

# Cultivation and Promotion Strategies of College Students' Innovation and Entrepreneurship Quality Ability in the New Era

Qingyuan Han<sup>1, a</sup>

<sup>1</sup>Anhui University of Foreign Languages, Hefei, 231201, China

<sup>a</sup>2272931566@qq.com

## Abstract

Higher education in my country has officially entered the stage of popularization. With the increasing number of college graduates year by year, the employment of college graduates has become the focus of the whole society. Driving employment through innovation and entrepreneurship has become a new focus of college employment work. The quality and ability of college students in the process of innovation and entrepreneurship is the precondition for successful entrepreneurship. The article puts forward the importance of cultivating and improving college students' innovation and entrepreneurship quality ability, expounds the current situation and problems of college students' innovation and entrepreneurship quality ability, and proposes strategies for cultivating and improving college students' innovation and entrepreneurship quality ability.

## Keywords

Innovative undertaking; College graduates; Mass Entrepreneurship.

## 1. Introduction

In recent years, the number of college graduates has increased year by year. According to statistics from the Ministry of Education, in 2021, there will be 9.09 million college graduates nationwide, a year-on-year increase of 350,000. With the increase in the number of graduates, the employment pressure of college graduates also increases, and many graduates will face the dilemma of "graduation is unemployment". Although the state attaches great importance to the employment of college students and has issued various favorable policies to actively promote the employment of college students, the social competition is becoming more and more fierce, and the employment problem of college students is still prominent. This seriously affects the realization of college students' self-worth and the healthy and sustainable development of higher education. How to make college graduates change from "good employment" to "good employment" has become an important issue in the employment work of colleges and education departments. Under the background of "mass entrepreneurship and innovation", it is bound to play a positive role in improving the employment status of college students by focusing on improving the quality and ability of college students' innovation and entrepreneurship, and promoting employment through entrepreneurship.

## 2. The Importance of College Students' Innovation and Entrepreneurship Quality and Ability

### 2.1. Improve the Quality of Personnel Training, Construction of An Innovative Country Important Segment

Innovation is the soul of a nation's progress and the inexhaustible driving force for a country's prosperity. Innovative talents are the strength and source of national development. Today, the

national economic development has put forward higher standards and requirements for the cultivation of talents in colleges and universities. The quality of talent training is the first embodiment of the quality of higher education and the basis for the survival and development of college students. Colleges and universities should start from promoting the all-round development of students, finally implement the various tasks of the school to personnel training, continuously improve the quality of personnel training, and actively create a new situation in which talents are produced in large numbers and new achievements are constantly emerging. College students are the main force in the construction of socialist undertakings, the country's precious human resources, and the most active group in the field of innovation and entrepreneurship [1]. Cultivating and improving college students' innovation and entrepreneurship ability and stimulating their creativity are important means to improve the quality of talent training. It is the glorious mission given to colleges and universities by the construction of an innovative country, and the fundamental guarantee for the realization of the great cause of my country's modernization.

## **2.2. Effective Measures to Realize Employment Driven by Entrepreneurship**

In recent years, with the transformation of my country's higher education from "popularization" to "popularization", the number of college graduates in my country has continued to increase. In 2021, there will be 9.09 million college graduates in my country, reaching a new high. The sudden outbreak of COVID-19 in 2020 has made the already grim employment situation even more severe and complicated. Coupled with the sweeping wave of globalization and the transformation and development of the market economy, the employment of college students has entered an unprecedented "winter". Under the circumstance that the existing economic and social development can provide limited employment positions, "entrepreneurship" is undoubtedly the most potential, The best choice for relieving employment pressure [2].

It is an effective measure to solve the employment problem of college graduates and improve the employment rate and employment quality of college graduates by strengthening college students' innovation and entrepreneurship education, strengthening college students' awareness of innovation and entrepreneurship, cultivating and improving college students' ability to innovate and entrepreneurship, and realizing employment driven by innovation and entrepreneurship. It is also an important way to drive economic growth and respond to external pressures, and to promote the deepening of the national strategy of "mass entrepreneurship and innovation".

## **2.3. Promote the All-round Development of College Students by the Road**

General Secretary Xi Jinping emphasized that it is necessary to fully implement the party's educational policy, adhere to the guiding position of Marxism, adhere to the socialist education development path with Chinese characteristics, adhere to the socialist direction of running schools, and cultivate socialist builders and successors with all-round development of morality, intelligence, physique, beauty and labor. . Maslow's Hierarchy of Needs Theory divides human needs into five levels from low to high like a ladder, namely: physiological needs, safety needs, social needs, esteem needs and self-actualization needs.

