

Research on Promotion of College Students' Quality Education in Innovation and Start-up under the Background of "All are Encouraged to Make Innovation and Start-up"

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Abstract—A new situation comes and goes with the release of a series of Start-up policies as well as science and technology develop at a rapid speed, nowadays, more and more colleges have valued students' innovative and Start-up education. This article makes an analysis of the significance and status quo of students' innovation and Start-up and raises problems and countermeasures relative to the students' quality innovative and Start-up education so as to improve the students' education quality.

Keywords—college students; innovation and Start-up; education

I. INTRODUCTION

The higher education system reform is continuously being pushed in China, and colleges throughout the country are in the hottest competition, for which a great number of problems have to solve. In face of the severe situation of employment, how to ensure the students' employment has been a difficulty and hot point that the whole country and society are concerned about. College students are the majority in the employment, and how to scientifically guide the quality employment of students graduating from non-governmental colleges are urgent to solve.

II. THE SIGNIFICANCE OF COLLEGE STUDENTS' QUALITY EDUCATION IN INNOVATION AND START-UP

The country remains in the stage of economic transformation, the employment situation is severe nowadays, considering the situations in the country, what colleges should do is to relocate the talent training objectives, consider and take the innovative and Start-up education as a key part for the talent training programs in colleges, active to start researches on theories and practice relative to the innovation and Start-up, so as to drive the innovation and Start-up education in colleges. Since the year 1999 when colleges started to carry out the admission-expanded policy in colleges, the situation of college students uneasy to be employed has been increasingly severe. In the past years, colleges were greatly supported to value the

training of students' capabilities in innovation and independent Start-up, however, the result is far to go as what expected, and the society has come to know the fact that college students are unskilled in innovation and Start-up and the employment rate is kept at the low level. The exploration and practice on the students' innovative and Start-up education is expected to design and develop an innovation teaching system with Chinese characteristics suitable for college students, and a resource database for the students' innovative and Start-up education is tried to build under the New Normal of economic development, which will form a sound recycle between students' innovation and Start-up and full employment in the society, so as to assure the practical needs for economic growth and full employment in the country.

A. The Students' Quality Education in Innovation and Start-up Will Make It Better for Students to Find Jobs

With the popularization of higher education, colleges have been expanding the scales of their own, more and more students are admitted, as a result, there are so many college students who have to face a severe situation in employment, besides, it is a great challenge that we have never seen before. Nowadays, everyone has known the point that college students are in a severe situation in employment, and obviously it can be seen as a fact that college students will be out of work after graduation. The Start-up is not only an important approach for college students to change concepts and modes of employment and realize independent employment but also creates a drive to the employment, offering more posts for the society and others, creating opportunities for employment so as to achieve a sound employment, which will have an active role in relieving students' pressure in employment.

B. The Students' Quality Education in Innovative and Start-up Facilitates the Internal Development of Colleges

The birth and up-growth of colleges are the outcome of higher education popularized in a certain stage in the country, and it has been a must for colleges to find a way to the internal development. And the Start-up education actively launched in colleges will train more quality talents with spirits and capabilities in innovation for the local economic development,

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accordingly the high quality innovation and Start-up education in colleges can not only improve students capabilities in innovation and Start-up but also upgrade the talent training quality, achieving a quality-based internal development in colleges.

C. *The Students' Quality Education in Innovation and Start-up Does Good to the Rapid Development of Regional and Social Economy*

Research data show, the countries or regions where the innovation and Start-up are hot often have rapid economic growth rates. So more attentions shall be paid to the students' capabilities in innovation and Start-up and train talents of Start-up, innovation and sapience for the regional and social development, which can tremendously intensify colleges' capabilities to serve regional economy and social development, pushing the social economy in a high speed and reliving the status quo of students' dilemma in employment to some degree.

III. STATUS QUO OF COLLEGE STUDENTS' INNOVATION AND START-UP

Under the New Normal, the students' Start-ups are mainly rooted in e-commerce, online marketing and intelligent service.

