

# Research on Improving College Students' Innovation and Entrepreneurship Ability Against the Background of "the Belt and Road"

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**Abstract**—Innovation and entrepreneurship is the driving force for the rise of a country, rejuvenation of a nation and development of a society and is an effective way to get out of economic development predicament and solve employment problem. Cultivating innovative entrepreneurial talents and improving the innovation and entrepreneurship quality of the whole nation are strategic measures for enhancing a country's competitive ability and improving the prosperous extent of people. The Communist Party of China and the Chinese government attach great importance to cultivating innovative and entrepreneurial talents and improving the environment for making innovation and entrepreneurship. In the background of "the Belt and Road", it is thereby needed to make a research on improving college students' innovation and entrepreneurship ability in order to better promote college students to make innovation and entrepreneurship smoothly and successfully.

**Keywords**—the Belt and Road; background; college students; innovation and entrepreneurship; ability improvement

## I. INTRODUCTION

Innovation and entrepreneurship education is a strategic measure for serving China in transforming the economic development mode and building an innovative country. It is an important way to improve the talent cultivation quality and promote the all-round development of college students. In recent years, governments at all levels of China have been actively promoting the development of innovation and entrepreneurship education in the whole society, especially in colleges and universities. The "Belt and Road" construction and "innovation and entrepreneurship" have brought unprecedented opportunities for college students to improve their ability to make innovation and entrepreneurship.

## II. CREATING AN INNOVATIVE AND ENTREPRENEURIAL CULTURE AND CULTIVATING COLLEGE STUDENTS' CONSCIOUSNESS OF INNOVATION AND ENTREPRENEURSHIP

Advanced culture is an important symbol of the comprehensive national power and plays a vital role in the economic and social development of a country or region. In the entire cultural construction system, innovation and entrepreneurship culture is the most active and mainstream

culture to some extent. A good innovation and entrepreneurship culture must be strengthened and promoted from many aspects such as ideological concepts and market environment. Only if getting support and understanding of the whole society can it be available to create a good atmosphere in which everyone wants to and can innovate and start a business and understands the innovation and entrepreneurship.

### A. The Whole Society Should Greatly Support Creating a Good Atmosphere of Innovation and Entrepreneurship

Foreign countries with better foreign innovation and entrepreneurship achievements all have good atmosphere of innovation and entrepreneurship, while China is far from fully understand the significance of innovation and entrepreneurship and support making innovation and entrepreneurship. According to the "Employment, Innovation and Entrepreneurship and Contemporary Youth — 2007 Shanghai Youth Development Report" issued by the Shanghai Municipal Committee of the Communist Youth League, Shanghai only has 37% youths ready for making innovation and starting a business, and 40% youths are reluctant to innovate and start a business. This is because on the one hand, affected by traditional concept of employment, parents do not support their sons/daughters to make innovation or start a business but hope them to work in governmental departments, famous enterprises and other state-owned units in the traditional sense; on the other hand, the whole society somewhat misunderstands innovation and entrepreneurship, especially it is not available to forgive failure in innovation and entrepreneurship. As a result, many young college students dare not to innovate and start a business, do not want to start a business and are fear of getting in risk and failure, which seriously restricts the youth's enthusiasm for making innovation and entrepreneurship.

The whole society should actively create a good social public opinion environment conducive to the innovation and entrepreneurship of young college students, actively encourage college students to make innovation and entrepreneurship based on the existing positions and broadly accept the result of innovation and entrepreneurship. It is necessary to encourage college students of various majors to

boldly innovate and start businesses and mobilize the enthusiasm of college students to participate in economic activities extensively, so as to create a better atmosphere of innovation and entrepreneurship.

