

Innovation and Entrepreneurship Characteristics and Quality Training of College Students Majoring in Economics and Management

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Abstract: With the expansion of college enrollment, the number of college students is growing rapidly. The employment of college students is facing many pressures. As a special group, the students of economics and management major have learned more knowledge of management and economics than students of other majors, but their awareness of innovation and entrepreneurship is not higher than that of students of other majors. The reasons for the weakening of employment of students of economics and management major are mainly due to the obstacles in technical means, inflexible way of thinking, lack of sufficient funds, blind confidence in themselves. The market is not fully understood in five parts. How to systematically and pertinently cultivate innovation and entrepreneurship talents that meet the national strategic needs is an important problem to be solved. To solve this problem, we can cultivate innovative and entrepreneurial talents in line with the national strategic needs through the following three aspects: first, to build an innovative and entrepreneurial education curriculum system with the characteristics of economic management; The second is to cultivate innovative and entrepreneurial "double qualified" teachers; The third is to promote the professional education of economy and management in innovation and entrepreneurship education.

1. Introduction

Different majors have different characteristics in innovation and entrepreneurship. Compared with science and engineering, economics and management majors are relatively lacking in practical operation and physical products. Naturally, they have their own characteristics in entrepreneurship. In view of their characteristics, we designed to investigate them. The purpose of this investigation is to improve the willingness of innovation and Entrepreneurship of college students majoring in economics and management and cultivate their personal abilities and qualities. Colleges and universities vigorously organize and carry out activities and competitions related to college students' innovation and entrepreneurship, such as Internet +, Challenge Cup, maker China and other competitions to cultivate college students' innovation and entrepreneurship thinking, practical operation ability and hands-on ability. We should build a systematic knowledge structure for college students' innovation and entrepreneurship, and offer specific innovation and entrepreneurship courses and lectures for college students' personal abilities and qualities.

2. An analysis of the characteristics of innovation and Entrepreneurship of college students in economics and management

2.1 Professional advantages

Enterprises are the basic cells of economic society and the main body of social wealth creation. Entrepreneurship in the narrow sense is to create a new enterprise, fill the gap in the market with its own goods or services, and obtain maximum profits. In essence, it is a commercial behavior. From the perspective of content and procedure, entrepreneurship needs to go through market research, business opportunity capture, business plan formulation, industry selection, address selection, legal form selection of enterprises, fund-raising, employee recruitment, sales management, supplier

management, and financial management. Each step is faced with resource constraints and cost-benefit accounting problems, that is, economic problems. After four years of study, students of economics and management have systematically mastered the knowledge of western economics, industrial economics, finance, money and banking, investment, enterprise management, accounting, statistics, marketing, e-commerce, international trade, economic law, tax law, management, insurance, market research and other courses [1]. Therefore, compared with students of other disciplines, they have stronger professional advantages.

2.2 Practical ability advantage

Economics and management college students belong to the category of "big liberal arts". They have more extensive and in-depth contacts and contacts with the society. From the perspective of curriculum setting, college students of economics and management have practical parts, such as accounting computerization needs to be carried out on computers and securities trading needs to be carried out in the simulation laboratory of the stock exchange [2]. Undoubtedly, the learning of these courses has improved the practical operation ability of college students. In addition, colleges and universities generally have two important links, social practice and graduation practice. Through training, they also improve their practical work ability. There are also some who use their spare time to "speculate in stocks" or "work" and get a baptism in the real business environment while obtaining a certain income. All these will help them start their own businesses better.

2.3 Age advantage

College students are young, which means that college students have more energy and enthusiasm to start businesses. College students are more likely to have and realize those wild ideas, which makes them more innovative and competitive.

3. Reasons for weakening employment of Management Majors

3.1 Technical means and obstacles

Technology, like capital and labor, is an important factor of production. Especially in the era of knowledge economy, it can be said to be a decisive factor of production. In the process of the start and development of Zhongguancun, a large number of scientific research and technical personnel who master it technology, such as the Chinese Academy of Sciences and Tsinghua University, have played a decisive role. The skills of economics and management college students are mainly reflected in business and management, not practical technologies that can be directly transformed into products. Therefore, if they establish a technical company, they need to hire some skilled employees. In their daily management, there is the problem of "laymen managing insiders". Especially in the early stage of entrepreneurship, this may become a key factor related to the success or failure of enterprises [3]. Therefore, the technical disadvantage has become the biggest obstacle for management college students to start their own businesses.

