

Research on the Cultivation Problems of the Ability of Innovation and Entrepreneurship of College Students

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Abstract. With the development of the economic society, the employment environment, employment structure and other aspects of our country have changed. College students' self employment is no longer strange, but the entrepreneurship road is very hard. Colleges and universities should adhere to the people-oriented principle, take social needs as the guide, constantly improve the ability of innovation and entrepreneurship of college students and provide ways for college students' innovation and entrepreneurship. The author analyzes the current social environment, and taking the students majoring in computer as an example, this paper discusses the problems existing in the innovation and entrepreneurship of college students and the ways they can seek.

Introduction

Under the new economic situation, the enrollment scale of colleges and universities increases continuously, thus the situation of unemployment after graduation occurs. According to the statistics, college graduates reached 5.59 million in 2014, 6.11 million in 2015 and 6.3 million in 2016. The upward trend of graduates has brought a test to the employment environment. In order to solve the huge employment pressure, the state has also put forward lots of strong measures. At present, entrepreneurship has become an important way for college students to solve the employment problem, but the road of entrepreneurship is full of dangers. In order to improve the success rate of entrepreneurship, countries, society and colleges should make joint efforts to improve the ability of innovation and entrepreneurship of college students. In today's internet era, the number of graduates majoring in computer increased year by year. The development of information technology also needs a large number of computer professionals with strong ability of innovation and entrepreneurship, therefore, increasing the innovation and entrepreneurship ways of students majoring in computer has become a problem that many universities pay attention to.

The Connotation of the Ability of Innovation and Entrepreneurship, Training Objective and Specific Content

The Connotation of the Ability of Innovation and Entrepreneurship. Innovation ability refers to the ability of new theoretical methods with value and significance, which is provided by people in different kinds of practical activities. Entrepreneurship ability refers to the ability which is possessed by a person or a team in the process of entrepreneurship. The entrepreneurship also includes the ability of communication, exploration and innovation, assumption of risk, etc. The relationship of innovation ability and entrepreneurship ability is very close, so college students should combine the two to give full play to the imagination and thinking ability to plan, organize and practice. It is a general trend to constantly improve this compound-type ability.

The Training Objective of the Ability of Innovation and Entrepreneurship. According to the research, the best age for innovation and entrepreneurship is between 25 and 30. This period is the most active time for people to think and the creative desire is also the strongest. Especially in network, software and other knowledge-intensive industries, the accumulated experience is

important, but it is no longer a decisive factor for a person's ability. The innovative spirit is more important. The age stage and mental outlook of college students exactly accord with this characteristic and they are also the best training objects. College students can not only acquire relevant theoretical knowledge of innovation and entrepreneurship, but also be able to participate in social practice and apply theory to practice during the academic year. At present, according to the specific situation of our country and universities and the national fundamental policy, the target of cultivating the ability of innovation and entrepreneurship of college students is to constantly improve the ability of innovation and entrepreneurship of college students and change their ideas to improve the skills of finding jobs. The traditional employment ways which wait for or depend on others should be changed in order to cultivate more entrepreneurial interdisciplinary talents. In addition, the ability of innovation and entrepreneurship of college students should be improved and also the their cognitive and practical level should be increased, which is to help college students to establish the enterprise consciousness, cultivate their thinking model of entrepreneurship, constantly improve their operating ability and tap the potential of entrepreneurship.

The Specific Content of the Ability of Innovation and Entrepreneurship. The first one is the edification of awareness of innovation and entrepreneurship. The awareness of innovation and entrepreneurship is the conscious feedback to the corresponding activities. Whether the entrepreneurs have the consciousness of innovation and entrepreneurship influences the motivation of the entrepreneurial entity, which includes will, effort, needs and so on. The demand and motivation of innovation and entrepreneurship determine the attitude and behavior of the main body. The edification of awareness of innovation and entrepreneurship has become popular in colleges and universities and it also should be given enough attention.

The second one is the promotion of the quality of innovation and entrepreneurship. For college students, the simple acquisition of knowledge is not the purpose, the important thing is to improve their innovative ability and development thinking. The so-called quality, in fact, is the retained content after forgetting all knowledge. In order to improve the ability of innovation and entrepreneurship of college students, the basic qualities are essential, which include ideological and political quality, psychological quality, physical quality, etc.

