

Research on the Improvement of Entrepreneurship Education for College Students

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Abstract: In recent years, colleges and universities should further strengthen the investment in innovation and entrepreneurship education, establish a sound education and teaching system, and provide more practice platforms and campus innovation and entrepreneurship culture support, so as to improve college students' innovation and entrepreneurship awareness, ability and motivation. At the same time, the government and enterprises should also provide greater support and help for college students to start their own businesses. In addition, college students should constantly tap their own potential, enhance their motivation for innovation and entrepreneurship, and actively seek innovative and entrepreneurial resources and opportunities to achieve their entrepreneurial goals. Therefore, it is particularly important for universities to carry out innovation and entrepreneurship education for college students. Some problems are pointed out and suggestions are put forward.

Keywords: innovation; Entrepreneurship education for college students; Improvement research

1. Introduction

The current economic development mode has been transformed from the traditional capital input of factors to relying on scientific and technological innovation, and independent innovation has become an inevitable trend in the transition period^[1]. The number of college graduates will reach more than 10 million in 2023, and due to the epidemic, the available jobs are not enough to meet the demand of college graduates. College students' entrepreneurship has become a new way of employment, a new way to enhance the realization of personal value, and opened up a new road for the future. With the "mass entrepreneurship and innovation" proposed by the Party Central Committee, all colleges and universities, as the main platform for cultivating talents, especially entrepreneurial talents, actively respond to national policies and invest human, material and financial resources to speed up the training of high-quality entrepreneurial talents. Establish a new path to cultivate talents combining "production, university and research".

2. Current situation of college students' innovation and entrepreneurship education

In the era of "mass entrepreneurship and innovation" proposed by the state, the society and the government increase policy support and capital investment for innovation and entrepreneurship. As the main platform for cultivating talents, especially innovative and entrepreneurial talents in the new era, colleges and universities pay more attention to the construction and improvement of innovation and entrepreneurship system and the cultivation of talents. However, although China has drawn the attention of innovation and entrepreneurship education and subject education to the same level, as a developing country, compared with some developed countries, there is still some distance in the level of innovation and entrepreneurship education. The development of science and technology, various competitions of innovation and entrepreneurship, the opening of entrepreneurship education courses and the support from all walks of life have ignited the upsurge of innovation and entrepreneurship among college students, but this upsurge is easy to subside. At the same time, there are also some problems such as students' confusion about the concept and cognition of innovation and entrepreneurship.

In addition, under the limitation of various environmental factors, the entrepreneurial motivation of college students has decreased significantly. Among them, capital is a very important factor for

entrepreneurship, and entrepreneurship requires long-term capital investment, so failure to solve the problem of students' start-up capital will become the main obstacle to students' real entrepreneurial practice.

3. The significance of college students' innovation and entrepreneurship education

(1)The "Big Innovation Plan" based on innovation and entrepreneurship education is conducive to promoting the change of educational concepts

Some developed countries started entrepreneurship and entrepreneurship education earlier than China. In the past 20 years of innovation and entrepreneurship education in China, the educational concept is changing from the traditional dependence on social jobs to self-employment, job creation and job creation to adapt to the changes of The Times. The implementation of the "big innovation Plan" aims to explore and establish a teaching model with problems and topics as the core, advocate innovative experimental reform with undergraduate students as the theme, mobilize students' initiative, enthusiasm and creativity, stimulate students' innovative thinking and innovative consciousness, gradually master the methods of thinking and solving problems, and improve their ability to innovate and practice^[2].

(2)College students' innovation and entrepreneurship education is conducive to the cultivation of entrepreneurial ability

In the current era of rapid change and vigorous economic development, entrepreneurial ability is an important driving force to promote social and economic development, and it is particularly crucial to cultivate college students' entrepreneurial ability. It can not only create new job opportunities, but also open a new way for many college students to start businesses and get rich. As the backbone of the future society, their entrepreneurial spirit will affect the innovation and vitality of the whole society, so as to alleviate the increasing employment pressure. Therefore, attaching importance to and cultivating college students' entrepreneurial ability has become an important responsibility recognized by our society. Through entrepreneurship education, more young people can realize the value of entrepreneurship and bravely take the first step of entrepreneurship. In this way, they can not only create wealth for the society, but also open up employment paths for many peers and help them out of employment difficulties. College students with the ability of self-employment can turn the employment pressure into the driving force for entrepreneurship, stimulate more new growth points through self-employment, provide jobs, thereby reducing the employment pressure of the society, and finally realize the synergy of self-goals and social values^[3].

