

Research on the cultivation of college students' innovation and entrepreneurship ability under the new situation

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Abstract: *Under the new situation, the training of national innovative and entrepreneurial talents has been put on the strategic level, and it is required to continuously improve the training mechanism of innovative and entrepreneurial talents, so as to provide high-quality innovative talents for social development. As the main position of social talent training, the cultivation of college students' innovation and entrepreneurship ability is more important. By analyzing the necessity and existing problems of cultivating college students' innovation and entrepreneurship ability under the new situation, this paper puts forward several paths to cultivate college students' innovation and entrepreneurship ability under the new situation from different levels such as universities, students, families and countries, so as to provide reference for relevant personnel.*

Keywords: *Innovation and entrepreneurship; College students; Take up a job*

1. The necessity of cultivating college students' innovation and entrepreneurship ability under the new situation.

1.1 The inevitable choice to promote national development and progress

Innovation is the soul of national progress, the inexhaustible driving force for national prosperity, and the key to help our country stand out in the new round of global information revolution. No matter in which period, if a country wants to continue to develop, it must continue to innovate, but the foundation of innovation lies in high-quality and innovative human resources. At present, China has determined the goal of becoming an innovation-oriented country, in order to achieve this goal smoothly, universities need to provide talent support as the main participants in innovative development. Therefore, it is necessary to speed up the construction of college innovation and entrepreneurship education system to train innovative talents. College students, as the builders and successors of the socialist cause in the new era, only by doing a good job in their innovation and entrepreneurship education and making them the innovative talents needed in the new era can they ensure that the dynamic elements of optimizing the economic structure can be transmitted to the job market, high-quality innovative talents can be transmitted to the national development and social progress, and then the innovation level and comprehensive competitiveness of the whole country can be improved. Promote sustainable national development.

1.2 Effective ways to ease employment pressure

Under the new situation, affected by the global economic downturn, the overall employment situation of the society is not optimistic. If college students do not choose to continue their studies when they graduate, they will directly face the employment problem. As the largest audience group that urgently needs to solve the employment problem, the employment situation is becoming increasingly severe with the increase of the number of college graduates year by year. In order to alleviate the employment pressure of the whole society in a short period of time, we must ensure the stable situation of college students. Compared with other groups in society, college students are relatively plastic in terms of professional quality, age, potential and other factors, and are the most suitable group for cultivating innovation and entrepreneurship ability. Colleges and universities should strengthen the cultivation of college students' innovative and entrepreneurial ability, open their innovative and entrepreneurial thinking, stimulate their innovative and entrepreneurial consciousness, help them establish a correct employment concept, improve their own ability and quality, and realize high-quality employment when

they graduate or even embark on the road of entrepreneurship with their creative ability. This can not only solve the employment problems of college students themselves, but also solve the problems of college students. Improving the employment quality and employment rate of colleges and universities can also provide more jobs for the society and ease the employment pressure of the state and society.

1.3 The internal requirements for improving the comprehensive ability of college students

Under the new situation, the attack of economic globalization and a new wave of information revolution has raised the requirements of the whole society for the innovative and entrepreneurial ability of talents in the new era. As an important aspect of quality education, innovation and entrepreneurship education is an active and inclusive education system, which can build a platform for students to show themselves in an all-round way. Through improving and effective innovation and entrepreneurship education, colleges and universities guide college students to carry out theoretical study and practical exploration of innovation and entrepreneurship, which can help improve college students' innovation and entrepreneurship ability, help them use creative thinking in the learning process, put forward innovative ideas, establish correct thoughts and concepts, and deeply combine theory and practice, so as to stand out in the learning process. It aims to cultivate both moral and intellectual education ability of college students, effectively promote the all-round development of their comprehensive quality, enhance their competitiveness in the fierce social competition they will face in the future, and realize the value of life and social value [1].

