

The Influencing Factors and Improvements of College Students' Abilities in Innovation and Entrepreneurship - From the Perspective of School and Society

Zhenbo Bao^{1, a *}, Hongjun Teng^{2, b}, Jinxing Peng^{1, c} and Xinyuan Liu^{1, d}

¹Engineering and Technology College, Tianjin Agricultural University, Tianjin, China, 300384

²Clinic, Tianjin Agricultural University, Tianjin, China, 300384

^{a*}zhenbobao@sohu.com, ^bhongjun-teng@163.com,

^cpengjinxing@163.com, ^dliuxinyuan@tjau.edu.cn

Keywords: Innovation and entrepreneurship; Influence factors; College students; Improvements

Abstract. The cultivation of college students' innovative and entrepreneurial abilities is closely related to school and society. From the school's point of view, the influencing factors of innovation and entrepreneurship capabilities, such as the innovation and entrepreneurship curriculum system to be improved, the innovation and entrepreneurship practice training system needs to be strengthened, etc. are analyzed, and the improvements of creating innovation and entrepreneurship education system, and strengthening innovation and entrepreneurship education faculty team construction, etc. are put forward. From the society's point of view, the influencing factors of innovation and entrepreneurship capabilities, such as the society's innovative and entrepreneurial environment to be improved, and the lack of necessary family support, etc. are analyzed, and the improvements of establishing public professional service platform, and constructing innovation and entrepreneurship practice bases are put forward. Giving full play to the positive factors in school and society has positive significance in cultivating college students' innovative and entrepreneurial abilities.

Introduction

As a base practice site for cultivating innovative entrepreneurship talents, school and society play an important role in cultivating innovative entrepreneurship talents [1, 2]. Colleges and society should make the cultivating of college students' innovation and entrepreneurship ability as an important task. From the point of view of the school and society, the factors influencing the innovation ability are analyzed and some improvement measures are put forward [3, 4].

Analysis of Factors Affecting College Students' Innovation and Entrepreneurship from the Perspective of School

The factors affecting college students' abilities in innovation and entrepreneurship from the perspective of school are shown in Table 1 [2, 3].

Table 1 The factors affecting college students' abilities in innovation and entrepreneurship from the perspective of school

Influencing factors	Specific description
The innovation and entrepreneurship curriculum system in colleges and universities needs to be improved.	The innovative and entrepreneurial disciplines of colleges and universities have not formed systematically. There are fewer innovation and entrepreneurship courses. Innovation and entrepreneurship education models need to be implemented. The goal of talent cultivation for innovation and entrepreneurship needs to be strengthened. In some universities, innovation and entrepreneurship education is not linked to professional training.
University students' innovation and entrepreneurship social practice training system needs to be strengthened.	The theory and practice of undergraduates in innovation and entrepreneurship education are disconnected. Most college students have rich theoretical knowledge and insufficient practical skills. Most of the university students' learning places are limited to classrooms and classrooms. Although some entrepreneurial design competitions are also held, they are not implemented in practice. There are fewer innovation and entrepreneurship training bases.
The university education model suppresses the development of innovation and entrepreneurship.	Some colleges and universities continue the traditional exam-oriented education mode, pay too much attention to the cultivation of students' professional knowledge, and pay less attention to college students' entrepreneurial education. They also pay less attention to college students' teaching and training in entrepreneurship, and neglect the cultivation of college students' innovative awareness and entrepreneurial ability.
University innovation and entrepreneurship education system is not mature enough, lack of strong policy guidance.	Some colleges and universities do not include innovation and entrepreneurship education in the same position as professional education, and lack support and orientation policies for innovation and entrepreneurship education. Some colleges and universities did not incorporate entrepreneurship courses into the compulsory credits category, but only as an elective course. Schools do not pay enough attention to innovation and entrepreneurship education, school innovation and entrepreneurship atmosphere is not enough, some laboratories, practice bases and other forms of innovation and entrepreneurship support for college students.

The Measures to Improve College Students' Abilities in Innovation and Entrepreneurship from the Perspective of School

The measures to improve college students' abilities in innovation and entrepreneurship from the perspective of school are shown in Table 2 [4, 5].