(3)Innovation and entrepreneurship education can help cultivate college students' sense of responsibility

Innovation and entrepreneurship education contributes to the cultivation of college students' sense of responsibility^[4]. Most of the contemporary college students come from the families of the only child. They grow up in a caring environment, but in this environment, college students have a strong sense of self and a weak sense of responsibility. However, entrepreneurship is an activity full of risks and challenges for college students, and they need to bear corresponding responsibilities and risks. Therefore, college students cannot do without the cultivation of responsibility consciousness in entrepreneurship. The cultivation of college students' sense of responsibility is not only conducive to the success of entrepreneurship, but also conducive to the establishment of trust, improvement of personal quality, and realization of self-value. Innovation and entrepreneurship education carried out in colleges and universities can help students systematically learn various risks and problems in entrepreneurship, improve entrepreneurial skills, and guide students to think about self-responsibility, social responsibility and family responsibility. Such education can help college students realize their responsibilities more comprehensively and improve their sense of responsibility, so as to better face various challenges and risks in entrepreneurship and achieve success. In a word, innovation and entrepreneurship education in colleges and universities can effectively cultivate college students' sense of responsibility, help them better face challenges and risks, and realize personal and social values.

4. Problems faced by college students in innovation and entrepreneurship education

(1)College students' cognition of innovation and entrepreneurship is vague

Due to their own quality, education, experience and other reasons, college students tend to blur the

concepts of innovation and entrepreneurship or even put the cart before the horse, believing that the two are the same thing that leads to difficulties in carrying out innovation and entrepreneurship education and unclear boundaries. In fact, there is a big difference between innovation and entrepreneurship. UNESCO defines entrepreneurship education as follows: "Entrepreneurship education, broadly defined as the development of pioneering individuals, is equally important for salaried workers, as employers and individuals increasingly value initiative and risk-taking in addition to demanding career success[5-6].

(2)The lack of college students' own ability can easily lead to the interruption of entrepreneurship

The progress of science and technology and the issuance of various national policies to support colleges and universities in cultivating innovation and entrepreneurship education make college students' innovation and entrepreneurship consciousness no longer stay in their minds, but can obtain professional guidance and financial support, making "small ideas" a reality, thus igniting college students' enthusiasm for innovation and entrepreneurship. The external conditions and support for college students' entrepreneurship are enough to support college students to enter the field of entrepreneurship with confidence and display their talents. However, due to the conditions of college students themselves, the reality is that due to the lack of professional knowledge, financial ability and entrepreneurial experience of college students, most of the entrepreneurship of college students has become a kind of interest-based entrepreneurship, which does not have the characteristics of toughness and twists and turns, and it is easy to cause college students to lose confidence in the twists and turns of the entrepreneurial process, so that they can easily interrupt or give up entrepreneurship.

(3)College students lack entrepreneurial motivation

College students usually lack actual entrepreneurial experience and skills, and can only rely on theoretical knowledge in books, which makes the practical experience and theoretical knowledge of entrepreneurship unbalanced, and only relying on a lot of theoretical knowledge in entrepreneurship will be too thin in entrepreneurial practice. In addition, college students also have to face the restrictions of the external environment such as academic pressure, lack of entrepreneurial resources and social competition. It is often difficult for college students to balance the relationship between study and entrepreneurship, as well as the problems of human resources, capital, space and other resources and the competition from peers or enterprises that have begun to take shape. Therefore, college students face the unbalanced relationship between entrepreneurial practice and theoretical knowledge, the lack of time, resources and practical experience to support them in implementing entrepreneurial plans and coping with risks and challenges, which all become obstacles in college students' entrepreneurship. As a result, college students lack the courage to pursue the entrepreneurial ideas in their minds, resulting in a great reduction in the motivation of college students to start a business or just a "flash in the pan".

(4)College students lack initial funds to start their own businesses

In addition, many college students will encounter the situation of lack of entrepreneurial experience and network resources in the process of starting a business. They may have tried to convince investors or banks of their business plan, but found that they may not be able to fully demonstrate the potential and profitability of the plan. Due to their lack of experience, their understanding of market trends, competitors and customer needs often appears inadequate, and the viability of their business plan may be weakened. In this case, they may have to face skepticism from investors or partners, and may not even be able to obtain external financing. At the same time, they may have difficulty reaching out to potential investors or partners due to the scarcity of personal connections, which further limits the opportunities available to external sources of financing[7].

