

Research on Relationship between Competition of Business Way and Innovation and Entrepreneurship Ability of College Students

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Abstract: As the second classroom, subject competition is a platform for students to combine theoretical knowledge with practice, and it is one of the standards to test the ability of college students to use theoretical knowledge, especially in improving the innovation and entrepreneurship ability of college students. This paper analyzes the relationship between the subject competition and the innovation and entrepreneurship ability of college students, taking the “business way” National College Students’ Entrepreneurship comprehensive simulation competition as an example. Finally, the corresponding conclusions are drawn.

1. Introduction

Innovation is the eternal theme of every era, and the cultivation of innovation and entrepreneurship ability is also the most important part of College Students’ ability cultivation. With the proposal of “mass entrepreneurship and innovation”, the whole society has set off a wave of “mass entrepreneurship and innovation”. At the same time, the importance and necessity of building an innovative country, in order to meet the requirements of socialist economic development, the increasingly severe social employment pressure situation and the needs of College Students’ own survival and development. According to the evaluation results of the training of innovative talents and subject competition in Chinese universities, the subject competition in universities has greatly improved the comprehensive quality of College Students’ innovation and entrepreneurship ability. College students as successors and builders of socialist construction

In this context, it is very important for colleges and universities to pay more attention to the construction and improvement of discipline competition organization system, venue and equipment, so as to promote the development of discipline competition and enhance the innovation and entrepreneurship ability of college students.

2. “Business Way” National College Students’ Comprehensive Simulation Entrepreneurship Competition

2.1. Background

In order to further study and implement the spirit of General Secretary’s important reply to the “Youth Red dream journey” college students, in order to carry out the outline of the national medium and long term educational reform and development plan (2010-2020), and to further implement the implementation opinions of the general office of the State Council on deepening the reform of innovation and entrepreneurship education in Colleges and universities ([2015]), we must continue to innovate and lead. Industry and innovation drive employment, take the initiative to adapt to the new normal of economic development, take promoting quality education as the theme, “colleges and universities should explore and establish a new mechanism for cross department, cross discipline and cross discipline training of innovative and entrepreneurial talents, and promote the training of talents from single discipline to multi discipline

The transformation of subject integration “will further stimulate the enthusiasm of college students for innovation and entrepreneurship, display the achievements of innovation and entrepreneurship education in Colleges and universities, guide colleges and universities around the country to actively serve national strategy and regional development, actively carry out the exploration of education and teaching reform, and effectively improve the innovation spirit, entrepreneurship awareness and innovation and entrepreneurship ability of college students.

2.2. Project

The number of each competition group is 16. The superior operates the competition software “business way”. Each group can only operate one computer. For 4 quarters or 6 quarters of operation, the market share is certain. Each group should analyze and make decisions to seize the largest market share. The final performance of the group is based on the cumulative ranking of 4 quarters or 6 quarters. The 16 groups are just like 16 companies with the same venture fund that produce the same kind of products, and carry out design, production, raw material procurement, purchase of plant equipment, manufacturing, sales and other activities according to market changes. Each company has general manager, finance department, sales department, human resources department, production and manufacturing department, raw materials department and purchasing department. The nature of software competition reflects the innovation and entrepreneurship ability of college students, which greatly exercises and improves the innovation and entrepreneurship ability of college students.

The comprehensive simulation competition for college students’ entrepreneurship is divided into three parts: the school trials, the provincial competitions and the national finals. In school trials and provincial competitions, software simulation is used, and the final promotion is based on the results of software simulation. In the provincial competition, 100 undergraduate teams and 50 higher vocational teams were selected to enter the national finals in the form of on-the-spot competitions, and at most one team from each school was promoted to the national finals. If there is more than one team qualified for the finals in the same school in the provincial competition group, the specific team selected to represent the school in the finals shall be determined by the school itself. In the national finals, the score of entrepreneurship plan is 40% + the score of software is 60%. The competition software uses the comprehensive simulation software of business way as the competition platform. Software competition carries out several rounds of business decision-making. The participating team will conduct fierce market competition with several other enterprises

(subject to the actual number of participating teams) by simulating a company operating a certain industry of research, development, production, wholesale and retail. The software simulation system automatically scores and finally forms the competition ranking.

3. Relationship between “Business Way” and Innovation and Entrepreneurship Ability

3.1. Innovation Ability Training

Innovation ability is the ability of people to change old cloth and create new things. It includes the ability to find problems, analyze problems, solve problems and further find new problems and new methods in the process of solving problems so as to promote the development of things [1].

