

Teaching people to fish: Research on the Cultivation of Contemporary College Students' Innovative Entrepreneurship

Meng Ding

Hunan University of Technology, Zhuzhou, Hunan, 412008, China

Abstract: With the rapid development of China's economy and society, the concept of innovation is deeply rooted in the hearts of the people, and the construction of an innovative country is imminent. As a cradle of cultivating talents, how to effectively enhance college students' awareness of innovation and entrepreneurship, how to effectively improve college students' innovation and entrepreneurship, and how to effectively cultivate college students' ability to innovate and innovate is very important and urgent. Innovative entrepreneurship as a complex social giant system, training contemporary college students' awareness of innovation and entrepreneurship is the key. Based on the idea of "granting people and fishing" and applying practice as the purpose, this paper starts with the analysis of the current situation of the cultivation of college students' innovation and entrepreneurship awareness, the goal of cultivating contemporary college students' awareness of innovation and entrepreneurship, and the basic strategy for cultivating innovation and entrepreneurship awareness.

Keywords: *college students; innovation and entrepreneurship awareness; cultivation*

Project Fund: 2016 Scientific Research Project of Hunan Department of Education, General Project Approval, 16C0509

Publication date: July, 2019

Publication online: 31 July, 2019

Corresponding Author: Meng Ding, dream1130@139.com

1 Introduction

Innovation and entrepreneurship is a wonderful

vocabulary. It has been deeply rooted in the hearts of the people. As the main theme, it leads the "Made in China-2025" to continuously climb the new peak of world science and technology. As a political and political worker in colleges and universities, he shoulders the heavy responsibility of cultivating college students' awareness of innovation and entrepreneurship, improving the quality of college students' innovation and entrepreneurship, and enhancing their ability to innovate and start their own businesses. The experience of college work all year round tells us that in cultivating contemporary college students' innovation and entrepreneurship awareness, it is better to teaching people to fish than give people a fish. Only objectively treat the cultivation of college students' innovative and entrepreneurial awareness, establish the goal of fostering college students' innovation and entrepreneurship, and make precise decisions. In order to enable college students to truly establish a sense of innovation and entrepreneurship, master the true skills of innovation and entrepreneurship, and make useful contributions to the further development of China's science and technology and the better, faster and more stable development of the economy and society.

2 Current situation of the cultivation of college students' awareness of innovation and entrepreneurship

In recent years, the cultivation of college students' awareness of innovation and entrepreneurship has been continuously valued and strengthened by the nation. The cultivation of large-scale innovation and entrepreneurship awareness has been in full swing in major universities and achieved remarkable results^[1].

However, for a long time, the research on the theory and the connotation and practice of college students' innovation and entrepreneurship did not meet the development requirements and needs. Therefore, it is imperative to carry out the specific practice of college students' innovation and entrepreneurship research, especially the cultivation of innovation and entrepreneurship awareness. At present, what is the status quo of research on innovation and entrepreneurship of college students in China? In general, innovation and entrepreneurship have not yet constructed a relatively complete institutional system and corresponding operational strategies in major universities, specifically in the following three aspects:

2.1 There is insufficient understanding of the cultivation of college students' awareness of innovation and entrepreneurship, and their entrepreneurial willingness is not strong

To start a business, we must have a sense of innovation and courage, because the consciousness of innovation is the first driving force for entrepreneurship and the fundamental problem facing a country. Only by courage to innovate can the country develop and make human progress^[2]. However, there are many factors that make up the sense of innovation. In Table 1, it is not difficult to see that the number of people who choose to start their own business in China only accounts for 3.63% of the graduates, indicating that less than 300,000 of the 8.2 million graduates.

Table 1. 2018 college graduate employment report

Number of graduates	Venture capital	Employment satisfaction	Goodness of fit	Turnover rate
8.2 million	3.63%	67%	49%	34%

Choosing the path of innovation and entrepreneurship, what factors have affected college students not to choose innovation and entrepreneurship, but to choose general employment and unemployed at home? The reason is that we believe that one of them does not cultivate the innovative consciousness of college students in colleges and universities, and does not inculcate this concept in the minds of contemporary college students. The second is that traditional families bring the concept of adhering to stereotypes to college students. The primary goal of college students is to find a job that can make a living. It does not provide students with an idea of innovation, entrepreneurship, and scientific development. Third, the nation's policy on innovation and entrepreneurship has not been perfected, leading to students' resistance to innovation and entrepreneurship. Under the influence of these factors, China college students are not interested in innovation and entrepreneurship, lack confidence in their will to innovate and start a business, and hesitate to gradually move away from innovation and entrepreneurship^[3].