2. The practical significance of training college students' innovation, entrepreneurship and employability

2.1 Improve the overall quality of graduates to meet the needs of the job market for college talent training

With the rapid development of social economy, all walks of life pay more and more attention to the cultivation of talents, especially graduates with innovative thinking are increasingly competitive in the job market. From the perspective of enterprise development, innovation ability is one of the core competitiveness of enterprises. Increasing the cultivation of college students' innovation ability can help graduates adapt to the demands of the job market more quickly. In addition, more and more colleges and universities have established or are establishing various types of innovation and entrepreneurship incubation bases, aiming to help graduates enhance their employment and entrepreneurship ability and improve their comprehensive ability. Improve the recognition of college students in the job market [2]. The significance of cultivating college students' innovation and entrepreneurship ability is not only to help college students realize entrepreneurship, so as to promote employment, but more importantly, to develop college students' innovative thinking and help them better adapt to the law of development of all walks of life in the current employment background. Taking Northwest University of Political Science and Law as an example, the school regularly sets up an innovation and entrepreneurship incubation base for college students, allocates special funds every year to support and help college students with entrepreneurial intention to innovate and start businesses, and holds various innovation and entrepreneurship competitions to select potential entrepreneurial teams, and professional mentors give targeted guidance to entrepreneurial teams. Help college students to actively start businesses under the background of understanding the social and economic development situation, improve the comprehensive development ability of college students, and enhance the recognition of graduates by employers.

2.2 Promote the transformation of college talent training concepts and innovate talent training models

Strengthening the cultivation of college students' innovative and entrepreneurial ability can promote the transformation of college talent training concepts, transform the traditional education concept based on knowledge education into the direction of cultivating students' entrepreneurial ability, thinking ability and comprehensive ability, and help colleges and graduates better adapt to the actual demand of the job market for college talent recruitment in the new economic environment [3]. Under the guidance of the concept of innovation and entrepreneurship cultivation, many colleges and universities have carried out innovation and research and development of innovation and entrepreneurship courses, introduced a professional team of innovation and entrepreneurship guidance teachers and innovation and entrepreneurship concepts, in order to cultivate a large number of new college students who can adapt to

the social development trend. For college students, it can help to enhance the comprehensive competitiveness, and have more advantages to obtain the recognition of employers under the same conditions. Innovation and entrepreneurship is not a simple campus practice, which plays an important role in enriching students' inner culture, improving students' understanding and adaptability to social development, and enhancing students' employment competitiveness.

3. The problems existing in the training process of college students' innovation and entrepreneurship ability under the new situation

3.1 The university level

Most universities lack of understanding of the significance of innovation and entrepreneurship education, lack of systematic innovation and entrepreneurship talent training programs, and have not formed a complete innovation and entrepreneurship education system. First, most colleges and universities do not have substantive training measures for innovation and entrepreneurship, and arrange innovation and entrepreneurship education as an accelerated education at the graduation stage of students. The short-term education mode cannot change and shape the innovative thinking mode of college students, and it is difficult to achieve real results of innovation and entrepreneurship education. Second, in the course setting of innovation and entrepreneurship, college counselors or teachers from school-level administrative departments usually serve as course teachers, and few of these lecturers have received professional training in innovation and entrepreneurship knowledge, which makes the teachers of innovation and entrepreneurship education weak. Third, most colleges and universities do not arrange the teaching of innovation and entrepreneurship according to the characteristics of students of different majors, which is basically a unified teaching mode of the whole school. They do not teach students according to their aptitude, and some majors do not even offer courses related to innovation and entrepreneurship, resulting in no opportunities for students to have access to innovation and entrepreneurship education. Fourth, there is a disconnect between theory and practice teaching in innovation and entrepreneurship education in most colleges and universities, and relevant courses tend to be imitative theoretical explanations, while practical operations are relatively few, unable to provide a practical platform, which makes it impossible for both theory and practice education to play a role in innovation and entrepreneurship education. Fifth, most colleges and universities invest insufficient resources in innovation and entrepreneurship education. They cannot provide a group of entrepreneurship tutors with practical experience, nor provide strong financial support. Moreover, they lack the connection with social resources, so that some good ideas remain only on paper and cannot be effectively transformed, which dampens students' enthusiasm for innovation and entrepreneurship [4].

