

Review Article

Analysis on the Cultivation of Innovation and Entrepreneurship Consciousness of College Students

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Abstract: Colleges and universities shoulder the mission of cultivating compound and high-quality "innovation and entrepreneurship" talents that can meet the needs of the current national strategic transformation and economic development. Therefore, it is necessary to cultivate college students' awareness of innovation and entrepreneurship. The cultivation of college students' awareness of innovation and entrepreneurship is the process from guiding students to establish basic cognition of innovation and entrepreneurship to discovering and strengthening awareness, and finally completing the process of shaping the culture of innovation and entrepreneurship. In the current process of cultivating innovation and entrepreneurship awareness, colleges and universities have problems such as one-sided cognition, separation from professional training, and lack of ways to strengthen innovation and entrepreneurship awareness. It needs to be solved by focusing on the sense of the times of education and training, forming an all-round and whole-process education concept, actively building a training and exchange platform, and establishing a maker culture.

Keywords: Innovative country; colleges and universities; college students; innovation and entrepreneurship; consciousness.

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INTRODUCTION

In recent years, with the deep integration of technology, industry, and information, new technologies, new products, new industries, and new business forms have emerged one after another, which has injected great vitality into the country's economic development and industrial restructuring. Events such as the outbreak of the new coronavirus pneumonia have brought a huge negative impact on the global economy. Under the current background, it is more urgent to further liberate social productive forces through innovation and entrepreneurship [1].

Innovation, entrepreneurship, and intellectual creation have gradually formed a nationwide boom, effectively supporting the further development of emerging industries. In addition, the 19th National Congress of the Communist Party of China clearly stated that it is necessary to implement an innovation-driven development strategy and accelerate the construction of an innovative country [2]. General Secretary Xi Jinping pointed out in the report that "innovation is the first driving force leading development and the strategic support for building a modern economic system". It is necessary to further promote the deep integration of the Internet, big data, artificial intelligence and the real economy", which also

puts forward higher requirements for the upgrading of "innovation and entrepreneurship" in terms of technology and talent support.

As the main front of talent training and the frontier of technological innovation, colleges and universities shoulder the historical mission of "four services" and should advance with the times to cultivate "innovative and entrepreneurial" talents to serve the needs of national development. Strengthening the cultivation of college students' awareness of innovation and entrepreneurship under the background of the new era is conducive to the formation of a good ecology of "mass entrepreneurship and innovation" on campus [3].

The current situation of cultivating college students innovative and pioneering consciousness in the new era

The cultivation of college students' innovation and entrepreneurship awareness is a process from establishing basic cognition of innovation and entrepreneurship to gradually generating innovation and entrepreneurship awareness, then strengthening innovation and entrepreneurship awareness, and then promoting the transformation of awareness into practice, and finally forming a culture of innovation and entrepreneurship. It runs through colleges and

universities. The whole process of talent training. At present, combined with the various links of innovation and entrepreneurship education in colleges and universities, the status quo of the cultivation of "innovation and entrepreneurship" consciousness of college students under the background of the new era is as follows:

(1) In terms of building awareness of innovation and entrepreneurship

The cultivation of college students' awareness of innovation and entrepreneurship is mainly achieved through the development of basic education in innovation and entrepreneurship. College students' positive awareness of innovation and entrepreneurship is conducive to further cultivating innovation and entrepreneurship awareness and stimulating interest in innovation and entrepreneurship. At this stage, most colleges and universities have been able to fully realize the important role of this work. By offering innovation and entrepreneurship education courses and lectures, and incorporating basic innovation and entrepreneurship education as an important part of general education into the talent training system, it is effective for college students [4]. Carry out awareness training and spiritual shaping. However, in terms of the current educational effects, most students' awareness of innovation and entrepreneurship remains at the level of routine or simple understanding, and lack of integration into education itself, and believes that innovation and entrepreneurship are not universally related to their own growth and development.

