

Exploration of Ways for Universities to Enhance College Students' Innovation and Entrepreneurship Abilities

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ABSTRACT

Currently, China is in a critical period of economic transformation and upgrading, and urgently needs a large number of young talents with innovative thinking and entrepreneurial abilities; As the main venue for cultivating high-level talents, universities shoulder the heavy responsibility of cultivating innovative and entrepreneurial talents, and have the responsibility and obligation to provide high-quality innovative and entrepreneurial talents for the country. It can be seen that enhancing the innovation and entrepreneurship abilities of college students is not only an important strategy for the development of universities, but also a major issue related to the future development of the country. This paper takes the value and significance of enhancing college students' innovation and entrepreneurship abilities as the starting point, and explores and analyzes the current situation and ways of college students' innovation and entrepreneurship abilities. This aims to provide some reference and inspiration for college students to carry out innovation and entrepreneurship education.

KEYWORDS

universities; college students' innovation and entrepreneurship abilities; ways to improve

1 Introduction

The Report of the 19th National Congress of the Communist Party of China clearly proposes to "accelerate the construction of an innovative country", encourages "mass entrepreneurship and innovation", and requires universities to cultivate students' innovative spirit and entrepreneurial awareness. This creates a favorable external environment for universities to enhance students' innovation and entrepreneurship abilities. At the same time, economic transformation and upgrading, as well as the rise of emerging industries, urgently require college students with innovative and entrepreneurial abilities to promote industrial innovation and economic development. [1]

2 The Significance of Enhancing the Innovation and Entrepreneurship Abilities of College Students

2.1 Relieving Employment Pressure and Enhancing Employment Adaptability

Improving the innovation and entrepreneurship abilities of college students is an important measure to alleviate employment pressure and enhance their adaptability to employment. The

improvement of innovation and entrepreneurship capabilities requires universities to build innovation incubation platforms, provide entrepreneurial guidance and resource support; This promotes college students' understanding of social needs and market trends, enabling them to proactively adapt to changes and challenges in the job market. This helps cultivate creative thinking, problem-solving skills, and risk tolerance among college students, enabling them to stand out in the rapidly changing job market. In short, enhancing innovation and entrepreneurship abilities can help alleviate the employment pressure of college students and enable them to acquire key skills in innovation and entrepreneurship.

2.2 Promoting Economic Development and Supporting Technological Innovation

As the engine of talent cultivation and technological innovation, universities play a crucial role in enhancing the innovation and entrepreneurship abilities of college students. Students are the driving force behind the future development of the country, possessing unlimited innovation potential and entrepreneurial enthusiasm; By cultivating their innovative spirit and entrepreneurial ability, we can continuously deliver innovative talents with creative thinking and the courage to explore. These talents will become a strong driving force for economic growth and industrial upgrading. Innovation is the soul of economic development, and entrepreneurship is the engine of innovation. The improvement of college students' innovation and entrepreneurship abilities will provide a continuous stream of innovative ideas and technological support for enterprises, help them achieve transformation and upgrading, enhance market competitiveness, and promote a virtuous cycle of the economy. In addition, the improvement of college students' innovation and entrepreneurship abilities can help promote national scientific and technological innovation; College students have a solid theoretical foundation and strong practical abilities, which enable them to effectively participate in the research and development of major national science and technology projects. Their innovative thinking and exploratory spirit will inject new vitality into technological innovation and achieve many practical application value results. Thus, it helps to continuously enhance the country's core competitiveness and promote China's transition from a technological powerhouse to a technological powerhouse. [2]