2.2 College students' ability to innovate and start a business is not enough, and entrepreneurial courage is lacking

The curriculum of innovation and entrepreneurship education in colleges and universities is still not perfect. Most colleges and universities only create public welfare activities, competition activities and elective courses for innovation and entrepreneurship education,

which hinder the efficiency and quality of college students' innovation and entrepreneurship. At the same time, colleges lack practical and experienced faculty^[4]. Due to the lack of practical experience of teachers, most of the innovation and entrepreneurship education is just a paper talk, and it is impossible to give effective guidance to college students in practice. Many college graduates have a headache after employment, and they face problems that do not match work and profession, some are dissatisfied with salary, and the traditional concept of employment initiative is generally in the hands of parents, so some college students have good innovative ideas after graduation, and it does not help, even if they are employed by innovation and entrepreneurship, because they did not bring rapid economic benefits, the previous efforts will also be lost^[5].

2.3 The propaganda work to cultivate college students' awareness of innovation and entrepreneurship is not in place

The propaganda work to cultivate college students' awareness of innovation and entrepreneurship is not in place, leading to the lack of innovation in the subjective innovation and entrepreneurship of college students, and easily giving up innovation and entrepreneurship. For a long time, colleges and universities have not set up a topic that specifically and accurately tells college students about the necessity of innovation and entrepreneurship. College students are confused about

the future development direction of economic society^[6]. In addition, college students themselves do not realize that the future of innovation and entrepreneurship is imperative, and there is no scientific way to strengthen the weak links of contemporary college students' awareness of innovation and entrepreneurship. In addition, parents do not pay much attention to college students' innovation and entrepreneurship, and do not know that the future market economy should focus on innovation and entrepreneurship^[7]. As a result, the employment problem of the society cannot be alleviated, which further aggravates the situation in which the cultivation of innovation and entrepreneurship is struggling. After investigation on the attitude of college students

in innovation and entrepreneurship, the factors are diverse, and the specific performance is shown in Table 2. Family factors and self-factors account for the largest proportion among them, all of which are caused by the lack of awareness of innovation and entrepreneurship. Secondly, the gender choices for innovation and entrepreneurship also differ. Among the college students who are about to graduate from colleges and universities, 80 are surveyed, of which 60 are boys who are willing to innovate and start a business, but only 17 girls of them are interested in innovation and entrepreneurship. Therefore, while encouraging boys to innovate and start a business, it is necessary to explore and focus on cultivating girls' awareness of innovation and entrepreneurship (Table 3).

Table 2. The main factors that contemporary college students do not choose to innovate and start a business

Family Factors	Funding reasons	Self-willingness	Other reasons
25%	20%	30%	25%

Table 3. Investigation on the entrepreneurial intention of male and female students in colleges and universities

Proportion of men and women with entrepreneurial intentions	Number of people	Proportion
Male student	60	80%
Female student	17	18%

3 The goal of cultivating the awareness of innovation and entrepreneurship among contemporary college students

As early as 2011, at the Fifth Plenary Session of the 18th CPC Central Committee, the nation established the policy of innovation and entrepreneurship, and proposed the "five development concepts" of innovation, coordination, green, openness and sharing. "Innovation" is the first of the concept among these five development concepts. Nowadays, we are more familiar with innovation and entrepreneurship, and the number of words mentioned is increasing^[8]. It shows that the nation attaches great importance to the employment problem of college graduates after graduation, and has repeatedly encouraged and issued policies to promote college students' innovation and entrepreneurship. However, after years of enrollment expansion, the number of graduated college students has increased every year, which has led to serious problems in employment, which has led to the continuous decline of the efficiency of the unit enterprises^[9]. Therefore, the nation should encourage all colleges and universities to carry out the awareness of cultivating college students' innovation and entrepreneurship, not only to promote the

concept of innovation and entrepreneurship, but also to implement the goal of "granting people and fishing" and to teach students the methods and roads of innovation and entrepreneurship. This will not only enable college students to solve their employment problems, but also enable China's economic construction to move toward an easy path. Under this situation, the development of college students' awareness and ability of innovation and entrepreneurship is becoming more and more important. Then, what is the goal of cultivating the awareness of innovation and entrepreneurship among contemporary college students? We believe that it is mainly reflected in two aspects.

