

The Situation and the Policy Support System of University Students' Innovation and Entrepreneurship

Liu Li

Gansu Forestry Technological College, Tianshui, Gansu, China

ABSTRACT. *Under the background of the national policy of carrying out innovation-driven development strategy and vigorously promoting "mass entrepreneurship, mass innovation", the article focuses on the analysis of the current situation and significance, opportunities and challenges faced by college students' innovative entrepreneurship. Combined with the current situation and demand of college students' innovative entrepreneurship policy support system, this paper puts forward corresponding policy suggestions: to improve the policy environment of innovation and entrepreneurship, to set up a public platform for innovation and entrepreneurship, to perfect the professional service of innovation and to innovate the mode of "double creation" personnel training.*

Keywords: *mass entrepreneurship; masses innovation; college students innovation; policy support system*

1. Introduction

On September 2014, Premier Li Keqiang at the Summer Davos Forum It is proposed to set off a new wave of "mass entrepreneurship, grassroots entrepreneurship" and form it. The New trend of "Innovation for all, Innovation for all." Lee, March, 2015 In his report on the work of the government, Prime Minister Keqiang stressed: promoting mass entrepreneurship, Mass innovation can not only expand employment, increase residents' income, but also promote vertical social mobility and equity and justice. According to statistics, in 2014, 15% of the nearly 400,000 returnees chose to start their own businesses. The proportion of new graduates who started their own businesses nearly doubled from the same period last

year, and more than 60 percent of the nation's more than 10 million online entrepreneurs accounted for 60 percent of them. "Shuangchuang", including college students' innovation and entrepreneurship, effectively supported the real economy's transformation and upgrading in 2016. Zhongchuang Space has more than 4200 companies, and has formed a chain of incubator services with more than 3000 technology business incubators and more than 400 accelerators, serving more than 400,000 entrepreneurial enterprises and teams, and cultivating nearly 1 000 listed and listed enterprises. Provide 1.8 million jobs. In 2017, the total number of college graduates nationwide reached 795. This paper focuses on the analysis of the current situation, significance, opportunities and challenges faced by college students' innovative entrepreneurship, combining with the current situation of university students' entrepreneurship policy support system and the future development needs. Put forward the corresponding policy recommendations.

2. Current situation and significance of College students' Innovation and Entrepreneurship

On the one hand, college students' entrepreneurship can stimulate the realization of self-worth and release the entrepreneurial motivation of young talent resources, on the other hand, it can relieve the pressure of employment. Promote economic development and social harmony. According to the survey on the employability of recent graduates published by Zhaopin.com, the year 2015 More than 6. 3% of the graduates chose to start their own businesses, compared with 2014 2. 9% doubled, based on national preferential policies and incentives, More and more college graduates are willing to go directly to start a business because of their social recognition, sense of honor and economic benefits. In 2016, however, they fell back to 3. 1%, which means that college students tend to be rational in their entrepreneurship. It also shows that there are many challenges in college students' entrepreneurship, and there is a great space for improvement. College students innovative entrepreneurship has the following three aspects of important significance.

2.1. Encouraging college students to innovate and start their own businesses is conducive to reversing the traditional view of employment and widening the channels for young talents to realize their own value

From the graduation package of college students at the beginning of 20th century to the following university , Students choose their own careers and now the University students take the initiative to start a business Great changes have taken place in the concept of employment. The Counseling of College students all over the country And the career guidance center has done a questionnaire, and the results show that there is a strong start-up The proportion of college students willing to start a business and trying to start a business is 78. 95% Out of the desire of college students to start a business. Entrepreneurship as a channel of employment has Accepted by most college students, respected, as the realization of their own value Many young people believe that there is no permanent Important channel Occupation and post, flexible work free of time and place, second Career is not new, through entrepreneurship to rediscover their value in life and meaning is a kind of success.

2.2 encourage college students to innovate and start their own businesses, which is helpful to relieve the pressure of employment. Promoting the cultivation and Development of "New economy" at the same time.