3.2 Student level

College students' own innovation and entrepreneurship consciousness and thinking mode play an important role in the success or failure of innovation and entrepreneurship education, but in the process of college innovation and entrepreneurship ability training, this point is extremely lacking. First, most students lack the courage and consciousness to innovate and start businesses. After the college entrance examination, college students are generally strongly influenced by exam-oriented education. They learn more knowledge by rote and seldom have innovative ideas. The lack of innovative and entrepreneurial thinking mode makes them lack the courage and consciousness of innovation and entrepreneurship. Second, the traditional thinking mode is deeply rooted in the minds of students. Under the influence of traditional ideas, most students generally believe that the employment destination after graduation is either to continue studying or to work in various units, and entrepreneurship has never become their employment option after graduation, so they have never equated entrepreneurship with employment in their minds. As a result, entrepreneurship accounted for only a small proportion in the employment category of college graduates over the years; Third, most students lack the ability of innovation and entrepreneurship. Affected by the severe employment situation and economic temptation, some students will focus on starting their own businesses when they graduate, in order to relieve the employment pressure and obtain greater economic benefits. However, most of the students who choose to start a business learn the knowledge of innovation and entrepreneurship in the ideal innovation and entrepreneurship education mode of school, which is divorced from the reality of society. Therefore, they lack the actual innovation ability and have no new ideas for their own entrepreneurial projects, but just copy the existing ideas in the society. Most of the blind startups lacking entrepreneurial ability end in failure.

3.3 Family level

The cultivation of innovation and entrepreneurship ability of college students cannot be separated from the support of students' families, but at present, few families support students to start a business as an employment choice after graduation. First, most families in China are influenced by the traditional idea that students should enter after graduation

Employment in enterprises and public institutions, some families think that "learning and excellent is what" have not yet graduated to encourage students to prepare for civil servants and public institutions and other systems within the job, even the first year after graduation will encourage students to continue to prepare for the exam, the pursuit of work within the system is too persistent; Second, most of the students' families do not support students to start a business after graduation, so they will not invest too much capital and spiritual support in student entrepreneurship, resulting in even if the students have a strong willingness to start a business, they will be subject to financial and spiritual restrictions, and the entrepreneurial results are often unsatisfactory.

3.4 The national level

National policy support is crucial to the cultivation of college students' innovation and entrepreneurship ability. However, the current state support for college students' innovation and entrepreneurship is relatively simple and insufficient. First, the state has issued few policies and relevant regulations on college students' innovation and entrepreneurship, and the publicity is insufficient. College students lack social experience and financial support, resulting in a general lack of social competitiveness of innovation and entrepreneurship projects, which require targeted help and support from the state in terms of technology and management. However, the current support policies for college students' innovation and entrepreneurship are relatively simple, and are more confined to tax relief, business loans and other aspects, and there are relatively few policies for technology support. At the same time, the lack of publicity leads to the final effect of these policies. Second, the resource investment to support college students' innovation and entrepreneurship is insufficient. No matter how good a creative project is, it also needs the support of resources to transform it into good results before it can be industrialized. However, at present, the state invests relatively little in the innovation and entrepreneurship of college students, trains relatively few professional teachers, and provides relatively insufficient platforms for entrepreneurship practice. As a result of the weak support of various resources, most of the innovation and entrepreneurship projects of college students only stay at the theoretical level and cannot be transformed into effective results, resulting in the overall innovation and entrepreneurship prospects of college students, the entrepreneurial environment is worrying, and the will and determination of college students to innovate and entrepreneurship cannot be strengthened [5]. Third, China's innovation and entrepreneurship development time is relatively late, the whole society lacks the educational atmosphere, humanistic environment and effective platform for innovation and entrepreneurship, the lack of measures to encourage school-enterprise cooperation to jointly promote innovation and entrepreneurship education, has not yet formed a healthy and sustainable development of innovation and entrepreneurship ecosystem, which to a certain extent limits college students' innovation and entrepreneurship practice.

4. The path analysis of college students' innovation and entrepreneurship ability training under the new situation

4.1 National level

Based on the current reality, government departments should improve the support for college students' innovation and entrepreneurship activities. According to the current support mechanism, college students do not get more efficient help in the process of innovation and entrepreneurship, such as insufficient policy support, insufficient full loan amount, and the overall business environment needs to be further optimized.