The need for self-actualization is the highest level of need, which refers to the need to realize personal ideals and ambitions, exert one's ability to the greatest extent, and achieve the realm of self-actualization, and complete everything commensurate with one's ability. Colleges and universities should pay attention to the cultivation of students' comprehensive quality in the daily education process, promote students' all-round development, encourage and guide students to actively explore their personal innovation and entrepreneurship potential, stimulate students' enthusiasm for innovation and entrepreneurship, establish lofty career ideals, and realize life ambition and self through innovation and entrepreneurship. value.

### **3. Current Situation and Problems of College Students' Innovative Undertaking Quality And Ability**

#### **3.1. Lack of Creative Consciousness and Motivation**

Since the country implemented the strategy of "mass entrepreneurship and innovation", colleges and universities have paid more attention to the innovation and entrepreneurship education of college students, and have taken relevant measures to strengthen college students' awareness of innovation and entrepreneurship to a certain extent. Due to the influence of ideas, most students still have "old-fashioned" ideas and lack the conscious awareness and ideological motivation of innovation and entrepreneurship. When the research group conducted data analysis on the "Questionnaire on the Quality of Innovation and Entrepreneurship of College Students", it was found that when asked, "Have you ever had the intention or idea of starting a business?" , when asked "Do you agree that today's employment pressure is high and starting a business is a better choice", only 14.69% of the students chose "agree". To a certain extent, these data show that today's college students still lack the awareness and motivation of innovation and entrepreneurship, and they have doubts and wait-and-see attitudes about whether they are willing to start a business.

#### **3.2. Lack of Awareness and Ability of Innovation and Entrepreneurship Activities**

Innovation and entrepreneurship is a complex social activity. Entrepreneurs must have enough knowledge and ability to put them into practice. The questionnaire shows that 72.15% of the students choose "yes" when asked "Have you ever studied and understood systematically about innovation and entrepreneurship", which indicates that most colleges and universities have included innovation and entrepreneurship in their talent training plans, and provide students system education. When asked "Do you have enough knowledge about innovation and entrepreneurship", 24.31% of the students chose "yes", which shows that most of the students' learning of innovation and entrepreneurship education is a mere formality and not in-depth enough. When asked "Have you ever had experience in innovation and entrepreneurship activities", only 6.42% of the students chose "yes", indicating that most of the students had no entrepreneurial practice and lacked practical experience. When asked "whether you have the necessary quality and ability for innovation and entrepreneurship", only 3.16% of the students chose "yes", indicating that college students' innovation and entrepreneurship quality and ability are seriously lacking and need to be improved through training.

#### **3.3. Lack of Courage and Confidence of Innovation Entrepreneurship Practice Activities**

The essence of entrepreneurship is innovation. Philosophically speaking, innovation is a kind of human creative practice, which needs to break the conventional thinking mode, improve or create new things and obtain certain beneficial effects. As a college student, under the influence of traditional educational ideas, they are accustomed to sticking to the rules and lack the awareness of breaking the rules. In addition, college students are relatively lack of human and financial resources and other entrepreneurial conditions, which directly results in the lack of courage and confidence in innovation and entrepreneurship. When asked in the questionnaire "Do you have the courage to try innovative and entrepreneurial activities", only 7.15% of the students chose "yes", and when asked "Do you have the confidence to innovate and start a business", only 6.14% of students choose "yes", these data show that today's college students obviously lack the courage and confidence of innovation and entrepreneurship, which will directly affect the implementation of innovation and entrepreneurship activities.

## 4. Innovative Entrepreneurial Quality Ability Cultivation and Promotion Strategy

### 4.1. Strengthen the Initiative

Actively change the concept of employment, and consciously cultivate the awareness and ability of innovation and entrepreneurship. People are the main body of innovation and entrepreneurship. Youth is a valuable time for innovation and creativity. As young college students in the new era, they should take active actions and consciously integrate their personal dreams into the Chinese dream of great rejuvenation. Under the background of the era of "mass entrepreneurship and innovation", they should enhance their sense of responsibility for reform and innovation, establish a sense of daring to break through stereotypes, and boldly explore the unknown. Confidence in the field, enhance the ability and ability of innovation and creation, be a practitioner of reform and innovation, and use innovation in practice to fully demonstrate one's ambition and passion.

The first is reinforcement learning. Earnestly study the theoretical knowledge of innovation and entrepreneurship, consolidate the theoretical foundation, and provide intellectual support for the realization of innovation and entrepreneurship.