In western developed countries, the proportion of university students starting a business is as high as 20% to 30 percent. In contrast, China still has much room for improvement. Under the existing economic structure, the whole society can only provide about 11 million jobs a year. The number of new jobs to be employed every year is about 2 4 million, and the annual shortage. Entrepreneurship is a realistic channel for promoting fair opportunities and increasing social status. College students are able to solve their own new jobs. Drive the whole society to support innovation, participate in innovation, and promote the "new economy" to accelerate development.

2. 3 encouraging college students to innovate and start their own businesses will help to promote the structural reform on the supply side and enhance the governance ability of the government.

The New demand of College students' Innovation and Entrepreneurship drives the Government Construction to face the Big Various "double innovation" service systems. All localities have comprehensively applied various entrepreneurship support policies to support college graduates to start their own businesses, encouraging enterprises to recruit graduates, especially to encourage graduates to

start their own businesses and absorb fresh graduates. Give full play to the "sponge effect" of small and micro enterprises in absorbing employment. The dynamic development of the new model has stimulated market vitality and the innovative and creative vitality of everyone, helping to break the inherent hierarchy of vertical social flows, to change and reshape traditional economic and social structures and to promote economic and social inclusive development, "supply-side" structural reform and governance Modernization of capabilities. In short, college students' innovative entrepreneurship plays an important role in relieving employment pressure, stimulating the development of the new economy, reversing the concept of employment, and promoting the realization of self-worth. College students' entrepreneurship not only goes deep into the field of emerging science and technology, but also is active in the traditional manufacturing industry. Agriculture and service industry are important forces to promote the transformation of new and old kinetic energy and the upgrading of economic structure. It is of practical and long-term significance for the development of new economy and the upgrading of quality and efficiency of traditional industries.

3. The advantages and challenges of College students' Innovation and Entrepreneurship

College students are the main force of innovation and enterprise. central and local governments Many policies and measures have been introduced to protect and encourage college students to start their own businesses. Carrying out the Employment Entrepreneurship Promotion Plan for College graduates, College students Successful cases of Entrepreneurship emerge gradually: some become Fashion Talent Product Chen ou, has the iron blood net that ranks the top ten independent military class of china steadily Founder Jiang Lei, founder Huang, who provides all kinds of high-quality resources One Meng and so on, has reflected the university student innovation pioneering intrinsic superiority.

1) abundant theoretical knowledge reserve for college students to successfully start a business A solid foundation has been laid. At this stage, entrepreneurial success is largely dependent on high technology and With the new business model, college students have accumulated abundant theories over the years. Knowledge,

especially advanced technology mastered by science and engineering students "Intelligence for capital" provides the necessary conditions.

2) Innovation Spirit and Entrepreneurship passion for successful Entrepreneurship of College students Modern college students are full of innovative spirit and have a choice. To fight the confidence of traditional industries and traditional ideas, they dare to think, dare to try, dare to dare Do. Most college students are energetic, persistent, curious, because There is always an entrepreneurial miracle.

3) Online and offline benign interactive entrepreneurial cooperation and communication is the best Through collecting, accumulating entrepreneurial knowledge and experience, participating in entrepreneurial activities, students can stimulate entrepreneurial creativity; learn to operate and operate independently by stepping into new fields. Be able to temper perseverance; students, friends to cooperate to establish enterprises, but also to cultivate the spirit of cooperation. On the other hand, we should also see that college students face entrepreneurial motivation. Many bottlenecks, such as shortage of venture capital, difficulty of venture financing, insufficient precision of entrepreneurial service, and need to be improved, result in the success rate of university students being lower than that of enterprise. 10%, there are some negative effects, such as attacking confidence and wasting resources, which reflect the challenges faced by college students.

4. Status and demand of the policy support system for innovation and Entrepreneurship of College Students

The students are the main force hit the most energetic, highly valued by the government and the society. Governments at all levels to accelerate innovation and entrepreneurship in the depth of development, reduce business access threshold, simplify the business procedures, to create a fair competitive environment, create a good ecological aspects and achieved certain results.

