

An Analysis of the Current Situation of College Students' Innovation and Entrepreneurship

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Abstract

In the new era of socialist development, innovation-driven development has become a social consensus. And colleges and universities have also become the main position to train college students' knowledge of Innovation and Entrepreneurship in response to the national call. Therefore, This paper sorts out the present situation of innovation and Entrepreneurship of college students, and analyzes the importance of innovation and pioneering work and the present situation of innovation and pioneering work in colleges and universities, which is helpful for colleges and universities to cultivate talents with innovation and entrepreneurship spirit for the society and the comprehensive quality and ability of college students, and provides some reference for the cultivation of entrepreneurship talents in Colleges and universities in the future.

Keywords

college students, innovation and entrepreneurship, current situation.

1. Introduction

In September 2014, Mr Li Keqiang launched his call for "mass entrepreneurship, mass innovation" at the opening of the Summer Davos Forum, so the term "mass entrepreneurship and innovation" began to enter the public's vision. The report of the 19th National Congress of CPC also pointed out that innovation is the first power to lead social development, and the strategic support for building a modern economic system. Deepening supply-side structural reform and building an innovative country will not be possible without the support of universities. The education of innovation and entrepreneurship for college students is not only in response to the call of the state, but also conducive to the reform of education and teaching in Colleges and universities and the cultivation of comprehensive talents.

2. The Importance of Encouraging College Students to Innovate

2.1. Requirements for the Development of the Times

Today, "Mass entrepreneurship, mass innovation" has become a national strategy, Innovation and Entrepreneurship Education for college students is being actively carried out in various colleges and universities. For example, the three major competitions held annually: the innovation and Entrepreneurship Program, the challenge cup and the Internet plus, etc., it become a link between universities to promote the interconnections. At the same time, China's education reform is also ongoing. With the development of the society, the education concept is also constantly updating and changing the talent training mode. Nowadays, colleges and universities not only attach importance to the development of all aspects of students' morality, wisdom, body, beauty and labor, but also begin to cultivate students' innovation and entrepreneurship ability, so that they can better adapt to the requirements of the society for college students.

2.2. Relieving Employment Pressure

Since 2001, the country began to carry out economic transformation, and the economic growth began to slow down. However, the number of college graduates has increased year by year. In 2018, the number of college graduates exceeded 8 million. The increase of the number of people waiting for employment and the slowdown of the economy have resulted in the increasing pressure of social employment. Therefore, the innovation and entrepreneurship education for college students not only responds to the call of the state, but also cultivates the innovation and entrepreneurship ability of college students, which helps to improve the entrepreneurial interest of college students, enrich their theoretical and practical knowledge, and encourage students to start businesses. In this way, it not only increases employment, alleviates the pressure of social employment, but also conforms to the needs of national and social development.

2.3. Developing Students' Ability

College Students' innovation and entrepreneurship is not only the demand of national development, but also an important way for college students to realize their life value in the new era. The cultivation of College Students' innovation and entrepreneurship ability can effectively improve their comprehensive strength and social competitiveness, so that they can find good jobs more easily. While the contemporary college students are active in thinking and highly receptive to new things. The teaching of innovation and entrepreneurship knowledge to college students will help them generate innovation and entrepreneurship ideas and improve their success rate. And in the process of entrepreneurship, it will also improve the ability of college students to think independently and face difficulties, so that their innovation ability, adaptability and social ability can be better exercised.

3. The Present Situation of Innovation and Entrepreneurship of College Students

3.1. Colleges and Universities Generally Attach Importance to Innovation and Entrepreneurship Education

With the social transformation and the adjustment of economic structure in our country, the talent training mode of colleges and universities has also begun to have a great change, and began to pay attention to the cultivation of students' innovation and entrepreneurship ability, so that it can adapt to the development and progress of society. Therefore, under the current background of the times, colleges and universities have become the main place to cultivate the innovation and entrepreneurship ability of college students. At present, many colleges and universities have set up special departments in charge of students' innovation and entrepreneurship, established a relatively complete innovation and entrepreneurship education system, and equipped with special teachers for innovation and entrepreneurship courses, such as innovation and entrepreneurship practice courses. In terms of training mode and system, each university is different.

In terms of training mode, it is also mainly divided into these categories: through school enterprise cooperation, focus on cultivating students' practical ability, and realize the combination of theory and practice; invite successful entrepreneurs to give lectures, share successful experience of entrepreneurship, and set up confidence and good example for students who intend to start their own business; establish and improve incubation platform, and encourage college students through various preferential policies of College Students' Entrepreneurship Science Park Put the entrepreneurship perspective into practice; participate in social and school organized maker fairs, roadshows and other activities irregularly to strengthen students' awareness of venture capital and start-up enterprises. In

terms of system guarantee, some colleges and universities set up innovation and entrepreneurship psychological consultation center to cultivate the correct entrepreneurship and entrepreneurship attitude of college students. They can timely intervene and guide the psychological pressure encountered by college students in the process of entrepreneurship; they set up a special department to take charge of innovation and entrepreneurship work, make overall planning, and further implement the relevant national policies on innovation and entrepreneurship. The school's policies and policies; the establishment of some service organizations, such as student groups, can better realize the docking between the school and students, and help improve the efficiency of innovation and entrepreneurship; through the University Science and Technology Park, provide start-ups with office space, water, electricity, tax and other preferential measures, and provide them with perfect logistics support.

At the same time, universities are mainly consistent with the government's policies in terms of innovation and entrepreneurship. Many universities are mainly encouraging students to participate in major projects or competitions such as innovation and entrepreneurship, Challenge Cup, youth, Internet plus, and so on. In the process of work arrangement and guidance service, taking the innovation and entrepreneurship practice project of college students as an example, many colleges and universities have to go through the process of application mobilization, project application, filling in project application, project review and reporting. In the process of application and mobilization, professional teachers will be hired to give lectures to students to solve the problems encountered in the process of application; the application projects will be selected through the principle of free application and selection of the best; finally, the application form will be filled out for the selected project guidance, carefully reviewed, and finally organized by the superior. The challenge cup, youth, Internet plus project encourage students with certain achievements to declare, and carefully select the declaration items, subsidize and guide key projects, improve the quality of the participation, and finally lead the teachers to participate in the provincial or national competitions.

3.2. High Participation of Students

Due to the positive publicity of national policies and the pressure of social employment, college students generally have a positive attitude towards entrepreneurship, and most of them have considered the idea of entrepreneurship. And some students are not willing to step into the society step by step to find work, willing to do some new attempts. Therefore, they are very active in the courses and activities of innovation and entrepreneurship, and are willing to spend time to improve their knowledge and ability. At the same time, because the government and schools provide various preferential measures such as funds, platforms, channels and policies for students' entrepreneurship, students are willing to turn their ideas into practice.

4. Conclusion

Due to the continuous support of the state for the entrepreneurship policy of college students, colleges and universities also pay more and more attention to the cultivation of innovation and entrepreneurship knowledge of college students. However, there are still some students who do not have a strong sense of innovation and entrepreneurship activities, which makes it difficult for some universities to carry out such work. In addition, some colleges and universities are still not perfect in system guarantee, so the innovation and entrepreneurship education of college students in China still needs to be improved and strengthened in practice. In this way, we can provide more qualified talents for the development of our society.

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