

# Research on Higher Education Management and Cultivation of College Students' Innovation and Entrepreneurship Ability

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**Abstract:** Discusses the deficiencies of today's university education in the cultivation of innovation and entrepreneurship, and the country is in urgent need of innovative talents. At the same time, the employment pressure is high, creating employment opportunities for the society, and the cultivation of self-employment ability is also a new task of university education. This paper expounds how to cultivate college students' innovation and entrepreneurship ability from many aspects. Starting from the importance of cultivating innovation and entrepreneurship awareness, this paper analyzes the characteristics and advantages of engineering college students' innovation and entrepreneurship, discusses the status of engineering college students' innovation and entrepreneurship awareness training, and studies the training methods of engineering college students' innovation and entrepreneurship awareness. Contribute to the improvement of innovation and entrepreneurship ability of engineering students.

**Keywords:** Higher Education Management; Innovation and Entrepreneurship Ability

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## 1. INTRODUCTION

The employment of college students is facing an extremely severe situation. Some students choose to take postgraduate entrance examinations to avoid employment problems, but this is not the fundamental way to solve the problem of difficult employment. The 21st century is a century of rapid and vigorous development of science and technology and information, which requires talents with innovative spirit and comprehensive quality. Therefore, college students, as the main body of general higher education, must adapt to social and economic development, constantly improve their own innovation ability to adapt to the complex and changeable environment, and win a place in the fierce job competition.

However, the number of jobs that the society can provide is limited after all, and there is a certain degree of mismatch between the job structure and the professional skills of graduates. It can absorb some college talents, but it also means that there are still some college students due to various problems. The reason will miss the social post. Therefore, self-employment has undoubtedly become the best solution to alleviate social employment pressure and realize the life value of college students. How to carry out practical and effective innovation and entrepreneurship education in an all-round way, provide college students with a solid entrepreneurial theoretical foundation and rich practical experience, escort college students' self-employment, and improve the success rate of college students' self-employment has become a very urgent problem that higher education needs to pay attention to and solve. Strategic issues are an important task for my country's higher education reform, and it is also an effective measure for my country to adjust its industrial structure to build an innovative country and a country with strong human resources.

Relying on the famous school construction project, the Department of Electronic Engineering of our school has formulated a perfect mechanism for the cultivation of college students' innovative and entrepreneurial ability, adopted a variety of models, and combined them organically to form a

curriculum that includes innovation and entrepreneurship education, college student associations. The innovation and entrepreneurship training system for college students with innovation design training rooms as the carrier, innovation competitions at all levels, teacher studios, celebrity studios, and enterprise industry expert lectures has received very good results.

The current era is the era of technology, and the change and innovation of science and technology are very rapid. Under such a background, the spirit of innovation and entrepreneurship is of great significance to the development of college students themselves. Today's market competition is becoming increasingly fierce. If college students want to occupy a place in the fierce competition, the awareness of innovation and entrepreneurship is very important. able to promote their own development.

From a spiritual point of view, having the spirit and awareness of innovation and entrepreneurship can help college students to be brave in innovation and break through themselves in the process of entrepreneurship, to realize their own important value. Under my country's traditional education system, the goal of college students' talent training is to cultivate scientific research and application-oriented talents, pay too much attention to career selection and employment education, and neglect the cultivation of college students' innovative consciousness and entrepreneurial practice ability, which leads to the fact that the number of college students starting businesses in my country accounts for 10% of graduates. The proportion of the total number of graduates is less than 1%, while the proportion of graduates starting businesses in developed countries to the total number of graduates is about 30%.

## 2. THE PROPOSED METHODOLOGY

### 2.1 The Current Situation of Innovation and Entrepreneurship Education for College Students in my country

The reform of the training concept must be supported by the construction of the corresponding training system. Colleges and universities can provide necessary funds and policy support according to their actual conditions, explore various effective forms of entrepreneurship education, actively seek suitable training channels, encourage college students to start their own businesses, promote and support the construction of college students' entrepreneurial projects, and at the same time increase independent promote innovation and entrepreneurship to form a correct entrepreneurial value orientation and an innovative and entrepreneurial atmosphere within a certain social scope. Innovation and entrepreneurship are an important measure to relieve employment pressure and build an innovative country. However, in the process of cultivating innovation and entrepreneurship education, correct training concepts should be established, and it should not be passively developed as a problem-solving strategy.

Innovation and entrepreneurship have extremely high requirements on the overall quality of the entrepreneurial subject. It is a test for the combination of professional knowledge and market demand, innovation ability, practical ability, problem analysis and problem-solving ability, psychological quality, etc., which can effectively promote Entrepreneurial entities improve their abilities in all aspects and exercise their ability to suffer setbacks and perseverance. Relying on the "Electronic Academy Science and Technology Park" to create a celebrity studio --- "Feibo Communication Electronic Marketing" celebrity studio and "Electronic Technology Innovation Space" teacher studio, integrating the two, mainly for students of electronic technology majors carry out innovation and entrepreneurship courses, including software and hardware product development, entrepreneurial education and guidance for college students, career planning, vocational education and guidance, etc.; enable students to understand corporate culture and marketing skills, cultivate students' teamwork spirit; enable students to develop professional quality improve.