The third one is the incentive for the spirit of innovation and entrepreneurship. The process of entrepreneurship can not be smooth sailing, it will inevitably encounter difficulties, therefore, the enterprising spirit, hard working spirit, pioneering spirit and other spirit are essential. Research shows that the size of a person's achievement is closely related to their individuality. People with higher achievement tend to be more confident and persistent than others. Therefore, the incentive for the spirit of innovation and entrepreneurship is essential.

The fourth one is the reinforcement of the ability of innovation and entrepreneurship. The size of the ability is not only related to the personality and temperament of the individual, but also the acquired cultivation and education. The ability of innovation and entrepreneurship includes the professional ability, social communication ability, the cognitive ability for the surroundings and self, etc.

The fifth one is the learning of the knowledge of innovation and entrepreneurship. There is a fulcrum that can move the earth, and similarly, knowledge is the fulcrum of the development of innovation and entrepreneurship. If entrepreneurs only have a cavity blood but lack the appropriate knowledge, innovation and entrepreneurship are bound to fail. Relevant knowledge includes laws and regulations knowledge, professional content knowledge, management knowledge, etc. Just like the popular comprehensive talents of T font style in society, college students should not only improve the height of their knowledge, but also expand the depth of their knowledge. Only in this way can they improve the possibility of innovation and entrepreneurship.

The Current Situation of the Innovation and Entrepreneurship of College Students Majoring in Computer

Current Employment Situation. At present, the development of the computer network industry is very good and the demand for talents is also very strong. Almost all walks of life can not do without the talents of computer networks. According to the statistics of human resource service on the internet, in the whole job industry, there are three industries that relate to the computer speciality in the top ten industries. In society, the total demand for computer software and internet talents has surpassed any other industry. Unlike other industries, computer industry pay more attention to the personal ability than the educational background or the school in the employment aspect. Many students from higher vocational college are popular because of their professional knowledge and strong practical ability and many students have entered the famous enterprises. The future of them is bright. In addition, many graduates majoring in computer can do the trans-disciplinary work and have more opportunities for employment.

Research on the Obstacles of the Innovation and Entrepreneurship. According to the above analysis, the computer industry has a good employment situation and development trend. However, among all college students who have participated in the employment, few students can start their own business. In order to find a stable job, most students work instead of starting a business, which is related to the lack of awareness of innovation and entrepreneurship of college students. The main factors that hinder the innovation and entrepreneurship of college students are as follows.

The first one is that many college students are influenced by traditional ideas. They don't have a strong desire to start a business, lack the ability to analyze themselves and have no good plan for their career. Many college students' family hope that they can learn a good speciality and find a good job, therefore, at the beginning of the college, their goals are to find a job and their concept of entrepreneurship is weak. Even if many students have the ideas of entrepreneurship, the over idealized consideration will reduce the enthusiasm of students. And the lack of planning will bring risks for entrepreneurship and increase the possibility of failure.

The second one is the insufficient of the education of innovation and entrepreneurship for students in many colleges and universities. For a long time, an important indicator to check the employment situation of a college is the employment rate of colleges but not the entrepreneurship situation, which brings a wrong guidance to colleges and universities. In order to improve the employment rate, colleges and universities actively encourage students to obtain employment and use various ways to recommend employment to college students. This fixed mode of thinking hinders the realization of ideas of innovation and entrepreneurship of college students. When schools are training talents, they are more concerned with delivering good employees to enterprises rather than conveying entrepreneurs to society, which is misleading. In addition, the comprehensiveness of the content of innovation and entrepreneurship education is relatively strong. However, even colleges offer this course, they just focus on the teaching of theoretical knowledge and ignore students' practical education of entrepreneurship. And also many students are not interested in entrepreneurship.

The third one is that the employment in computer industry requires graduates to have a high technical level. Many enterprises related to computer industry require college students to have some work experience during the recruiting process, which leads to the derailment between graduates and the demand of social talents. In the computer industry, technology and innovation ability is the core competitiveness. The lack of technology can't realize the individual creativity, which hinders the entrepreneurship of college students. In addition, the needed funds and place for entrepreneurship in the computer industry have become the barriers for college students to start their own businesses.