#### *B. Creating a College Culture Conducive to Receiving Innovation and Entrepreneurship Education*

Whether innovation and entrepreneurship education can ultimately be carried out in a fruitful manner depends on the creation and formation of a suitable college culture for innovation and entrepreneurship education. Most colleges and universities in the United States have a good cultural atmosphere of innovation and entrepreneurship and relevant education for college students, which greatly stimulates the enthusiasm of college students for making innovation and entrepreneurship. To this end, colleges and universities should actively promote the typical cases of successful innovation and entrepreneurship, organize college students to participate in various competitions of innovation and entrepreneurship and hold various forms of innovation and entrepreneurship lectures and forums to stimulate college students' enthusiasm for innovation and entrepreneurship, and gradually expand the scope of such education and form a good atmosphere for innovation and entrepreneurship. This is one of the effective ways to create a college culture suitable for innovation and entrepreneurship education. In the process of teaching, it is necessary to learn from the advanced experience of foreign countries, creatively carry out professional innovation according to local conditions, gradually deepen the reform of entrepreneurship education and teaching and form the characteristics of innovation and entrepreneurship education with Chinese characteristics. In the form of teaching, it is suggested to adopt participation methods such as brainstorming, discussion, practice, role playing, business games, case studies and entrepreneurial discussions.

Therefore, it is necessary to establish a new concept of higher education, vigorously develop innovation and entrepreneurship education and cultivate innovative talents with innovation and entrepreneurship spirit so as to realize the strategic thinking to make China a major power by talents.

### III. PERFECTING THE INNOVATION AND ENTREPRENEURSHIP POLICY GUARANTEE SYSTEM AND THE DEVELOPMENT OF COLLEGE STUDENTS' INNOVATION AND ENTREPRENEURSHIP

Innovation and entrepreneurship education is a course with wide range and strong political nature and is a nationwide system project. Such education cannot be independently completed by a college or university or any department but need to form a uniform, powerful instruction, support and stimulation policy and regulations. The government is also needed to make relevant overall planning and coordination. Only in this way can the development of Chinese innovation and entrepreneurship education be promoted. Thereby, the government should provide a policy guarantee mechanism to promote college students to make innovation and entrepreneurship.

#### *A. Getting Innovation and Entrepreneurship Education Incorporated into the National Education System*

Innovation and entrepreneurship education is not only for facilitating employment but also an expansion of quality education and the effective way to cultivate students' spirit and skills of innovation and entrepreneurship. The cultivation of innovative and entrepreneurial quality can not be completed in the short period of time in university and takes a long period of time lasting from primary school to university, and finally the university graduates will gain confidence and ability in adapting to the society and build up the vocational ideal and the consciousness of innovation and entrepreneurship to serve the society. The United States has early set up courses about employment, innovation and entrepreneurship education commonly from primary school to university and even graduate school and formed a complete discipline system. College students' entrepreneurship ability can be effectively improved by referring to foreign experiences in researches on the opening of course, construction of discipline system, training of teaching staffs, teaching reform and entrepreneurship education and in combination with the entrepreneurship education actually provided in colleges and universities.

As a country with great human resources, it is more necessary for China to cultivate students' innovative and entrepreneurial spirit and improve students' ability of innovation and entrepreneurship. This can be realized by taking advantage of foreign experiences in innovation and entrepreneurship education, incorporating innovation and entrepreneurship education into the national education system and cultivate students' awareness of innovation and entrepreneurship from time of primary school to improve the quality of their innovation and entrepreneurship, especially to train students to set up correct career objectives from an early age and lay a good foundation for the future to become the innovative talents needed in China. Colleges and universities are the subjects and also implementers of innovation and entrepreneurship education. College students' innovation and entrepreneurship ability can be effectively improved by referring to foreign experiences in researches on the opening of course, construction of discipline system, training of teaching staffs, teaching reform and innovation and entrepreneurship education and in combination with the innovation and entrepreneurship education actually provided in colleges and universities.

#### *B. Providing Policy Support for College Students' Innovation and Entrepreneurship*

As can be seen from the practice of innovation and entrepreneurship education in foreign countries, all those countries take leading positions in aspect of innovation and entrepreneurship education have provided good policy support for innovation and entrepreneurship. They have sound organizations, laws and regulations on innovation and entrepreneurship, practical places for carrying out innovation and entrepreneurship education and financial support for innovation and entrepreneurship, which collectively provide a good policy environment for colleges and universities to provide innovation and entrepreneurship education and also

provide a good platform for college students to make innovation and entrepreneurship.

