

# Research on the Strategy of Promoting Students' Innovation and Entrepreneurship in Business Administration

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**Abstract.** With the increasing number of university graduates in our country, the employment pressure of university graduates is increasing continuously. It is necessary and significant for the improvement of university students' innovation and entrepreneurial practice ability. Therefore, it is imperative to find out in a timely manner the problems that exist in this process and propose solutions to the problems. This paper analyzes the importance of improving college students' innovation and entrepreneurship and the problems in the improvement of college students' abilities in innovation and entrepreneurship practice. It also proposes strategies for upgrading the college students' creative entrepreneurial ability, that is, diversification of talent standards, breaking the constraints of traditional teaching models, optimizing teaching methods, strengthening practical teaching. In order to enhance the ability of college students to practice innovation and entrepreneurship, it will provide reference for colleges and universities to cultivate innovative entrepreneurial talents.

## Introduction

With the development of economy, the innovative and entrepreneurial ability of business administration undergraduates is the overall performance of innovation awareness, innovation spirit, professionalism, and entrepreneurial skills. It is an important skill for business management students to move toward social, professional development and self-employment. The ability of innovation and entrepreneurship plays a very important role in the development of individual careers of local undergraduate college students. From a personal point of view, good innovation and entrepreneurship, including entrepreneurial skills, personality qualities, entrepreneurial teams, and execution capabilities, can enable college students to change from passive jobseekers to active entrepreneurs and achieve individual social values. From the perspective of the state, the essence of competition among countries is the competition of talents. President Xi Jinping emphasized: "People are the most critical factor in technological innovation, and innovative careers call for innovative talents." Excellent people are the country's wealth, the people's pride, and the nation's glory. In the context of the "double-invented" policy, the state strongly encourages college students to innovate and start businesses, employ entrepreneurship to promote employment, ease employment pressures, resolve employment conflicts. Cultivating a batch of innovative talents is the need to promote social and economic development, as well as the need to build and develop innovative countries. This article elaborates the importance and necessity of the improvement of college students' innovative and entrepreneurial abilities, the problems in innovation and entrepreneurship, and the strategic research.

## The Importance and Necessity of Promoting College Students' Innovation and Entrepreneurship

**Cultivating College Students' Ability of Innovation and Entrepreneurship is Conducive to the Development of the Socialist Market Economy.** Since the reform and opening up policy was implemented for almost 40 years, China's socialist market economy has achieved rapid development and more market vitality is needed. Under the new normal economy, the socialist market economy in our country needs to inject fresh vitality. As the pride of the times, college

students have more wisdom and ability to create more physical organizations, open up new areas, and meet new needs in the process of social development.

**Cultivating Undergraduates' Ability of Innovation and Entrepreneurship Helps Ease the Employment Pressure of College Students.** Since the number of university graduates in China exceeded 7 million in 2014, the number of college graduates has been increasing year by year, with 7.4 million in 2015, 7.65 million in 2016, and 7.95 million in 2017. At the same time, every year there are vocational college graduates, veterans, rural surplus labor transfer and so on. Employment difficulties have entered a new normal. By cultivating college students' innovative and entrepreneurial abilities, creating new organizations and opening up new ways of employment can effectively alleviate the employment pressure of college students.

**Cultivate College Students' Ability of Innovation and Entrepreneurship and Promote the Transformation and Development.** Since the implementation of college enrollment expansion policy, China's university education has entered the popularization stage, and the number of university students has increased year by year. China has become the country with the largest scale of higher education, but the quality of personnel training is slightly lower. In the new era, the transformation and development of colleges and universities, vigorously develop innovative entrepreneurship education to meet the needs of social and economic development, establish a new model of personnel training and new goals, and the key to vigorously developing innovative entrepreneurship education is to enhance the ability of innovation and entrepreneurship.

In summary, at present, China's economic development is undergoing a transition from "Made in China" to "Created in China." Success or failure depends on the spirit and ability of innovation and entrepreneurship, which needs to be based on the innovative entrepreneurial spirit and ability of contemporary college students.

