

The Strategy of Cultivating the Students' Innovation and Entrepreneurship Ability under the Student Association

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Keywords: Student associations, College student, Entrepreneurial ability

Abstract: As a self-organized and operated group, college students' associations play an important role in the cultivation of College Students' innovation and entrepreneurship. This paper analyzes the role of University Associations in the cultivation of College Students' entrepreneurial ability from the perspective of associations themselves, and puts forward some suggestions on how to promote the cultivation of College Students' entrepreneurial ability through associations.

1. Introduction

On March 5, 2017, Premier Li Keqiang proposed in his work report that “innovation should lead the transformation and upgrading of the real economy, enhance the ability of scientific and technological innovation, and continuously promote mass entrepreneurship and innovation.” The key to innovation and entrepreneurship lies in the cultivation of talents, and innovation and entrepreneurship education has become the leading role of higher education. Colleges and universities are actively exploring ways of innovation and entrepreneurship education to cultivate students' innovation ability and entrepreneurship.

2. An Analysis of the Characteristics of College Student Associations

2.1 The Unity of Individuality and Goal Convergence

College student association is a student organization formed spontaneously by students who have common interests, hobbies, habits and pursuits on the basis of voluntary combination. Therefore, from the date of its birth, the student ceremony group has the characteristics of strong subject consciousness and pursuit of individuality. The cohesion of the community comes from the recognition of team goals and development vision by individual members. The goals of individual members gradually tend to be unified through aggregation and adjustment. The unity of individuality and goal convergence makes student associations full of vigor and vitality, and helps to cultivate students' sense of team and responsibility.

2.2 The Unity of Democratization and Cooperation

Joint participation and democratic management are the main features of the internal management of student associations. In order to run the student association effectively, the backbone of the team

should use democratic participation management to stimulate the initiative and enthusiasm of the members. At the same time, the healthy development of student associations also requires the team members to have good team spirit and cooperation ability, which is reflected in the team members' formulation of the association's charter, system, development goals, as well as the financing and planning of association activities through negotiation: the unity of democratization and cooperation helps to cultivate students' sense of discipline and cooperation spirit.

2.3 The Unity of Socialization and Standardization

Socialization focuses on the communication between student associations and social enterprises. Students set up a platform to communicate with enterprises through community activities, so that students can have a basic understanding of enterprises in school. The survey found that the market awareness of student associations has been significantly enhanced. They plan activities, run businesses, solicit sponsorship, and cooperate more with enterprises. 71% of student associations are sponsored by enterprises, and 30% of them are often subsidized. The socialization of student associations extends the scope of activities of associations, which requires the team to have a set of written or unwritten disciplines and norms to maintain, and create a cultural atmosphere of paying attention to credit and observing order within the associations. The unity of socialization and standardization helps to cultivate students' team culture.

2.4 The Unity of Entertainment and Self Regulation

Entertainment refers to the students to participate in clubs, not to improve their professional knowledge, but to meet their own interests, enrich after-school life for the purpose. Such as music association, Dance Association, COSPLAY club, basketball association, football league, Wushu Association, etc. Self regulation refers to students' participation in community activities, which can turn the requirements of society and school for students' growth into students' self-conscious behavior and play the role of self-education, self-management and self-service. In the event of frustration or failure to achieve team goals, members comfort each other, so as to reduce psychological pressure and relieve emotional tension^[1]. The unity of entertainment and self-regulation can help students get a sense of belonging, self-esteem and achievement.

2.5 The Unity of Specialization and Openness

Specialization refers to the very specialized knowledge or skills required by student associations. For example, student associations such as computer enthusiasts Association, Go Association, legal Volunteers Association, etc. have strong professional or academic activities. Openness refers to breaking through the limitations of grades, majors and colleges in terms of the source of community members; In terms of community activities, it breaks through the inherent circle of students' personal life and learning, and their communication is more extensive and rich.

3. Problems in Innovation and Entrepreneurship Education

3.1 The Depth of Innovation Ability Training is Not Enough

To realize the innovation of professional technology, we must first have solid professional basic knowledge. Therefore, to cultivate students' professional and technological innovation ability, we need to deepen the depth of professional learning. At present, the professional courses of university education are generally placed in the second two years. Due to more professional courses, too

concentrated, less class hour allocation for each course, teaching depth is limited. It is difficult for students to achieve innovation because they have limited professional and technical knowledge in a short time.

3.2 The Scope of Innovation and Entrepreneurship Education is Not Enough

At present, the field of innovation and entrepreneurship education is more concentrated, mainly in the Internet plus, AI, computer applications and other fields. Innovation and entrepreneurship education has not been widely used in most disciplines and specialties. In fact, the scope of innovation and entrepreneurship education should cover all disciplines. In addition to the science and engineering, innovation and entrepreneurship education should be implemented in many liberal arts majors, such as economy, management, marketing, etc., so as to cultivate students' innovation and entrepreneurship ability^[2].

3.3 Students' Consciousness of Innovation and Entrepreneurship is Not Strong

It is a common problem that students are not aware of innovation and entrepreneurship. Many colleges and universities actively organize students to participate in Subject Competitions and practical innovation projects, and encourage students' scientific and technological innovation and entrepreneurship by means of credit reward and material reward. But the effect is not very ideal, only a few students set up the consciousness of innovation and entrepreneurship^[3]. The main reasons for the students' weak consciousness of innovation and entrepreneurship are: colleges and universities have not fully assumed the main responsibility of innovation and entrepreneurship education, have not taken innovation and entrepreneurship education as a direction of education reform, and have not established a long-term mechanism of innovation and entrepreneurship ability training from the system.