It is necessary to establish an organization relevant to innovation and entrepreneurship. The United States has established the U.S. Small Business Administration, the Young Entrepreneurs' Ambassador Alliance as well as the SME Development Center located in university. This condition provides a good organization and coordination mechanism for providing innovation and entrepreneurship education and making innovation and entrepreneurship. As the main public service agency, the government should set up corresponding organizations to coordinate with various departments to promote a sound development of innovation and entrepreneurship education for college students.

It is necessary to formulate relevant laws to ensure orderly development of innovation and entrepreneurship education. The UK has formulated corporate law, the management and protection law for university intellectual property, the SME Act and related SME support policies. Those laws and regulations provide strong support for the development of innovation and entrepreneurship education in UK. In recent years, Japan, India, Germany, etc. have formulated relevant laws and regulations to ensure the development of innovation and entrepreneurship education.

It is also necessary to provide supporting policies relevant to innovation and entrepreneurship. Foreign countries have provided many preferential policies for innovation and entrepreneurship, such as tax reduction and exemption. For example, the government of Thailand takes tax reductions and exemptions and open development policies for micro-enterprises. Under such policies, micro-enterprises (with 1~4 employees) and self-employed people are neither necessary to register nor pay any tax if their annual income is not more than 50,000 baht.

#### *C. Providing Innovation and Entrepreneurship Guarantee Fund for College Students to Make Innovation and Entrepreneurship*

In addition to having a good spirit and skills of innovation and entrepreneurship, college students' innovation and entrepreneurship also needs the government to provide a good environment for innovation and entrepreneurship. The lack of fund is one of the major reasons for the difficulty in college students' innovation and entrepreneurship. Therefore, the government should set up corresponding innovation and entrepreneurship funds to provide financial support for college students to innovate and start businesses. For example, the government of UK established the "Scientific Innovation and Entrepreneurship Challenge Fund" which has provided strong support for 13 successful scientific innovation and entrepreneurship centers. The United States, Japan, France, etc. all have corresponding innovation and entrepreneurship fund to support youth to make innovation and start businesses.

#### *D. Establishing a Base for Making Practice of Innovation and Entrepreneurship*

A key part of innovation and entrepreneurship education is to enable students to apply and test the knowledge, skills and methods mastered in receiving innovation and entrepreneurship education by virtue of innovative and entrepreneurial practice activities, analyze and study the procedures and methods for making innovation and entrepreneurship, learn to get what they have learnt applied in practice comprehensively, accumulate innovative and entrepreneurial experience and improve the practical ability of innovation and entrepreneurship. Innovation and entrepreneurship education in the United States and India has shown increasingly strong practicality. This is reflected in two aspects: first, teachers have practical experiences. Therefore, entrepreneurs entering the university classroom may be the only way for China to realize innovation and entrepreneurship education. Second, students have more and more opportunities for making innovation and entrepreneurship. Those experiences all provide a good reference for China to carry out innovation and entrepreneurship education. Therefore, colleges and universities should make full use of local economic resources, and combine with local governments and enterprises to provide opportunities for students to make innovation and entrepreneurship in practice and enable students to better understand innovation and entrepreneurship, accumulate experience and continuously improve the ability of college students to practice innovation and entrepreneurship.

#### **IV. CULTIVATING HIGH-QUALITY TALENTS WITH SPIRIT AND ABILITY OF INNOVATION AND ENTREPRENEURSHIP**

The aim of innovation and entrepreneurship education is to highly cultivate students' spirit of innovation and entrepreneurship and improve students' ability in innovation and entrepreneurship. This fundamental goal points out the direction of innovation and entrepreneurship education, while the specific goal tells the specific content to be conducted to achieve the fundamental goal. Therefore, the specific goal is to clarify how to carry out innovation and entrepreneurship education in order to promote the all-round development of people.