5. Solutions to the problems of college students' innovation and entrepreneurship

(1)Strengthen the construction of teachers and deepen the concept of innovation and entrepreneurship education

Many colleges and universities are not equipped with professional experts and scholars in the field of innovation and entrepreneurship to train and guide students. Instead, trained and experienced teachers, mostly teachers from innovation and entrepreneurship colleges, give lectures and guidance to students. In some very professional aspects, students may be confused about some concepts of innovation and entrepreneurship. Therefore, colleges and universities should strengthen the construction of teacher teams, constantly strengthen the self-quality and entrepreneurial skills of

teachers, conduct regular training for teachers, and implement some programs suitable for the school's teacher construction and discipline training plans, so as to enhance students' deepening of innovation and entrepreneurship and other concepts, broaden their horizons in learning, harvest and grow in competitions, under the guidance of teachers, Choose a most suitable road for themselves, and grow into high-quality, highly professional innovative and entrepreneurial talents.

(2) Provide adequate guarantees to improve college students' entrepreneurial ability and resilience

Compared with entrepreneurial organizations in the society, especially some people in the business community, college students' innovation and entrepreneurship groups have insufficient social experience in entrepreneurship, so they have greater trial and error costs. Due to their own ability, financial resources and other problems, most students do not have the ability to accept the reality of entrepreneurial failure, which leads to college students unwilling and dare not leave the greenhouse of campus. The subsidies of the family go to the enterprises in the society to take investment for innovative practice and entrepreneurship. Therefore, the state can open some markets specially for college students to start businesses on a trial basis, so that they can accumulate experience and improve their entrepreneurial ability. Colleges and universities can conduct training and practical activities according to their students' specific abilities, so that college students have enough psychological preparation and confidence to enter the entrepreneurial market. The state can also set up innovative policies such as "entrepreneurial insurance" to support college students to start businesses. Reduce their trial and error costs, ease the entrepreneurial pressure, so as to enhance their entrepreneurial resilience.

(3) Provide environmental support to enhance college students' entrepreneurial motivation

It is a challenging task for college students to start a business, which needs to face many restrictions such as academic pressure, insufficient resources and social competition. In order to encourage college students to actively participate in entrepreneurial practice and improve their entrepreneurial ability and practical experience, universities need to strengthen the education and training of entrepreneurship courses, and provide corresponding practical opportunities and entrepreneurial projects and other resources to help students improve their entrepreneurial ability and experience, so as to enhance their entrepreneurial motivation. The government and enterprises also need to provide corresponding resources and services, such as venture capital funds, places for entrepreneurship, etc., to support the development of entrepreneurial activities of college students, and solve the problems encountered in entrepreneurship, so as to create a good environment and conditions for college students to start their own businesses. In addition, all sectors of society also need to give more support and attention to college students' entrepreneurship, provide guidance and resources for entrepreneurship, and encourage them to be brave in entrepreneurship. Through the joint implementation of these measures, college students' entrepreneurial motivation and enthusiasm can be enhanced, and the development of college students' entrepreneurial activities can be promoted. At the same time, it will also help to improve the comprehensive quality and competitiveness of college students, and lay a solid foundation for future employment and development.

(4) Integrate a variety of innovation and entrepreneurship education resources on and off campus

Colleges and universities can invite successful entrepreneurs with business experience to return to their Alma mater to train college students and share their entrepreneurial ideas, experiences and feelings in the form of alumni venture investment alliance^[8]. In addition, many entrepreneurship centers, incubators and organizations regularly hold entrepreneurship competitions to provide financial support and other resources for outstanding entrepreneurial projects. The judges of these competitions are generally made up of top figures in the industry, who have rich experience and professional knowledge to help college students better understand industry dynamics and market trends, so that they can better plan and manage their projects. By participating in such events, it may be possible to gain the favor of the judges, which can lead to financial support. In addition, such events can also provide the opportunity to meet other entrepreneurs and investors in close proximity, which will help to expand the network and get more support. Through the teaching exchange platform, instructors and practitioners inside and outside the school can share teaching experiences, methods and strategies. This synchronous sharing can promote the rapid flow of information and help make full use of various resources inside and outside the school.

6. Conclusion

Based on the above analysis, we can conclude that despite the current national vigorously promote

innovation and entrepreneurship in the background, colleges and universities, as the main platform for cultivating innovative and entrepreneurial talents, have elevated the education of innovation and entrepreneurship to a high level of importance equal to that of traditional subject education. However, even if the government and all sectors of society give more support to innovation and entrepreneurship, college students still face many problems in innovation and entrepreneurship, such as college students' vague cognition of innovation and entrepreneurship, lack of their own innovation and entrepreneurship ability, lack of innovation and entrepreneurship motivation and initial capital. Therefore,

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