(2) In terms of exploring innovation and entrepreneurship awareness

Under the background of the construction of an innovative country, new technologies play an important role in catalyzing new industrial forms. Innovation and entrepreneurship have great room for development in the application of professional frontier technology and breakthroughs in cross-disciplinary and cross-professional research. The cultivation of innovative and entrepreneurial awareness should be closely integrated with professional development. However, the current students' awareness of the combination of professional development and innovation and entrepreneurship is not clear, which makes it difficult to establish innovative thinking in the professional learning process on the one hand, and therefore lacks motivation in consciously promoting the development of cutting-edge technology; on the other hand, students who are interested in innovation and entrepreneurship They are not inclined to use the professional knowledge they have learned in practical choices, and the phenomenon of low-end and homogenization of entrepreneurship is serious.

(3) In strengthening the awareness of innovation and entrepreneurship

The practice of innovation and entrepreneurship can help college students acquire new ideas and methods related to innovation and entrepreneurship, and enhance their courage and confidence in innovation and entrepreneurship, correctly understanding the opportunities and challenges brought by innovation and entrepreneurship plays an important role. At present, many colleges and universities have set up a space for creating new businesses, and the innovation and Entrepreneurship base provides a good practice platform for college students, the existing practice platform is more focused on the incubation and cultivation of early-stage or relatively mature innovation and entrepreneurship projects, which is really difficult to meet the needs of university students to further strengthen their awareness of innovation and entrepreneurship in practice, in the long run, the chance of deepening the cultivation of college students' innovative entrepreneurial consciousness in practice has been greatly reduced, which hinders the follow-up promotion of Innovative Entrepreneurial Action and promotion of creative landing.

(4) In terms of cultivation of innovation and entrepreneurship culture

The cultivation of college students' awareness of innovation and entrepreneurship is closely related to the creation of campus innovation and entrepreneurship atmosphere. Many colleges and universities vigorously create an atmosphere of "mass entrepreneurship and innovation" on campus through the promotion of innovation and entrepreneurship policies and the holding of innovation and entrepreneurship activities. This move has played a certain role in shaping the innovation and entrepreneurship culture of college students, but generalized propaganda can hardly arouse the intuitive experience of college students' innovation and entrepreneurship, and it is difficult to stimulate college students' initiative and enthusiasm in the process of innovation and entrepreneurship. Many college students still subconsciously regard innovation and entrepreneurship as a career choice for a small number of people, and the internal vitality of innovation and entrepreneurship is difficult to stimulate.

Analysis on the cultivation of college students' awareness of innovation and entrepreneurship in the new era

The current society is about to enter the era of intelligence, and building an innovative country has become the core of the national development strategy. The massive demand for talents and technology is self-evident. However, the current economic and social development's large demand for "double innovation" talents is not compatible with the current situation of college students' "double innovation" awareness

training. The main reasons for the above problems are as follows:

(1) Insufficient combination of contemporary backgrounds in the cultivation of innovation and entrepreneurship awareness in universities

Strengthen the interpretation of the background of innovation and entrepreneurship, which will help college students better perceive economic and social development trends and understand the importance of innovation and entrepreneurship; on the other hand, the interpretation of the background of the times will help college students to clearly cultivate entrepreneurial awareness and innovative thinking. To better and fully respond to opportunities and challenges. Undergraduates' inadequate cognition of innovation and entrepreneurship, and the lack of initiative in cultivating innovation and entrepreneurship consciousness is mainly due to the lack of overall awareness of the necessity of receiving innovation and entrepreneurship education in the current social environment. The deep-seated reason is that the current curriculum of innovation and entrepreneurship education in colleges and universities is clichéd and lacks a "student-oriented" concept. It is difficult to stimulate students' recognition of the era of innovation and entrepreneurship education, and cannot promote students to establish a sense of mission to cultivate innovation and entrepreneurship from the heart. . At the same time, some colleges and universities break away from the innovation and entrepreneurship education carried out in the context of the times, and focus on the training and education of simple entrepreneurial skills, so that students simply define innovation and entrepreneurship as a way to obtain wealth, and separate them from personal growth. In the end, students have insufficient awareness of the necessity of cultivating innovation and entrepreneurship, and it is difficult to generate motivation to urge them to cultivate "innovation and entrepreneurship" awareness from the starting point.

