

Research on Development Path of College Students Entrepreneurship Team Construction under the Background of Mass Innovation

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Abstract: Innovation is an important driving force for the current social development. With the continuous development of the social economy, the employment pressure faced by college graduates is increasing. In order to help graduates to obtain employment better, it is an effective choice to carry out independent entrepreneurship under the background of mass creation. College students' entrepreneurship requires students to have excellent psychological quality and good entrepreneurial character. The background of mass innovation requires a new team culture, a scientific team structure, and an efficient operation mechanism in order to build an open and innovative team culture, and the background of mass innovation requires a new team culture, a scientific team structure, and an efficient operation mechanism, in order to build an open and innovative team culture. The scientific and sustainable team structure and the future-oriented and social-oriented operation mechanism are the key points to build a successful community of entrepreneurial destiny and to promote the development of innovative entrepreneurship education in Chinese colleges and universities through the practice platform of innovation and entrepreneurship.

1. Introduction

With the continuous development of social economy, college graduates face more and more employment pressure. In order to better help graduates to obtain employment, it is particularly important to carry out innovative and entrepreneurial education in colleges and universities [1]. At present, the society of our country is in the era of mass entrepreneurship and innovation, which provides a favorable social environment for colleges and universities to carry out innovative entrepreneurship education. The background of mass innovation puts forward new requirements for the construction of entrepreneurial team, which requires the entrepreneurial team to shape a brand-new team culture, construct a scientific team structure and form an efficient operating mechanism. The group of college students has its own unique advantages and disadvantages in the background of mass creation [2]. They often have the same entrepreneurial passion, huge external resources and support, which can form a professional skill background with complementary advantages. However, they also relatively lack of social experience, the ability to resist setbacks needs to be improved. The construction of the entrepreneurial team of college students in the background of mass creation needs to focus on the construction of an open and innovative team culture, the scientific and sustainable team structure, and the future-oriented and social-oriented operation mechanism, and so on. To create a successful community with a shared future for startups [3].

At present, with the rapid development of mobile Internet platform, a variety of "micro" as the symbol of a large number of new things, due to its timeliness, convenience has been favored by people, walked into all aspects of social and economic life. Bring a lot of business opportunities to entrepreneurs, but also put forward higher requirements for the construction of entrepreneurial team. How to better adapt to the arrival of the background of creation, to create a better entrepreneurial team, has become the issue of the times in front of each entrepreneurial team.

2. Background of mass innovation puts forward new requirements for the construction of entrepreneurial team.

2.1 Background of mass creation calls for a brand-new team culture to be shaped by entrepreneurial team

The popularity of the Internet enriches our brains and changes our world outlook. Different entrepreneurs come into contact with different environments and play different roles, resulting in different values in the entire entrepreneurial team. The inclusion of multi-values requires that the entrepreneurial team structure be more open, different people can help each other to grow together, collide with the spark of thinking, and make the whole entrepreneurial team more dynamic and creative.

The tolerance and openness of team culture is also the inevitable requirement to adapt to the diversified customer group. With the wide coverage, high efficiency and low cost of network services, various groups of people are United in an unprecedented and close form to enjoy the convenient and rich services brought by the network economy and share and exchange common market information. The group of Internet customers, including different age levels, different regions, different living habits, may also have different religious beliefs and values, various requirements, and strong individuation. The diversification of the network platform requires the entrepreneurial team to form a diversified team culture, and the member structure should be more inclusive and open to meet the needs of a diverse network customer group.

2.2 Background of mass creation requires the Entrepreneurship team to construct a scientific team structure

Internet platform is a new virtual economic platform spawned by high technology. Compared with the real economic platform in the past, it is more equal and convenient, but the technology content is also higher. It is necessary to adapt to the background of mass creation of the Internet economy. There is a need to build a scientific team structure that is different from the past. As long as a mobile phone can obtain a large amount of information, this brings a huge data flow, and how to find customers in a large data stream and provide accurate services is a hot issue in today's business development. Therefore, the analysis of data links and processing data has become a key factor in the success of the entire entrepreneurial team. Compared with the traditional entrepreneurial team, in order to provide customers with better information consulting services, the back-office technicians of the Internet entrepreneurial team often occupy a large proportion. Therefore, the entrepreneurial team under the background of mass creation needs to build a flat, modular team structure, while processing and receiving external information, it is also necessary to conduct timely and effective interaction and mutual support and cooperation in the internal framework. Give customers a more comfortable consumption experience [4].

2.3 Background of mass innovation requires the entrepreneurial team to form an efficient operating mechanism

With the development of mobile Internet platform, the quantity of information and the speed of communication have increased explosively. In the process of using mobile Internet to start a business, if the university students can't get the first-hand market information in time, there is a gap in the cognition of the members. This leads to an increase in the exchange and delivery costs within the team, which means that team members are unable to quickly understand the decision-making intentions of the decision-makers, leading to the rapid achievement of team goals, so the start-up team must have an efficient operational mechanism. In order to adapt to this network entrepreneurial environment. In view of the timely interaction of the online order business model and the accompanying huge data flow, the entrepreneurial team must create an intelligent data link that runs through the various departments of the company and a platform of information and knowledge shared by each department. Form the ability to make real-time decision-making, quick execution, and timely feedback, improve response speed and reduce operation cost in the face of Internet

market. When team members share the same information, the entire start-up team can change over time to adapt to market survival [5].