##### *A. Innovation and Entrepreneurship Spirit*

Innovation and entrepreneurship spirit refers to the pioneering ideas, concepts, individuality, will, style and character in the subjective world of innovative entrepreneurs. It is the driving force and spiritual pillar of innovation and entrepreneurship. Maintaining a tenacious innovation and entrepreneurship spirit is crucial to successful innovation and entrepreneurship and is the prerequisite for successful innovation and entrepreneurship. As a unique activity of human beings, innovation and entrepreneurship is the development toward the targeted field of human beings in the context of existing information and based on the unique rationality and power generated by human beings. Its essence is criticism and reform, and its value is discovering or creating new relationships with things. Only with the spirit of innovation can innovative entrepreneurs be able to play their

potentials, break all kinds of conventions and create new patterns. As pointed out in the first session of the Eighth National People's Congress, the spirit of innovation and entrepreneurship to be advocated and carried forward in the new era is to "emancipate the mind, seek truth from facts, actively explore, be brave in innovation, work hard, overcome difficulties, learn from foreign experiences, strive for self-improvement, be modest and cautious, be neither conceited nor rash, unite and work as one, take care of the overall situation, be diligent and thrifty, be honest and upright, make great efforts and selfless contribution." This point ingeniously expounds the essence of innovation and entrepreneurship spirit, namely innovation and entrepreneurship is a concept, a consciousness, a will and a character. This spirit is the spiritual motivation and ideological guarantee for innovation and entrepreneurship and is the spirit of the times, the national spirit and the scientific spirit. Therefore, the cultivation of this spirit is one of the specific goals in innovation and entrepreneurship education.

### *B. Innovation and Entrepreneurship Ability*

With the development of economy and the need of employment, ability cultivation becomes the most important part in education and ability-oriented education thinking and concept become popular. Ability refers to the possibility of an individual to complete various tasks in a work. Innovation and entrepreneurship ability is a special ability to achieve the goal of innovation and entrepreneurship. College students' innovative entrepreneurs are those who discover a good business idea and turn it into reality. Therefore, college students should also have this special ability in order to innovate and start a business. In October 1998, the World Higher Education Conference Declaration "21st Century Higher Education Revitalization Plan" specifically proposed "to treat the cultivation of innovation and entrepreneurship as 'the third education passport', get enterprise mind and expanding skill education raised to the same position level as academic and vocational education passports." This ability is the basic quality that innovative entrepreneurs must possess and is also the basic guarantee for the success of innovation and entrepreneurship. In addition to having the general characteristics of ability, innovation and entrepreneurship ability also has strong social practice, highly comprehensive and creative characteristics and distinct individuality. Innovation and entrepreneurship ability mainly includes cognitive learning ability and comprehensive ability.

In view of the specific goals of innovation and entrepreneurship education, Drucker believes that innovation and entrepreneurship spirit is neither a born endowment, inspiration or aura, or spontaneous, but can be consciously cultivated through education and training. This spirit is practiced by virtue of innovation and entrepreneurship. Therefore, it is needed to scientifically set up innovation and entrepreneurship education courses and improve the knowledge structure of innovative entrepreneurs, so as to cultivate the innovative talents having innovation and entrepreneurship spirit and ability as demanded in the society.

## V. CONCLUSION

The background and motivation of innovation and entrepreneurship education carried out in different countries are different, but they all show common characteristics. Namely, government attaches great importance to innovation and entrepreneurship and has issued relevant policies to support innovation and entrepreneurship education; the social and business circles have paid close attention to innovation and entrepreneurship, strengthened the contact with colleges and universities for cultivating innovative and entrepreneurial talents and built a good platform for colleges and universities to carry out innovation and entrepreneurship education; Colleges and universities have determined the training objectives, strengthened the cooperation with enterprises and made useful explorations in aspects of curriculum setting and teacher training. In particular, Japan started late but developed rapidly and achieved outstanding results through providing innovation and entrepreneurship education with the aim to cultivate innovative entrepreneurs' innovation and entrepreneurship spirit and qualification. The successful experience of innovation and entrepreneurship education in foreign countries is of good reference significance for China to develop innovation and entrepreneurship education. In the background of "the Belt and Road", Chinese economic structure is undergoing a profound adjustment and it is worth of thinking about improving college students' innovation and entrepreneurship ability in line with the trend of the times and the development requirements.

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