Table 2 The measures to improve college students' abilities in innovation and entrepreneurship from the perspective of school

Improvement measures	Specific description
Universities should create a comprehensive innovation and entrepreneurship education system.	To combine the professional quality education of undergraduates with innovation and entrepreneurship education, adopt a combination of disciplines and majors, and hold seminars in forms and entrepreneurship education. Adhering to the combination of science and technology activities and classroom teaching to encourage and support college students to participate in various social activities for innovation and entrepreneurship.
Strengthen the building of a faculty for innovation and entrepreneurship education.	Colleges and universities should take measures to provide specialized training for innovators and entrepreneurial instructors, encourage teachers to actively participate in academic conferences on innovation and entrepreneurship, visit high-tech enterprises, improve their own innovative thinking and innovative spirit, and formulate relevant incentive policies to encourage teachers to guide college students in innovation and entrepreneurship. Hiring successful entrepreneurs from the society as visiting professors to teach entrepreneurship skills and knowledge for college students.
Actively carry out the construction of practical conditions for innovation and entrepreneurship.	Colleges and universities should attach importance to the construction of practical conditions for innovation and entrepreneurship, college experimental teaching centers, and open laboratories to provide innovation and entrepreneurship students with a platform for innovation and entrepreneurship. A special student entrepreneurship agency has been set up in the university to organize innovative and entrepreneurial college students to use resources such as innovation and entrepreneurship bases and industrial parks inside and outside the school to carry out innovation and entrepreneurship practices.
Establish and improve the incentive mechanism for college students' innovation.	Colleges and universities shall encourage and encourage college students to start their own businesses, support venture capital and establishment of entrepreneurial sites for innovative and entrepreneurial projects with a certain market prospect, and provide certain spiritual and material rewards to instructors. Attract more teachers and college students to practice innovation and entrepreneurship.
Colleges and universities should actively create innovative entrepreneurship education atmosphere.	University should create innovative entrepreneurial environments, organize academic lectures related to innovation and entrepreneurship, invite some famous teachers and experts to make reports, and open up some entrepreneurship education courses to familiarize students with the basic ideas and processes of entrepreneurship, improve students' knowledge structure, and develop students' knowledge. The spirit of scientific exploration has ignited students' entrepreneurial passion.
Supporting college students to actively participate in societies and competitions related to innovation and entrepreneurship	Universities through college student organizations to carry out a variety of innovative entrepreneurial activities to stimulate students to participate in innovation and entrepreneurial activity enthusiasm, to develop students' sense of competition, cooperation and awareness of innovation, create a good atmosphere for innovation and entrepreneurship.

Analysis of Factors Affecting College Students' Innovation and Entrepreneurship from the Perspective of Society

The factors affecting college students' abilities in innovation and entrepreneurship from the perspective of society are shown in Table 3 [6, 7].

Table 3 The factors affecting college students' abilities in innovation and entrepreneurship from the perspective of society

Influencing factors	Specific description
The social innovation and entrepreneurship environment needs to be improved.	The media and the existence of over-promoting the feasibility of college students' self-employment, the social tolerance of college students for innovation and entrepreneurship failure is relatively low, which makes college students in the innovation and entrepreneurship to increase pressure. The society does not form a social atmosphere that respects and supports college students' innovation and entrepreneurship. In the process of innovation and entrepreneurship, college students encounter social financing difficulties, site constraints, and inadequate implementation of national policy support.
University students lack the necessary family support.	Students with relatively good family background have relatively low entrepreneurial tendencies or entrepreneurial awareness. Parents do not have corresponding entrepreneurial experiences and their own entrepreneurial awareness will be relatively low. Many families are unable or unwilling to invest in supporting their children's innovation and entrepreneurial activities. For some parents of students, they are deeply influenced by traditional ideas and do not support their children in starting a business.
The implementation of entrepreneurial support policies is not in place.	Although the state has introduced many laws and policies that support college students' self-employment, these implementation processes are difficult. Due to the unbalanced economic and social development in various regions, different characteristics of colleges and universities, the implementation of entrepreneurial policy support is relatively low, and the risk investment environment is poor, and the relevant innovation and entrepreneurship policies have not yet exerted effective use.