3.4 The Practical Education of Innovation and Entrepreneurship is Weak

First of all, there are more theoretical studies and less practical operations in innovation and entrepreneurship education. Innovation and entrepreneurship practice teaching is mostly simulation training. Secondly, the innovation platform is insufficient, the direction of innovation is not clear, the problem orientation and social demand orientation are insufficient, and the communication with industry enterprises is less. In addition, innovation is not market-oriented. Innovation and entrepreneurship do not keep up with the development of industry technology, and the application value of innovation achievements is low.

3.5 The Integration of Innovation and Entrepreneurship Education and Professional Education is Shallow

At present, the innovation and entrepreneurship education in most colleges and universities is mainly based on training, offering several courses, carrying out innovation training, entrepreneurship skills training, or organizing several competitions, setting up several scientific research projects, and so on. Some colleges and universities also set up innovation and entrepreneurship education disciplines or innovation and entrepreneurship colleges. In these ways, innovation and entrepreneurship education and professional education are not well integrated, innovation and entrepreneurship ability training and professional skills training are separated from each other, curriculum system is not integrated, and teaching activities are separated. It leads to the low effect of innovation and entrepreneurship education^[4].

3.6 Lack of Space for Innovation and Entrepreneurship

The implementation of innovative activities and entrepreneurial activities of college students need a better platform. At present, innovation activities mainly rely on maker space, laboratories, internship companies, etc; The implementation of entrepreneurship mainly depends on science and technology parks^[5]. Compared with the number of college students, these innovation and entrepreneurship resources are very limited. The lack of space leads to the current innovation and entrepreneurship education is basically limited to “elite education”, rather than “mass education”. The realization of “mass innovation, mass entrepreneurship” needs the national innovation and entrepreneurship education.

4. Ways to Cultivate Students' Innovative and Entrepreneurial Ability Based on Student Associations

4.1 Cultivating Students' Innovative Ability

(1) It is helpful to deepen the professional study. Professional academic community, based on the specialty, the same or similar professional combination of interests and hobbies to explore professional knowledge and technology, deepen the depth of professional learning, and lay a good professional skills foundation for professional technology innovation. In addition, through the invitation of the community to professors, scholars and enterprise technical engineers in professional fields, lectures and training will be conducted to let students understand the development trends of the leading-edge technology and industry of the specialty and deepen the study of professional skills. (2) It is helpful to the integration of multi-disciplinary. Student associations provide an open interactive platform for innovation and entrepreneurship learning. Students of different majors cooperate and communicate on this platform to promote the integration of disciplines, which is conducive to the cultivation of students' innovation and entrepreneurship ability. (3) It is helpful to teaching practice. Student association is the tangible carrier of innovation activities of college students. The implementation of science and technology innovation projects based on the association can strengthen professional knowledge, improve the level of research learning and improve the ability of technological innovation through practice. (4) It is helpful to cultivate the consciousness of innovation. On the one hand, through the activities of the community, students' curiosity, enthusiasm and innovative awareness are cultivated. For the junior students, the effect is more obvious, which can contact professional knowledge in advance and arouse the consciousness of technological innovation. On the other hand, through the scientific and technological activities organized by the community, students can participate in the activities of scientific and technological innovation spontaneously and actively, which can open up the students' horizons and cultivate the ability of innovative thinking. (5) It is helpful to improve the application value of innovation. At present, China has more patent applications, less implementation, and many technological innovation have little application value. The root cause is that innovation does not adhere to demand-oriented. The cultivation of innovation ability based on the community is guided by the demand of the industry. Classroom teaching is formulated according to the talent training plan, and the flexibility is poor. The independent learning of the community is more combined with the needs of the society. In addition, the innovation practice of community organizations comes from social needs, and the innovation results are of more application value.

4.2 Training Students' Entrepreneurial Ability

Student associations provide an organizational platform for students' employment and

entrepreneurship. Under the organization of the society, students can take advantage of their professional skills to undertake relevant social business and take part-time jobs after class. On the one hand, it can accumulate work skills and improve the ability of employment and entrepreneurship; On the other hand, we can learn about the development of the industry in advance, accumulate experience for future entrepreneurial goal selection, reduce the blindness of entrepreneurship, and improve the success rate of entrepreneurship. In addition, the community is a spontaneous group of students. The organization form and management system of the community are created by students themselves. Students can improve their management ability and organization ability, and lay a good foundation for independent entrepreneurship.

4.3 It is Conducive to the Combination of Innovation and Entrepreneurship

The implementation of entrepreneurship by innovation needs an incubation process. Community is the incubator of innovation and entrepreneurship. Societies can combine students with technical, management, marketing and other expertise to form a team, implement team entrepreneurship, and improve the success rate of entrepreneurship.

4.4 The Sustainability of Innovation and Entrepreneurship Training

At present, the student associations are using the old with the new operating mechanism. Based on this mechanism, social organizations are stable, and can establish a stable and long-term cooperative relationship with industry related enterprises. Students' innovation practice process can be inherited and sustained, and the virtuous circle of innovation and entrepreneurship ability training can be realized^[6].

5. Conclusion

Based on the students' Association, the ability of innovation and entrepreneurship can promote the integration of innovation and entrepreneurship education and professional education, and improve the effectiveness of innovation and entrepreneurship education. At the same time, in order to better play the role of student associations, it is necessary for the school to regulate the management of the community, appoint stable teachers, provide a certain experimental platform, give certain funding, guide the active growth of the community, and achieve benign and sustainable development.

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