

Research on the Improvement of College Students' Ability of “Mass Entrepreneurship and Innovation” under the Cultivation of Craftsman Spirit

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Abstract: in Today's World, the Spirit of Craftsman and the Ability of “Mass Entrepreneurship and Innovation” Are Becoming More and More Important. Based on the Spirit of Craftsman, Cultivating and Improving the Ability of “Mass Entrepreneurship and Innovation” of College Students is Not Only an Important Step to Promote the Overall Development of College Students, But Also a Practical Need to Realize the Strategies of “Made in China 2025” and “Mass Entrepreneurship and Innovation”. However, the Current Situation of College Students' Ability Training of “Entrepreneurship and Innovation” is Not Optimistic. There Are Some Problems, Such as Low Quality of Innovation, Poor Ability of Entrepreneurship, Poor Psychological Quality and So on. Therefore, We Should Adopt the Strategies of Value Oriented Dimension Fit, Process Control Dimension Fit and Thinking Mode Dimension Fit to Solve This Problem, So as to Promote the Effective Improvement of College Students' Ability of “Mass Entrepreneurship and Innovation”.

1. Introduction

At the Nineteen Meeting, General Secretary Xi Jinping Put Forward 3 Action Guides for the Sustainable Development of China's Manufacturing Industry, Namely, the Transformation from Manufacturing to Creation, from Speed to Quality, and from Product to Brand. At the Same Time, in the Report of Government Work, General Secretary Xi Jinping Emphasized That We Should Encourage Enterprises to Carry out Personalized Customization, Flexible Production, and Cultivate Craftsman Spirit of Excellence. Increasing Variety, Quality and Brand is the Key Planning Project in the Future Economic Development Process. Therefore, Colleges and Universities Should Make Clear the Problems Existing in the Improvement of “Entrepreneurship and Innovation” Ability of College Students under the Cultivation of Craftsman Spirit, and Seek Targeted Strategies to Solve Them, So as to Help College Students Grow Better.

2. Current Situation of College Students' Ability Training of “Entrepreneurship and Innovation”

In recent years, colleges and universities around the country have strengthened the cultivation of craftsman spirit and “entrepreneurship and innovation” ability of college students, and achieved certain results, and initially established the innovation and entrepreneurship education and training system, as shown in Figure 1.

In fact, as an important base for talent transportation, there are still some problems in the cultivation of College Students' craftsman spirit and “entrepreneurship and innovation” ability, which hinders the personal development of college students. However, from the micro perspective, there are still “big but not strong” drawbacks in the entrepreneurial team of contemporary college students. For example, according to the data of China's Statistics Bureau, in 2017, the number of college students starting businesses was 615000, an increase of 220000 compared with 2016. However, according to the data released by the national development and Reform Commission in December 2017, of the 615000 people starting businesses, only 176000 were successful, accounting for 28.6% of the total number. The average innovation and entrepreneurship rate of domestic colleges and universities is 0.7%, among which Zhejiang Province has the highest entrepreneurship

rate of 1.4%, followed by Jiangxi Province and Guangdong Province, and the top ten provinces are shown in Figure 2.

