

The Necessity of Innovation and Entrepreneurship Education in Chinese Colleges and Universities

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Abstract: With the rapid development of China's economy, China has vigorously promoted the innovation and entrepreneurship of college students under the great pressure of college students' employment and the background of national emerging construction. At the same time, it is necessary to promote the development of education for innovation and entrepreneurship, and make innovation and entrepreneurship education as the key content of education in colleges and universities. This paper studies the background and necessity of innovation and entrepreneurship in China. Based on the current social background, this paper expounds the demand in China's colleges and universities for the innovation and entrepreneurship of education to cultivate innovative and entrepreneurial talents.

1. Introduction

With "Internet +" technology replacing the traditional economic development model, the Internet and the Internet of things have changed the traditional business model. It also provides an important direction and platform for innovation and entrepreneurship of college students. Today's innovation and entrepreneurship is the reform of thinking mode and economic model, which leads the entrepreneurial passion and vitality of college students. At present, China strongly supports the innovation and entrepreneurship of college students, and carries out the "college student entrepreneurship guidance plan" to guide university students to start their own businesses correctly. The innovation and entrepreneurship of college students alleviates the employment pressure and promotes the development of national economy. However, we must recognize the current situation of innovation and entrepreneurship and promote the innovation and entrepreneurship development under the "Internet" vision.

2. The Background of Innovation and Entrepreneurship

In 1999, China began to introduce the concept of "innovation and entrepreneurship". Therefore, this concept is accompanied by China's national economic development, and supports the important concept of China's rapid economic development. With the rapid development of China's economy, entrepreneurship has become an important concept for the development of the country in the early 21st century, and it supports the economic promotion of our country. In 2014, premier li keqiang pointed out that China should vigorously break down the shackles of enterprise innovation and form a new situation of 'innovation for all'and 'mass innovation'. And in 2015, the government work report made a report on the economic development of "mass entrepreneurship and innovation" in China's new normal. The idea of innovation and entrepreneurship has again become a hot topic in our country, and it has aroused the attention of all social strata in our country. Chinese government departments have started to support college students' innovation and entrepreneurship, and actively promote the innovation and entrepreneurship of education in Chinese universities.

3. The Necessity of College students' Innovation and Entrepreneurship

3.1 To alleviate the problem of college students' employment

Employment difficulties have become a global social problem, and the employment pressure of

college students in China is more serious. With the popularization of education in China, the number of college students in China is increasing, and the employment pressure of college students is increasing. In a report on the government's work in 2017, li said: "China's job growth pressure exceeded expectations. A total of 13.14 million new jobs were created in the year. Table 1 and figure 1 are the number of college graduates and the growth rate of the average college graduates from 2005 to 2018.

Table 1 The number and growth rate of college graduates

Year	2005	2006	2007	2008	2009	2010	2011
Number of graduates	338	413	495	559	611	631	660
The growth rate (%)	20.71	22.19	19.85	12.93	9.30	3.27	4.60
Year	2012	2013	2014	2015	2016	2017	2018
Number of graduates	680	699	727	749	756	795	820
The growth rate (%)	3.03	2.79	4.01	3.03	0.93	5.16	3.14

