

## The Practice of College Students' Innovation and Entrepreneurship Education in the New Period

Zhiwei Zhang<sup>1,2</sup>, Zhaoyi Zhang<sup>1</sup>, Yanru Yuan<sup>1</sup> and Ruyi Chen<sup>1</sup>

<sup>1</sup>Southwest Petroleum University, Nanchong, 623300, China

<sup>2</sup>Intelligent Finance Technology and System Key Laboratory of Nanchong City, Nanchong, 623300, China

### Abstract

At present, under the impact of the new coronavirus pneumonia, the development of all walks of life is slow, and the number of jobs is decreasing. As the expansion of college graduates in recent years, more and more graduates find it hard to look for ideal jobs, especially in today's society of talent economy. In this case, encouraging college students to start their own businesses has become a pressing matter. Only in this way can we better alleviate the employment pressure of college students in China, and it is also one of the most effective methods at present. Therefore, colleges need to have corresponding measures to cultivate national talents for society. How to effectively combine the innovation and entrepreneurship education of college students with practice has become one of the most difficult problems recently. This article mainly analyzes the current situation of college students' entrepreneurship education, and puts forward some feasible solutions.

### Keywords

College students' innovation and entrepreneurship; Innovation and entrepreneurship education; Educational measures; Practical.

### 1. Society's Current Need for Innovation and Entrepreneurship Education in Colleges

The problem of college students' innovation and entrepreneurship in the new era has become a huge problem faced by major colleges. The positive innovation and entrepreneurship behaviors of college students can effectively promote the development of various industries in China, also cultivating more qualified entrepreneurs for our country. With the rapid development of science and technology in today's society, we do need more talents with innovative entrepreneurial thinking. Otherwise, it will affect the development of many industries, and then our social and economic development will be significantly lagging behind other countries. In conclusion, the current society is short of talents with innovation and entrepreneurial ability, which needs colleges paying more attention to innovation and entrepreneurship education.

More and more businesses in society pay real-time attention to college students' innovation and entrepreneurship activities, and the government's further improvement of relevant policies on college students' innovation and entrepreneurship is helpful to college students' innovation and entrepreneurship to a large extent, so as to be more conducive to the development of the society and economic environment. However, since the development of the national economy cannot be separated from qualified talents, the reality is that the professional level of college students is quite different from the actual needs of all walks of life in the country. Therefore, considering the society's needs and the current situation of colleges, the importance

of college students' innovation and entrepreneurship education is becoming increasingly prominent.

## **2. Current Situations of Innovation and Entrepreneurship Education in Colleges**

### **2.1. A Majority of College Students Lack Innovation and Entrepreneurship Ability**

Affected by traditional thinking, most of the college students' career planning still stays on the level of graduation and job search, and entrepreneurship is rare to be considered. They make entrepreneurship a forced choice only when facing a severe employment situation. In a word, college students lack innovation and entrepreneurship awareness, internal initiative and enthusiasm.

Secondly, college students lack social experience. Entrepreneurship needs the support of finance, and they need college students to have good communication skills. College students are likely to simplify the problems they encounter in the process of innovation and entrepreneurship, and know little about the market. Once faced with the problem, they do not have the corresponding ability to resist risks. In addition, college students' innovation and entrepreneurship require higher professional knowledge. Currently, college students' innovation and entrepreneurship projects are mainly related to the application of professional knowledge in innovation and entrepreneurship. In this case, the content of innovation and entrepreneurship projects is single, which can be easily replaced and the prospect is worrying. Industrial cross-integration and Internet boost are the trends of the current stage, which requires college students to have a wide range of knowledge acquisition.

### **2.2. Incomplete Understanding of Innovation and Entrepreneurship**

In the current educational environment, although there are many colleges that take innovation and entrepreneurship education as a key point, and they also have established corresponding teaching systems, most of them are just superficial. They just let students learn the theory, and not combine the theory with practice, which could not let students deeply understand the importance of innovation and entrepreneurship education. Educators did not guide students to understand the fundamental significance of innovation and entrepreneurship education for their future career. The explanation in the process of teaching also did not make students understand its true connotation very well. As many teachers just convey the traditional concept to students, they do not realize the requirements of society's development, paying no attention to the cultivation of students' personal thinking. As a result, students' awareness of innovation is hard to strengthen.