4.1 The basic framework of the innovation and entrepreneurship policy support system has been basically formed. Since 2013, the state issued a series of "double" support policies, support the formation of the system. The State Council issued a "double 2"Chuang" policy document (national hair [2015] No. 32, national hair.

There are 15 policies directly related to the innovation and Entrepreneurship of college students. A country issued a document, the document issued), 7 ministries have issued Refine policy supporting the government and social capital cooperation. Fostering entrepreneurship and innovation platform; reform the system of commercial entrepreneurs to create a relaxed access environment; multiple taxation policies for entrepreneurs to broaden the financing channels; specifically for specific enterprises to support the development of entrepreneurial loans, needle Increasing tax reduction and reducing fees for specific people, such as college students, is the entrepreneurial door.

The reduction of the improvement of the success rate of the venture provide a guarantee of the.2015 year 5.In June, the office of the State Council issued the implementation opinions on deepening the reform of innovation and entrepreneurship education in Colleges and universities, and comprehensively deployed to deepen the innovation and entrepreneurship education reform in Colleges and universities. In April 6th.2016, Li Keqiang The study of universities such as "Peking University" and other famous studies such as "of", With talent development as a support for scientific and technological innovation and public entrepreneurship, a new model and a new model are being formed.

4.2 it is urgent to improve the policies and measures for the creative and entrepreneurial support of the University Students

The "double support system" policy in the face of social entrepreneurs, is not entirely suitable for students of start-up needs, such as quality in University Science Park incubator may be discounted, requires a combination of " The lack of mature entrepreneurial experience of college students" is a realistic improvement of training mode and support mode. The implementation of policies supporting college students' innovation and entrepreneurship is inseparable from operable supporting measures. For example, "venture Sichuan". Since the start of the start, more than 30 documents have been set up to form a "study".

The double tutor model helps nearly 20 thousand college students to start a business. The Ministry of education according to the State Council on accelerating the development of modern occupation education > (Guo Fa 2014 No. 19) requirements, the issuance of the modern apprenticeship pilot opinions, and actively carry out admissions that recruitment, school is getting into the factory, try the

modern apprenticeship joint training enterprise³⁵². Technology and new management of thirty-sixth volumes. The Ministry of human resources social security issued < about doing well In 2017, the notifications of employment and entrepreneurship for college graduates in China emphasized "expanding the employment channels, improving the precision service and strengthening the difficulties." Help to do the work of employment and Entrepreneurship of college graduates. Chinese has entered the aging society, to look at the college students' innovation and Entrepreneurship from social innovation and lifelong learning perspective, not only economic benefits, but also depends on social benefits, can make students abundant human resources and abundant social capital is a good combination of slowing the aging of the population. And the impact of the relative shortage of labor resources.

4.3 building up a policy supporting system for innovation and entrepreneurship for college students to meet the needs of the future Encouraging college students to innovate and start their own business is to invest in the future and make college students

In the "double" friendly policy environment and social atmosphere in the end, let each person do his best, and become the backbone of nurturing the new economy new energy, as the transfer mode, adjust the structure, improve people's livelihood. Provide lasting momentum to a certain extent, the development of traditional technology innovation, industry innovation of society, especially in the benefit of vulnerable groups, alleviate the negative effects of poverty and social inequality and positive potential obscured by economic interests, or be ignored by people. Innovation and innovation conducive to social innovation, inclusive innovation and scientific discovery, as well as technical inventions, should be obtained by the government and, Social incentive support. Under the promotion of College Students' innovation and entrepreneurship scale development in multi-party cooperation, entrepreneurship "snowball effect" to speed up the formation of forced, University, enterprise, government by the management of closed to open Governance: university graduates to adapt to entrepreneurial social system of entrepreneurship education for many enterprises; organizational change management corresponding to attract college students; the government as a public institution, but also actively help students enhance the entrepreneurial ability.

