

Research on the Cultivation of Innovative Thinking of Business School Students

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Abstract

With the rapid development of social economy, market competition has become more and more fierce, and innovation has become the driving force and source of enterprise development. In order to gain a competitive advantage in future employment, college students should first improve their innovative thinking and ability. However, in the actual education and teaching process, there are still many levels of problems. In order to improve the cultivation effect of innovative thinking and ability of business school students, it is necessary to recognize the problems and formulate corresponding improvement plans.

Keywords

Innovative thinking; Training mode; Business school; Students.

1. Introduction

With the development of economic globalization, scientific and technological progress has broken down the barriers to industry competition, and cross-border competition is more serious. At the same time, under the cover of the COVID-19 epidemic, the resistance to global economic development has increased. Innovation has become the key to social and economic development, and human resources are the most active and active elements of innovation activities. As a new force in future economic development, the cultivation of innovative thinking and innovation ability of college students is the core task of college education. However, judging from the current training results of students' innovative thinking in business schools, the current innovation level of students still needs to be improved. This article will analyze the problems from the perspective of schools, teachers and students, and put forward reference suggestions.

2. Problems Existing in the Cultivation of Innovative Thinking of College Business School Students at Present

College students are the driving force resource for the sustainable development of the country. The period of school attendance is the key stage for them to explore their potential, achieve physical and mental stability and maturity. It is also the connecting stage from simple "learning" to "doing". With the post-00s generation becoming the main force of college students and the changes in the overall economic situation, new requirements have been put forward for the teaching of innovative thinking in colleges and universities, and the problems in current teaching are also increasingly emerging, mainly including schools, teachers and students.

2.1. At the School Level

The cultivation of students' innovative thinking first needs to be emphasized and promoted at the school level. At present, the problems embodied in the teaching and training process of the school mainly include:

First of all, in the teaching process and phased evaluation, excessive attention is paid to the evaluation of students' "learning ability and learning achievements", while insufficient attention is paid to the cultivation of students' innovation ability, and the curriculum structure is unreasonable. The support for innovative thinking training is insufficient, and it fails to build an effective platform for students. The financial support and human support are limited, the innovation funds of college students are insufficient, and the school hardware is insufficient, which cannot provide a strong platform support for students to fully explore their innovation ability.

Secondly, the cultivation mode of students' innovative thinking is imperfect. At present, the process of cultivating students' innovative thinking ignores the pertinence of the training goal, the timeliness of innovation, and the combination of innovative thinking and current practice. The cultivation of students' innovative thinking is to help college students give full play to their personal value faster and better after investing in society, which requires the training during school to serve future social practice. At the same time, it failed to create a strong atmosphere of innovation. The edification of culture and atmosphere can arouse students' enthusiasm for innovation.

2.2. At the Teacher Level

College teachers play a direct role in the cultivation of students' innovative thinking. At present, teachers have the following problems in the cultivation of students' innovative thinking.

First of all, the cultivation of innovative thinking first needs to keep up with the times and pass it on to students with a novel teaching mode. The limitations of the current teaching team cannot fully realize the actual needs of guiding students to actively innovate.

On the other hand, some teachers' teaching thinking and teaching methods are relatively backward and cannot meet the needs of current innovative education. Although after the reform of exam-oriented education to quality education, some teachers' teaching thinking and methods have not kept pace with the times, and they are still carried out in the way of "teaching" and "learning". The examination methods are old, the guidance and demonstration of teachers' innovation are not enough. The indoctrination teaching methods only convey knowledge to students, lacking mutual communication and ideological collision. And it is impossible to stimulate and guide students' innovative thinking in the teaching process.

2.3. The Students Themselves

The cultivation of innovative thinking needs to give full play to students' own subjective initiative. In the process of practical learning innovation, there are many obstacles: on the one hand, the original learning mode is difficult to change. Under the pressure of the college entrance examination, students mainly learn from existing knowledge. Under this learning mode, students' independent thinking ability is relatively poor, their way of thinking is relatively solidified, and there is greater resistance to the cultivation of critical and innovative thinking.

The knowledge structure of the students on the other side is unreasonable. Basic knowledge is relatively stable, scientific, technical and cutting-edge knowledge is relatively scarce, and knowledge is not broad enough. The cultivation of innovative thinking requires students to have a comprehensive and profound understanding of knowledge and seek breakthroughs for innovation.

3. Suggestions on Cultivating Innovative Thinking for College Business School Students

In response to the problems mentioned above, this study puts forward the following suggestions on the cultivation of innovative thinking for business school students.

3.1. The School Pays More Attention to the Cultivation of Innovative Thinking and Builds A Development Platform for Students' Innovative Activities

Increase investment in the cultivation of students' innovative thinking, and support students' innovative behavior in terms of infrastructure, activity space, experimental funds, competition rewards, etc.; improve the curriculum structure and adjust the assessment mechanism. We should not only pay attention to students' learning of knowledge, but also pay attention to students' application and challenges of knowledge; build an innovation incubation base. The incubation base guides students to combine independent learning, scientific research and development and entrepreneurship, follow the principle of combining skills training with thinking ability, learning knowledge with criticism, and applying knowledge, organically combine learning, application and innovation to realize the incubation of innovative talents.

Create an innovative atmosphere. From the classroom teaching, campus culture, campus activities, off-campus practice, and competitions to create an active campus innovation atmosphere, and stimulate students' enthusiasm for innovation.

3.2. Improve Teachers' Level and Teaching Quality

Starting from the educational philosophy, we should carry out comprehensive and systematic improvements from the perspectives of updating teaching content, improving teaching structure, and evaluating teaching achievements. The teaching content keeps pace with the times, the teaching mode is flexible and diverse, and integrating the cultivation of students' innovative thinking into every detail of the teaching process. Carrying out targeted group discussions actively; In the evaluation of students, increase the weight of innovation and practicality, and guide students to innovate actively; We should move the knowledge and cases from China to the world, realize the combination of localization and internationalization in teaching, and broaden students' horizons.

3.3. Give Full Play to Students' Subjective Initiative and Encourage Students to Innovate Actively

Encourage students to have the courage to try, change their learning styles, and gradually change from passive learning to dialectical learning; With the guidance of tutors and counselors, we should consolidate the knowledge base and choose the direction of innovation. In the process of cooperation and exchange, new ideas and ideas will be burst out constantly, realizing an upward spiral of innovative achievements. Attach importance to the cultivation of students' perseverance, and create a safe innovation environment.

4. Conclusions

This study analyzes the existing problems and solutions of cultivating students' innovative thinking in colleges from the perspectives of schools, teachers, and students themselves. Through the combination of the school's increasing attention and support, teachers' improving teaching quality, and students' giving full play to their subjective initiative of innovation, we can build a platform for cultivating students' innovative thinking, create a strong innovative atmosphere, and lay a solid foundation for students to step into society and give full play to their personal values.

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