(2) Insufficient combination of college innovation and entrepreneurship awareness training and professional education

The role of professional education and the cultivation of innovation and entrepreneurship awareness are complementary. In the professional education link, cultivating college students' sense of innovation and entrepreneurship is conducive to stimulating the subjective initiative of college students to learn and explore professional knowledge. It also helps college students cultivate their awareness of innovation and entrepreneurship in the professional field when receiving professional education, and promote more intellectual and creative achievements. Currently, colleges and universities lack effective ways of educating people in the process of cultivating innovation and entrepreneurship awareness. One of the

main reasons is that the education of innovation and entrepreneurship lacks a clear subject positioning, and the innovation and entrepreneurship education plan is not integrated with professional discipline construction and talent training. It can even be said to be relatively separate.

In other words, in the process of educating people, it is not recognized that professional education is also an effective carrier for cultivating innovation and entrepreneurship. This kind of training method is also very easy for students to separate the connection with the profession in the process of establishing the awareness of innovation and entrepreneurship [5]. As a result, under the general environment of smart entrepreneurship and technological innovation, student's lack innovative thinking about the application value of technology and the exploration of cutting-edge technologies, and cannot stimulate the endogenous motivation of innovation and entrepreneurship in the process of professional talent training.

(3) The lack of intermediate links in the cultivation of innovation and entrepreneurship awareness in universities

Basic education and practical education are the two endpoints of cultivating the awareness of innovation and entrepreneurship. The process from basic education to practice is an important process of continuously strengthening awareness training and building confidence. If the development of the education link in this intermediate process is not perfect, innovation Entrepreneurship consciousness is difficult to be strengthened from the embryonic stage and then transformed into action. At present, colleges and universities pay more attention to the initial basic education and terminal practice incubation for the cultivation of innovation and entrepreneurship awareness. The development of intermediate links is not perfect, and there is a lack of appropriate and effective training methods for new ideas and creativity, such as insufficient practical training and insufficient communication activities. For example, Lack of team support and teacher guidance. This also means that students cannot get effective guidance and intensive training after discovering their innovative consciousness, which will eventually lead to the pre-educational work becoming a mere formality. If things go on like this, it will encourage students to form a stable innovative thinking habit and enhance their subjective initiative and self-confidence in innovation and entrepreneurship. With a negative impact, it is ultimately difficult to guide students into the terminal link of gaining action by strengthening the awareness of innovation and entrepreneurship and transforming it into practice.

(4) Insufficient integration of the cultivation of college innovation and entrepreneurship awareness with students' daily life

At present, the single means of creating campus atmosphere for innovation and entrepreneurship and poor results are important factors that affect the cultivation of campus innovation and entrepreneurship culture in universities. The failure to effectively integrate the creation of the campus atmosphere of innovation and entrepreneurship with the daily life of college students is the main reason why the creation of the campus atmosphere is superficial and the culture of innovation and entrepreneurship is difficult to form and promote on campus. My country is gradually changing from the Internet era to the "Internet+" and artificial intelligence era, and many products appear in our lives in a more intelligent form. The creation of an innovative and entrepreneurial atmosphere on campus should make full use of this, and integrate new formats into students' study and life to produce a direct impact on the soul. At present, one is that many universities have established maker centers and innovation and entrepreneurship bases, and have successfully incubated many outstanding innovation and entrepreneurial achievements.

However, these entrepreneurial achievements are far away from the students and cannot be subconsciously influenced by the intuitive experience of daily life. Entrepreneurship forms a concrete cognition; the second is the lack of localized link setting in atmosphere creation, which makes it difficult for the enthusiasm for innovation and entrepreneurship to be stimulated through atmosphere creation, and it is even more difficult to promote the normalization of innovation and entrepreneurship consciousness by forming an entrepreneurial spiritual and cultural atmosphere.

Path analysis of strengthening the cultivation of college students' awareness of innovation and entrepreneurship in the new era

Strengthen the "double innovation" awareness of college students, first of all, colleges and universities must help college students to develop a positive awareness of innovation and entrepreneurship; then, in the process of talent training, innovation and entrepreneurship education should be combined with professional learning to guide students to further develop entrepreneurial awareness and entrepreneurship in professional learning. Innovative thinking; then, through the establishment of a series of training, activities, and communication platforms to build the intermediate link from cognition to practice, continue to strengthen the awareness of innovation and entrepreneurship; and finally form a "maker culture" throughout the school to truly make the awareness of innovation and entrepreneurship in the students Take root in the mind and promote the formation of more

outstanding innovation and entrepreneurial achievements. The specific path is as follows:

