Research on Incentive Mechanism of Innovation and Entrepreneurship of College Students

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Abstract: As more and more graduate students enter the avenue of innovation and entrepreneurship, Chinese colleges and universities are paying more attention to innovation and entrepreneurship education, and constantly improve the incentive mechanism of college students. Chinese colleges and universities hope to stimulate and attract students' independent entrepreneurial awareness through innovation and entrepreneurship incentive mechanism, and to stimulate the enthusiasm and vitality of college students for maximizing the success rate of innovation and entrepreneurship of college students. Based on the basic principles of innovation and entrepreneurship incentive mechanism of college students, this paper expounds how to reform and improve the incentive measures to meet the needs of college students.

1. Introduction

The purpose of innovation and entrepreneurship incentive mechanism is to establish a system to guarantee the financial support and policy guarantee for innovation and entrepreneurship.

The aim is to reduce the risk of college students' entrepreneurship, and to stimulate the enthusiasm of college students to start their own business. The construction of this mechanism is in response to the Chinese government's policy of promoting innovation and entrepreneurship. At the same time, it provides a new way for the reform of college incentive mechanism. Based on the basic principles of innovation and entrepreneurship incentive mechanism of college students, this paper expounds how to reform and improve the incentive measures to meet the needs of college students.

2. Basic Principles of Incentive Mechanism Construction

2.1 Focus on the cultivation of ideas and highlight value realization

The education concept must be optimized in the construction of incentive mechanism. And we must strengthen the cultivation of students' innovation and entrepreneurship ability in the teaching system. In the daily education courses in universities, Chinese universities carry out education through a variety of courses, including career planning and employment guidance. The goal is to make a reasonable plan for your life and to give students the idea of innovation and entrepreneurship. The construction of new system must highlight education value, and improve students' innovative practical ability. The school must adhere to the people-oriented education policy, and conduct the cultivation of entrepreneurial awareness in accordance with the development of students in different grades and majors. In the process of cultivation, students should be respected for their free and open nature. Colleges and universities promote the initiative and initiative of college students' innovation and entrepreneurship activities through the right guidance to stimulate their innovation and entrepreneurship awareness.

2.2 Serve national strategy through personnel training

In response to the Chinese government's call for "mass entrepreneurship and innovation", Chinese universities constantly strengthen and improve college students' innovation and
entrepreneurship. And they construct the incentive mechanism of innovation and entrepreneurship. While serving the national strategy, colleges and universities make unremitting efforts to cultivate innovative talents and enhance the creativity of college students. The incentive mechanism must treat every student equally, and continue to carry out education at each stage of the student. In the process of talent cultivation, Chinese universities must serve the development of national strategies.

2.3 Strengthen practical links and improve incentive effectiveness

The construction of innovation and entrepreneurship incentive mechanism must pay attention to and strengthen the practical experience of college students. In the daily curriculum education, it is necessary to construct a systematic curriculum combining theoretical practice, which will drive innovation of education curriculum for college students. There are many subjects covered in the daily theoretical courses of Chinese universities, but a little courses on entrepreneurship practice. So, the construction of incentive mechanism must pay attention to practice. We should strengthen the practice teaching of entrepreneurship experience in colleges and universities and carry out open teaching. Chinese universities improve and strengthen innovation and entrepreneurship incubation bases on the basis of policy support, and enhance students' innovation and entrepreneurship ability through practical training of entrepreneurial skills.

3. Important Measures for the Construction of Incentive Mechanism

3.1 Build an integrated incentive platform

Chinese colleges and universities carry out the incentive for college students to innovate and start their own businesses by implementing both macro and micro incentives. Colleges and universities should build an integrated incentive platform to create an innovative and entrepreneurial atmosphere, and encourage entrepreneurs to provide the necessary resources through the platform. Chinese colleges and universities can correctly draw the core values and preferential policies of innovation and entrepreneurship, encourage and support college students to start their own businesses through this platform. The goal is to eliminate the worry and inner obstacles of college students. Mainly through the following two points to motivate college students. Chinese universities inspire college students' enthusiasm for entrepreneurship and cultivate more innovative and entrepreneurial talents through macro and micro stimulation.