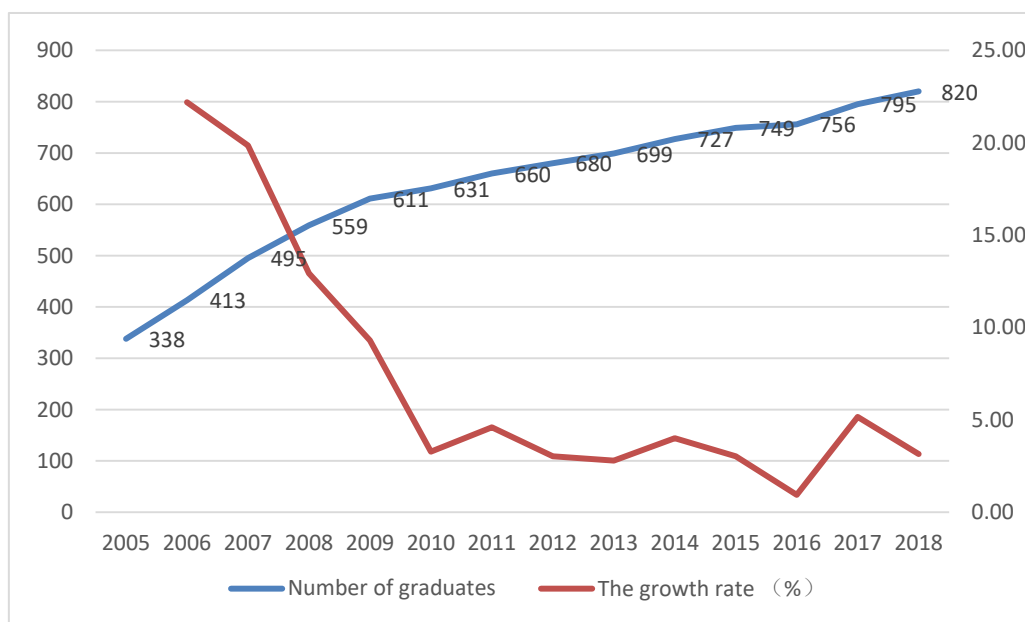


Figure 1. The number and growth rate of college graduates

In the report of 2016 Chinese university students' entrepreneurship released by renmin university of China, the survey of college students' innovation and entrepreneurship is shown in figure 2.

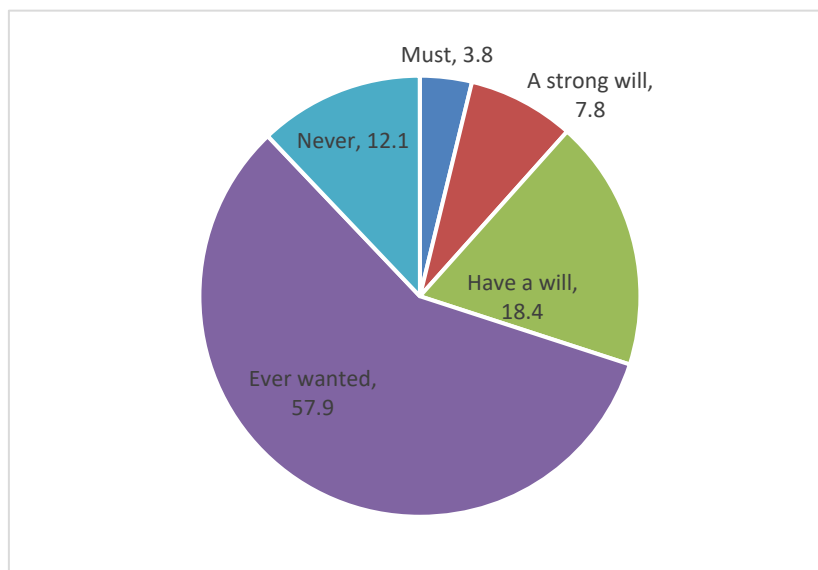


Figure 2. The college graduates' proportion of entrepreneurial intention

For the employment problem of college students, if the country cannot solve the problem for a long time, then this problem can cause huge social problems and make a huge impact on the stability of social order. And college students have more advanced technologies such as big data, cloud computing, Internet of things, intelligent manufacturing, etc., which is of great help to change the modern entrepreneurship. Meanwhile, the big data, Internet and Internet of things in modern society have brought more entrepreneurial opportunities to college students in China. Innovation and entrepreneurship of college students can not only solve their own employment problems, but also create more job opportunities for the society. Encouraging innovation and entrepreneurship of college students greatly alleviates social employment pressure and contributes to social stability.

3.2 To promote the economic transformation of our country

Innovation and entrepreneurship is the driving force of human civilization, and it is an important factor to promote social progress. "Mass entrepreneurship and innovation" is also an important direction for China's economic transformation. Only through "mass entrepreneurship and innovation" to create more jobs and new economic growth points, we can promote the important transformation of our economy and realize the upgrading of our economic structure. Through innovation and entrepreneurship to stimulate the economic growth of our country, increase our economic vitality. College students are the important participants in the "Internet +" innovation and entrepreneurship, as well as an important part in adjusting the economic structure of our country. Innovation and entrepreneurship is an important support for the upgrading of industrial structure in China, and it is an important guarantee for China's sustained and rapid economic growth.

3.3 To promote the diversity of college students

Innovation and entrepreneurship provide more opportunities for college students to have more choices in their life direction after graduation, which will greatly promote their diversity development. Through innovation and entrepreneurship, graduates can exercise their autonomy and realize their own value in modern society. Encourage college students to innovate and start their own businesses so as to fully release their vitality and potential. In innovation and entrepreneurship, we constantly improve ourselves, enhance our comprehensive quality and promote our diversity.

4. Conclusion

University innovation and entrepreneurship education has risen to the height of national strategy, which requires the cultivation of college students' entrepreneurial ability and their comprehensive quality. It is helpful for realizing personal economic value and social value. It is very helpful to promote innovation and entrepreneurship education in universities to alleviate the problem of college students' employment, promote the economic transformation and promote the diversity of college students.

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