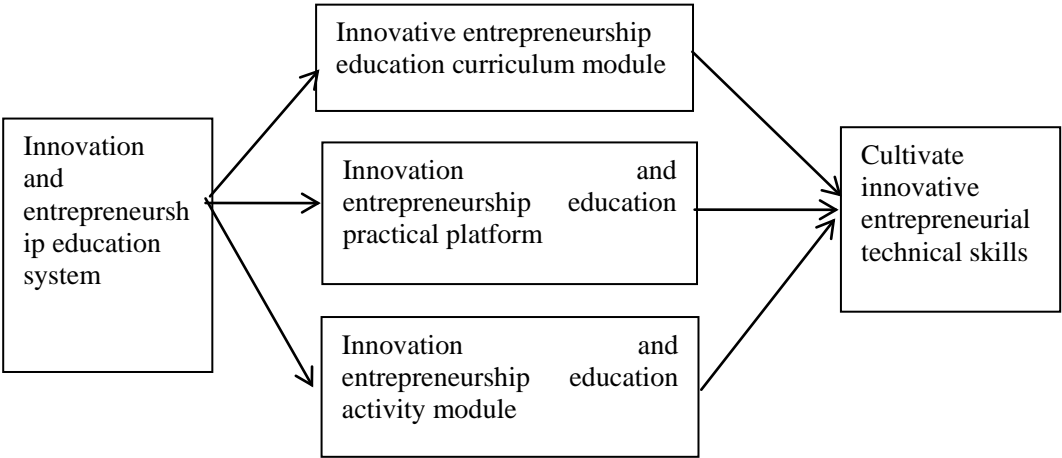


Fig.1 Innovation and Innovation Education System

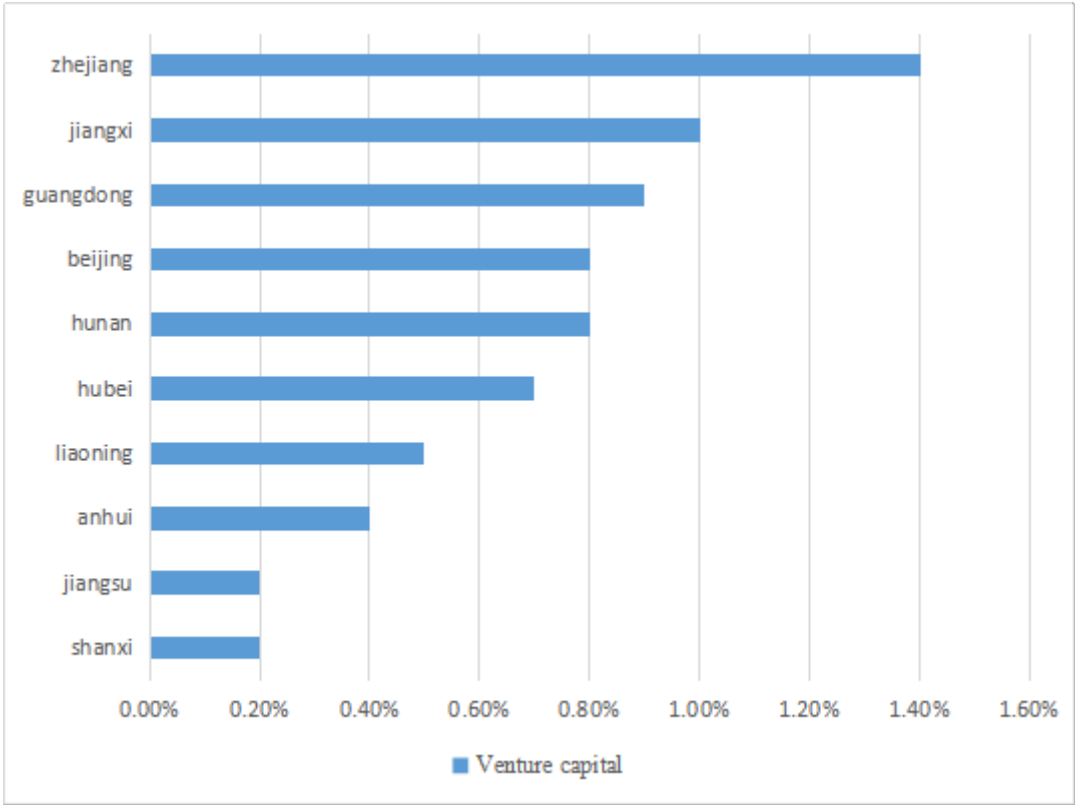


Fig.2 Top 10 Innovation and Entrepreneurship Rate of Colleges and Universities in China

According to the deep analysis of this phenomenon, Lang Xianping, a famous economist, points out that the main reason for this phenomenon is not only the fierce market competition in the macroeconomic environment, but also the low ability and quality of college students themselves. Therefore, under the background of government's macro policy guidance and social reality development needs, it is the right time to integrate the craftsmanship spirit into the innovation and entrepreneurship development process of college students^[1].