Engineering students have a good cultural quality foundation, a solid grasp of various advanced theories, strong hands-on ability, long-term vision, and broad vision, especially for college students majoring in computer and automation, which are currently developing rapidly. He said that this kind of high knowledge is particularly evident. After four years of university career study, engineering students keep up with the development of the times and master the most advanced science and technology, which provides a good theoretical basis for innovation and entrepreneurship. Awareness of the concept of innovation and entrepreneurship: among the surveyed management students, most students have a clear understanding of their professional fields and professional development, but they have a vague understanding of the concept of innovation and entrepreneurship.

### 2.2 Research on Higher Education Management and the Path to Cultivate College Students' Innovation and Entrepreneurship Ability

2% of the students are very familiar with innovation and entrepreneurship, and 23% of the students have no

understanding of innovation and entrepreneurship at all. They think that combining professional characteristics and holding an activity is innovation and entrepreneurship. For example, students who major in business management hold a marketing competition are entrepreneurship. It not only has high requirements for students' professional knowledge, psychological quality, and abilities in all aspects, but also is a practice-oriented course. The cultivation of practical ability and experience accumulation are far more important than the teaching of theoretical knowledge.

On the one hand, schools should strengthen the construction of entrepreneurship education teachers in the school, and provide entrepreneurship practice platforms to enrich their entrepreneurial experience and update the concept of entrepreneurship education through entrepreneurship simulation activities, successful entrepreneurship case studies, foreign university entrepreneurship education inspections, and entrepreneurship education seminars. Improve innovative and entrepreneurial thinking ability and practical guidance ability, and improve its effectiveness in guiding college students' entrepreneurship. Relying on the campus culture construction with the characteristics of innovation and entrepreneurship in the college, the cultivation of innovation and entrepreneurship ability will be included in the quality development education system of students. Develop quality development courses, enhance the connotation of professional construction, integrate the concept of innovation and entrepreneurship into the teaching of professional courses, cultivate students' innovation awareness, and integrate innovation and entrepreneurship education throughout the entire process of teaching activities. Establish the "Kaikai University Student Association" and integrate into the "Student Entrepreneurship Street", mainly engaged in home appliance repair, mobile phone repair, phone top-up, selling mobile phone cards, mobile phone gas stations, business inquiries, purchasing train tickets, online shopping and other communication and network businesses.

Strengthen the cultivation of students' innovative and entrepreneurial ability; improve students' ability to communicate with others. The cultivation of innovation and entrepreneurship awareness does not require every college student to start a business, but to cultivate the spirit of innovation and entrepreneurship among college students, to enhance the entrepreneurial ability and competitiveness of engineering students. At present, many engineering universities in my country have achieved certain results in the cultivation of college students' awareness of innovation and entrepreneurship, but in general, the level of cultivation of this awareness of innovation and entrepreneurship is still relatively low, so colleges and universities should actively innovate educational concepts, cultivate college students' innovative thinking and courage to innovate. Only by generating this awareness of innovation and entrepreneurship in the hearts of college students can the innovation and entrepreneurship ability of engineering students be effectively improved. The innovation and entrepreneurship training methods of management students are single and not closely integrated with their majors. Among the surveyed students, most management students believe that in the future entrepreneurial process, the biggest factor affecting entrepreneurship is their Effective combination of management expertise and social practice.

However, only 18.2% of the students used their management professional knowledge to participate in innovation and entrepreneurship activities organized by school associations or

other organizations, 9% of the students participated in relevant professional innovation and entrepreneurship competitions, and only 34.34% of the students feel the cultural atmosphere of innovation and entrepreneurship around you. Make full use of high-quality and effective social resources, set up part-time positions for entrepreneurship education tutors, and hire successful entrepreneurs with rich entrepreneurial experience and a certain degree of academic background in related fields in the society to participate in the research work of entrepreneurship education on campus, and give lectures or entrepreneurship tutors. Guide college students' entrepreneurial practice activities, to establish a long-term stable and effective "double-qualified" entrepreneurial education training mechanism that is led by high-quality entrepreneurial teachers on campus and combined with high-quality entrepreneurial resources outside the school. There are plans to invite successful people in the enterprise industry to give lectures.

### 3. CONCLUSION

Innovation is the theme of the development of the times. Innovation and entrepreneurship are the abilities that contemporary college students should master. For engineering students, how to cultivate their awareness of innovation and entrepreneurship is very important. This paper briefly analyzes the cultivation of innovation and entrepreneurship awareness of engineering students in colleges and universities. Contribute to improving the innovation ability of engineering students. Introduce typical and individualized entrepreneurial cases related to the professional field in the teaching to discuss and research, and intersperse simulation case training in a timely manner, and set up special tutors to guide and supervise the students' practical training in innovation and entrepreneurship throughout the process, so as to improve the real-time controllability of training, guide pertinence, inspire college students to diverge their thinking, and form professional innovation and entrepreneurship awareness, thinking ability, and practical ability.

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