A. *College Students' Start-up in E-Commerce*

The Report on the Work of Government made by prime minister Li Keqiang at the 3rd Session of 12th NPC points out, the country is to work out an "Internet +" program[1]. The e-commerce is requiring a low cost and not limited by time and place, and college students may start businesses online using what they have learned on the basis of communication equipment, aiming at e-commerce. On this aspect, college students shall not be limited to the online shops and marking of traditional commodities, instead, they should use what they have learned to offer online intelligent service so some creative e-commerce.

B. *Status Quo of Students' Start-up in Online Marketing*

Online marketing has features such as low costs, accurate client groups, wide spread, flexibility as well as easy for operation and more; besides, the marketing modes are diverse such as e-mail, BBS, Blog, Wechat, microblog, video, advertorial and so on, which are popular in college students; in the meantime, college students may depend on Tianmao, Paipai and other online shopping platforms for Start-up, so it is the best choice for most students to start a business.

C. *Status Quo of College Students' Start-up in Intelligent Service*

For a student, if he or she has technical achievements of his or her own in some field, he or she can apply the achievements for technical Start-up. During the course of Start-up, college resources shall be fully borrowed including existing technical achievements, technologies, equipment, teachers, and classmates, etc. for application development of the technical achievements, making a market app. Going with the social development, the apps, especially those related to service will have crucial role in our daily life.

IV. MAIN PROBLEMS DISCOVERED IN COLLEGE STUDENTS' EDUCATION IN INNOVATION AND START-UP

A. *Conflicts between Start-up and College Courses*

For the students, there are courses required to be learned each term in order to obtain corresponding credits; in addition, some students are also members or candidates with some societies and competitions; however, the students have to spend more time and energy in Start-up. For example, in order to create of a web portals, only the advertisement will take a long time; if some want to run an line store, the upload and modification of product pictures and parameters will need a long time. So the conflicts between study and Start-up in the time are extremely troublesome. As the saying goes, "It is not easy for Start-up, to well continue the business is much harder". So the conflict in time for student's Start-up and course learning has been urgent to solve.

B. *Lack of Related Knowledge and Skills of Start-up*

Before the Start-up commences, the students are required to have basic knowledge about Start-up and understanding of business operation. Yet there are few courses about Start-up set in colleges, so college students are always feeling some kind of lack in understanding the Start-up and practical experience during their Start-up, most theories that the students get for Start-up are from books and their classmates who have experience in Start-up, which in fact is not really used as it should for practice. In the meantime, most colleges have no adequate support for the students' Start-up, comparatively, the colleges have few faculties relative to Start-up, in lack of experience, for which educational methods and means need to be strengthened. Though most college teachers have higher degrees, owning rich theoretical knowledge, yet they are in an unfamiliarity with the business operation and development, finally the students have no adequate training in Start-up skills, causing the delay for students' overall development and successful Start-up.

C. *Vague Targets for Start-up*

One of the biggest factors for the students' failure in Start-up is the vague target for Start-up. Sometimes, the students are devoted to the Start-up with heart and soul only, but in lack of rational thinking, eventually their failure in Start-up is inevitably a final end. Though more and more policies are being released in the country, society and colleges, and the students' enthusiasms are raised, yet due to lack of skills and littler understanding of the market, the students' Start-ups are in blindness and limitation to some degree, and the contents for Start-up are repeated and chased after one after another, eyeing projects with high profits and low costs only. Especially the rapid development of Internet, changing markets as well as the inadequate understanding of Start-up spirits and consciousness, vague targets for Start-up and narrow vision, the students' failure in Start-up is not a hard thing to think of.

V. COUNTERMEASURES AGAINST PROBLEMS EXISTING IN THE COLLEGE STUDENTS' QUALITY EDUCATION IN INNOVATION AND START-UP

New economic forms keep going as it should, college students' Start-up not only involve students themselves but also authorities, society, colleges and families and more. Considering the problems discovered in the students' quality innovation and Start-up, we may take actions from the following five points, creating favorable conditions for students' innovation and Start-up education and help them succeed in Start-up.