3 The Current Status of College Students' Innovation and Entrepreneurship Abilities

3.1 College Students Have Relatively Weak Awareness of Innovation and Entrepreneurship

Firstly, in the current context of higher education, college students' awareness of innovation and entrepreneurship is relatively weak. This leads to a lack of proactive exploration spirit when facing innovation and entrepreneurship issues. Secondly, with the rapid development of new media on the Internet, many college students are addicted to online games and short videos. Lack of time management skills leads them to devote a large amount of their spare time to these recreational activities, enhancing their innovation and entrepreneurship awareness and abilities, and compressing their time; This reduces their enthusiasm for participating in innovation and entrepreneurship, resulting in a lack of necessary experience and awareness in their future practice. Furthermore, some college students lack innovative thinking and the spirit of daring to take risks. They are only satisfied with their existing knowledge and skills, afraid to break out of the established framework, and lack the motivation to explore and discover new things independently; They are accustomed to passively receiving knowledge, have weak innovation awareness, and lack the practical ability to transform ideas into feasible projects. In short, the weak awareness of innovation

and entrepreneurship is not only reflected in students' willingness to participate, but also in their insufficient ability to apply knowledge and practice. It is urgent to gradually improve through education reform and policy guidance to cultivate college students' innovation and entrepreneurship awareness and abilities.

3.2 Insufficient Construction of Innovative and Entrepreneurial Faculty in Universities

Firstly, some universities lack specialized teachers for innovation and entrepreneurship. Many innovation and entrepreneurship courses in universities are often taught by theoretical teachers who lack practical experience; However, due to their relatively limited understanding of market dynamics and entrepreneurial practices, it is difficult for them to transfer the skills and knowledge required for practical operations. Meanwhile, the existing teaching staff generally lack entrepreneurial experience. This limits their ability to provide real-life cases and practical experience in the classroom, making it difficult for students to receive effective guidance. Secondly, the imperfect teacher training mechanism is also a major weakness. Currently, many universities have failed to establish a systematic teacher training and assessment mechanism, resulting in slow knowledge updates for teachers in the field of innovation and entrepreneurship, which cannot keep up with the pace of the times. This makes their teaching content lag behind and unable to reflect the latest market changes and technological advancements. Finally, universities do not attach enough importance to innovation and entrepreneurship education, and their investment in introducing and cultivating professional teachers is limited, making it difficult to attract and retain high-level talents with practical entrepreneurial experience.

3.3 Insufficient Support from Universities for Enhancing Students' Entrepreneurial Abilities

The insufficient support from universities for enhancing the innovation and entrepreneurship abilities of college students is manifested in multiple aspects. One issue is the lack of targeted curriculum design.

Although many universities offer courses related to innovation and entrepreneurship, most of these courses remain at the theoretical level and lack opportunities for practical operation, making it difficult for students to effectively apply the knowledge they have learned to real entrepreneurial environments. Secondly, universities have obvious shortcomings in resource allocation.

Although some universities have established entrepreneurship incubation bases, the construction and operation of these bases often lack systematicity and professionalism, and cannot provide comprehensive support services for students, especially in terms of resource investment in funding, venues, equipment, and other aspects.

This directly affects students' entrepreneurial practice. At the same time, the organization and promotion of innovation and entrepreneurship activities on campus are not sufficient, resulting in many students having little knowledge of existing entrepreneurial resources and opportunities, and missing out on opportunities to participate. [3]

Thirdly, the connection between universities, society, and enterprises is not close enough, and the introduction of external resources is relatively difficult, resulting in a lack of necessary social support for students in the actual entrepreneurial process.

In short, these factors collectively contribute to the inadequacy of universities in supporting the innovation and entrepreneurship abilities of college students, resulting in a lack of competitiveness and confidence among students when facing complex market environments, which limits their potential.