3.1 The cultivation of innovative entrepreneurial awareness

What is the awareness of innovation and entrepreneurship? We believe that the awareness of innovation and entrepreneurship is a positive and pioneering awareness. It shoulders the important mission of promoting social development and promoting economic growth. At the same time, as an advanced consciousness, it can also make people's enthusiasm and subjective dynamic performance to be further exerted, so that people's ability can be fully expanded. The sense of

innovation and entrepreneurship is the requirement of the development of the times and the need for the development of contemporary college students' own quality. In the era of knowledge economy, high-tech, high-intelligence, high-cultural, high-quality innovative professionals are needed. The demand of today's social market economy stimulates the development and competition of innovative talents. The market needs to stimulate individual awareness of innovation and entrepreneurship, and its own development can be better and faster. This social environment will inevitably lead college students to develop their own abilities and raise awareness of innovation and entrepreneurship so that they can gain a place in a large number of job seekers.

3.2 The second is the cultivation of innovative entrepreneurship

Entrepreneurial ability is the confirmation and externalization of innovative thinking and innovative entrepreneurial consciousness in the specific practice process, including accurate memory, keen observation ability, creative thinking ability, etc. It is mainly reflected in social ability, innovation ability and professional knowledge application ability. It is formed by a person based on rich knowledge and experience. At present, the talent training mode of most colleges and universities mainly focuses on the teaching and explanation of theoretical knowledge. The training of practical internship ability is not enough attention, which leads to the gradual disappearance of innovation consciousness of college students, and the loss of innovation and entrepreneurship. At the same time, the educational model of colleges and universities does not pay enough attention to the ability to cultivate innovative entrepreneurship. Most of the teachers come from the employment guidance centers of colleges and universities, and a small part comes from the counselor team and administrative posts. These teachers are more inclined to explain theoretical knowledge, and the cultivation of innovative entrepreneurship is rare. Although some universities have carried out practical projects such as "startup parks", there are some differences between the setting and implementation of these projects and the entrepreneurship in society. It is impossible to specifically address the actual needs of college students in the process of innovation and entrepreneurship.

4 Based on the concept of teaching people to fish concept, the cultivation strategy

of contemporary college students' innovation and entrepreneurship

The 21st century is the era of contemporary college students' innovation. No matter now or in the future, our nation needs talents with innovative consciousness and entrepreneurial ability. Under this new situation, college students must fully implement the idea of teaching people to fish, and constantly strengthen and cultivate the spirit and ability of innovation.

4.1 strengthen the understanding of the cultivation of college students' awareness of innovation and entrepreneurship

Under the new normal economic and social background, the general employment cannot meet the needs of graduates, and the problem of surplus students is more serious. Under this circumstance, colleges and universities should strengthen their understanding of the cultivation of college students' awareness of innovation and entrepreneurship, and teach students the awareness of innovation and entrepreneurship is a way to solve their root causes. Specifically, we should take Marx's basic theory as its foundation and clarify the relationship between innovation and entrepreneurship and various aspects^[10]. The awareness of innovation and entrepreneurship of college students should be comprehensively carried out, multi-faceted propaganda, and multi-angle instillation. In view of the fact that the current market demand cannot meet the employment needs of graduates, colleges and universities must follow the progress of the times and guide students to realize their own value through innovation and entrepreneurship. Today's enterprises that enterprises should fully understand are also strategic strategies for continuous innovation. For example, behind the sales of 200 million mobile phones in Huawei, the result is innovation. Only when colleges and universities have sufficient understanding and grasping the needs of the market can they achieve the goal of "teaching people to fish" on the road to entrepreneurship.

4.2 Focus on cultivating the ability of college students to innovate and start a business

College students want to innovate and succeed in entrepreneurship, and not only rely on good wishes. Even if they have the consciousness of innovation and entrepreneurship, they must have sufficient knowledge reserves, and be flexible. It is best to do the same, so that college students' innovation and

entrepreneurship activities will be more effective in development. Therefore, we must learn the theoretical knowledge of innovation and entrepreneurship. The so-called “the person who knows is not as good as the one who is good, the one who is better is not the one who is happy”, to improve the interest of college students in innovation and entrepreneurship, the so-called interest will drive your enthusiasm, a strong interest in innovation and entrepreneurship will enable college students to succeed in entrepreneurship and move further ahead. In addition, college students’ innovation and entrepreneurship can’t be just discussed on paper. The so-called practice is true, and only the answers obtained by practice are accurate and unique. All colleges and universities should give more opportunities for college students to practice, so that college students have better contact with innovation and entrepreneurship, in order to have a better understanding of innovation and entrepreneurship. Especially in the era when Internet technology is extremely developed, it is necessary to use the experience of online search for innovative entrepreneurship, or to invite students who have succeeded in innovation and entrepreneurship to give lectures, and to improve the ability of college students to innovate and start their own business. This is the basics of “teaching people to fish”.