3. Characteristics of College students Entrepreneurship groups under the background of mass innovation

At present, the curriculum system of innovative entrepreneurship education in China is not perfect enough. In order to realize the long-term and steady development of innovative entrepreneurship education, we should further perfect the curriculum system and teaching evaluation system of innovative entrepreneurship education. To provide a good environment for innovation and entrepreneurship education. The entrepreneurial group of college students under the background of mass innovation has its own unique advantages, but also inevitably has its own disadvantages.

3.1 Shared entrepreneurial passion

Contemporary college students are often the only children in the family, have been favored by parents and teachers since childhood, they have been given high hopes. Moreover, the entrepreneurs of college students generally have high aspirations, not to use the Internet to obtain the source of life, but to achieve the value of life through entrepreneurship. Therefore, college entrepreneurs are willing to accept new things, innovative practice is strong. However, its entrepreneurial passion for a shorter period of time, if there has been no breakthrough, team members will disperse or even give up the start-up.

3.2 With enormous external resources and support

Under the policy background of mass entrepreneurship and innovation, a lot of supporting policies have been issued from the central government to the local government, universities and the society. College students with entrepreneurial dreams can obtain support such as start-up funds, technology, places and so on through the incubating platform of colleges and universities. And, with the development of the economy and the further opening up of the society, parents' educational concepts are also changing. Instead of blindly pursuing their children's high academic qualifications, they hope that their children can live a wonderful and comfortable life. So no longer opposed to its entrepreneurial attitude.

3.3 Have different skills or backgrounds that can complement each other

Compared with other entrepreneurial teams, college entrepreneurial teams have their own alma mater as the backing, human resources advantages are obvious. General colleges and universities have many different majors, college students in colleges and universities are very easy to meet from different professional backgrounds of entrepreneurial partners, we share the same aspirations, complementary advantages, set up entrepreneurial teams. Each member has his or her own expertise in different fields and aspects, and is responsible for different projects in the team. Each member has his or her duties to minimize the intra-team transaction cost. Entrepreneurial teams often experience some specific event activities before forming a reasonable internal division of labor [6]. Usually, there will be decision makers, marketers, technicians, etc. The decision makers are the core of the whole team, determine the direction of the team, and take the main responsibility for the start-up team. Marketers are often the most active and sociable people in the whole team, which is the key to the team's profitability, while the technical personnel are the basis of the team, responsible for the development of some technology or product missing in the market. Apart from the campus environment, the social entrepreneurship team, want to match the above-mentioned all kinds of talents, no doubt it will cost a lot of human resources.

3.4 Lack of social experience, the ability to resist setbacks needs to be improved

Due to the limited social experience of college students, in the school, the pressure they bear mainly comes from the examination, it is almost a blank for the pressure of contact with the social

level, so the comprehensive psychological quality is not high. After graduation, we can not accurately estimate the risks and setbacks we need to face in the future. We often see the success stories of others and join the ranks of entrepreneurship as soon as our minds are hot. But entrepreneurship itself is a difficult process, and few entrepreneurs can succeed at once or see returns immediately. Therefore, entrepreneurship is far from the simple imagination of college students, and needs systematic planning and marketing, management ability, and these abilities are often unable to learn in colleges and universities, only through the accumulation of students' practice and experience can be gradually acquired. For all these reasons, college students are very vulnerable to various setbacks in the process of starting a business, but because they have been protected by the school and family, they have not experienced the experience of life, which is not only easy to lead to the failure of starting a business. Even in the failure to fall back, affecting its subsequent development.

4. Countermeasures of College students Entrepreneurship team Construction under the background of Mass creation

Under the background of mass creation, the application and promotion of Internet technology has effectively reduced the investment cost, made investment and financing more convenient, and is more conducive to meeting the needs of college students' entrepreneurship. College students' entrepreneurs can make use of the network platform around the direction of entrepreneurship. In a broader range of search for entrepreneurial partners, the following aspects for the focus, to create a successful start-up team.

4.1 Building a common entrepreneurial ideal and building an open, inclusive and innovative team culture

The common entrepreneurial ideal is to condense the soul of the entrepreneurial team. Only a United entrepreneurial team has the fighting power, can it bring into play the wisdom of each member, and the entrepreneurial success can be achieved. The background of mass creation has brought more challenges to the entrepreneurial team to create a common entrepreneurial ideal, and college entrepreneurs must always pay attention to building consensus, constantly improving their spiritual realm, and strengthening the education and cultivation of ideological and moral sentiment. Through concerted efforts, solidarity, further optimization of the overall strength of the entrepreneurial team, together to build a strong sense of responsibility, high theoretical level, with a strong team cohesion, business ability of the group. In the team, each member's ability is given full play to realize the partial effective combination is bigger than the whole strength, and further enhance the whole team's overall joint force. In the entire entrepreneurial team, the head of the team, as the leader, should have the ability to lead and the concept of the overall situation, treat events and problems from the perspective of the overall situation, consider the issues carefully, considerate and comprehensive, and make decisions in place. It has strong decision-making power and execution ability, and is good at making use of the advantages and disadvantages of each member to make full use of each member's advantages and disadvantages, and give full play to the strengths of each member so as to maximize the overall function. Each member is a member of the entire team, and the role of each individual should not be ignored. Individuals should strictly follow the responsibilities of leaders, do their own work well, and encounter problems from the point of view of collective interests. Always maintain the image of the team. An open, inclusive and innovative team culture is conducive to the harmonious development of the whole team. The individual goal of each member is unified with the organizational goal of the team, which not only satisfies the individual's self-worth, but also satisfies the team's overall value [7].

