

How to Cultivate College Students' Awareness of Innovation and Entrepreneurship

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Abstract. Innovation and entrepreneurship education are the key of college students' entrepreneurial dreams, and cultivating the awareness of innovation and entrepreneurship has become a problem that college and universities must pay highly attention to. In order to make contemporary college students have competitiveness in today's society, it's necessary to strengthen the cultivation of college students' awareness of innovation and entrepreneurship, so as to improve students' market competitiveness. This paper mainly explains the value orientation and the importance of current college students' innovation and entrepreneurship awareness, and it also analyzes the current situation of college students' awareness of innovation and entrepreneurship. In this way, the author comes up with specific ways to cultivate college students' awareness of innovation and entrepreneurship.

Keywords: College students; awareness of innovation and entrepreneurship; cultivate.

1. The Importance of Cultivating the Awareness of Innovation and Entrepreneurship

According to statistics, the number of college graduates in China reached 8.2 million in 2018, but the number of college graduates in 2017 was 7.95 million, it increased nearly 250,000 year-on-year [1]. Employment of graduates is more serious and competition is more brutal [2]. Therefore, it has become a new subject to cultivate college students' awareness of innovation and entrepreneurship. "Mass entrepreneurship and innovation" was raised to an unprecedented level in the government work report of the two sessions in 2015. Premier Keqiang Li spent nearly five minutes elaborating on the current situation of innovation and entrepreneurship in China. To improve college students' awareness of entrepreneurship, we should make college students participate in various lively entrepreneurship awareness educations to improve students' comprehensive quality, which is the specific manifestation of characteristic education in colleges and universities. It is required that college students must have the awareness of entrepreneurship in today's social development. College students are social senior talented people and they should shoulder the social responsibility and the duty. At present, new energy, new technology, Internet, Internet of things and other new industries are strongly supported by the state, these college students master computer technology and modern scientific knowledge, and they have advantages and can make great achievements in these fields. All of these conditions will lay a good foundation for college students to start their own businesses in the future. Therefore, it has become an important content for colleges and universities under new historical conditions to strengthen the entrepreneurship awareness education of college students through innovative entrepreneurship courses and innovative entrepreneurship practice activities, which can improve their entrepreneurship intelligence and skills and make them become a new generation of entrepreneurs.

2. Current Situation of College Students' Awareness of Innovation and Entrepreneurship

2.1 Lack of Entrepreneurial Confidence and Weakness in Entrepreneurial Awareness

According to the survey on the current status of innovation and entrepreneurship awareness in various universities, although many college students recognize and support entrepreneurship, they are lack of confidence in entrepreneurship and weak in entrepreneurship awareness [3]. First of all, regarding the issue of "college students starting businesses in school", 56.3% of students choose to do according to their ability, 31.2% choose to support the view, and only 12.5% choose to oppose or be casual. It can be seen that most college students approve or support entrepreneurship. However, according to the survey on "the probability of success in starting a business", 42.4% of students think that the probability of success is very high or relatively high, while 57.6% think that the probability of success is very low or impossible. Although college students have the idea of entrepreneurship, they are not confident enough to be successful.

2.2 The Main Purpose of Starting a Business is to Get Rich

In the survey on entrepreneurial purpose, it is found that the entrepreneurial purpose of college students is mainly to get rich, get employed, show talent or other purposes, 42.3% for rich, 30.4% for employment, 20.2% for showing talent and 7.1% for others. The survey of the purpose of starting a business shows distinct characteristics of The Times, and Xiaoping Deng's policy of "getting rich first and getting rich later" in the era of reform and opening up has been fully reflected in college students.

2.3 College Students are Aware of the Advantages and Disadvantages of Starting their own Businesses

In the survey on the awareness of college students' entrepreneurial advantages, it is found that 68.6% of them choose "young and in business, the spirit of being bold and enterprising". The second factor is, "strong learning ability and innovative spirit", accounting for 65.7%. The third factor is "high professional quality and technology"; The fourth is the choice of strong network information capacity, accounting for 30.8%. In the survey on the entrepreneurship disadvantage, 82.4% choose "experience", 78.6% choose social relations, 31.0% choose capital, and 12.4% choose others. The ability to learn, the way of thinking and the spirit of being bold and enterprising make them become outstanding among the young generation. They have learned a lot of professional knowledge and advanced network technology in school, which are their advantages in innovation and entrepreneurship. However, college students also have their own disadvantages. They have been living on campus without social work experience, lack of experience and systematic training in innovation and entrepreneurship, even lack of capital and social relations. Therefore, this is the main problem for college students.

2.4 Interest is the Main Motivation of Entrepreneurial Industry

Among the factors of influencing entrepreneurial motivation, 65.1% choose personal interests, 55.1% choose successful people as role models, 29.7% choose mass media campaign, 27.3% choose influences from relatives and friends, and 8.6% choose others. Obviously, personal interest is the most important factor for college students to start their own businesses. However, as college students live in a complex and diversified society, social media, successful business people, friends and relatives will have positive or negative effects on them, which can inspire them to start their own businesses. In the survey on college students' attitude after failure in starting businesses, it was found that those who chose to accumulate experience and wait for the right time occupies 63.4%, those who chose to start a business again occupies 32.9%, and those who chose to give up occupies 3.7%. From this point, it can be explained that college students have a cautious attitude towards entrepreneurship and give up less, basically belonging to rational entrepreneurship.

3. Ways to Cultivate College Students' Awareness of Innovation and Entrepreneurship

3.1 Create Campus Culture that Encourages Innovation and Entrepreneurship

The educational concept of colleges is closely related to college students' awareness of innovation and entrepreneurship. At the same time, it is also influenced by the family economic conditions and parents' employment values. According to the national call and the actual situation, our schools provide teachers and places for college students to innovate and start their own businesses, so as to fully develop students' innovation ability and cultivate their innovation awareness.

3.2 Improve the Quality of Teachers, Optimize the Structure of Teachers

To cultivate college students' awareness of entrepreneurship and innovation, we need a team of high-quality teachers. It is necessary for colleges and universities to have a group of high-quality entrepreneurial talents with entrepreneurial passion and innovative mind. College teachers are encouraged to work in high-tech enterprises to learn and improve their self-cultivation, and to cultivate and stimulate their innovation potential. Moreover, in the policy we should encourage teachers with entrepreneurial spirit, truly join the entrepreneurship and cultivate a number of outstanding teachers who are entrepreneurs and scholars.

To improve the students' innovative ability and play the leading role of school, entrepreneurial talents can be hired as part-time teachers in the school, on the one hand it can better guide the students' innovative entrepreneurial, on the other hand it can also help promote guidance ability of professional teachers, and professional teachers and part-time teachers supplement each other, it can make up education talent gap of the university innovation entrepreneurship, so as to optimize the teachers' quality.

4. Conclusion

Cultivating college students' awareness of innovation and entrepreneurship is a realistic requirement for China's socialist modernization and also one of the best ways for college students to seek self-development. Carrying out innovation and entrepreneurship education can improve the comprehensive quality of college students, help them create wealth and come true their self-value better. To cultivate college students' awareness of innovation and entrepreneurship, it is necessary to establish a scientific concept of entrepreneurship from the perspective of students and improve their professional quality and skills. From the school level, actively carrying out innovation and entrepreneurship competition will build an entrepreneurship platform for students, introduce models of entrepreneurship talents, encourage students to participate in innovation and entrepreneurship projects, and build a high-level and high-quality teaching team for innovation and entrepreneurship education.

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