

# Research on the Cultivation Strategy of College Students' Innovation and Entrepreneurship Ability of Automobile Majors

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## Abstract

College Students' innovation and entrepreneurship education is not only an important task faced by the reform and development of higher education in China, but also a hot issue in the current research of colleges and universities. Taking the current situation of innovation and entrepreneurship education of automobile major in the author's University as an example, this paper analyzes and combs the problems existing in the cultivation and education of innovation and entrepreneurship ability in Colleges and universities, and makes some thoughts and Exploration on how to improve college students' innovation and entrepreneurship ability.

## Keywords

**Innovation and Entrepreneurship, Personnel Training, Curriculum Practice.**

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## 1. Introduction

Promoting mass entrepreneurship and innovation is an important support for the in-depth implementation of the innovation driven development strategy. College students are the new force of mass entrepreneurship and innovation. It is of great significance to support college students' innovation and entrepreneurship. At present, the automobile industry is booming and the automobile technology is changing with each passing day. The cultivation of the innovation and entrepreneurship ability of automobile professionals is becoming more and more important, and the requirements for the innovation and entrepreneurship ability of college students are becoming higher and higher. How to effectively carry out innovation and entrepreneurship education, improve college students' innovation and entrepreneurship ability and enhance innovation vitality is an important problem faced by colleges and universities.

## 2. Overview and Current Situation of College Students' Innovation and Entrepreneurship Education

Innovation and entrepreneurship education is a major measure put forward by China to implement the innovation driven development strategy, promote "mass entrepreneurship and innovation", and build an "innovative country" and "scientific and technological power". It is also an important way to deepen the education and teaching reform of colleges and universities and improve the talent training quality and employment ability of college students. Its purpose is to awaken college students' awareness of innovation and entrepreneurship, cultivate innovative spirit, improve entrepreneurial ability, make college students master the internal laws and key links of entrepreneurial activities, so as to rationally plan their own career development direction.

In recent years, the Ministry of education, together with relevant departments, has taken a series of effective measures in the construction of innovation and entrepreneurship education curriculum system, the construction of teaching staff and practical training to promote the innovation and entrepreneurship education in Colleges and universities and the innovation and entrepreneurship work

of college students, which has played an important role in promoting the all-round development of students, promoting the entrepreneurship and employment of graduates and improving the quality of higher education. The general office of the State Council issued the guiding opinions on further supporting college students' innovation and entrepreneurship, taking "improving teachers' innovation and entrepreneurship education and teaching ability" and "Strengthening College Students' innovation and entrepreneurship training" as the primary guiding opinions, and emphatically pointed out "strengthening the construction of training courses for the transformation of scientific and technological achievements for college students". Local colleges and universities regard deepening the reform of innovation and entrepreneurship education as an important breakthrough in education and teaching reform and improving the quality of talent training, study and promote college students' innovation and entrepreneurship, promote the all-round development of college students, and realize college students' fuller and higher quality employment. It is an important measure to carry out innovation and entrepreneurship education in Colleges and universities, actively encourage college students to start their own businesses, implement the fundamental task of Building Morality and cultivating people, based on the new development stage, implement the new development concept and build a new development pattern.

### **3. Main Problems in the Cultivation of College Students' Innovation and Entrepreneurship Ability**

Innovation is the first driving force leading development. More and more enterprises focus on innovation to improve their vitality and stand out in the market competition. For enterprises related to the automobile industry, the innovation and entrepreneurship ability of new college students can improve the vitality of enterprises. At present, in the process of cultivating innovation and entrepreneurship ability for automobile students, there are still problems such as the disconnection between goal orientation and social development needs, the lack of special organization or organization orientation and vague responsibilities. The professional education system lacks depth and integration; In the implementation of innovation and entrepreneurship education, there are still some problems, such as lack of professional guidance on innovation and entrepreneurship, weak cultural atmosphere of innovation and entrepreneurship on campus, students' lack of market cognition, lack of entrepreneurial consciousness and innovation ability, lack of spirit of pursuing excellence and ability to overcome difficulties. At present, some researchers have put forward some construction systems and strategies to improve college students' innovation and entrepreneurship ability, but there are still problems in the construction and implementation process.