3. Problems in Improving the Ability of “Mass Entrepreneurship and Innovation” of College Students

The cultivation of craftsman spirit is very important for personal development. With the development of the times, the connotation of craftsman spirit has changed. The spirit of craftsman

in the new era mainly includes four aspects, which are dedication, excellence, cooperation and pursuit of excellence. Professionalism is the most basic connotation of craftsman spirit, and it is the sublimation of love for the post. In the process of College Students' entrepreneurship, professionalism refers to "doing one line, refining one line", treating their own entrepreneurial projects, striving to be professional and meticulous. The quality spirit of keeping improving is the core of craftsman's spirit, which is a process of pursuing perfection, and this spirit is also the most lacking spirit of contemporary college entrepreneurs. The team spirit of cooperation and progress is the craftsman spirit derived from the new era, mainly through cooperation to win progress. The pursuit of excellence refers to the process of exerting one's own advantages, abilities and resources to one's qualifications. To some extent, the cultivation of craftsman spirit and the promotion of "mass entrepreneurship and innovation" are complementary. However, there are still some problems under the cultivation of craftsman spirit, such as the following.

3.1 Low Quality of Innovation

Whether listed companies or small and medium-sized enterprises, "innovation" is the core power to promote the development of enterprises. According to the data released by China Youth Daily in December 2017, of the 439000 college students who failed to start a business, 23000 failed because of serious homogenization of entrepreneurial products or projects and lack of competitiveness. It can be seen that there is still a lot of room for improvement in the innovation ability of college students in China. Li Zhijiao, a famous entrepreneurship tutor, pointed out in the 2017 college students entrepreneurship guidance summit that any business behavior needs good projects or good product support to promote the production of commodity trading behavior. According to the current development of College Students' innovation and entrepreneurship, many college students make superficial innovation or complete imitation in the process of entrepreneurship, which leads to the fact that their entrepreneurship projects do not expand the coverage of the large market for economic development, but increase the number of competitors in the same industry projects, so that their entrepreneurship projects have developed in the early stage. In the process, it has experienced strong market competition and reduced the growth rate of entrepreneurial projects. In this way, it will form a vicious economic development cycle, leading to the failure of College Students' entrepreneurship. For example, in recent years, the hot Internet + entrepreneurship has made use of Internet plus and new media platforms to achieve cross domain communication. According to Alibaba database data, in 2016, the number of college students who registered for Taobao online store was 94000, while as of December 2017, there were only 67000 online stores left. It can be seen that the improvement of innovation ability is the key cultivation area in the process of innovation and entrepreneurship development of college students ^[2].

3.2 Poor Entrepreneurial Ability

Compared with the founders of other social enterprises, college students are relatively weak in social ability, knowledge utilization ability and human resource utilization ability. The main reason for this phenomenon is that in the current education system of colleges and universities in China, theory teaching accounts for 80% of the whole teaching process, while practice teaching only accounts for 20%. This leads to the poor practical ability of college students. However, there is a lack of practice training in entrepreneurship education. According to the statistics of the Bureau of statistics of our country, at present, only 579 colleges and universities of 2879 colleges and universities in our country have established the incubation base of College Students' entrepreneurship training, and 197 of them are in the form of school enterprise cooperation to cultivate college students' entrepreneurship ability. The imbalance between theory teaching and practice teaching in Colleges and universities in China leads to the phenomenon of low entrepreneurial ability of college students in the process of entrepreneurship, so even if college students have innovative entrepreneurial development projects, they will fail due to improper operation. Therefore, innovation ability is the internal core development power in the process of innovation and entrepreneurship development of college students, and entrepreneurship ability is the external development power in the process of innovation and entrepreneurship development of

college students. According to the current development of innovation and Entrepreneurship of college students in China, there is a phenomenon of “talking on paper” in the process of entrepreneurship of most college students. Their entrepreneurial behavior is often full of individualism and idealism, which leads to the initial stage of entrepreneurial projects. For example, according to the managers of the technology entrepreneurship and employment service center of Xiamen University, in 2017, the technology entrepreneurship center evaluated 246 entrepreneurship project proposals with creativity and strong industry development potential, and provided corresponding funds to promote the project launch. However, in March 2018, of the 246 innovation and entrepreneurship projects launched by Xiamen University, only 128 are still in operation, and all the other 118 projects have been terminated due to the imperfect operation methods of College entrepreneurs. It can be seen that in order to achieve the sustainable development of innovation and Entrepreneurship of college students, in addition to the improvement of innovation ability, entrepreneurship ability also needs to be further improved.