In conclusion, most students do not have a thorough understanding of the concept of innovation and entrepreneurship, which has seriously affected the subjective initiative of college students in entrepreneurship, leading to fewer and fewer innovative and entrepreneurial talents.

### **2.3. Poor Feasibility of Implementing Innovation and Entrepreneurship Education**

#### **2.3.1. Students Are Short of Awareness of Initiatives**

The education of colleges in China still pays more attention to theoretical knowledge and lacks practical actions. Most students still have insufficient perception of innovation and entrepreneurship education, and many students feel that this matter is irrelevant. For example, some students intend to enter a public institution as soon as possible, while others tend to engage in other business work. In short, they have no interest in innovation and entrepreneurship. So they have little knowledge and attention of innovation and

entrepreneurship. Although some have paid attention to it, they are more or less inhibited by traditional ideas, thinking that entrepreneurship is only a way to choose after they cannot find a job or have no way to go. It is not from the bottom of their heart to understand the meaning of innovation and entrepreneurship. In this case, students may be unwilling to take initiative actions.

In addition, the courses taught by the school are also contrary to the current situation of students. Most students are interested in some practical communication skills, as well as the ability to solve problems. However, what the school conveys is just some policies and several vague theoretical frameworks, which are not combined with the current situation of students, leading to innovation and entrepreneurship being not popular with students.

### **2.3.2. The Immature System of Innovation and Entrepreneurship Education in Colleges**

At present, the faculty of innovation and entrepreneurship education in universities is very scarce, but the quality of teachers directly determines the level of innovation and entrepreneurial development. There are no full-time teachers in innovation and entrepreneurship education in major colleges currently. Most of the teachers are recruited from other schools, and they are not professional teachers. They are just some teachers that are slightly related to them, or some managers with rich management experience that are temporarily hired by businesses to teach this course, rather than some professional full-time teachers. The biggest drawback is that the lecturers themselves do not have abundant entrepreneurial experience, they lack professional guidance in the practice process either. As a result, they just talk on paper, and fail to teach the most essential part in place, which affects students' understanding and learning. It also seriously affects the development and reform of innovation and entrepreneurship education.

The courses in innovation and entrepreneurship in colleges are not perfect either. Educators only give a general overview or completely theorize innovation and entrepreneurship, and teach in the form of publicity and mobilization. Besides, the publicity cases are too old and inconsistent with the current social situation. In this case, college students' cognition of innovation and entrepreneurship is at a low level, and does not match with real life. At the same time, the innovation and entrepreneurship education in colleges lacks practical courses. Students only have theoretical knowledge of innovation and entrepreneurship. Without practical experience, they cannot feel the process of entrepreneurship in person, and it is even harder for them to analyze and solve the problems they meet in the process of entrepreneurship.

In a word, some universities' entrepreneurial innovation system is not yet mature, the investment is insufficient, and there is no specific department, which causes students' innovative undertakings to be balked at the project stage. Not getting the support of the school, a project may be hard to join in the market. Some lack awareness in college entrepreneurship education. It puts the cart before the horse by focusing on mass entrepreneurship and innovation, like The Internet Plus and other competitions, while ignoring the cultivation of students' innovation awareness and entrepreneurship practice.

### **2.3.3. The Market Environment Seriously Hinders the Development of Innovation and Entrepreneurship**

Compared with 30 years ago, China's economy has transformed from a period of high-speed growth to high-quality growth. In the past, there were many opportunities for entrepreneurship and the market was not saturated, so the traditional way of entrepreneurship was mainly to open physical stores. However, the market has become saturated currently. Product backlog overcapacity, serious homogenization, operation difficulties and risks are increasing.

With the development of the Internet, information is becoming transparent, information asymmetry is difficult to become a means of profit, and industrial competition has entered a white-hot stage. The rise of e-commerce platforms has intensified industrial competition, and online sales have greatly reduced production costs. The same product is sold at a lower price, which is naturally favored by consumers. For other businesses, the only way to maintain market share for similar products is to reduce prices and increase production.

