

Research on the Cultivation of College and University Students' Entrepreneurial Ability based on the Concept of School-Enterprise Collaborative Innovation

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Abstract: Central authorities come up with the slogan of “mass innovation, mass entrepreneurship”, and the society set off a trend of innovation and entrepreneurship. To improve the entrepreneurial ability of college students is a way to solve their own employment, but also conducive to alleviate the severe problem of social employment. As an important place to improve students' knowledge, skills and quality, it is conducive to cultivate students' entrepreneurial ability to establish the concept of school-enterprise collaborative innovation in the new era. This paper briefly introduces the concept of school-enterprise collaboration, the agreement of school-enterprise collaboration and college students' entrepreneurial ability, the dilemma of college students' entrepreneurial ability training under the concept of school-enterprise collaborative innovation, and the countermeasures to cultivate college students' entrepreneurial ability.

Keywords: School-Enterprise collaboration; Innovative concept; College and university students; Entrepreneurial ability

1. Introduction

With the rapid development of economy and society, China's economy is in the period of upgrading and transformation. Innovation is the driving force to promote social development. As an important force to promote social development, improving the innovative and entrepreneurial ability of college students is an important support to promote social development. One of the ways to cultivate application-oriented talents is to implement the school-enterprise coordination mechanism to meet the needs of social development and improve the innovative and entrepreneurial ability of college students. Western developed countries have implemented the innovative and entrepreneurial talents training mode of school-enterprise collaboration long time ago, and played an important role in combining education and industrial economy, and improving talent level and skills. Compared with it, colleges and universities in our country are still in the initial stage of cultivating the entrepreneurial ability of students under the support of the concept of school-enterprise collaboration, thus there are many problems and deficiencies. We need to make improvements in practice, in order to promote the innovative and entrepreneurial ability of college students [1].

2. The Concept of School-Enterprise Collaboration

As the deep extension and development of school-enterprise collaboration, school-enterprise collaboration mainly refers to the process of collaboration between school and enterprise as two independent individuals, including knowledge, information, resources and behavior. In the process of collaboration, both sides will realize resource sharing and complementary advantages, aiming to achieve common goals and demands. In 2011, the “Innovative Ability Promotion Plan in Colleges and Universities” put forward by the Ministry of Education is the earliest source of university enterprise collaboration. The purpose is to realize the collaboration between universities and enterprises, reform the talent training and technological innovation mode of colleges and universities, and finally improve the innovative and entrepreneurial ability of students as a whole. School-enterprise collaboration is to cultivate high-quality talents in the new era, with the emphasis on improving the students' innovative and entrepreneurial ability. In the process of collaborative collaboration between enterprises and schools, the school is mainly playing as the incubation base of enterprise innovation talents. The requirements and objectives of enterprises are the wind vane and power source to cultivate students' innovative ability. The collaboration and exchange between schools and enterprises are the powerful guarantee to promote students' innovative and entrepreneurial ability, and also the key to promote the overall development of students' quality

under the background of new curriculum reform. The collaboration between schools and enterprises is conducive to promoting the understanding of the needs and information of both sides, so as to meet the requirements of the development of socialist market economy, and cultivate innovative and entrepreneurial talents more in line with the development of the times [2].

3. The Agreement of School-Enterprise Collaboration and the Cultivation of College Students' Entrepreneurial Ability

3.1. School-enterprise collaboration meets the value orientation of innovation and entrepreneurship

School enterprise collaboration through the realization of the common role and connection between schools and enterprises, as well as between schools, enterprises and the external market environment, builds an organic whole, in order to achieve common goals and a series of processes of collaboration. The common goal of both schools and enterprises is to improve the practical ability of innovative and entrepreneurial of college students. The two main bodies of schools and enterprises can realize resource sharing and complementary advantages. The activities carried out in school-enterprise collaboration serve the goal of cultivating students' practical ability of innovation and entrepreneurship. Specifically, the improvement of students' practical ability of innovation and entrepreneurship includes not only the learning of basic theoretical knowledge and the improvement of practical ability, but also the cultivation of students' cooperative ability and team consciousness. Under the background of rapid development and transformation of social economy, various industries in the market tend to be saturated. It is difficult for college students to succeed in entrepreneurial activities with their own strength. Only with a good innovation and entrepreneurship platform, make full use of the available resources around, and have a good team collaboration ability, can they increase the probability of success. In the process of school-enterprise collaboration, as an important place to cultivate students' knowledge and practical skills of innovation and entrepreneurship, as well as the ability of team collaboration, enterprises can provide students with good entrepreneurial resources and platforms. To sum up, the school-enterprise collaboration model is not only conducive to the cultivation of high-quality innovative and entrepreneurial talents, but also to meet the value orientation of promoting the innovative and entrepreneurial ability of college students under the new situation [3].

