

# An Analysis of the Cultivation of College Students' Awareness of Innovation

Zhang Jinbang<sup>1</sup>, Fu Yanping<sup>2</sup>

*1 Bozhou vocational and technical college, Bozhou, Anhui 236800, China*

*2 Primary School Department of Bozhou Hongxue School Middle School, Bozhou 236800, Anhui, China*

**ABSTRACT.** *With the continuous improvement of education level in China, the number of college graduates has increased on a large scale in recent years, and the employment form is severe. In order to ease employment pressure and to meet the needs of the rapid development of the domestic and international economy at the same time, college students, as a new force in social and economic development, are particularly important in cultivating awareness of innovation and entrepreneurship. This article aims to analyze the new path of college students' innovation and entrepreneurship under the analysis of the status quo of college students' innovation and entrepreneurship.*

**KEYWORDS:** *College students, Innovation, Entrepreneurship, Awareness*

## 1. Introduction

### 1.1 The Need for Social Development

President Xi Jinping reported in the 19th National Congress of the Communist Party of China that “The transformation of economic development mode relies on innovation and entrepreneurship activities, and it is necessary to ‘encourage entrepreneurship’, ‘promote entrepreneurship to promote employment’ and ‘support college students’ innovation and entrepreneurship’”. College students are the future of the country and the main force of innovation and entrepreneurship. In today’s severe form of employment, we must actively cultivate college students’ awareness of innovation and entrepreneurship. Cultivating college students’ awareness of innovation and entrepreneurship is an effective way to solve the multi-channel employment of college students. Social progress requires innovation, technological development requires innovation, and innovation is the driving force for the development of the times. With the development of the times, many industries have undergone ground breaking changes. Many traditional industries have been replaced. The continuous formation of new industries requires college students to cultivate an innovative spirit. Constantly advancing with the times according to the development

of the times. It can be said that cultivating college students' awareness of innovation and entrepreneurship is the needs of the times.

### ***1.2 The Need to Realize Its Own Value***

With the improvement of education level, and the rapid development of the Internet. Contemporary college students have received more new cultures and new ideas. A nine to five job has been unable to satisfy all college students' pursuit of their own value. Cultivating the awareness of innovation and entrepreneurship is not only a need for social development, but also a need for college students to realize self-worth.

## **2. Cultivation Status of College Students' Awareness of Innovation and Entrepreneurship**

### ***2.1 Current Awareness of Innovation and Entrepreneurship is Weak***

Influenced by traditional education methods and family concepts, contemporary college students and their parents are more inclined to stable job opportunities (e.g., government jobs) than entrepreneurs with unstable and unknown futures. The risk of entrepreneurship has become the main reason why most college students are discouraged from starting a business. At the same time, the start-up capital for entrepreneurship also makes many families worry. After all, the capital return of entrepreneurship also requires a certain period. Although the country has published various policy support and preferential action for college students' entrepreneurship, the lack of understanding of policies and innovative and entrepreneurial forms still makes many college students more willing to choose employment rather than entrepreneurship. Although colleges and universities have made great efforts to carry out teaching and activities related to innovation and entrepreneurship in China. However, college students' awareness of innovation and entrepreneurship is still very weak. Thus, it is difficult to mobilize enthusiasm in daily learning and activities, and they have not devoted themselves to innovation, but they do it just for getting credits. This also waste the school's efforts to promote innovation and entrepreneurship for college students.