3.2 Inflexible way of thinking

In the training of economics and management students, more emphasis is placed on sociality and flexibility, while accuracy and rigor are weakened. For example, the experimental results of science and engineering must be accurate, while the research of Humanities and Social Sciences allows for greater errors. In this way, it is easy for college students of economics and management to form a mode of thinking that pays attention to the macro, not too much attention to the micro, pays attention to preaching, and not too much attention to the actual effect. For start-ups, the amount of capital is very limited. If the prediction deviation of passenger flow is too large or the cost accounting is not accurate, it is likely to lead to the interruption of capital flow and the bankruptcy of the enterprise.

3.3 Lack of adequate funds

Today's society is a flow society. Compared with the past, people paid more attention to quality

when buying goods. Modern people tend to choose famous things. In the impression of many people, famous advertisements are reliable. Although this concept can not be said to be correct, it is true that market leaders in a certain market advertise very loudly. If a new brand wants to make some orders in the early stage, it must put a large number of advertisements on various platforms for the target audience.

3.4 Blind confidence in oneself

As a beginner, college students will have too high expectations for their own career. They feel that if they talk about cooperation, as long as they are sincere enough, others will come to help and support them. In fact, business is like a battlefield, and one step wrong may bring disaster to themselves. When many companies talk about cooperation, they will review the qualifications of the other company. Many new small companies will refuse to cooperate. The first problem faced by young people is how to gain the trust of others. Many college students do not know how to talk to others to poke the key of their trust, and often cooperation will not come to an end.

3.5 Lack of thorough grasp of the market

What college students want to do will indeed have some innovation in some aspects, but in fact, homogeneous goods will have some characteristics that other companies do not have. The cooperative company is concerned about whether the product innovation can be copied by other companies, that is, whether it has its own exclusive formula. If it can be copied, it will refuse to cooperate with the new company.

4. Systematic and targeted analysis of innovation and entrepreneurship needs of college students majoring in economics and management

The purpose of this questionnaire survey is to understand the entrepreneurial willingness, motivation and ability of the students of the Department of economics and management in colleges and universities. The conclusion of this investigation will directly depend on the accuracy and objectivity of the data and information provided by you. The survey results show that:

4.1 Innovative relationship

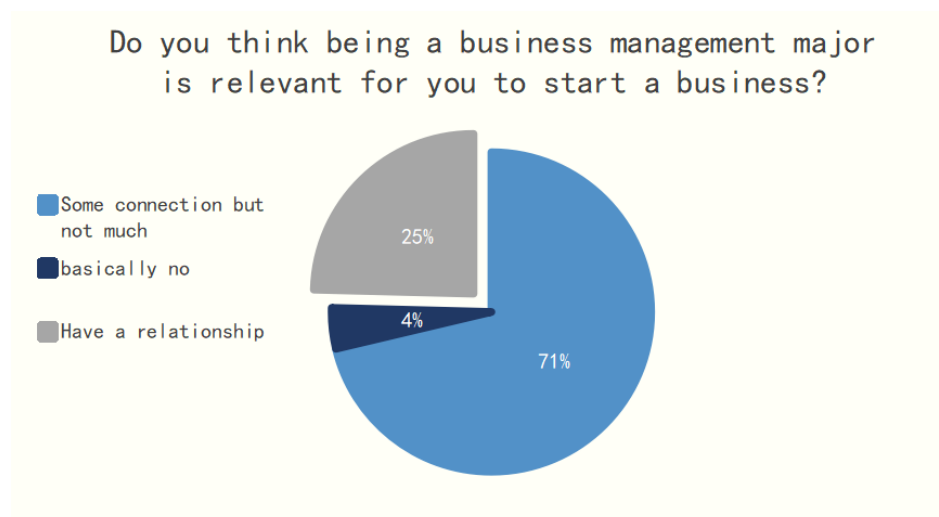


Figure 1 Relationship between economic management and innovation and Entrepreneurship