4.2 University level

In daily teaching activities, universities should strengthen the cultivation of college students' consciousness of innovation and entrepreneurship, and let college students actively participate in various innovative and entrepreneurial activities. Give full play to the role of brand events such as "Internet + College Student Innovation and Entrepreneurship Competition", China Innovation and Entrepreneurship

Competition "Maker China" Innovation and Entrepreneurship Competition, "China Innovation Wing" Entrepreneurship and Innovation Competition, National Rural Entrepreneurship and Innovation Project Creativity Competition, Central Enterprise Yixing Innovation and Innovation Competition "China Youth Innovation and Entrepreneurship Competition, China Women Innovation and Entrepreneurship Competition, etc. Carry out multi-dimensional innovation and entrepreneurship training lectures to improve teachers' comprehensive teaching ability and effectively solve the problems encountered by students in innovation and entrepreneurship activities. At the same time, combining the innovation and entrepreneurship education of college students, training a high-quality teacher team is also a top priority. The cultivation of college students' innovation and entrepreneurship ability should be organically combined with the teaching of professional courses, which is not a simple work of "one plus one". Schools can regularly organize education activities on innovation and entrepreneurship to improve the quality of teachers in innovation and entrepreneurship, and provide entrepreneurship mentors to guide college students in innovation and entrepreneurship, thus laying a solid foundation for college students to carry out various innovation and entrepreneurship activities [6].

4.3 Student level

To cultivate students' consciousness of independent innovation and entrepreneurship is the key to the cultivation of innovation and entrepreneurship ability. Therefore, students should take the initiative to strengthen self-education and self-management of innovation and entrepreneurship. First, college students should take the initiative to participate in innovation and entrepreneurship training, competitions and scientific research projects, promote learning through competition, and make use of various resources available inside and outside the school to conduct systematic innovation and entrepreneurship training and learning, so as to enhance the consciousness, courage and ability of independent innovation and entrepreneurship. Second, use school time, winter and summer vacation to expand social practice activities, through the internship to learn the theory and practical knowledge in practice, rather than on paper, to improve the ability of independent innovation and entrepreneurship; Third, facing the increasingly severe employment situation, college students should take the initiative to adapt to the needs of social development, change the traditional employment thinking mode, and equate successful entrepreneurship with high-quality employment, instead of insisting on employment in enterprises and public institutions.

4.4 Family level

As one of the main bodies of the training system of college students' innovation and entrepreneurship ability, families should provide students with certain spiritual encouragement and economic support when conditions permit. Parents should take the initiative to change their inherent employment thinking mode, cooperate with the society and the school to advocate the concept of "mass entrepreneurship and innovation", and encourage students to participate in innovation and entrepreneurship practice activities. Help students find their own suitable industry, no longer obsessively let students prepare for the public office.

5. Conclusion

The cultivation of college students' innovation and entrepreneurship ability is of great significance to both students and the whole society, and is the booster of national development. Therefore, the cultivation of college students' innovation and entrepreneurship ability is the key content that must be carried out in college education, and it is urgent to explore effective ways to cultivate college students' innovation and entrepreneurship ability. Colleges and universities should focus on various problems existing in the process of cultivating college students' innovation and entrepreneurship ability, constantly explore and deepen the training strategies of college students' innovation and entrepreneurship ability, improve the innovation and entrepreneurship education system, and promote college students to become the main force of social innovation and entrepreneurship in the new era.

Acknowledgements

Thanks to the leaders of the college at all levels for their strong support and creating an environment for our success, thanks to the joint efforts of the members of the research team, I know it is only a very imperfect attempt, please feel free to read your advice, I will humbly accept and continue to learn.

Fund Project: 1) General project of Higher Education Teaching Reform Research Project of Heilongjiang Provincial Education Department in 2022: "Cultivation of the ability to look up at the Sky - Practice and Exploration of College Students' Innovation and Entrepreneurship" (Project number: SJGY20220640) 2) Heilongjiang Province Higher Education Teaching Reform Project Ideological and Political Theory Course and "New Thought" Special Teaching Reform Research Special General Project in 2020: "Research on the Combination of Online and Offline Teaching Models for Ideological and Political Theory Courses in Universities" (Project number: SJGSY2020020).

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