4 Ways to Enhance the Innovation and Entrepreneurship Abilities of College Students

4.1 To Improve the Curriculum System for Entrepreneurship and Innovation, and Enhance the Practical Aspects of Entrepreneurship And Innovation

Firstly, in the process of enhancing the innovation and entrepreneurship abilities of college students, schools should systematically improve the innovation and entrepreneurship curriculum system, emphasizing the practicality and applicability of course content. For this purpose, schools can offer entrepreneurship and innovation courses that are closely aligned with market demand, enriching elective courses related to innovation and entrepreneurship. Secondly, schools will increase entrepreneurship and innovation practice activities, encourage students to participate in various innovation and entrepreneurship competitions, and exercise their practical abilities. At the same time, schools should actively cooperate with enterprises and carry out "Entrepreneurship Practice Week", allowing students to plan projects, conduct market research, and develop products in a real business environment. This helps students acquire practical innovation and entrepreneurship abilities. [4] Again, schools can establish entrepreneurship incubators to provide venues, funding, and technical support for potential entrepreneurial projects, and regularly organize innovation and entrepreneurship salons. Schools can also regularly organize innovation and entrepreneurship salons, inviting alumni and industry professionals to share their entrepreneurial experiences, building bridges between students and social resources, and inspiring students to explore and try. Finally, the school should establish connections with major venture capital institutions to provide students with opportunities for financing and project presentations, helping them transform innovative ideas into practical results.

4.2 To Cultivate a Team of Teachers for Entrepreneurship and Innovation, and Enhance the Level of Entrepreneurship and Innovation Education

To enhance the innovation and entrepreneurship ability of college students, schools should establish a high-quality team of entrepreneurial teachers to promote the comprehensive improvement of teaching quality. Firstly, schools can select teachers with rich practical experience and professional background, especially experts with successful experience in entrepreneurship, to ensure that teachers can combine theory with practice and enhance the practicality of the classroom. Secondly, regular training activities for existing teachers in schools should be organized, including the latest entrepreneurial concepts, market trends, and innovative methods, to help teachers update their knowledge reserves in a timely manner and enhance their teaching abilities. At the same time, teachers should be encouraged to actively participate in scientific research projects and social practices, enriching their teaching content through real entrepreneurial cases. In addition, schools can establish a mentorship system for both on campus and off campus entrepreneurship. On the one hand, schools invite successful entrepreneurs and entrepreneurs in the industry to serve as external mentors and teach together with on campus teachers, providing students with a broader perspective and opportunities to enhance teaching effectiveness; On the other hand, schools promote interdisciplinary cooperation among teachers, encouraging them to combine their own majors with entrepreneurship education for comprehensive teaching, in order to cultivate students' diverse thinking abilities and innovative consciousness. Finally, incentive mechanisms should be established to encourage teachers to actively participate in relevant research projects and provide financial support and policy guarantees to enhance their initiative and innovation. This can create a favorable teaching environment for enhancing students' innovation and entrepreneurship abilities. [5] In addition, it is necessary to regularly evaluate the

effectiveness of teachers' innovation and entrepreneurship teaching, collect student feedback, and continuously optimize teaching plans. This enables teachers to gradually improve their level of entrepreneurship and innovation education in practice.

4.3 To Seriously Implement the Dual Innovation Policy and Improve the Top-Level Design of the School

In order to enhance the overall innovation and entrepreneurship awareness and ability of college students, universities must conscientiously implement national and local policies on entrepreneurship and innovation, and improve top-level design based on their own reality. Firstly, schools should strengthen the promotion of relevant policies to ensure that students fully understand the various incentive measures for innovation and entrepreneurship. To this end, specialized publicity channels can be established and policy interpretation lectures can be held to help students clarify the preferential policies they can enjoy and motivate them to actively participate in innovation and entrepreneurship activities. Secondly, schools should establish sound support policies and regulations, including optimizing curriculum design, introducing entrepreneurship practice courses, and cultivating students' practical abilities. At the same time, it is necessary to establish a sound entrepreneurial environment system, provide diverse entrepreneurial venues and resources, and encourage students to explore and innovate in practice. Establishing a funding support system can provide start-up capital for students who lack funds, alleviate their economic pressure, and encourage them to bravely pursue their entrepreneurial dreams. Finally, in terms of services, schools should establish dedicated entrepreneurship counseling teams to provide one-on-one consultation and guidance to students, helping them solve various problems in the entrepreneurial process.

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