Exploration of Ways of College Students' Innovation and Entrepreneurship

Perspective of Students. Students should first have a clear understanding of themselves, analyze themselves and constantly digging their own entrepreneurial potential according to the actual situation. Although the entrepreneurship is not suitable for every student, we can't carelessly deny one's entrepreneurial potential without analysis and experiment. College students can check whether they possess the ability and condition of entrepreneurship according to the professional assessment and individual practical experience or social evaluation. Secondly, college students should learn their own professional knowledge firmly and participate in social practice actively to constantly improve their adaptability to society. The development potential of computer internet industry is endless and the technology and demand are constantly changing, for example, with the arrival of the internet plus era, it provides a broader space for the development of college students. College students should have exceptional insight and constantly find entrepreneurial opportunities with forward-looking vision.

Perspective of Colleges and Universities. Colleges and universities are the fertile land for the cultivation of college students and they have an important position in the process of training talents. Therefore, colleges and universities should set up this awareness and take the innovation and entrepreneurship education of college students as the key content. The specific points are as follows:

The first one is that college should help students establish the awareness of innovation and entrepreneurship. The awareness of innovation and entrepreneurship is the first step to success. Whether a person has the awareness of innovation and entrepreneurship is the key to success and also an important standard to measure the success of a person, which should be the key content of cultivating talents in colleges and universities. Similarly, in the computer development industry, entrepreneurial consciousness is the driving force for college students to start a business and is also the premise of possessing entrepreneurial thinking. Colleges should take the enlightenment of this consciousness as the important work for entrepreneurship education. From the design of the program to the opening of the project, even a simple competition or activity, it can reflect the process of creation. This process can be considered as the enlightenment of college students' entrepreneurship. Colleges should actively dig college students' independent creative consciousness and ability, which include entrepreneurial risk awareness, career planning awareness and hard-working consciousness.

The second one is that the college should establish the entrepreneurial practice base to provide the fundamental guarantee for the entrepreneurship of college students. College students need certain bases for innovation and entrepreneurship, therefore, colleges and universities should make use of the resources on campus to provide better practice space for graduates. Firstly, colleges should provide the fixed practice area and the support of the software and hardware. Secondly, the network laboratory in colleges and universities should be opened to the outside world, so that students can experiment according to their own time. Thirdly, college should arrange special entrepreneurship instructors to instruct students according to their entrepreneurial behavior. Teachers can provide the developing task for students to research according to the condition of school to increase the sources of their venture funds. Finally, colleges can strengthen the contact with enterprises.

Perspective of Government. The first one is the aspect of software. The government should formulate preferential tax policies, which include start-up loan fund support, low loan threshold and so on, ensure the implementation of policies and reduce costs. The second one is the aspect of hardware. The government should provide entrepreneurial support environment, construct entrepreneurial bases such as such as enterprise incubation zone, increase the construction of supporting facilities, continuously reduce operating costs and guide the direction of college students' entrepreneurship.

Perspective of Enterprise. The considerable development of every enterprise can't be separated from innovation and the enterprise is also an important base for talents cultivation. Only by constantly cultivating innovative and entrepreneurial talents who match our enterprises' ideas can we achieve win-win situation finally. For example, a successful case is the internet mobile phone manufacturers Xiaomi company. After the success of the independent brand, this company set up an investment team to invest 25 branches. Among them, the mobile power of Zimi, air purifier of Smartmi and smart wristbands of Huami have all achieved good results, which set an example for the development of other enterprises. The support of enterprises is the opportunity for the innovation and entrepreneurship of college students and it is also the guarantee for the long-term sustainable development of their own enterprises. Enterprises should help entrepreneurs realize their own survival value, provide theoretical guidance and practical opportunities for entrepreneurs and contribute to the social progress.

Conclusion

The innovation and entrepreneurship of college students are the key to building an innovative country. Contemporary college students have a distinctive personality and have been paid attention by the society. However, the improvement of entrepreneurial ability and the establishment of entrepreneurial consciousness are not overnight. It requires long-term efforts and persistence by the state, society and colleges and universities. The coming of the "internet plus" era provides more employment opportunities for college students, meanwhile, the entrepreneurial ability can't be neglected. The cultural quality of college students is high and the thinking of them is active, so they should get more encouragement and support. Students majoring in computer should develop and innovate constantly according to their own situation and take the entrepreneurship as one of choices of employment.

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