3.2. The concept of school-enterprise collaboration meets the requirements of the times

With the advent of the digital age and the internet plus era, we are surrounded by lots of data in our life, work

and study. If we want to win in the new market environment, we must enhance our own innovative ability. School-enterprise collaboration model can give full play to the unique advantages of school and enterprise in training students, and jointly promote the realization of students' innovative and entrepreneurial ability. From the perspective of individual students, college students should make full use of the development platform of school enterprise cooperation, dig out their own advantages in innovation and entrepreneurship, on the basis of learning innovation and entrepreneurship knowledge and skills, use projects to cultivate innovative and practical ability; from the point of view of the school, the school should carry out exchanges and cooperation with enterprises, innovate the cultivation mode of innovation and entrepreneurship of college students, actively obtain the leading-edge information in the market in daily teaching activities, and realize the unity of theory and practice of the innovation and entrepreneurship in their teaching course; from the perspective of school and enterprise coordination, the improvement of students' innovative and entrepreneurial ability is the goal and demand that should be paid attention to. It is necessary to provide students with an incubation base for innovation and entrepreneurship in teaching activities, so as to cultivate innovative talents that meet the requirements of the digital era and the development of socialist market economy [4].

3.3. School-enterprise collaboration is conducive to enhancing cultural identity

The cooperation and innovation between the school and the enterprise need to carefully study the relevant national policies, promote the in-depth development of the cooperation between the two sides, and promote the full contact and interaction of the resources and elements of both sides. From the perspective of culture, school-enterprise collaboration, as a unique talent innovation training mode in the new era, provides conditions for the cultural integration between schools and enterprises to a certain extent. The cultural development system of school-enterprise cooperation makes colleges and universities abandon the traditional teaching mode of focusing on theory and neglecting practical ability training, and take the actual demand of the market as their own development direction, so as to promote the cultivation of students' innovative knowledge and ability. The integrating development of school-enterprise cultures exists as the core element of the cultivation of students' innovative and entrepreneurial ability. The integration of school and enterprise cultures can enhance the team cohesion and centripetal force at the same time. The students will integrate the excellent enterprise culture into the entrepreneurial projects, and promote the smooth development of its entrepreneurial activities. To sum up, culture as an

important benchmark for guiding actions, and the cultivation of cultural identity of both school and enterprise is an important foothold to enhance students' innovative and entrepreneurial ability in school-enterprise collaboration mode, which is conducive to helping students adhere to correct innovative and entrepreneurial values, and effectively improving their innovative and entrepreneurial ability.

4. The Practical Difficulties Faced by the School- Enterprise Cooperative Training of College Students' Practical Ability of Innovation and Entrepreneurship

Under the background of implementing innovative and entrepreneurial education in the integration of industry and education, schools and enterprises have made rich theoretical achievements in promoting the practical ability of innovation and entrepreneurship of college students. However, compared with the western developed countries, China started late, so there are still many practical difficulties in the process of practice.

4.1. Backward concept of cooperation between schools and enterprises

In the process of cooperation and communication between schools and enterprises, the development of school-enterprise collaborative training mode can achieve a win-win situation between schools and enterprises. But in today's practice of school-enterprise collaborative development, we can find an obvious phenomenon. The school can obtain more recruitment information from the process of school enterprise cooperation, and timely understand the market development trend. While, the benefits that enterprises obtained in school enterprise collaboration mode are relatively small. Enterprises provide resources for schools, and schools provide product research platforms for enterprises. But relatively speaking, schools are not good at product research and development. Because the output of enterprises to the school is far less than the input, many enterprises have denial psychology to join the school-enterprise collaboration mode.

