

Research on the Problems and Countermeasures of the Cultivation of College Students' Innovation and Entrepreneurship Quality

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Abstract

How to cultivate college students' innovative undertaking is the key to innovative talent training. How to play a role in the creative talents in colleges and universities is becoming an important content of higher education personnel training mode perfect. This article from the university students' innovative entrepreneurial education problems existing in the process puts forward some countermeasures to improve the innovative entrepreneurial talent quality training.

Keywords

College Students, Education on Innovation and Entrepreneurship, Problem, Countermeasures

1. Introduction

With the development of the global innovation and entrepreneurship economic situation, innovation-driven development has become an important strategic choice for national development, and innovation and development cannot be separated from the support of talents. College students are an important part of national talent resources, and innovation and entrepreneurship education in colleges and universities is the key link for college students to grow into talents. Because of the above reasons, it is necessary to combine with the characteristics of era to cultivate college students' innovative ability. Meanwhile, due to the individual differences, experts should find some problems resulted from innovative entrepreneurial education training so as to make the improvement of the

scientific and effective countermeasures. In this way, the innovative education of college students can be grown greatly and the national innovation development of talent resources can be enhanced significantly.

2. Problems Faced by College Students in the Quality Cultivation of Innovation and Entrepreneurship

In recent years, college students' innovation and entrepreneurship education has been attached great importance to by all sectors of society. Through the matching support of national policies and resources from all sectors of society, colleges and universities have made remarkable achievements in exploring the cultivation of college students' innovation and entrepreneurship ability. However, in order to realize the goal of educating people in the whole process and in an all-round way, there are still some problems, which are mainly reflected in the following aspects.

1) Imperfect policy system for innovation and entrepreneurship

Effective policy needs to be combined with various advantageous resources, make effective connection with the policy of the government, the social from all walks of life, in recent years, colleges and universities, governments and companies on college students' innovative undertaking issued many preferential policies, for college students by means of policy to help provide more superior resources, but also there are some problems in the process, main show is: one is the tended to be based on the university innovation entrepreneurship policy advantage disciplines and Angle, innovative entrepreneurial environment considerations for society as a whole is insufficient, lead to innovation in colleges and universities entrepreneurship education policy guide and local innovation and economic development trends combined with close enough; Second is innovation entrepreneurship policy department lack of coordination, universities, government and enterprises in support of students' innovative entrepreneurial process is difficult to mix, students can integrate the resources in the process of innovation entrepreneurship practice less, will not be able to take advantage of local resources with all parties to carry out in-depth cooperation, caused many innovative ideas and projects can only stay in the theoretical research level, and economic and social demand docking.

2) The structure of the faculty needs to be improved

College teachers assume the main responsibility of innovation and entrepreneurship education for college students. Currently, many college innovation and entrepreneurship teachers are mainly part-time teachers and social personnel, such as counselors and entrepreneurs. At the same time, in terms of personnel structure, the proportion of discipline teachers participating in innovation and entrepreneurship education in the process of innovation and entrepreneurship education is small, which leads to the fact that innovation and entrepreneurship education still remains in the traditional education teaching mode to some extent. Innovation and entrepreneurship education is disconnected from discipline

and specialty education, which cannot be internalized into college students' innovation and entrepreneurship ability. At the same time, due to the shortage of full-time teachers and the instability of the contingent of part-time teachers, the experience exploration of innovation and entrepreneurship education and the skills training of innovation and entrepreneurship education cannot form a system.

3) Mass entrepreneurship and innovation education is not closely combined with professional education

At present, most of innovation in entrepreneurship in the form of common course, elective courses, and tend to be passed to students some knowledge of entrepreneurship, the content of the policy level, has not yet formed based on different innovation entrepreneurship education curriculum system of subjects, in the teaching target, content, lack of professional education in the process of design and innovation entrepreneurship education content, can't according to different professions, different grades, different personality characteristics of students in deep innovation entrepreneurship education, lead to double the professional education and student learning, growing, route out of line.

4) The design of the practice platform is not reasonable

At present, various universities by all kinds of competition, a variety of forms such as startup project for students to set up a platform to practice, but most of the platform for Pian Duan Xing special skills, For example, all kinds of professional competitions. As professor Xiao-Hui Yang said, in the "Bottleneck Problem of Cultivating the Ability of College Students' Entrepreneurship and Strategy Choice", "To carry out special entrepreneurial ability training activities easier, entrepreneurial ability training activities can be incorporated into professional education and talents cultivation process difficult." (Yang, 2010). First of all, most of the students have professional requirements on these platforms, and students will be screened to some extent, so that some students with low enthusiasm for participating in innovation and entrepreneurship activities cannot get in-depth training. This makes innovation and entrepreneurship education unable to cover student groups in a deep level. At the same time, in the process of various platform practices, more attention is paid to the business value and results of entrepreneurial projects. Innovation and entrepreneurship education is a kind of process education, which enables students to increase their ability of innovation and entrepreneurship in the process, instead of results-oriented competitions and other activities, which deviates from the original intention of cultivating students' ability of innovation and entrepreneurship.