The second is to change thinking. Diligent in thinking, good at discovery, courageous in innovation.

The third is to put into practice. Actively use various practical platforms to strengthen exercise, actively participate in the "Creating Youth" National College Students' Entrepreneurship Competition, "Internet +" College Students' Innovation and Entrepreneurship Competition, "Challenge Cup" National College Students Extracurricular Academic Science and Technology Works Competition and other college students' competitions, and insist on promoting learning through competition. , and continuously improve the ability to transform and apply knowledge.

### 4.2. Highlight the Specific

Improve the mode of educating people in innovation and entrepreneurship, and promote the improvement of innovation and entrepreneurship quality and ability. In view of the lack of knowledge, weak awareness, and lack of ability of college students in innovation and entrepreneurship, the following measures are mainly adopted to improve them.

The first is to establish a team of high-quality innovation and entrepreneurship education teachers. Select young and middle-aged teachers with solid theoretical knowledge, rich practical experience, strong innovation ability and high comprehensive quality, as well as enterprise experts to form a teaching team to strengthen students' professional education, correct students' employment concepts, stimulate students' entrepreneurial enthusiasm, and improve students' entrepreneurial quality.

The second is to improve the innovative talent training system. Entrepreneurship foundation, innovative thinking, career planning, employment guidance and other courses are included in the talent training plan as compulsory courses for college students, and a new curriculum system is established. and the level of innovation and creation [3].

The third is to form a joint force in innovation and entrepreneurship education. It is necessary to combine the innovation and entrepreneurship education of college students with ideological and political education, and guide them to establish correct employment values. It is necessary to combine the innovation and entrepreneurship education of college students with professional education, explore the "professional + entrepreneurship" training mode, and tap the innovation and entrepreneurship education resources of various professional courses, so that innovation and entrepreneurship education can become an effective extension of professional education, and realize the two in talent training. Complete and organic

combination. It is necessary to combine innovation and entrepreneurship education with mental health education to cultivate positive and healthy entrepreneurial psychological quality of college students.

### 4.3. Improve Integrity

Build a three-in-one innovation and entrepreneurship implementation system to improve the training effect of innovative and entrepreneurial talents. The innovation and entrepreneurship education of college students in the new era is not the work of colleges and universities alone. It requires the close integration of the state, society and colleges and universities to rationally build a sound entrepreneurship education implementation system.

From the national level, it is necessary to further promote "mass entrepreneurship and innovation", focus on supporting college graduates' innovation and entrepreneurship, and provide more scientific, reasonable, affordable, efficient, all-round, whole-process, strong policy support and support for college students' innovation and entrepreneurship education. Institutional guarantee, reduce the cost and risk of college students' entrepreneurship, and relieve the worries of college students' innovation and entrepreneurship. From a social perspective, it is necessary to jointly create an atmosphere of concern and support for college students' innovation and entrepreneurship, coordinate social resources, and build an open, inclusive and collaborative environment for innovation and entrepreneurship.

From the school level, it is necessary to take innovation and entrepreneurship work as a "first-in-command" project, strengthen top-level design, innovate management mechanisms, implement national strategies, introduce more effective policies and measures for college students' innovation and entrepreneurship, and hold lectures and entrepreneurial salon activities. Strengthen the innovation and entrepreneurship education of college students, stimulate the enthusiasm of college students for innovation and entrepreneurship, enhance the courage and confidence of college students in entrepreneurship, expand the practice platform for innovation and entrepreneurship, and create a strong cultural atmosphere for innovation and entrepreneurship, so that more college students can realize the value of life in innovation and entrepreneurship.

## 5. Conclusion

Innovation and entrepreneurship among college students is a requirement for the development of the times and a requirement for the progress of the country, and it is necessary to "respond to the situation, move according to the situation, and act in accordance with the trend." Contemporary college students must have the eyes to discover problems, the wisdom to solve problems, and the courage to break through the confines of thinking and the spirit of pioneering and innovating.

The state should actively play a leading role in encouraging and supporting college students to innovate and start a business, and provide them with a better environment for innovation and entrepreneurship and policy guarantees. Society should pay more attention to and pay more attention to college students' innovation and entrepreneurship, provide them with more opportunities for growth, and promote their better development. Colleges and universities should fully understand the importance of strengthening college students' education on innovation and entrepreneurship and enhancing their ability to innovate and create businesses, implement the new requirements of educating people in an all-round way, educating all employees, and educating people in an all-round way, and pool their wisdom and efforts to promote college students' innovation and entrepreneurship work to a new level.

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