#### **3.1 College Students Lack of Innovation and Entrepreneurship Awareness and Enthusiasm**

The lack of College Students' awareness of innovation and entrepreneurship is reflected in the following aspects: first, they have poor entrepreneurial initiative. Today's social employment situation is under great pressure. Whether they can find a satisfactory job has become the first threshold for many graduating college students to enter the society. Some college students turn their goals to independent entrepreneurship when they can't find a suitable job, not because they love entrepreneurship. Yearn for the sense of achievement and ideal satisfaction brought by entrepreneurship. Secondly, some college students have a wrong understanding of independent entrepreneurship. Relying on blood and all kinds of unrealistic ideas alone is far from enough to support the whole process of innovation and entrepreneurship. Finally, the lack of entrepreneurial awareness is also reflected in the contradictory psychology and anxious behavior of college students during their entrepreneurship at school or after graduation.

#### **3.2 College Students Lack Comprehensive Knowledge and Practical Exercise**

The biggest advantage of college students is professional knowledge, while enterprise operation and modern enterprise management only need professional knowledge, but also need some comprehensive economic knowledge and social experience. For example, social knowledge includes legal knowledge, economic management, fiscal and tax knowledge, and national policies. Enterprise

management knowledge includes market purchase and sale, marketing strategy, financial analysis and risk aversion, which college students often lack[1]. In schools, the cultivation of innovation and entrepreneurship ability in many colleges and universities is set up as an elective course. Its content is too simple and students are unwilling to take it. Some colleges and universities do not fully carry out college students' entrepreneurial practice activities, resulting in college students' lack of entrepreneurial ability and social practical experience. Many college students have the passion to start their own businesses, but they have no experience in choosing innovative and entrepreneurial projects and lack market research and analysis and specific guidance from professionals.

### **3.3 College Students' Innovation and Entrepreneurship Education is Lack of Teachers and Lack of Scientificity**

College Students' innovation and entrepreneurship education is very practical, which requires that the comprehensive quality of tutors engaged in innovation and entrepreneurship education should be improved High. According to the survey, the teachers of innovation and entrepreneurship in most colleges and universities are insufficient. The teachers of innovation and entrepreneurship courses in many colleges and universities are generally part-time teachers or counselors, and few professionals teach. They have a vague understanding of the significance and characteristics of innovation and entrepreneurship education courses, and often have the tendency of employment guidance when planning the course content, It has seriously affected the education quality of innovation and entrepreneurship, and also dampened students' learning enthusiasm. At present, innovation and entrepreneurship education in Colleges and universities mainly teaches basic knowledge and basic skills, lacks synchronous planning with professional education, educational content does not match students' majors, and the correlation between practical projects and majors is low. Many local college students receive innovation and entrepreneurship education in the form of lectures and excellent experience. At the same time, due to the failure to fully integrate innovation and entrepreneurship education into the professional teaching system, there are often some conflicts between innovation and entrepreneurship courses and professional courses, and there are few innovation and entrepreneurship practice courses, Although many colleges and universities actively organize innovation and entrepreneurship competitions every year, students' enthusiasm for participation is not high.

### **3.4 The Guarantee System of College Students' Innovation and Entrepreneurship is not Perfect and Comprehensive**

College Students' innovation and entrepreneurship depend on many forces. In addition to college students' subjective entrepreneurial will and entrepreneurial level, many problems need to be solved, such as the internal and external environment, entrepreneurial platform, entrepreneurial team construction and so on. The government, enterprises and social public services need to provide multiple guarantees to improve the transformation efficiency of entrepreneurial practice achievements and truly implement entrepreneurial ideas. In response to the national call, many colleges and universities have set up entrepreneurship parks and innovation and entrepreneurship incubation bases on campus, but they do not provide students with material facilities and economic support for innovation and entrepreneurship. The initial start-up funds of College Students' entrepreneurship are mainly funded by their families or friends. Bank loans account for a small part, and the support of other financial institutions is very few for college students in local colleges and universities. The support of other social departments for entrepreneurship of local college students does not match the needs of local college students, and the lack of financial support makes it difficult for students to carry out innovation and entrepreneurship continuously[2].

## **4. Strategy Analysis of Cultivating College Students' Innovative and Entrepreneurial Ability**

In recent years, colleges and universities have actively complied with the changes of the times, strengthened the attention to innovation and entrepreneurship education, improved the operation

mechanism of College Students' innovation and entrepreneurship management system, continuously optimized the construction of curriculum system, carried out the construction of innovation and entrepreneurship platform and environmental transformation, enriched the content of practical teaching activities, stimulated college students' innovation and entrepreneurship enthusiasm and improved their comprehensive quality[3]. Under the background of the construction of the "double high plan", based on the practical thinking of the innovation and entrepreneurship education of automobile majors in local colleges and universities, carry out the new mechanism of collaborative education of automobile majors, explore and construct the cultivation strategy of College Students' innovation and entrepreneurship ability, and provide reference for the cultivation of innovation and entrepreneurship talents of other engineering majors.