### ***2.2 Lack of Systematic Professional Guidance***

In recent years, China has vigorously carried out actions to train college students' innovative and entrepreneurial talents. Among them, colleges and universities directly carry out innovation and entrepreneurship related education is the most important and direct way to improve college students' innovative awareness and entrepreneurial ability. However, the education related to innovation and entrepreneurship in China is still in the primary exploration stage, and the related content is mostly through the use of reference or copying the education methods of

other countries. This has caused many colleges and universities to find that they may not be in line with the development in China during actual operation. Even some colleges and universities just do some superficial effort just to respond to the government's call and deal with government inspections, but they can't actually convey the relevant ideas of innovation and entrepreneurship to students. There are also some universities that pay too much attention to the results of innovation and entrepreneurship, and blindly emphasize and encourage college students to start businesses. However, college students have just left the campus environment and lack working experience. Only encouraging entrepreneurship will inevitably lead to entrepreneurial failure and deep fear of entrepreneurship. The lack of a unified and suitable education theory and evaluation standard is also the current situation in my country that urgently needs to be solved for the cultivation of college students' awareness of innovation and entrepreneurship.

### **3. Ways to Cultivate College Students' Awareness of Innovation and Entrepreneurship**

#### ***3.1 The school's Active Development of Innovation and Entrepreneurship Theory and Practical Education***

First of all, colleges and universities should abandon the idea of "walking through the field" and "doing the look". They should truly recognize the importance of innovation awareness and entrepreneurial ability training for college students. Use the combination of school teaching and Internet+ to create an education system that meets the conditions of school students. Not only classroom teaching, but also to provide students with relevant knowledge of innovation and entrepreneurship from the aspects of teacher team building, simulation practice platform, off-campus practice opportunities, etc., and enhance students' awareness of innovation and entrepreneurship. It is also beneficial to invite some successful alumni to share their most authentic experience to motivate students to learn. Help students increase their confidence in entrepreneurship and stimulate their desirability for innovation.

#### ***3.2 The Society and Enterprises Actively Cooperate to Provide Innovative and Entrepreneurial Practice Platforms***

Innovation and entrepreneurship can't be done only by determination and awareness. It requires enough knowledge and ability. The school carries out basic innovation and entrepreneurship education, and enterprises must actively cooperate to provide more practical opportunities and platforms for students to enter the enterprise, understand the enterprise, and accumulate enough experience and practical operation to avoid blind action and the failure of entrepreneurship. With the continuous improvement of education level, college students have accumulated rich professional knowledge, but after all, college students have not really entered the society and lack basic working experience. And college students who have just left campus are not yet clear about their future career plans. Thus, they should not

blindly start a business. If the school connects with enterprises while providing basic theoretical education on innovation and entrepreneurship for college students, it will enable students to apply the theoretical knowledge they have learned to practice, thereby accumulating experience and determining direction for future entrepreneurship.

### ***3.3 The Efforts of College Students***

College students are the main body of innovation and entrepreneurship. All innovation and entrepreneurship activities are decided and carried out by college students themselves. Therefore, the ability of college students themselves plays a decisive role in the entire process of innovation and entrepreneurship. In the stage of study preparation and entrepreneurship, college students should earnestly study relevant knowledge of innovation and entrepreneurship, understand the relevant policies for college entrepreneurship in China, and lay a theoretical foundation for entrepreneurship. In the implementation of entrepreneurship stage, you should first accumulate enough experience, actively participate in innovation and entrepreneurship related competitions, participate in entrepreneurship practice platforms provided by companies and society, and strive to improve their comprehensive capabilities. Become a mature entrepreneurial talent with scientific decision-making ability, teamwork spirit, independent thinking and adaptability.

### **Acknowledgments**

Project Fund:1.Bozhou Vocational and Technical College Key Scientific Research Project: Research on the Evaluation of the Innovation and Entrepreneurship Ability of Local Vocational College Students (BYK1742);2.Bozhou Vocational and Technical College Connotation Construction Key Research Project: Research on the Teaching Mode of Innovation and Entrepreneurship Courses in Higher Vocational Colleges Based on the Integration of Industry and Education (2018bzjyxm36).

### **References**

- [1] Xi Yin (2015). Exploring the training path of innovative talents in schools [J]. Journal of Linyi University, no.2, pp.44-46.
- [2] Min Lin (2013). On the cultivation of college students' entrepreneurship awareness [J]. China Higher Education, no.4, pp.22-24.