The results of the survey show that 71% of the students majoring in economics and management think that entrepreneurship and management have some links, but the relationship is not as high as 71%, that is to say, 70% of them are vague about the relationship between entrepreneurship and management. The major of economics and management involves a wide range of knowledge. It focuses too much on the macro, not too much on the micro, and pays too much attention to preaching, but not too much attention to the actual effect. Moreover, the students of economics and

management are not perfect enough to penetrate the market, and their grasp is not thorough enough. The relationship between economic management and innovation and entrepreneurship is shown in Figure 1.

4.2 Entrepreneurial advantages

Most of the students majoring in economics and management agree with the advantages of entrepreneurship in two aspects: one is that they have solid knowledge, and the other is that they can quickly understand or predict the development trend of the market. Enterprises are the basic cells of economic society and the main body of social wealth creation. Economics and management college students belong to the category of "big liberal arts". They have more extensive and in-depth contacts and contacts with the society. After four years of study, college students of economics and management have stronger advantages than college students of other disciplines. See Figure 2 for the survey conclusion of entrepreneurial advantages of management specialty.

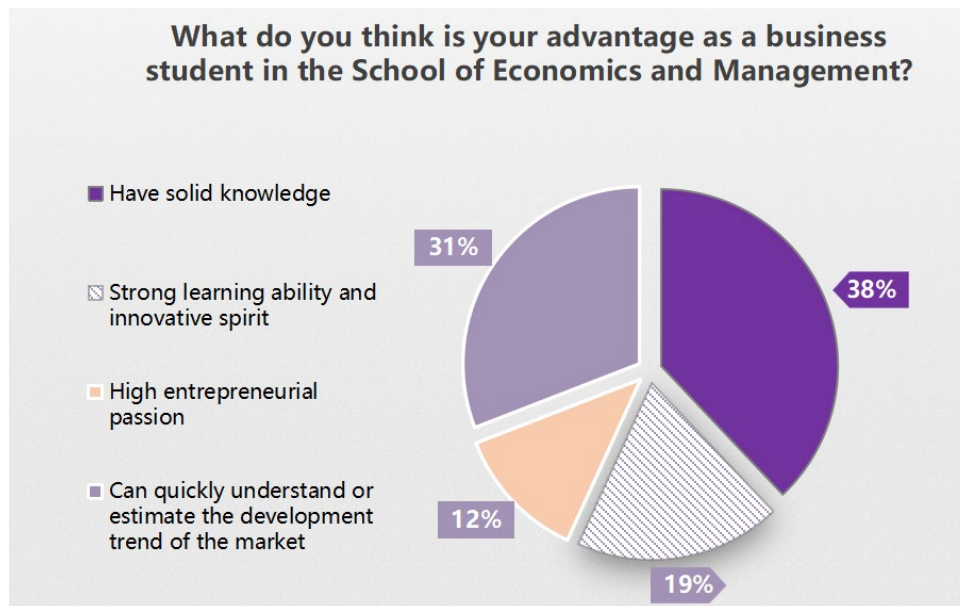


Figure 2 entrepreneurial advantages of economics and management

4.3 Professional influence



Figure 3 Impact of business management learning on Entrepreneurship

More than 80% of the students majoring in economics and management think that the willingness to start a business has the greatest impact on their economics and management major. Knowledge is a valuable asset in life. Without entrepreneurial knowledge, the road to start a business will be more difficult. Entrepreneurship, for many people, is to create a career and be their

own boss. Ignoring job success is also a kind of entrepreneurship. Many people think that being a boss is always better than working to save money. Therefore, they believe that entrepreneurship is the condition for creating the first pot of gold. To be a boss, you must learn management knowledge, because to run an enterprise well, you must have rich management concepts and experience [4]. The impact of economics and management on entrepreneurship is shown in Figure 3.