4.2 Building a Learning-oriented and growing team, focusing on the construction of a scientific, reasonable and sustainable team structure

At present, because the aim of entrepreneurship is marketization and profit-making, if we want to survive in the market, we can only carry out the entrepreneurial project only according to the

knowledge of our specialty, which has very little coverage and low success rate. From this point of view, students with entrepreneurial talents should be encouraged, blurred professional boundaries, divergent thinking, and cross-professional entrepreneurship. At the moment college entrepreneurs decide, they must have a clear understanding of whether they have extensive knowledge, prepare for it, start with professional knowledge, and have strong managerial, financial and legal knowledge.

As an intellectual youth, college students have the most basic legal literacy, but they still need to carry out professional and systematic training, especially in the distribution of interests between the team and members, such as equity, options, and bonus rights and so on. Based on the financing, stock expansion, personnel arrangements and other issues need to be considered by the managers of the team. There is no uniform answer to these questions. Managers need to analyze the specific problems of team development and membership, determine a suitable model for their own development, and determine through the form of legal documents. The following issues can be considered in general: differentiation. The contributions of different members are different and need to be reflected in some way. Motivation. Start-up team needs to keep dynamic, stimulate the vitality of old and new employees, and make new contributions to the team. Flexibility. The small number of start-up teams, the increase in the number of people after the development or the change in direction of team development require flexibility in the development of instruments to avoid constraining their own hands and feet. These mechanisms help to create a sense of fairness among team members and promote the team to move towards sustainable development.

4.3 Build a team with strong vitality and practicality, and make great efforts to build a working mechanism that is oriented to the future and society

Although the number of contemporary college students entrepreneurship team is numerous, but the quality is uneven, some have experienced the baptism of market wind and rain, have already built the successful enterprise; Some still stay in the theoretical research, simulate the operation stage, once leave the university this incubation matrix, cannot adapt to the society to lead to the failure. And its members often have an accumulated social experience, not focus on entrepreneurship. In the process of entrepreneurship, once encountered a favorite job, will immediately stop starting a business, back to find a job, work for others on the road. Because the general members of college students' entrepreneurial team are limited, each person's division of labor is different, often one person's leaving will lead to the failure of the whole entrepreneurial project, so it is very important to build a strong vitality team.

In the increasingly fierce social competition environment, we should make full use of social resources to solve the difficulties faced. First, we should make full use of policies and regulations, and make use of the supporting policies of small and micro-enterprises or science and technology enterprises everywhere to rapidly strengthen their own strength and enhance their ability to resist risks. At present, the difficult employment of college students has become a difficult problem in the society. Governments at all levels have issued a series of relevant policies to encourage college students to start their own businesses. Entrepreneurial team should actively strive for support policies to achieve greater survival space for their own development. Second, we should make good use of the hatching platform and cooperation between universities and enterprises to attract talents and enhance their competitiveness. College platform is the most dynamic platform for entrepreneurship, and the biggest difference between college students' entrepreneurship and the common entrepreneurial groups in society is the mutual assistance of students. There are so many talents in colleges and universities that we can cooperate with them, which not only solves the problem of difficult employment of college graduates, but also solves the problem of the follow-up development of entrepreneurial team talents. Third, we should be good at giving play to the advantages of knowledge and make full use of new technologies. College entrepreneurs are often the sharpest and boldest to new technologies. In order to reduce the cost, improve the efficiency and build a high-tech innovative team, we should be good at applying all kinds of new technologies in the management and operation of enterprises with the background of mass creation in team-building.

5. Conclusion

In short, the construction of the entrepreneurial team with the background of creation is full of opportunities and challenges, and it is necessary for the entrepreneurs of college students to unite their common ideals, give play to their own advantages, forge ahead, innovate, and continue to learn, and make progress when they set up the entrepreneurial team. Build a community of shared future of entrepreneurship, realize the unity of individual value and social value in the tide of entrepreneurship. Under the current background of mass creation, it is very necessary to carry out innovative and entrepreneurial education in colleges and universities, which is of positive significance to the development of students as well as the society. In order to carry out the innovative and entrepreneurial education in colleges and universities under the background of mass innovation, we should actively construct the relevant practice platform, further improve the curriculum system and teaching evaluation, optimize the construction of the teaching staff and change the concept. In order to promote the development of innovative entrepreneurship education in colleges and universities, we should pay more attention to it.

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