3. To Improve the Innovation and Entrepreneurship Education and Training System

1) Establish a platform for school-enterprise and school-local cooperation

The cultivation of college students' innovative undertaking ability will ultimately serve the social practice, therefore, the colleges and universities should

actively to professional education platform organic combination and innovation entrepreneurship education platform, and carry out cooperation with local government and enterprise, based on industry, regional characteristics, guide the students' innovative entrepreneurial, effectively integrate various resources docking, will place innovation entrepreneurship education service development, promote the double gen education achievements and industry demand docking, play in colleges and universities, government and the enterprises as the educational function. We will work with enterprises to develop talent training programs, carry out in-depth internship practices for students of different majors, strengthen students' subjective feelings of innovation and entrepreneurship, and provide students with multi-channel social practice platforms and opportunities, so that students can personally experience and learn the operation process of enterprises and the rules of innovation and development.

2) Strengthen the integration of mass entrepreneurship and innovation education courses with professional education

Innovation entrepreneurship education into the whole process of personnel training in colleges and universities, in appropriate to carry out the classification of different professional, grade and students education, combining with the characteristics of different disciplines students to accord with the professional background of the teaching design, students from the perspective of professional education courses in entrepreneurship education innovation, according to the characteristics of different students of different education groups, do according to their aptitude, to strengthen the professional education and creative education penetrate to each other, realize the internalization of students' innovative ability. We will deepen the reform of teaching methods, carry out heuristic, discussion-style, and participatory teaching in all disciplines, stimulate students' critical and innovative thinking, and develop their ability to think independently.

3) Build a multi-level practice platform

It focuses on the construction of practice platforms with multiple levels and subject categories, and differentiates the difficulty of students' participation in a gradient way. It forms a practice platform education system with progressive levels and mutual support and integration. It expands the participation of students and enables them to participate in different practice teams and exercise on different platforms according to their own wishes. For example, a platform based on the professional class is set up. "Through the framework of the innovation and entrepreneurship platform of the class, students can integrate into different teams and practice on different platforms according to their own characteristics and abilities, so as to improve their skills and confidence and their innovation and entrepreneurship ability." (Xie, Liu, & Li, 2020). At different levels in the difficulty level of platform's ability to set different training objectives, to ensure everyone can participate in, and in the process of cultivating students participation enthusiasm, cultivate students to master professional knowledge in the process of innovation thinking, on the basis of innovative thinking to explore to find advantageous resources, to achieve innovation entrepreneurship education,

promote the quality of students' innovative entrepreneurial ability improved step by step.

4) Establish a team of integrated teachers

On the one hand, we need to optimize the structure of the faculty, invite industry experts and entrepreneurs to act as entrepreneurial mentors, and increase the number of full-time teachers. On the other hand, we should strengthen the training of teachers' skills in innovation and entrepreneurship education, expand the coverage of teacher training, and conduct multi-level and classified training, so as to run the training through the process of teachers' career growth. For example, for teachers with strong professional skills, training on the frontier of innovation and entrepreneurship policy can be carried out. For teachers of innovation and entrepreneurship with more teaching experience, they should make full use of the resources of alumni, enterprises and the government to provide teachers with opportunities to exercise their enterprises, industries and projects, help them understand the market situation and the operation rules of enterprises, and enhance their ability to guide the practice of mass entrepreneurship and innovation.

4. Conclusion

The cultivation of college students' innovation and entrepreneurship quality is the need of the country's innovation and development. At present, we should view the innovation and entrepreneurship education of college students from a new height in the new era, which is of great significance to further strengthen the development of innovation and entrepreneurship education of college students in the new era. Colleges and universities should further improve the cultivation mode of students' entrepreneurial quality and talents, combine resources from all aspects of society, provide students with practice opportunities of innovation and entrepreneurship through various channels, explore new methods and models of innovation and entrepreneurship education, and make innovation and entrepreneurship education run through the whole process of talent training. This paper analyzes the problems existing in college students' innovation and entrepreneurship education and puts forward corresponding countermeasures. However, because college students' innovation and entrepreneurship education should be carried out in accordance with students' different personality characteristics, this paper lacks the research on specific projects of students' innovation and entrepreneurship, which is also the focus of my follow-up research.

Conflicts of Interest

The authors declare no conflicts of interest regarding the publication of this paper.

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