3.3 Psychological Quality is Not Strong

The contemporary college students are mainly the post-90s. Due to the influence of the growth environment and social culture, the post-90s group has formed the characteristics of impetuous, fragile and impulsive. In the process of starting a business, most of the difficulties are to escape rather than to overcome. Secondly, many post-90s college students start their own businesses in order to follow the trend, rather than from their own well thought out choices, which leads to their lack of ability and psychological quality to deal with risks in the process of starting their own businesses. College Students' entrepreneurship has become the trend of the whole era at present, and with more and more college students gradually entering the society, more and more college students will choose to embark on the road of entrepreneurship. It is true that entrepreneurship is a good way for college students. Nowadays, the government supports more entrepreneurship for college students and guides more college students to start their own businesses. However, this more trendy way will only make the values of the whole college students' Entrepreneurship group distorted. AI coal published a survey report analysis on College Students' Entrepreneurship data in April 2018. Through sampling survey, 200 college students from different regions in China conducted questionnaires. Among the results of the questionnaire, 160 college students' entrepreneurs were driven by the following factors: most of their friends chose to start their own businesses. In the survey of the causes of their failure, 35% of them are due to their low level of engagement, and 65% of them are due to their poor psychological quality. Therefore, the strengthening of psychological quality is also an aspect that needs to be improved in the process of College Students' Entrepreneurship^[3].

4. Strategies for Improving the Innovation and Entrepreneurship Ability of College Students under the Cultivation of Craftsman Spirit

The improvement of College Students' innovation and entrepreneurship ability under the cultivation of craftsman spirit mainly focuses on three aspects: first, value orientation, second, process control and finally, thinking mode.

4.1 Value Oriented Dimensions Fit to Improve the Quality of Innovation

The combination of value orientation is to integrate the spirit of craftsman, such as dedication, excellence, cooperation and pursuit of excellence, into the theoretical teaching process of colleges and universities, so as to create a good spiritual atmosphere for innovation and Entrepreneurship of college students. First of all, it is necessary to optimize the course system, in view of the theoretical teaching section, in addition to ideological and political course education, it is also necessary to integrate sociology, economics, management and other courses, and integrate dedication, excellence, cooperation and excellence into a series of courses, so that college students have a macro level of awareness of innovation and entrepreneurship and craftsmanship spirit. Spiritual theory is innovation of college students. The foundation of entrepreneurial practice. In addition to optimizing

the curriculum system, it is also necessary to change the teaching methods of teachers. For example, to cultivate the craftsman spirit of College Students' cooperation and progress, teachers can adopt the "flipped classroom" mode, so that students can think and answer the key and difficult points in the classroom in the form of groups. In this way, it can not only cultivate the team cooperation ability of college students, but also help to tap the University. The advantage of students' personality can improve the innovative quality of college students. For example, in order to give full play to the students' spirit of excellence, we can integrate the craft production and other hand-made courses in the sociology teaching process, stimulate the students' spirit of excellence through the work evaluation among the students in the class, further improve the disadvantages of the lack of innovation ability in the process of entrepreneurship of college students, and lay a good foundation for innovation and Entrepreneurship of college students ^[4].

4.2 Process Control Dimension Fit to Enhance Entrepreneurial Ability

The fit of process control dimension is to integrate the spirit of craftsmanship, such as dedication, excellence, cooperation and progress, and the pursuit of excellence, into the practical operation process of College Students' innovation and entrepreneurship, and further improve the shortcomings of the lack of entrepreneurial ability in the process of College Students' innovation and Entrepreneurship. To achieve this plan, mainly through the construction of innovation and entrepreneurship practice platform for college students. At present, there are three situations in the teaching system of colleges and Universities: one is the practical teaching course; the other is the construction of the cooperation platform between colleges and enterprises; the third is the construction of the business incubation base of college students, which is considered in combination with various factors and the current situation of social and economic development. At present, the most suitable is the construction of practical teaching courses and college students' business incubation base. The first is the construction of practical teaching curriculum system for college students. Through the setting of business operation simulation courses and innovation project research courses, the deep integration of College Students' craftsman spirit and innovation and entrepreneurship ability can be realized. Secondly, through the construction of real laboratory, college students' science and Technology Park, innovation training center, college students' innovation base and other bases, we can improve the overall comprehensive ability of students from many aspects, so as to improve the entrepreneurial management ability of college students in the process of innovation and entrepreneurship ^[5]. But the premise is that the operation and management of the practice base should ensure high efficiency and rationality, establish sound rules and regulations management system, and constantly improve and summarize experience in the actual application process, so as to cultivate high-level innovation and entrepreneurship talents provide a platform.