4.3 Comprehensively improve the psychological quality of college students’ innovation and entrepreneurship

Before college students enter the society, they are afraid of the unknown society, so they are even more refusing to face entrepreneurship. College students will have complex psychological changes during the graduation season, and there will often be ambivalence. Educators should instruct students not to regard entrepreneurship as an easy task, to prepare for long-term struggles, to remove idealistic hats, to integrate into society and to discover "newness" in society. Especially before you succeed, don’t have inferiority. It is hard to know that entrepreneurship is not a one after another project. It is necessary to encounter various social problems. Therefore, through consciously strengthening the psychological quality of college students’ entrepreneurship, strengthen the confidence training for students, correctly understand the difficulty of innovation and entrepreneurship, and thus improve the psychological quality of college students’ entrepreneurship. This is the necessary guarantee for “teaching people to fish” on the road

to entrepreneurship. At the same time, in the process of entrepreneurship, we must follow the concept of innovative science. On the one hand, we must guide college students to look for their own positioning, but also to observe the needs of society. Not only that, but educators are also obliged to guide college students to objectively recognize the form of entrepreneurship, and not to act recklessly. In today’s market economy, the jobs that society can provide are very limited, coupled with the current economic downturn, if you can’t recognize it. Clear your own position, just want to seek quick success, the result must be not optimistic^[11].

5 Conclusion

College students are increasingly demanding jobs, but the positions that the units can provide are limited. Only when college students have a better understanding of innovation and entrepreneurship will they have a better career with the saturation of the market economy. On the road, colleges and universities should actively respond to the call of the nation, and hold a series of lectures on innovation and entrepreneurship with the theme of teaching people to fish to promote the awareness of contemporary college students’ innovation and entrepreneurship. This is also a trend of the country’s future development.

References

- [1] Zhang Wei, Wang Qi. Strategies for College Counselors to Cultivate College Students’ Innovative Entrepreneurship under the New Situation[J]. Contemporary Education Practice and Teaching Research, 2017(07):115.
- [2] He Xiaozhong. Research on the Construction of Characteristic Platform for Cultivating College Students’ Innovation and Entrepreneurship Ability[J]. Chengcaizhilu, 2017(19):1-2.
- [3] Xu Zhenyu. Investigation on the status of innovation and entrepreneurship and the status quo of education guidance among college students in Tibet[J]. Innovation and Entrepreneurship Education, 2017(02):85-89.
- [4] Ouyang Sumei. Research on the Mode of Contemporary College Students’ Innovation and Entrepreneurship Quality Education[J]. Journal of Hubei University of Economics: Humanities and Social Sciences Edition, 2017(1):134-135.
- [5] Cao Zhenzhong. Research and Practice on College Students’ Innovation and Entrepreneurship Ability and Awareness Training Model[J]. Education Modernization, 2017(14):45-46.
- [6] Gao Yue. Investigation and Research on the Consciousness and Ability of Contemporary College Students’ Innovation and Entrepreneurship[J]. Wen Cun’s Review, 2017(19):172-172.
- [7] Chen Yabin. Analysis on the Ways of Cultivating College Students’ Innovative Entrepreneurship in Group Work[J].

- Yangtze River Series, 2017(13):221-221.
- [8] Shi Qinghui. Research on the Cultivation Path of College Students' Innovation and Entrepreneurship Consciousness under Internet Thinking[J]. Journal of Heihe University, 2017(03):126-127.
- [9] Zhang Kailiang. Research on the Improvement of College Students' Innovation and Entrepreneurship Based on the Cultivation of Craftsman Spirit[J]. Educational Theory and Practice, 2017(12):23-25.
- [10] Li Peng, Duan Huiqin. Research on the Application of Design Thinking in Innovation and Entrepreneurship Education[J]. China's Off-campus Education: Late, 2017(6):14.
- [11] Yuan Hui. Yunpin: It is better to teach people to fish than to grant fish[J]. Shanghai Enterprises, 2017(7).