5. Cultivation of innovation and entrepreneurship quality of college students majoring in economics and management

5.1 Building a curriculum system of innovation and entrepreneurship education with the characteristics of economics and management

Establish a practical curriculum system for innovation and entrepreneurship. The essence of innovation and entrepreneurship education is to get rid of classroom teaching mode in teaching practice and create a real entrepreneurial practice environment for students with a new teaching system and teaching environment [5]. Through innovation and entrepreneurship simulation training, entrepreneurship scenario simulation, entrepreneurship case analysis and other courses, combined with theoretical learning, students' comprehensive entrepreneurial ability is improved. Strengthen the guidance of students' Extracurricular entrepreneurial practice and increase their entrepreneurial experience. Many colleges and universities have established various forms of entrepreneurship bases inside and outside the University, such as entrepreneurship street, University Science and Technology Park, entrepreneurship Incubation Park, entrepreneurship Park, etc., which provide an effective platform for improving students' innovation and entrepreneurship ability, internalizing entrepreneurship education theory, and accumulating entrepreneurship experience.

Enrich the teaching content of innovation and entrepreneurship. Set up some courses related to innovation and entrepreneurship to solve the current problem of emphasizing knowledge over methods [6]. We will increase the proportion of entrepreneurship education related courses, expand students' knowledge, and adhere to the trinity of knowledge, ability and quality [7]. College Students' Entrepreneurship competitions are held regularly every semester to encourage college students to actively start businesses; Regular forums for outstanding graduates are held to give students positive inspiration through their successful cases, stimulate their entrepreneurial motivation, accumulate experience and summarize lessons, so as to improve the innovation and entrepreneurship practice curriculum system.

5.2 Cultivate innovative and entrepreneurial "double qualified" Teachers

Colleges and universities must gradually formulate training plans for teachers' innovation and entrepreneurship education, adopt the method of combining full-time and part-time education, and establish a diversified team of innovation and entrepreneurship education teachers [8]. On the one hand, through policy guidance, we will attract innovative and entrepreneurial talents with rich experience from enterprises to join the teaching staff, and encourage these enterprise backbones to guide teachers in schools to carry out entrepreneurial practice [9]; On the other hand, strengthen the training of teachers' teaching ability and improve the teacher training system. College teachers are encouraged to take the initiative to participate in operational links such as management practice and technology research and development in the front line of enterprises, so as to help teachers grasp the latest trends of industrial and Technological Development in a timely manner, so as to continuously improve their theoretical level and practical ability. Teachers take the initiative to carry out innovation and entrepreneurship activities, such as technological innovation and undertaking innovation and entrepreneurship projects, and finally form a long-term feedback mechanism for innovation and entrepreneurship teaching.

5.3 Promoting management education in innovation and Entrepreneurship Education

To cultivate innovative and entrepreneurial talents that meet the needs of social and economic transformation and upgrading, we must deepen the reform of innovation and entrepreneurship

education and explore and establish an effective mechanism to promote the cultivation of innovative and entrepreneurial talents. On the one hand, we should practice oriented innovation and entrepreneurship education [10]. We should highlight and infiltrate innovation and entrepreneurship education in the practical teaching of the major of economic management, actively develop feasible innovation and entrepreneurship projects in combination with the educational resources of the major of economic management, provide specific innovation and entrepreneurship planning schemes for each project, and guide students to start their own businesses. On the other hand, innovation and entrepreneurship education is carried out through school enterprise cooperation and integration of industry, University and research. Through school enterprise cooperation, students are arranged to practice, go deep into their posts, feel the entrepreneurial atmosphere, and improve their innovation ability and entrepreneurial ability.

6. Conclusion

Entrepreneurship and employment is still a social hotspot, but whether you want to start a business and employment must have the ability to have professional knowledge. With the continuous development of the society, the requirements for various talents are also changing, and competition has become the basic normal of the society. People with narrow professional scope, poor social adaptability and weak comprehensive ability are likely to be at a disadvantage in the market. Therefore, it is an urgent problem to carry out targeted and systematic innovation and entrepreneurship education for students majoring in economics and management and cultivate innovative entrepreneurs who meet the strategic needs of the country.

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