3.1.1 Innovation Atmosphere

In the past five years, the competition scale and influence of “business way” National College Students’ Entrepreneurship comprehensive simulation competition has become larger and larger, attracting more and more college students to participate actively. It aims to encourage college students to carry forward the spirit of the times, cultivate entrepreneurship awareness, improve entrepreneurship ability, and promote the vigorous development of employment and entrepreneurship education in Colleges and universities. At the same time, colleges and universities are encouraged to set up a platform for entrepreneurial simulation practice teaching, and actively carry out various entrepreneurial practice activities for college students.

The national competition of “business way” has the characteristics of comprehensive, pioneering and innovative, which is different from other types of discipline competitions. For example, China’s “Internet plus” College Students’ innovation and entrepreneurship competition, National College English contest and National Undergraduate Mathematical Contest in modeling, etc., show that these disciplines show the characteristics of simplicity, writing and specificity, which can cultivate students’ innovative consciousness and thinking and enhance their innovative ability. However, in terms of promoting the entrepreneurial ability of college students, the “business way” national competition integrates the innovative and entrepreneurial ability of college students. Only after the competition of school competition and provincial competition can they enter the national finals. The competition rules of school competition and provincial competition are experimental operation with the software “business way”. The scoring rule of the national finals is that the score of entrepreneurship plan accounts for 40% + the score of software operation is 60%. It not only requires college students to have excellent experimental operation software skills, but also requires college students to write valuable entrepreneurship plan, combining theory and practice, which is more conducive to integrating classroom knowledge into practice. In order to improve the innovation ability of college students to create a good atmosphere for innovation, enhance the ability of innovative thinking and innovation consciousness of college students.

3.1.2 Independent Thinking

The previous article has introduced the introduction of the “business road” national competition, which is a simulation company operating for four quarters or six quarters. Other groups are their own competitors. The macro environment of the market is stable. Different management decisions of competitors will change the micro environment of the market. After the completion of each quarter’s operation time (50 minutes), the group’s score ranking shows the group’s profit performance, market performance and financial performance. In practice, it also shows the performance of the company. Before the school competition, provincial competition and national

finals, all members of the team must play training competition and University exchange competition, and the competition time generally needs to concentrate on 3-4 hours, which is very physical and mental consumption. In the process of competition, we should use the knowledge learned in class flexibly and innovate the management decision every quarter. The decision-making of each quarter is not unchangeable and will change according to the decision-making performance and market conditions of other groups. It has its own applicable time, conditions and scope. Therefore, college students need to be good at finding problems, thinking independently, and changing the way of thinking innovation ability, which greatly improves the innovation ability of college students.

3.1.3. Innovative Thinking Ability

The competition content of “business way” national competition is that the score of business plan accounts for 40% and the score of simulated business start of software “business way” accounts for 60%. The core of a good business plan is to have innovation points, according to the macro and micro environment of products, major competitors and potential competitors. We can innovate the nature and characteristics of things on the basis of existing things, or create new things that we didn’t have before. Innovation can be embodied in any aspect, including product design, R & D, marketing strategy, equipment maintenance, introduction, etc. The content of the business plan requires high feasibility, great business value and social significance. On the basis of innovation, it is a good business plan. The operation difficulty of the software “business way” is higher than writing a business plan. Whether it is a training competition, a college exchange competition, or even to the final scene, the operation environment of each competition is changing. The psychological change, analysis ability and the difference of thinking angle of each team member will change the market environment of the whole software operation. It needs more innovative thinking ability of team members. They should be sensitive to find problems, be good at analyzing problems and make new decisions quickly. Only by creatively putting forward new decision-making plans can we have competitiveness, novelty and achieve ideal competition results. The writing of the business plan and the operation of the software “business way” have greatly improved the thinking and innovation ability of college students, which is conducive to the overall cultivation of the innovation ability of college students.

3.2. Entrepreneurship Development

Innovation ability is the ability of people to change old cloth and create new things. It includes the ability to find problems, analyze problems, solve problems and further find new problems and new methods in the process of solving problems so as to promote the development of things [1].

Entrepreneurial ability is a comprehensive ability that integrates intelligence, emotional intelligence and financial intelligence [2]. Entrepreneurial ability is a kind of comprehensive ability, which consists of the ability to grasp the market demand, the decision-making ability to capture opportunities, the financing ability to raise capital, the ability to employ people to form a team, the coordination ability to organize and manage, the ability to adapt to the environment, the ability to bear the pressure, the professional ability to solve problems and the innovation ability to seek practical changes.