The Measures to Improve College Students' Abilities in Innovation and Entrepreneurship from the Perspective of Society

The measures to improve college students' abilities in innovation and entrepreneurship from the perspective of society are shown in Table 4 [7, 8].

Table 4 The measures to improve college students' abilities in innovation and entrepreneurship from the perspective of society

Improvement measures	Specific description
Build a public professional service platform.	The government should consciously build a public professional service platform that integrates capital, technology, human resources, and knowledge for college students, and create a relaxed and harmonious college student innovation and entrepreneurship service environment. The government must establish a platform for innovation and entrepreneurship technology services and information network services to accelerate the exchange of public information and mobilize all resources of the society to serve students in innovation and entrepreneurship.
Optimize innovation and venture capital financing system.	To establish a certain degree of innovation and venture capital in colleges and universities, the government must continuously improve the environment for innovation and entrepreneurship financing of university students and strengthen the financial support for college students in innovation and entrepreneurship. We will increase the propaganda of college students' innovation and entrepreneurship loans, formulate policy loans for college students' innovation and entrepreneurship, and implement policies such as tax deductions and exemptions for college students in their own businesses, provision of small secured loans, and implementation of subsidies for innovation and entrepreneurship.
Strengthen the construction of innovation and entrepreneurship practice bases.	The college students' business practice base is an important practical platform for carrying out innovation and entrepreneurship education and promoting college students to start their own businesses. On the one hand, the entrepreneurial base can provide college students with innovations and entrepreneurship with venues, equipment, and other material support; on the other hand, they can combine superior resources such as universities and research institutes to promote the transformation of technological innovation achievements. The government should strengthen the construction of a business practice base, reduce the risk of college students' innovation and entrepreneurship, and improve the success rate of college students' innovation and entrepreneurship.
Create a good social environment for innovation and entrepreneurship.	The government should play a coordinating and guiding role, give full play to the forces of the government, enterprises, and social organizations, and set up an innovation and entrepreneurship development fund to provide policy and financial support for college students' innovation and entrepreneurship. Create a social environment of innovation and entrepreneurship that encourages innovation and tolerance for failure in society as a whole. Encourage enterprises to provide assistance for college students in innovation and entrepreneurship in terms of financial support, platform construction, and practical exercises.
Parents should understand and support college students' innovation and entrepreneurship.	Parents should change their minds, encourage and support the children to start their own businesses after graduation, and care more about the self-employment of college students in their own lives. Under the conditions of the family economy permit, college students should be provided with certain start-up funds. In cultivating the innovative and entrepreneurial ability of college students, the family's sense of innovation has a driving force to form and promote entrepreneurial behavior.

Summary

To carry out innovation and entrepreneurship education in ordinary colleges and universities is a strategic measure to build an innovative country and a powerful human resource. From the perspective

of school and society, it is of great practical significance to analyze the influencing factors of college students' abilities in innovation and entrepreneurship and to put forward measures for improvement.

Acknowledgements

This work was sponsored by Tianjin Agricultural University Teachers Education Reform and Innovation to Guide the Development of the Project No. 20170904 and Tianjin Agricultural University Education and Teaching Reform Project No. 2016-B-17.

References

- [1] Y. Tang: Journal of Changchun Education Institute, Vol. 31 (2015) No.9, p.37-38.
- [2] L. Han: CHINESE UNIVERSITY TECHNOLOGY TRANSFER, (2017) No.1, p.121-123.
- [3] H. LAN: CHINA ADULT EDUCATION, (2016) No.15, p.80-81.
- [4] X.W. Li: JOURNAL OF LONGYAN UNIVERSITY, Vol. 34 (2016) No.1, p.84-87.
- [5] K.L. Zhang: Theory and Practice of Education, Vol. 31 (2017) No.12, p.21-23.
- [6] G.P. Xiao: CHINESE UNIVERSITY SCIENCE & TECHNOLOGY, (2017) No.7, p.84-87.
- [7] G.H. Huang: JOURNAL OF MINNAN NORMAL UNIVERSITY, Vol. 30 (2016) No.3, p.150-152.
- [8] Y.M. Kan: Journal of Jilin Teachers Institute of Engineering and Technology, Vol.30 (2014) No.12, p.30-31.