In addition, consumers entered the stage of rational consumption. Consumers are no longer willing to pay for imported products, premiums and other products. Instead, they make rational purchasing decisions according to their consumption ability, paying attention to the quality of products themselves, and pursue high quality, low price and long durability.

From what has been stated above, the fierce competition in the market and the change of consumption concept have increased the difficulty of college students' innovation and entrepreneurship, and the proportion of college students' entrepreneurial failure has also increased, which hits college students' confidence in innovation and entrepreneurship. In addition, the impact of the COVID-19 pandemic on the global economy has increased uncertainties in the market, making it even harder to start a business.

#### **2.3.4. Policy Support Is Inadequate**

Various supportive policies have been launched in order to encourage college students to start innovative businesses, but there are still many problems.

First, the formulation of policies is epochal and the market situation is unpredictable. It is suitable for entrepreneurial development at that time, but it does not mean that the current stage can continue to be used. Usually, the formulation of policies cannot catch up with the changes of the market environment, and the limitations of policies are highlighted.

Second, policies are too macro and not detailed enough to be improved. The current policies fail to grasp the specific needs of college students in the process of entrepreneurship and provide support in terms of capital and fees. However, in the initial stage of entrepreneurship, only capital is far from enough, entrepreneurial teams, market resources and contacts are also needed.

In addition, financial support is not in place, and the small loans and tax relief provided by the policy are not enough to support the operation of an industry. College students are already in a difficult economic period in the early stage of starting a business. At this time, they not only have to face the risks of starting a business, but also face the pressure of the economy. Once they fail to start a business, they will face serious consequences, which is also the reason why they are discouraged from starting a business.

### **3. The Feasibility of Promoting Innovation and Entrepreneurship Education**

#### **3.1. Come Up with New Ideas and Grasp the Practical Significance**

In view of the fact that many college educators have placed their emphasis on innovation and entrepreneurship education, but still stay at the formal level. In this case, we should think about it: What is the significance of innovation and entrepreneurship education? How can we have a more positive influence on our students? How do we let students make their cognition into practice? Only by being clear understanding the purpose of this can we better come up with measures to solve these problems from the source.

Several policies are released to allow colleges to carry out innovation and entrepreneurship education, which purpose is to cultivate a large number of innovative talents for society so as to promote the resurgence and prosperity of China. With the continuous development of science and technology, the demand for intellectual talents in various fields is growing, which

urgently requires us college students to assume the responsibility of repaying society and grasp the relationship between the individual and country. Finally, competent and well-trained students are learning to give back to society to achieve their personal fulfillment.

In addition, it is necessary to clearly understand that participation in the practice of innovation and entrepreneurship is a prerequisite for the comprehensive development of contemporary college students. Therefore, in the process of learning, college students should actively broaden their horizons, constantly temper their professional skills and comprehensive quality in practice, making them qualified talents who meet the requirements for social construction. The school carries out innovation and entrepreneurship education to promote the all-round development of college students, which is also the practical significance of vigorously promoting innovation and entrepreneurship education currently.

In order to mobilize the enthusiasm of students to participate in the practice of innovation and entrepreneurship, we can make an effort to make policies, such as providing rewards for college students who participate in the practice of innovation and entrepreneurship. When students learn about the benefits of it, their motivation will improve naturally. It can also be in the process of education, when students realize that participating in innovation and entrepreneurial practices can enhance personal skills and realize personal fulfillment. In this case, they will actively participate in it.

Furthermore, it is necessary to create an active atmosphere for entrepreneurship. We can take actions like holding entrepreneurship competitions, entrepreneurial lectures, entrepreneurial training, and other diversified means to attract students participating in innovation and entrepreneurship activities, which benefits students from a subtle influence, gradually developing a way of innovative and entrepreneurial thinking on them. In addition, new media can be helpful as well. As Weibo, WeChat public account and other media platforms widely used by students, innovation and entrepreneurship knowledge and policies can easily be spread, which does help to deepen students' understanding of innovation and entrepreneurship and create a good atmosphere for stimulating students' curiosity in innovation and entrepreneurship, eventually encouraging students to engage in the practice of innovation and entrepreneurship.