### **The Problems in Promoting College Students' Practical Ability in Innovation and Entrepreneurship in Business Management in Colleges and Universities**

**Talent standards are too Single.** Under the constraints of the traditional model of higher education, achievement is the main criterion for people to measure talents. Most students spend their time on examinations and taking all kinds of certificates. Many colleges and universities even regard the passing rate of various certification examinations as the main criterion for measuring the level of teachers. As employment pressures increase, more and more college students join the tide of taking all kinds of certificates to seek employment qualifications. Under such circumstances, college students' enthusiasm for innovation and entrepreneurship is gradually being stifled, and the ability to innovate is becoming increasingly scarce.

**Constraint of Traditional Teaching Model.** The traditional education model in our country pays much attention to the inheritance of existing theories and ignores the cultivation of students' innovative ability. In current university education, innovation education still has not received corresponding attention. Many colleges and universities are lagging behind in teaching methods. They only pay attention to textbook teaching, lack the ability to cultivate students' innovative and entrepreneurial and practical abilities, and are out of line with social needs. Under this kind of education background, students' innovative and entrepreneurial abilities are not developed and their practical ability is poor. It is difficult to adapt to the current high-pressure employment environment.

**Unreasonable Curriculum.** At present, the traditional curriculum of the business administration major in colleges and universities has not been able to meet the needs of the industrial and commercial talents in the era. The reasons for the unreasonable curriculum setting are mainly the following aspects:

(1) The courses involved are too narrow. Most of the courses offered by most colleges and universities in China involve areas that are limited to specialized knowledge. There is not enough expansion, which directly leads to poor overall quality of college students.

(2) Teaching materials update slowly. At present, China's economic market is developing rapidly, and the relevant textbooks for college business management majors are being updated

slowly, which is not conducive to the improvement of their comprehensive capabilities.

(3) The proportion of practical courses is low. In terms of courses, colleges and universities only offer related entrepreneurial elective courses, and there are no professional and systematic entrepreneurial courses. Unscientific university curriculum system leads directly to the imperfection of students' theoretical knowledge system, which further results in a serious lack of innovative spirit and entrepreneurial ability for undergraduates. Obviously, unscientifically setting the curriculum system is a stumbling block to the cultivation of innovative and entrepreneurial talents.

**Practical Teaching Has not been Implemented.** Practical operation is a ground for cultivating students' ability for innovation and entrepreneurship, enabling them to have a deeper understanding of their professional and industry needs during the actual operation. In the current college education, practical teaching does not form a complete system and lacks a feasible assessment method, so practice teaching has not really been implemented. Under the influence of the traditional teaching model, many college teachers only pay attention to the theoretical output, neglecting practical teaching, and often cause problems such as unbalanced curriculum structure. At the same time, the imperfections of practical facilities and venues inside and outside the school have also affected students' practical training. The lack of practical courses has led to a low level of professional operation of students and has directly affected the ability of university graduates to innovate and start a business.

### **The Strategy of Promoting College Students' Innovation and Entrepreneurship**

**Practicing the Education of Modern Employment Outlook and Cultivating College Students' Creative and Entrepreneurial Ability.** Under the policy of vigorously promoting "popular entrepreneurship and innovation" in China, we must constantly change the traditional concept of employment, fully understand the forms of innovation and entrepreneurship that can replace traditional forms of employment, keep up with the trend of the times, respond to the call of the country, and do a good job career planning. Clear goal and inspire university students to further innovation. Locally applied undergraduate colleges and universities should guide their students in their career planning when entering new schools. College students initially entering the university campus will be confused at first. Clear career planning will enable them to identify their future development direction and enhance their own innovation and entrepreneurial ability to ease the pressure on employment in the future. In a society where competition is so fierce, recognizing the problem of employment difficulties and using this as a direction to stimulate their own choice of "innovation and entrepreneurship" as their employment methods, to a certain extent, it also eases the pressure on employment. Locally applied undergraduate colleges should pay attention to the combination of theory and practice, guide students to cultivate non-intelligence factors such as good interests, will, personality, and abilities, give full play to their subjective initiative, apply knowledge to social practice, further promote the cultivation and improvement of innovation and entrepreneurship.