A. Authorities Are Expected to Release More Preferential Policies Especially for College Students' Innovation and Start-up

In accordance with *Opinions of the State Council on Further Efforts Relating to Employment and Business Startup under the New Conditions* (GF[2015] No.23), *Opinions of the General Office of the State Council for the Implementation of Deepening Education Reform on Innovation and Entrepreneurship in Universities and Colleges* (GBF[2015] No.36) and so on, the preferential policies for students graduating from colleges are mainly including: preferential taxes, Start-up loan guarantee, interest subsidies, free of administrative and institutional fees, training allowances, Start-up service free of charge, cancellation of household registration limits, and household registration at where the Start-up starts (follow provisions concerned for municipalities) and so on.

B. Social Platforms Are Encouraged to Offer Students Chances of Quality Education in Innovation and Start-up

At the beginning when students start their businesses, they are a bit unsuitable for social rules, besides, the Internet develops at a high speed, yet corresponding laws and regulations are falling behind, some students are often cheated in their businesses. Therefore, during the exercise of Start-up, it is very important to exert the active roles of the social platforms, in order to promote the students' Start-up, the social platforms are also required to push the goodwill to lowered the probability of students being cheated in business. What we should do include: accelerate the construction of credit rating index system, set up a uniform credit rating and management agency; complete laws and regulations; intensify good faith and moral education on the people; promote the enterprises concerned to create goodwill and raise enterprises images in good faith and so on. Suppose all of there are well done, it will get better effect for college students to start a business.

C. College Resources Are Required to Put Together to Promote College Students' Innovation and Start-up Education

As a place to put all resources together, colleges have excellent faculties which should be converted into a resource advantage so as to build a powerful teaching team for the Start-up education. The students who will start their businesses shall be provided especially basic courses and practical experience so as to foster their enthusiasm for Start-up, if possibly the

colleges concerned may invite reputed visiting professors for on-the-spot instruction to students in colleges. In addition, colleges shall abide by the *Opinions of the General Office of the State Council for the Implementation of Deepening Education Reform on Innovation and Entrepreneurship in Universities and Colleges* (GBF[2015] No.36) and so on and are to: perfect innovation and Start-up education system, renovate teaching methods and check methods, intensify innovation and Start-up practice, improve students' Start-up guide service and perfect innovative and Start-up financial support and policy security system. In the meanwhile, colleges may release rules as well for example, to create students-related Start-up agencies or clubs; build students Start-up parks, students science and technology parks [2]; and colleges will arrange teachers to instruct those who start businesses and set up Start-up consultancy service agencies and the like.

D. Fully Exert the Active Roles of Family Factors for College Students' Innovation and Start-up

The graduates from colleges are increasing year by year, in 2016, there were 7.65 million students who graduated from colleges, it is true that few can get a given job after their graduation, and most have to find jobs by themselves. Parents are required to adjust what they want to their children, communicating with them and encouraging them to say no to pressure. Therefore, during the Start-up of the students, they need the support of spirits from parents to get more acknowledges to their businesses and get financed as much as they need. If possible, professionals can be invited for Start-up instruction and so on, which can not only help them relieve pressure in business but also achieve the value of their own.

E. Students Who Start Their Businesses Are Required to Learn More about Start-up to Improve Their Abilities in Business

College students are main initiators in Start-up, which require that the students should be equipped with all sided knowledge of Start-up in face of the market changes. The knowledge related to Start-up mainly include relevant laws and regulations, how to run a business, how to apply computer technique and so on. During the business starting, in case of any frustration, they are required to calm and ask for help in time, besides, the students may ask for help from relevant teachers and classmates, combining what the do with daily life, skillfully integrating the business knowledge and concepts to practices so as to run the business successfully.

VI. CONCLUSION

Nowadays, the New Normal economy is developing in a diversity in the country. The Start-up has been changing our life, work and study. The Party, governments and colleges are all encouraging students for Start-up, and the students of the time are in face of unique advantages and prospect with great outlook. It's inevitable that during the Start-up, students may encounter barriers or difficulties, who in such situation are encouraged to ask for help from relevant agencies and teachers, college students are initiators in Start-up, so the colleges should improve the innovation and Start-up education level so

as to offer a good push to the students in Start-up and achieving the value of life of their own.

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