3.2.1. Management Ability

The competition content of “business way” national competition is to simulate entrepreneurial management activities. The student interface of competition software “business way” includes general manager, finance department, sales department, marketing department, human resources department, R & D department and production department. Each department has different functions

and responsibilities. Only when each department is well managed can a company operate efficiently, create more profits and create more material wealth for the company and society. In this competition, each team has 60W venture capital [3]. If the venture capital is not used properly, it will face the risk of emergency loan or bankruptcy, and the competition result will be unsatisfactory. Only by mastering the functions and responsibilities of each department, can we skillfully operate the competition software, set aside more time for decision-making and analysis, and achieve ideal results. In practice, management ability is very important. With the gradual increase of management, it is necessary to expand and improve the functions and responsibilities of departments, especially in dealing with personnel. At the same time, in order to improve the competitiveness of products, changes in the external market environment, and internal adjustment and reform of the company, it is more necessary to have a solid management ability. Excellent business management ability can not only make all departments of the enterprise coordinate with each other, give full play to the ability of employees, and occupy a place in the fierce competition, but also help the enterprise clear its own position, formulate effective solutions to the existing problems, and promote the rapid development of the enterprise [4].

3.2.2. Team Communication and Cooperation Ability

According to the national competition of “Shangdao”, three members of the group share one computer to operate the “Shangdao” software. Because, as a team, team members must decide the responsibilities and tasks of each member according to their own actual situation. Team members play the roles of decision-maker, operator and supervisor respectively. When playing training games and online games, team members need to communicate and exchange their views and ideas and discuss the decision-making plan of each member. Before the temporary competition, the team must discuss a main decision-making plan and two alternatives. During the competition, the team should also quickly discuss the best decision-making plan according to the market changes. In actual entrepreneurship, team is from small to large. No matter the size of team, team communication and cooperation ability is required.

3.2.3. Analysis and Decision-Making Ability

Before the competition, there should be regular training competition and college exchange competition. Before the temporary competition, the training competition and college exchange competition will be more frequent, all day long. The duration of each training match in school match and provincial match is 3-4 hours, while the duration of national finals is 5-6 hours. It is not only a mental contest of analysis ability and decision-making ability, but also a physical struggle. Except for meal time, there is almost no rest time. In practice, the spirit and perseverance of perseverance, courage to bear hardships, diligence in thinking and hard work are the basic entrepreneurial ability that entrepreneurs need. The team has paid a lot of energy and hard work for the competition and hopes to achieve excellent results [5].

Therefore, in the competition, team members face the dual pressure of physical and psychological quality. Because in any training competition or exchange competition, the business environment of each quarter changes due to the business decision of each group, let alone in the competition. Some teams will use new decisions when the competition is going on in a certain quarter, at this time, the market is also changing. If the members of this group do not see the ideas and plans of the team’s decision-making, then the group’s decision-making plans will lose competitiveness, and finally cannot achieve excellent results. However, if some team members have strong innovation ability, can keenly perceive each other’s decision-making plans, and can quickly change the group’s business decision-making plans according to the overall market situation, and

make innovative plans that surpass each other's market competitiveness, then the group will finally be able to achieve excellent results.

3.2.4. Ability of Psychological Quality

As long as the competition is not over, the team members must keep clear mind and energy at all times. The competition time of the fourth quarter of the provincial competition and the sixth quarter of the national competition is from 9 a.m. to 2 and 4 p.m., with a 2-hour break at noon. If the results of the first half affect the mood of the team members, coupled with the constant attention to the computer operation screen and physical consumption, and the mentality and psychological quality cannot be adjusted in time, then the performance of the second half will be affected, and the result of the game will be unsatisfactory. Whether it's the first half, the second half or two hours' rest in the middle, it's necessary to maintain abundant physical strength and good psychological quality, which is also one of the key elements to achieve excellent results.

4. Conclusion

As a new force to promote social and economic development, college students shoulder the historical mission and contemporary responsibility, and should have both excellent hard power and soft power. Therefore, we need to have innovative thinking and innovation ability, entrepreneurial thinking and entrepreneurial ability. As the second platform for the development of college students, subject competition plays an important role in promoting the innovation and entrepreneurship ability of college students. Colleges and universities should improve the management scheme of discipline competition in terms of the existing discipline competition management system, realize the promotion of learning by competition, and reform the teaching system by competition; increase the publicity of discipline competition, and improve the reward system for the winning students of discipline competition; the competition organizers should improve the competition rules, provide technical and personnel training support, etc. Encourage college students to actively participate in the subject competition, improve the enthusiasm and interest of college students to participate in the subject competition, and promote the diversity of teaching methods and the interest of teaching content.

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