#### **4.1 Integrating the Cultivation of College Students' Innovative and Entrepreneurial Ability into Professional Education**

Revise the training plan to reflect the innovation and entrepreneurship ability in the talent training objectives and students' graduation requirements. Each specialty is required to set at least one compulsory innovation and entrepreneurship education course combined with the specialty and one innovation and entrepreneurship practice training link in the curriculum system, and each student is required to take at least one innovation and entrepreneurship course in the elective courses. Set up "entrepreneurship course module" to cultivate students' entrepreneurial awareness and entrepreneurial ability. Improve the student status management and credit recognition policies. Students who take the "entrepreneurship management module" course and participate in entrepreneurship practice activities can replace the credits of relevant courses of their major after passing the examination. Establish an innovation and entrepreneurship practice training platform integrating professional practice training, innovation and entrepreneurship training and entrepreneurship practice, improve professional experimental teaching conditions and enrich professional experimental teaching contents. Through the study of professional courses and project development, improve students' comprehensive application ability of automobile knowledge, and cultivate students' practical ability, team cooperation ability and innovation and entrepreneurship ability. Adopting strategies such as sand table training, scenario simulation, quality development and project roadshow, schools and enterprises jointly develop quality development projects and carry out quality development training. Create a number of brands of innovation and entrepreneurship training activities in Colleges and universities, innovate the training mode, carry out high-quality and targeted innovation and entrepreneurship training for college students, and improve college students' innovation and entrepreneurship ability.

#### **4.2 Integrating the Cultivation of College Students' Innovative and Entrepreneurial Ability into Science and Technology Competition**

Making innovative works with automotive expertise is an important way to carry out innovative educational activities. We should combine the training of innovation and Entrepreneurship with professional disciplines competition and innovation and entrepreneurship competition, and encourage students to participate in the series of activities such as "Internet plus" entrepreneurship competition, "inventions Cup" College Students' innovation and business competition, and science and technology festival. Cultivate college students' awareness of scientific and technological innovation and practical ability, stimulate students' interest in invention and creation, and create a good atmosphere of bold innovation and Practice for college students. Build a discipline comprehensive college students' innovation and entrepreneurship training base, college students' innovation and entrepreneurship center and college students' innovation and entrepreneurship Park to build a supporting service platform for students to carry out entrepreneurship training and Practice on the innovation base. Based on the fact that the number of scientific and technological innovation events has increased sharply in recent years, and based on the pain point of many events and lack of unified organization, we take the initiative to undertake the important task of cultivating scientific and technological innovation and innovation and entrepreneurship events, and the participation of scientific and technological

innovation covers more than 50% of students. Give full play to college students' social practice, volunteer service, second class and innovation research, support students' interest driven innovation and entrepreneurship practice training, and promote the organic integration of students' professional learning, innovation and entrepreneurship and social practice.

#### **4.3 Strengthening the Construction of Teachers in Innovation and Entrepreneurship Education**

Teachers' comprehensive and effective guidance is very important for the cultivation of Undergraduates' innovative thinking and entrepreneurial ability, and its impact is lifelong. However, at present, the teacher structure of innovative talent cultivation in most colleges and universities is not perfect, and the enthusiasm of instructors is not high. Therefore, colleges and universities can adopt the tutor incentive mechanism, improve the tutor system and strengthen the construction of teachers of innovation and entrepreneurship education. For example, introduce more young talents with strong scientific research strength, actively carry out scientific research and academic exchanges, regularly carry out training, and attract more teachers to actively improve themselves and join the team of instructors. We will strengthen the teaching ability and literacy training of College Teachers in innovation and entrepreneurship education, reform teaching methods and assessment methods, and promote teachers to integrate international cutting-edge academic development, the latest research results and practical experience into classroom teaching. We will improve the security and incentive policies for college and university innovation and entrepreneurship instructors to take temporary posts in industrial enterprises. Employ industry technical experts and enterprise executives as off campus tutors, and invite professional tutors to guide students' technology implementation and project design.

### **5. Conclusion**

College students are the new force of mass entrepreneurship and innovation. It is of great significance to support college students' innovation and entrepreneurship. Colleges and universities should actively carry out innovation and entrepreneurship education throughout the whole process of talent training, guide college students to participate in innovation and entrepreneurship practice, and truly transform theoretical knowledge into students' innovation and entrepreneurship ability. Local people's governments at all levels should strengthen organizational leadership, optimize the innovation and entrepreneurship environment, actively study, formulate and implement policies and measures to support college students' innovation and entrepreneurship, and timely help college students solve practical problems.

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