5. Policy suggestions on improving the policy support system for college students' innovation and Entrepreneurship

The "double" is an important starting point for the development of innovation driven, is an important measure to realize energy conversion. The old and new creation and innovation of college students is not only conducive to the whole society to improve the quality of human resources, but also conducive to the establishment of sustainable innovative economy and innovative mode of social development. In order to improve the policy support system for innovation and entrepreneurship, provide targeted college students entrepreneurship policy and employment services, through the inter ministerial coordination mechanism for the various types of support policies to the letter.

5.1 improve the policy environment of College Students' innovation and entrepreneurship. Combined with the structural reform of supply side, we should continue to promote decentralization, decentralization and decentralization, and optimize service reform so as to ensure that the government is not offside.

The "double" free market space, to create a good ecological innovation, open up endogenous development path. The government explicitly listed "power list", "list" and "negative list", clearly define the boundaries of government and market, to

The relevant laws and regulations, hinder innovation system, policy and institutional barriers to clean up, create a friendly policy environment, institutional environment and social environment. To encourage all localities and departments with the actual pilot, summarize the experience and practice of innovative practice, analyze the existing problems and development

The policy support system and supporting measures, such as science and technology, finance and talent, can be practicable to ensure that the "good policy" can be implemented.

5.2 to build innovative public platform and carrier. Change the government directly to the main business, willing to icing on the cake would not timely assistance to customary practices, strengthen inclusive and support the construction of platform of.2015 years. In September 26th, the State Council issued a guiding opinion on accelerating the construction of innovative support platform for mass

Entrepreneurship. The heart is to promote the "double" and support the construction of the platform together, through constructing the core support platform to serve all the main body of innovation and entrepreneurship. In accordance with the "government support platform construction, platform construction of service system, subject service system innovation ideas, the distributed resources and the formation of policy force, play policy support market support association

Construction technology research and development public service platform and Marketization, We should promote the development of professionalization and create space with the development of technology business incubators, accelerators, national university science parks, etc., and regularly organize college students' innovation and entrepreneurship competition and roadshow activities, together with Gou Jianchuang.

The new hatching chain. We should guide innovation and entrepreneurship talents and key leading enterprises, integrate modern technology elements such as technology, information, funds and management into universities and research institutes, and carry out innovation and entrepreneurship services at the grass-roots level.

5.3to improve the professional service of innovation and entrepreneurship for college students. The trend of socialization is obvious. A large number of individual entrepreneurs and small and micro entrepreneurial teams are engaged in business registration, quality management, and tax payment. Service, legal responsibility aspects difficult to applicable laws and regulations and the existing standards, and even difficult to identify and timely supervision, need to study the introduction of appropriate policies and regulations, implementing rules and industry standards, norms and regulatory processes identified in accordance with the law. Through the "Internet" to build online and offline combination of public service and professional counseling, to promote the "double use market operation mode". Create" sustainable development: including marketing, professional innovation and entrepreneurial incubator service; venture investment and financing services; testing and testing, software development, research and development. Three party professional services and information consulting services, such as legal consultation.

5.4 develop the mode of "hit talent support colleges and enterprises. The professional services industry, the joint construction of innovation and

entrepreneurship education professional platform, actively adapt to the diverse needs of college graduates employment, fostering comprehensive "hit talent. Invite the returned personnel, business executives and other business elite to join the business mentor team, Pay attention to the quality and effectiveness of School Education and Social Education

References

[1] Zhang Zejin, Wan Jinbo(2017). Research on the current situation and Policy supporting system of College students' Innovation and Entrepreneurship. Management of Technology and Innovation, No. 04, pp. 49-353.

[2] Wang Xiaozheng. Causes and Countermeasures of the low success rate of University students'Entrepreneurship [J]. Employment of Chinese College students, 2012 (18): 51-54.

[3] Zhang Mengna. The Attribution of College English classroom Ecological imbalance in higher Vocational Colleges under the background of Informatization [J]. Overseas English, 2018 (08): 51-52.