**Creating a Home-School Cooperative Education Environment and Establishing College Students' Consciousness of Innovation and Entrepreneurship.** Creating a good atmosphere of home-school cooperation and education environment also has a positive effect on the cultivation of college students' entrepreneurial ability. Parents should respond to the national "double creation" policy, fully understand the importance of "mass entrepreneurship and innovation", change the traditional concept of employment and cultivate children to establish a new concept of "double creation." Research shows that when a child encounters problems in entrepreneurship, intimacy and emotional expression between the child and parents are revealed. If the child has a friendly relationship with parents, the child will take the initiative to negotiate with the parents when there is a problem with the business. In order to solve the problems encountered by itself. Whether it is the other comprehensive qualities of college students or other family education environment, parents need to invest time in training. This will not only help the cultivation of college students' psychological comprehensive ability, but also help college students to better solve problems on the road to entrepreneurship.

A good home-school cooperation mechanism is conducive to the promotion of college students' awareness of entrepreneurial responsibility, entrepreneurial counter-thinking, environmental adaptability, interpersonal skills, and anti-frustration ability. This will reduce pressure on undergraduates in their entrepreneurial careers and increase their entrepreneurial success rate. Parents can train them through the small things that happen in their children's lives, guide them step by step to develop their own comprehensive quality skills, encourage their children to start their own businesses, seek their own career development, and change their passive employment situation through their own initiative. This will lay a foundation for the development of college students' entrepreneurship.

**Establishing a System for Fostering Talents for Innovation and Entrepreneurship and Training High-quality Applied Talents.** Colleges and universities to build innovation and entrepreneurial personnel training mechanism, can be combined with college students to set their own interests, the structure of the main professional model, the construction of minor mode, broadening the knowledge of university students, this will lay the foundation for improving innovation and entrepreneurship. Change the traditional teaching methods, build a combination of professional education and entrepreneurship education model, emphasize the combination of theory and practice, and strengthen the cooperation between schools and enterprises. On the one hand, it is beneficial for college students to adapt to social enterprises as early as possible, understand the operating mechanism of social enterprises, and then better develop innovative entrepreneurial skills; on the other hand, it is beneficial to the university's mastery of the operating mechanism of enterprises and the application of theoretical knowledge learned in the classroom. It will realize the combination of theory and practice in a real sense. Encourage college students to take the initiative to innovate and start their own businesses, alleviate employment pressures they face while graduating, and meet the needs of society for high-quality, applied talents.

**Create a Culture of Innovation and Entrepreneurship and lead College Students to Start their own Businesses.** Creating a good atmosphere of innovation and entrepreneurship is not only conducive to cultivating college students' innovative and entrepreneurial cultural ideas, but also helps them subjectively guide them to take part in some innovation and entrepreneurship training programs and actively participate in innovation and entrepreneurship operations to reverse "forced entrepreneurship" to "self-employment" situation. In order to create a good atmosphere for innovation and entrepreneurship culture, local application-oriented colleges and universities can plan specific areas, set up "innovation and entrepreneurship incubators", "create passengers space", etc. and adopt from "attracting talent resources—mining talents—cultivating talents" development model. This allows innovation and entrepreneurship training to become a comprehensive, organized, and valuable training base.

We can organize a wealth of innovation and entrepreneurship training programs, such as "Innovation and Entrepreneurship Salon", "Entrepreneurial Essay Competition" and "Entrepreneurial Skills Competition". In order to respond to the "double-creation" concept advocated by the government, local application-oriented undergraduate colleges should intensify innovation and entrepreneurship education, strengthen the "Challenge Cup" extracurricular academic work competition, entrepreneurial plan competition, college students' innovation and entrepreneurship training program, and national electronic design competitions, etc. It is necessary to strongly encourage college students to participate in professional and technical competitions and innovation and entrepreneurship projects, and to cultivate and train innovation and entrepreneurship through discipline competitions or innovation and entrepreneurship skills competitions.

## **Summary**

Looking at the current social development trend and employment situation, it is urgent to improve the ability of college students to practice innovation and entrepreneurship. Major colleges and universities should focus on the specific conditions of the university and find out the problems that exist in cultivating students' ability in innovation and entrepreneurship and take targeted measures. Cultivating innovative talents and enhancing college students' ability to practice innovation and

entrepreneurship are both educational needs and social needs. Colleges and universities must adapt to changes in the times, adopt feasible teaching strategies, and cultivate more outstanding innovative talents for the society.

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