### **3.2. School Guidance to Stimulate Students' Inner Motivation**

Schools should let students have a deep understanding of innovation and entrepreneurship in the classroom, not simply restate the relevant policies and theories, but from student's standpoint to convey the practical significance of participating in innovation and entrepreneurship, such as mastering problem-solving skills and cultivating team spirit. In addition to exploring the ways of innovation and entrepreneurship education, schools should also make an effort on studying the individualized differences of students and achieve personalized education. This requires the school to grasp the psychology and hobbies of students, and choose the appropriate content for teaching in the curriculum setting to stimulate the enthusiasm and participation of students. For students with novel entrepreneurial ideas, schools should actively strengthen their guidance and let them bravely take the first step to realizing their dreams.

Furthermore, the school can carry out innovation and entrepreneurship practice projects for students to practice freely. When experiencing the whole process of innovation and entrepreneurship in person, students will broaden their horizons and gain inspiration from their own teams. Putting the initiative in the hands of students, their enthusiasm to participate in innovation and entrepreneurship will naturally increase, as the teacher only acts as a guide. Schools can also cooperate with relevant innovative businesses to allow enter businesses to enter the campus to carry out publicity meetings or let students enter businesses to participate in cognitive learning and other activities, so that students can learn from the experience of successful entrepreneurs and stimulate their inner motivation.

As a role of spreading knowledge to students, schools should constantly emphasize the concept of keeping pace with the times in the process of practicing innovation and entrepreneurship education. Innovation is inseparable from talent training, and the times have given colleges the social responsibility of cultivating innovative and entrepreneurial talents. The so-called innovation refers to trying new things and facing challenges that have not been tried before. College students in the new era should have this spirit of curiosity and the courage to challenge new things, so that they can go further in the rest of their lives.

### **3.3. Focus on Resources to Promote Innovation and Entrepreneurship Education**

In view of the lack of resources in the process of innovation and entrepreneurship education in schools, which is mainly manifested in the lack of teachers, lack of funds, and few practical opportunities, we need to do more hard work at the source. The qualities of college teachers determine the outcome of education. Teachers bear the crucial responsibility of ideological education, professional education and innovation and entrepreneurship education. Only when teachers change their concepts and improve their overall quality can they better complete comprehensive education and maximize the benefits of students.

Therefore, to improve the quality of innovation and entrepreneurship education, higher requirements are put forward for teachers, and only by improving their own quality can they achieve the ideal outcome in teaching. Domestic scholars believe that the curriculum is not just the transfer of knowledge, but should always pay attention to how to promote the sound development of students' personalities. In the innovation and entrepreneurship education, what is important is not only the knowledge in the books, but more importantly, outside the classroom, out of the books to practice. In the training of teachers, we should improve the requirements for their comprehensive quality, adopt professional training, change the traditional teaching mode, and use new educational methods to cultivate innovative and entrepreneurial talents in the new era, for the decision of teaching methods will directly affect the quality of teaching.

Many college students accept entrepreneurial knowledge passively and lack initiative. The main reason is that there are few opportunities for exercise. The situation means practice bases and practice platforms are in need. Therefore, it is also necessary to increase the investment in the practice platform of innovation and entrepreneurship education in colleges. Only when educational resources are abundant can the quality of education be guaranteed. In addition to increasing capital investment, the school can carry out in-depth cooperation with relevant innovative enterprises to provide students with more practical opportunities, so that students can go out of the books, turning the experience into their own skills.

## **4. Summary**

With the gradual promotion of innovation and entrepreneurship education in colleges and universities, a large number of high-level innovative talents have emerged, and we have seen the remarkable results of innovation and entrepreneurship education. However, there is still a long way to go. We should arm ourselves with knowledge and gain as much experience as we can, and constantly take measures to provide more favorable conditions for innovation and entrepreneurship education in colleges.

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