

Research on the Improvement of College Students' Innovation and Entrepreneurship Ability Based on the Cultivation of Craftsman Spirit

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ABSTRACT. *The employment of college students and their entrepreneurship are always the hot spots of social concern. However, the innovation and entrepreneurship of college students now seems to have developed to a bottleneck stage, not only because of the lack of innovation awareness of college students, but also because there is no training for college students in this area. Craftsman spirit is a new spirit put forward in recent years. After research, it has been found that its application has good results in innovation and entrepreneurship of college students. Therefore, this article takes the spirit of craftsman as a starting point to explore how to further improve college students' innovation and entrepreneurship capabilities.*

KEYWORDS: *Craftsmanship, College students, Innovation and entrepreneurship*

1. Introduction

The craftsmanship spirit was formally proposed in 2016. It represents the advanced spirit of not being afraid of hardship, daring to be the first, working hard, and striving for perfection. The significance of advocating the spirit of craftsmanship in the whole society is to make these excellent qualities become common practice. Nowadays, due to the improvement of living conditions, college students have many bad habits, such as being content with pleasure and not daring to fight. Therefore, based on the spirit of craftsman, imparting innovation and entrepreneurship to them will help college students to abandon bad habits, for their own development, and even the pursuit of the country Great power creation is beneficial. Therefore, this article starts from the status quo, analyzes the existing problems, and puts forward some suggestions on how to improve the innovation and entrepreneurial ability of college students based on the spirit of craftsmanship.

2. The Situation and Problems of College Students' Innovation and Entrepreneurship

2.1 Lack of Innovative and Entrepreneurial Ideas

According to statistics, nearly 30% of global college graduates choose to innovate and start businesses when they leave campus. However, in China, only 5% of students choose this path. Compared with international standards, my country's performance in this area is not good enough, which will adversely affect my country's future development as a science and technology power. These statistics also reflect from the side that Chinese college students are afraid to innovate in their thinking and are not decisive enough in their personal decisions. Innovation and entrepreneurship require students to have the spirit and ability of innovation, as well as the spirit of daring to try, and the ability to think independently, but this is rare in our country. This is related to the education model that Chinese students have received since childhood. At present, students in our country generally study passively from childhood to large. In the process of learning, they cannot give full play to their subjective initiative. They have been in a passive position for a long time to accept knowledge and have few opportunities show themselves. If there are any innovative ideas, they will be suppressed because of the inconsistency with the textbook. Therefore, this is an important reason for the current lack of innovative consciousness, action and decisive decision-making ability among college students in China.

2.2 The Overall Quality of College Students is Lacking

Entrepreneurship is not an easy way for students, it has higher requirements for students' overall quality and ability. At present, the overall quality of our college students needs to be improved, and we have to face this. College students often have a high level of knowledge, and their theoretical reserves are not lagging behind international standards. However, if a person wants to create his own world in society, he must develop in an all-round way. Knowledge is only the foundation. His interpersonal skills and good psychological quality will not go far in innovation and entrepreneurship. In addition, since 1978, the number of enrolled colleges and universities in China has been gradually increasing each year, but the quality of teaching has not improved significantly. Colleges and universities often pay too much attention to the performance part in the assessment of students, and offer fewer courses for students' personal qualities and abilities. Many college students will become uncomfortable when they leave the campus and enter the employers, let alone start their own businesses on their own.

2.3 The Teaching System of Colleges and Universities is Not Perfect

At present, it is difficult to find courses related to innovation and entrepreneurship in the general curriculum settings of Chinese universities, and

school leaders do not pay enough attention to innovation and entrepreneurship education. In terms of resource allocation, they are more inclined to majors and courses with high scientific research capabilities. As far as teachers are concerned, they will also ignore innovation and entrepreneurship education for students. It is very important for students to cultivate the awareness of innovation and entrepreneurship during their college years. It is the golden period for students to learn this knowledge. If there is no systematic scientific curriculum in such a period, it will restrict its future development. An innovative classroom can help college students release their innovative abilities, consolidate and improve their innovative abilities, and help them choose the path of innovation and entrepreneurship in the future.

2.4 College Students Have Relatively Few Social Practices

Although social schools have attached great importance to the social practice activities of college students in recent years, it is inevitable that many social activities have not played their real role, and the situation is greater than practice. For college students, there are only summer vacations and winter vacations. These two time periods have time to study in society, and they are arranged independently by college students. Therefore, this leads to insufficient time for social practice among college students, and it is difficult to guarantee the quality of practice. In addition, even if some companies cooperate with schools to provide college students with internship opportunities, they will not allow college students to engage in decision-making positions. Most of them engage in assistant jobs such as assistants. Although the personal ability of college students has been improved to a certain extent, for some students who have the ability to make decisions and leadership, the exercise they can get is limited.

