of innovation and entrepreneurship development, so that innovation and entrepreneurship education may gradually success. By encouraging the campus culture of the innovation and entrepreneurship, schools can actively promote the country's innovative and entrepreneurial policies and information through campus newspaper broadcast and campus network to promote the development of innovation and entrepreneurship education in colleges and universities. Promote innovation work propaganda and successful entrepreneurs' entrepreneurial experience and successful college students' innovative examples to provide students with adequate references. Through academic exchanges, extracurricular academic and technological activities, thematic education activities and other activities to encourage students to participate in various academic lectures and academic reports to expand the students' knowledge, enhance their views, and mobilize their enthusiasms. Actively organize students to participate in the enterprise of successful innovation, ask for entrepreneurs to introduce their own entrepreneurial process to mobilize the enthusiasm of students' entrepreneurship. Establish a set of perfect rules and regulations to encourage college students to innovate. In all disciplines at all levels, cross-scientific researches and other aspects that have important achievements award credits. Schools can set up innovation and entrepreneurship professional bonuses to provide incentives for college students with outstanding contributions. Students who are successful in participating in the International Innovation and Entrepreneurship Contest have to be promoted and praised throughout the school to encourage students to actively participate in the work of the enterprises. Combine part-time study and part-time work, allowing students to leave school on the way to start business.

5.2. Improve the discipline construction and teaching staff construction

In order to improve the systemic construction of innovation and entrepreneurship education curriculum, a sound education courses should be firstly established, learn from the advanced experience of innovation and entrepreneurship education at home and abroad, edit and use the high quality teaching materials with specific Chinese characteristics. In the establishment of innovation and entrepreneurship education curriculum, it is necessary to integrate the innovation and entrepreneurship education into the credit system of cultural accomplishment. Through the multi-level, three-dimensional curriculum system set up to cultivate students' entrepreneurial awareness, entrepreneurial quality, innovation and entrepreneurial knowledge. Through the systemic integration of the entrepreneurs' quality and increasing the selectivi-

ty and flexibility of the curriculum to meet the students' desire for knowledge, improve their overall quality, and achieve interdisciplinary, cross-cutting, cross-professional development. Form the characteristics and advantages of innovation and entrepreneurship courses by combining the characteristics and advantages of the school. At the same time, strengthen the construction of teachers. The cultivation of high-quality talents depends to a large extent on the teachers, so it is necessary to strengthen the training of entrepreneurial teachers. Allowing and encouraging teachers to participate in all walks of life innovation and entrepreneurship practice. Hire some professional entrepreneurial investors and other successful people from the community as part-time teachers to expand teachers' team of innovation and entrepreneurship education. Regularly organize teachers to train and realize their forthcoming accumulation of experience to put them into the teaching work. Strengthen academic exchanges and seminars in domestic and international innovation and entrepreneurship fields, and constantly improve the practical level of teachers' innovation and entrepreneurship ability.

In order to better help students to cultivate innovative thinking and innovation ability, it is necessary to strengthen the curriculum system construction from the state to the university. Encourage and cultivate the development

of innovation and entrepreneurship campus culture, strengthen the construction of curriculum system. Cultivate innovative and entrepreneurial students' teams; strengthen the construction of practical bases. Through the strengthening of school-enterprise cooperation, increase students' practice opportunities. Through the support of the government and the community, jointly promote the cultivation and development of innovative talents in China.

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