In the process of school-enterprise cooperation mode, only when the enterprise provides projects and the school provides good management with the school mainly playing a leading role, can it be called a benign school-enterprise cooperation mode. However, from the current practice, most schools still adhere to the traditional school-enterprise collaborative training mode with enterprises providing funds for schools and schools providing talents, thus the enthusiasm of schools' participation is not high. Schools do not provide a good system guarantee for school-enterprise collaboration, which is difficult to promote the benign and healthy development of school-enterprise collaboration. It is not enough for

schools to cultivate students' knowledge and skills of innovation and entrepreneurship, but also need to pay attention to the cultivation of students' management ability.

4.2. Imperfect school-enterprise cooperative training standard

First, from the perspective of knowledge, the school has not formed a talent training standard to evaluate students' innovative and entrepreneurial knowledge. Second, from the perspective of ability, the school has not formed the training standard to evaluate students' learning and creating ability as well as their ability of dealing with deal with problems. Thirdly, from the perspective of quality, the school has not formed the criteria for evaluating students' innovative and entrepreneurial quality which specifically includes the quality of teamwork, interpersonal communication, communication and expression, thus it cannot promote the overall quality of students.

4.3. Imperfect construction of various guarantee measures for school-enterprise cooperative training

On the one hand, our country has not issued corresponding policies to ensure school-enterprise collaboration, implemented corresponding preferential and safeguard measures for enterprises participating in school enterprise collaboration, or formed a perfect reward and punishment mechanism for school enterprise collaboration. And there is no corresponding supervision mechanism, so the effect of school-enterprise collaboration mode is difficult to be guaranteed. On the other hand, the relevant laws and regulations on promoting school-enterprise collaborative innovation and entrepreneurship have not been specified in detail, nor have policies and regulations been formed to encourage both sides to actively participate in cooperation, so it is difficult to mobilize the enthusiasm of both sides to participate in cooperation.

5. The Choice of Countermeasures to Cultivate the Entrepreneurial Ability of College and University Students

5.1. Both schools and enterprises should change their ideas and promote in-depth cooperation

Schools and enterprises should recognize the importance of participating in school-enterprise cooperation on the ideological level, and re recognize the role and responsibility that schools and enterprises should play in the process of school-enterprise cooperation. Schools need to put innovation and entrepreneurship education in an important position of development, and focus on improving students' innovative and entrepreneurial knowledge and practical ability. As a new development mode in line with the development of the times, school-enterprise collaboration is the requirement of promoting the in-depth

development of school enterprise cooperation in the new era, which requires the active participation of schools and enterprises. The school should actively welcome the participation of enterprises, and update the curriculum system on the basis of understanding the needs of enterprises. Enterprises should provide more high-quality entrepreneurship projects for college students, and contribute their own strength to promote the cultivating innovative and entrepreneurial talents.

5.2. Establish a perfect evaluation standard for school enterprise collaboration

First, from the perspective of knowledge, we should establish the standards of innovative and entrepreneurial ability of college students with common basic knowledge and professional cultural knowledge. Secondly, from the perspective of ability, we should cultivate students' ability of learning, creating, dealing with problems and solving problems to evaluate their innovative and entrepreneurial ability. Thirdly, from the perspective of quality, we should examine students' innovative and entrepreneurial ability from two aspects of basic quality and engineering consciousness. All in all, we should promote the comprehensive, complete and diversified development of the evaluation system.

5.3. Strengthen the supporting measures of school-enterprise collaboration

On the one hand, we need to strengthen the system and policy protection. Specifically, the nation needs to introduce corresponding policies and systems, so that the concept of school-enterprise collaboration can be deeply embedded in the process of school-enterprise collaboration, which can promote the innovation and entrepreneurial ability of students. On the other hand, it is necessary to provide sufficient funds to guarantee the normal development of school-enterprise collaboration. Relevant departments should provide sufficient funds for school enterprise collaboration, so as to ensure the normal development of school innovative and entrepreneurial edu-

cation and realize the goal of training innovative and entrepreneurial talents.

6. Conclusion

Central authorities have issued many preferential policies and platforms to promote the innovation and entrepreneurship of college students. The concept of school-enterprise cooperation also helps to improve the innovative and entrepreneurial ability of college students. As an effective talent training model, school-enterprise cooperation is conducive to improving students' innovative and practical ability, as well as providing more innovative and entrepreneurial talents for the society. Therefore, college students need to seize the opportunity of the times, improve their quality and ability in the school, laying a good foundation for innovation and entrepreneurship.

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