3. Cultivating and Enhancing College students' Innovation and Entrepreneurship Ability Based on Craftsman Spirit

Improving college students' awareness of innovation and entrepreneurship and increasing the proportion of college students participating in innovation and entrepreneurship are of far-reaching significance for my country's next step in building a modern and powerful country. As the pillars of the country's future, college students must have the spirit of hard work and innovation. Only in this way can they conform to the country's innovation-driven strategy and can contribute to the country's future development. And absorbing energy from the craftsman spirit is an effective way to cultivate the ability of college students in this respect. It can be simply divided into the following points: innovative consciousness is the premise of the craftsman spirit; strengthening practice and social training are the main methods to build the innovative spirit; the beginning of innovation courses in universities is a catalyst for cultivating the craftsman spirit, which will be described in detail below.

3.1 Strengthen the Sense of Innovation

Human practice must be carried out effectively under the guidance of scientific thought. In order for college students to truly join the team of innovation and entrepreneurship, they must be ideologically educated to understand the importance of innovation and entrepreneurship, and the significance of innovation and entrepreneurship for realizing their own life value and assuming social and national responsibilities. We are now in the era of knowledge economy. Our country needs to move forward in the direction of a modern and powerful country. We need to transform Made in China into Created in China. In this process, the spirit of craftsmanship is very important, and the future pillars of these countries are very much needed to be innovative and entrepreneurial awareness. Therefore, the media, university leaders, and teachers in the society must do their best to promote the spirit of craftsmanship, vigorously promote the significance and value of innovation and entrepreneurship, and regularly hold lectures related to celebrity entrepreneurship to enable students to grow in an innovative and entrepreneurial environment. At the same time, we must pay attention to the education of craftsman spirit in education, making it an important part of the ideological construction of college students.

3.2 Strengthen the Social Practice of College Students

Social practice is the fastest way for college students to comprehensively improve their overall quality. In the process of social practice, college students can be shaped from the aspects of interpersonal communication, practical aspects, and psychological growth. The development of the craftsman spirit is not just talking about it, just thinking about it in your heart, you must implement it in practice. Therefore, social practice is an important way to implement the craftsman spirit. However, students often do not have enough social resources to independently find practical opportunities that suit them. Colleges and universities and teachers need to play a role as a bridge to build a bridge between the company and students, and strive for more exercise for students as much as possible. Internship opportunities for students' personal abilities, so as to cultivate students' leadership, decision-making ability and comprehensive abilities in various aspects. At the same time, college students should fully realize the importance of an excellent psychology to their future growth. Nowadays, there are many negative examples of depression and mania in society. Therefore, it is necessary to guide students to pay attention to their mental health and improve their ability to resist attacks. Actively care about the mental health of students, actively guide students and solve psychological problems.

3.3 Actively Offer Innovative Courses Based on Craftsmanship

College students learn knowledge mainly through classroom education. Direct education in the classroom can often achieve better results. Combining the craftsmanship spirit with professional courses, innovative courses are offered to enable students to fully understand the craftsmanship spirit in their profession. The

specific application can cultivate college students' recognition of craftsmanship and gradually improve college students' sense of innovation. A variety of elective courses related to it can be opened to provide students with a variety of choices and give full play to their initiative. This process mainly depends on the meticulous design of college teachers. Teachers should fully integrate the characteristics of their students' professions, seamlessly connect the craftsmanship spirit with the profession, and blend the two naturally. High-efficiency leaders should pay attention to cultivating such a teaching system and teachers. The team, the strong team, provides students with high-quality innovative courses centered on the spirit of craftsmanship.

4. Conclusion

All in all, we must face up to the current problems encountered by college students in innovation and entrepreneurship, as well as the lack of various abilities. The innovation and entrepreneurship of college students is indeed very important to the development of our country. In today's era when science and technology are the primary productive forces, innovation is related to our country's future international status. At present, there is still a certain gap between China's innovation and entrepreneurship in the field of innovation and entrepreneurship. Therefore, it is necessary to improve the innovation and entrepreneurship capabilities of college students, and the craftsmanship is a breakthrough point for improvement. Combining the craftsmanship with college students' innovation and entrepreneurship can effectively help college students improve comprehensive quality.

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