First, we will introduce a strong incentive system for innovation and entrepreneurship. Colleges and universities should publicize and advocate the preferential policies related to innovation and entrepreneurship of college students through the public pages of colleges and universities. And on this page always hangs the innovation and entrepreneurship incentive system of colleges and universities. Colleges and universities should publicize and guide to promote the smooth implementation of education of innovation and entrepreneurship in colleges and universities through this preferential policy. The aim is to alleviate some of the difficulties faced by innovation and entrepreneurship education. The incentive system can provide financial support for college students and provide solid backing for college students to start their own businesses. According to the relevant data, 30 percent of the entrepreneurs in China failed to start their own business because of lacking start-up capital or funds for starting a business. So, Colleges and universities should consult with the government departments to set up special funds and special loans for innovation and entrepreneurship, which will provide financial support for college students' innovation and entrepreneurship practice. Colleges and universities should also judge the education training results of entrepreneurial instructors through the final results of innovation and entrepreneurship of college students. In this way, we can improve the enthusiasm of entrepreneurial mentors for innovation and entrepreneurship education and mentoring.

Second, establish effective incentive measures for innovation and entrepreneurship. Most of China's high school students have little awareness of innovation and entrepreneurship, which leads to the reluctance of students to participate in daily innovation and entrepreneurship education activities. In the end, it directly affects the practice of innovation and entrepreneurship education.
So, it is very important to cultivate the consciousness of innovation and entrepreneurship of college students. Colleges and universities should stimulate students' enthusiasm for entrepreneurship through multi-angle incentive measures, and then improve students' participation in innovation and entrepreneurship. Universities can teach innovation and entrepreneurship courses as required courses in the school's training system to improve students' understanding of innovation and entrepreneurship. In this way, students' participation in innovation and entrepreneurship is enhanced. Colleges and universities enhance students' participation in innovation and entrepreneurship competition through incentive measures. Which can also achieve the purpose of innovation and entrepreneurship education.

3.2 Improve incentive factors and standards

The purpose of incentive motivation is to arouse people's enthusiasm and achieve the ultimate goal by promoting the enthusiasm of work. So, one of the effective ways to improve efficiency is to reward incentives. It is also a recognition of the results of the labor. It is based on the above purpose that Chinese universities can encourage university students to start their own business by setting up a special fund for innovation and entrepreneurship. In this way, students are encouraged to participate in the practice of innovation and entrepreneurship. Colleges and universities must perfect the current factors and standards for innovation and entrepreneurship students, and promote the enthusiasm of college students through strict standards and incentive measures. In addition, the innovation and entrepreneurship achievements should be considered in the evaluation of various awards in colleges and universities. Colleges and universities should consider innovation and entrepreneurship achievement as a bonus point to enhance the evaluation of national scholarships, principal scholarships and other awards. In this way, colleges and universities should enhance students' enthusiasm for innovation and entrepreneurship.

3.3 Implement punishment measures and systems

Punishment is also an effective way to motivate people and improve their efficiency. So, the mechanism of punishment and incentive should be adopted in the innovation and entrepreneurship mechanism of colleges and universities. For punitive measures, it can be determined from both the student level and the entrepreneurial mentor level. As the student level, Colleges and universities can deal with students' mistakes by criticizing, warning and even delaying graduation. Through this kind of punishment measures to deal with the students, colleges and universities can enhance students' awareness of innovation and entrepreneurship. As the entrepreneurial mentor level, the innovation and entrepreneurship achievement of students is one of the additional conditions for the evaluation of teachers. It can be a priority for entrepreneurs who complete the education task of innovation and entrepreneurship. In this way, we can enhance the enthusiasm of entrepreneurial teachers to innovate and entrepreneurship education, and enhance their attitude towards student guidance.

4. Conclusion

The main purpose of improving the incentive mechanism of innovation and entrepreneurship in Chinese universities is to cultivate students' innovative entrepreneurial spirit. At the same time, it is also encouraging college students to replace employment with entrepreneurship and provide certain entrepreneurial guarantee for college students. The incentive mechanism is not set up for a single student. Its audience is the entire student group, and every student has an equal opportunity. In order to realize the construction of incentive mechanism, colleges and universities should make corresponding efforts to provide students with certain entrepreneurial guarantee.

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