(1) Keeping pace with the times and launching basic education in innovation and entrepreneurship to guide students to actively recognize "innovation and entrepreneurship"

Universities must persist in taking the first step in innovation and entrepreneurship education. In the process of educating people through entrepreneurship guidance courses, innovation and entrepreneurship education lectures, etc., it is necessary to further integrate the background of the times into the educational content. First, it is necessary to correctly guide students to recognize the current environment of the times and see the necessity of innovation and entrepreneurship education. Thinking about the deep meaning of innovation and entrepreneurship, and enhancing the sense of responsibility and mission of college students; second, we must use a large number of innovation and entrepreneurship cases to help college students reverse their misunderstanding of innovation and entrepreneurship, that is, simply help students to start business education, and let students fully understand innovation Entrepreneurship education is actually a quality education that further develops students' creative thinking, cultivates students' self-confidence, leadership, action and problem-solving ability, and fundamentally motivates students to participate in the education and practice of innovation and entrepreneurship from the perspective of self-improvement.

(2) Establish an all-round, whole-process education system to train students to build innovative and entrepreneurial thinking

Colleges and universities should actively change the educational model, and organically integrate the delivery of innovative entrepreneurial ideas and awareness training with professional education. First of all, we should introduce typical cases of innovation and entrepreneurship in the content of professional teaching, and consciously guide students to change their superficial understanding of innovation and entrepreneurship through exposure to cutting-edge technology, interdisciplinary research results, and understanding the application of technology in production and life. Cultivate self-innovation thinking and condense entrepreneurial approaches to open up ideas in professional learning; secondly, in professional teaching methods, we must actively establish new teaching methods represented by flipped classrooms and project research to shape students to consciously stimulate themselves to explore new technologies and new problems Awareness and ability. This ensures that innovation and entrepreneurship education is not independent of students' professional learning, and truly integrates innovation and entrepreneurship education into the entire process of talent training, and provides

effective technical and intellectual support for the development of "innovation and entrepreneurship" in the new era.

(3) Relying on the second classroom to build a communication training platform to strengthen the cultivation of college students' sense of innovation and entrepreneurship

Under the promotion of the innovative national strategy, it is imperative to cultivate college students' awareness of innovation and entrepreneurship and enhance their subjective initiative. Colleges and universities must effectively establish an innovation and entrepreneurship exchange and training platform in the second classroom through institutionalized settings, and promote the participation of all members, so as to strengthen students' understanding of "mass entrepreneurship and innovation". On the one hand, it is necessary to guide students to form innovative and entrepreneurial teams, increase the intensity of project research, innovation and entrepreneurship competitions, and science and technology competitions, strengthen the guidance and cultivation of innovation and entrepreneurship awareness, improve the ability to act on consciousness transformation, and effectively motivate college students with their achievements. Enthusiasm for innovation and entrepreneurship; on the other hand, it is necessary to strengthen the construction of a platform for innovation and entrepreneurship exchanges so that students can increase their awareness and interest in innovation and entrepreneurship in the exchange.

(4) Establish a maker culture, strengthen atmosphere creation, and build consensus on innovation and entrepreneurship on campus

The proposal of maker culture first appeared in the work report of Premier Li Keqiang in 2016. Scholars generally believe that the maker culture can properly express the value concept of "interest-based production and sharing"; the maker culture encourages students to combine creativity with professional disciplines and make personalized products through the

cultural atmosphere of "creative landing"; At the same time, Maker Culture encourages students from different fields and professional backgrounds to use open source technology and the Internet to conduct cross-border exchanges and break academic boundaries. Under the background of "innovation and entrepreneurship" upgrade, create creative landscapes related to the school's professional characteristics in students' daily life, or promote and use the entrepreneurial achievements of students on campus, such as: setting up maker studios in students' teaching areas and placing 3D Convenient creative products such as printers to serve students' study and life, or to integrate students' architectural creativity into campus landscapes, etc., will help to further stimulate students' enthusiasm for innovation and entrepreneurship through the formation of a maker culture, and further enhance students' sense of innovation and entrepreneurship. Create a spiritual civilization of innovation and entrepreneurship within the campus.

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