4.3 The Dimension of Thinking Mode Fit to Improve Psychological Quality

The dimension fit of thinking mode is to improve the psychological quality of college students through the craftsman spirit of dedication, excellence, cooperation and progress, and the pursuit of excellence. In fact, the process of improving psychological quality is the process of constantly recognizing oneself. Compared with innovation ability and entrepreneurship ability, the improvement of psychological quality is the most difficult and long-term. At the same time, the psychological quality of college students plays a leading role in the process of entrepreneurship. Daniel gulman, a professor at Harvard University in the United States, thinks that the best way to improve college students' psychological quality education is to participate in practice. Therefore, colleges and universities can place students in a strange environment and stimulate their potential through outdoor activities ^[6]. For example, we should improve the ability of college students to keep improving, and improve their willpower through the way of field survival. Because the instinct of survival is inherent to everyone. Once their lives are endangered, the instinct of human beings is to persist. In the wild with limited food, people can survive only by persisting and constantly searching. Therefore, outdoor practice is the best choice to improve the psychological quality of college students, which is based on the improvement of their own psychological quality.

At the level of colleges and universities, teachers can build career planning files for college students, guide college students to conduct comprehensive analysis of their own strengths and weaknesses, and guide college students to conduct comparative analysis, through the analysis of their own abilities by taking their classmates as references, and the positioning of entrepreneurial ability combining forward-looking and actual, search or find new or There are potential entrepreneurial opportunities, so that college students can further clarify their own entrepreneurial goals. The second part of the article tells us that, according to the survey, the driving factor of most college students' entrepreneurs is that most of their friends choose to start their own businesses. That is to say, they did not carry out a clear entrepreneurship plan, the establishment of entrepreneurship objectives and the evaluation of their own capabilities before entrepreneurship, which led to the failure of the shipbuilding industry. Career planning files can specifically solve this problem. After the completion of the ability survey, through scientific evaluation, they can improve the purpose and planning of College Students' entrepreneurship, so as to further improve the chances of entrepreneurship success. Because in terms of the current economic development pattern of our country, no matter which industry, the sellers tend to be saturated, especially the further promotion of the concept of "mass entrepreneurship, mass innovation", which makes the market competition in a white hot state ^[7]. Therefore, we can resist the market crisis only when we make full preparation and planning.

In addition, the healthy growth of college students is inseparable from a healthy psychological and social environment, and the cultivation of College Students' psychological quality is inseparable from a good campus cultural atmosphere. School spirit is an important content of campus culture construction, and also an important condition that affects the psychological development of college students. A good school spirit will imperceptibly optimize the psychological quality of students. For example, the school spirit of solidarity and friendship is the soil for students to form a sense of group cohesion and collective honor, which is conducive to maintaining harmonious interpersonal relationship between people and promoting communication and mutual help among students.

5. Conclusion

To sum up, in the process of College Students' innovation and entrepreneurship, there are some problems, such as low innovation quality, poor entrepreneurial ability and low psychological quality, which lead to low success rate of College Students' entrepreneurship. As the mainstay of China's national economic development, in order to improve this negative development status and improve the level of China's economic development, first of all, we need to integrate the spirit of craftsman with the value orientation of innovation and entrepreneurship ability, and improve the innovation ability of college students by optimizing the curriculum system, changing the teaching methods of teachers, mining the personal advantages of college students. Secondly, the spirit of craftsmanship and the process control dimension of innovation and entrepreneurship ability are combined to improve the entrepreneurial management ability of college students through the construction of College Students' practical teaching curriculum system and college students' innovation base. Finally, the spirit of craftsman and the thinking mode dimension of innovation and entrepreneurship ability are combined. Based on the students' own level, the practice method is used to improve the psychological quality of college students. Then, the purpose and planning of College Students' entrepreneurship are improved through the targeted construction of career planning files for College students, so as to further improve the chances of entrepreneurship success. At the same time, by creating a good campus culture atmosphere, shaping the positive psychological state of students, further improving the psychological quality of college students.

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Shandong Province Vocational Education Teaching Reform Research Project'Exploration and Practice of Teaching Model of Higher Vocational Course Based on WeChat Platform '

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