

On Scientific Connotation in College Students' Innovation and Entrepreneurship Quality Development System

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Abstract

With the state entrepreneurship policy's approval one after another, college students' innovation and entrepreneurship education has become a hot topic of the higher education's reform. To carry out the innovation and entrepreneurship education, we not only must clarify the concepts of college students' entrepreneurship, innovation and entrepreneurship, entrepreneurship quality and the innovation and entrepreneurship quality, but also should accurately grasp the scientific connotation of college students' innovation and entrepreneurship quality development system. The scientific connotation of innovation and entrepreneurship quality development system makes the educators known that college students' entrepreneurship should be innovative and entrepreneurial. Educators should improve college students' innovation and entrepreneurship quality and strive to build college students' innovation and entrepreneurship quality development system. Thus will promote college students' innovation and entrepreneurship education and raise the level of higher education's quality.

Key words: College Students, Innovation and Entrepreneurship, Innovation and Entrepreneurship Quality, Innovation and Entrepreneurship Quality Development System

With the entrepreneurship policy intensively introduced, the creative era has come. Creation is no longer a major for minority. There are some problems for the university who sustain the main responsibility for innovation and entrepreneurship, firstly, how to implement the policies of innovation and entrepreneurship; secondly, giving an opportunity for the students who have a dream to start a business; thirdly, making national economy promote its quality and efficiency. How to solve these problems is the key of the reform in higher education. Facing the pressure of college student's employment, the nation enforces employment priority strategy and more positive employment policy and optimizes the employment and entrepreneurship

environment. “Persistence in using innovation to lead entrepreneurship...in order to promote the quality-oriented education as the theme, in order to improve the quality of talent training as the core, in order to innovate the mechanism talent training as the emphasis. These policies all for the sake of building an innovative country, and achieving the goal of tow one hundred years and the Chinese dream of Chinese nation’s bright prospect on the road to revival to providing stronger intellectual support.”^[1] So, developing the innovation and entrepreneurship education is not only the mission of higher education’s reform, but also the need of college students to improve themselves. As Lin Huiqing, the deputy minister of Education, recently said in the Seminar of College Innovation and Entrepreneurship Education Reform in Yangtze River Delta Region, the Ministry of Education is designing the national standards of undergraduate teaching quality. The innovative spirit and the requirement of ability training will incorporate in the national standard. Developing the innovation and entrepreneurship education, we should clarify the college students’ entrepreneurship and innovation and entrepreneurship, entrepreneurship quality and innovation and entrepreneurship quality. Deeply analyzing the scientific connotation of college students’ innovation and entrepreneurship quality development system, thus will benefit the development of college students’ quality training, and improve the quality of higher education.

I. The Basic Meaning of Innovation and Entrepreneurship

With the strong encouragement of the nation, entrepreneurship is becoming a hot trend among the whole country. Innovation and entrepreneurship is a strong voice in this era.

1. Entrepreneurship

Entrepreneurship means that set up a business.^[2] Therefore, entrepreneurship emphasize the “real” word, means that establish the real entities. According to all kind of regulations and procedures and taking the market demand as its guidance to establish the real entities which can create economic benefit. Hence, entrepreneurship can transform into productive forces directly and also promote national economic development. In such a social environment, many a college students who have an entrepreneurship dream expect to run their own businesses and make contributions to the construction of the homeland.

There are many definitions of entrepreneurship. Someone defines that it is a kind of economic function. Someone defines it on the basis of the entrepreneurs’ characters. Someone thinks it just a method. From the above, the author think the definition of entrepreneurship is that the college students search and grasp the market opportunity, using the resources which he already have or other people’s to create a new product or service, to establish a real entity and create enterprise value. The entrepreneurship of college students is not only to create an enterprise, an entity or be employment, but also to have a successful career or a great achievement. There are two types’ entrepreneurship survival entrepreneurship and opportunity-orientated entrepreneurship. The survival entrepreneurship tend to be a reproductive and imitation entrepreneurship, which is a service industry. The opportunity-orientated entrepreneurship tend to be a creative entrepreneurship, which is a new market opportunity that entrepreneurs discover and create to make themselves value come true.

2. Innovation and Entrepreneurship

Innovation indicate abandon old things, then create new things.^[2] Therefore, innovation emphasize the “new” word, means that create a new thing. The entrepreneurs must have the spirit of adventure and can arise from nothing. They should use the ego needs as their guide to create a kind of new concept, technology and entity and so on. Hence, the innovation may transform into productive forces directly or indirectly. Innovation has a close relationship with entrepreneurship. As the Swedish managerialist Kaj Mickos once said, “Entrepreneurship is not innovation, innovation is not entrepreneurship neither. Entrepreneurship may involve in innovation, or not. Innovation may involve in entrepreneurship, or not.”^[3] Innovation is the essence of entrepreneurship. The best way to entrepreneurship is using the innovation’s consequence. So, innovation is the source of entrepreneurship. College students, using their own knowledge inventions and patents, receive financing from various ways, then they start their own businesses that will lead a rise in employment. As Timmons said, “If comparing entrepreneurship to the engine of American economy, then the innovation is its cylinder, which create many new inventions and new techniques.”^[4] The superiority of college students’ entrepreneurship is obvious. For example, first, they have solid professional knowledge. Second, they have flexible thought. Third, they have strong ability to catch the marketing opportunity. Finally, they face the risk bravely. But there also some disadvantages of college students entrepreneurship. For example, lacking of relevant entrepreneurial knowledge, entrepreneurial practice and entrepreneurial ability, some of them even start an empty-handed entrepreneurship without enough funds. According to these characteristics, college students are more suitable for the adventurous and creative entrepreneurship, which are engaged in opportunity-driven entrepreneurship. So, college students are not engaged in the general entrepreneurship, but rather the Innovation and Entrepreneurship.

Innovation and Entrepreneurship is the mixture of innovation and business. It is a business activity base on the innovation. It is neither a simple innovation nor a simple business. Innovation emphasize its pioneer and originality. However, entrepreneurship is a real action which can obtain benefits through work diligent and practical. Therefore, innovation is not only the peculiarity, basis and premise of Innovation and Entrepreneurship but also the essence and method. Business is the goal of Innovation and Entrepreneurship and business also can embody and extend it. It is also a process to make the innovation come true. Whether a creative factor has is the fundamental difference between the traditional business and Innovation and Entrepreneurship. So, Innovation and Entrepreneurship is a business activity which college students make an innovation on technique, produce, management and so on. It belongs to a sustainable developmental business type and also with the characteristics of high risk, high return and fast rise. With the current trend of “Public entrepreneurship and innovation”, we need the Innovation and Entrepreneurship of college students. They are good at optimizing the allocation of resources, innovating technique, produce and service. They will establish a new engine of Chinese economy and improve the success rate of entrepreneurship.

II. The Main Connotation of Innovation and Entrepreneurship Quality

The Austrian American economist Peter said an entrepreneur should be an innovator, who must have an ability to find and introduce new products and services that profitable.^[5] The Innovation and Entrepreneurship talent is not equal to an entrepreneurship talent, or equal to innovation talent, or equal to the mixture of entrepreneurship talent and innovation talent. It is the versatile practical talent which cultivate

by the entrepreneurial education. Therefore, the innovation and entrepreneurship talent is not only has a quality of the general talent, but also has the consciousness of innovation, spirit of innovation, creative personality, knowledge of innovation and entrepreneurship and ability of innovation and entrepreneurship and so on.

1. Consciousness of Innovation

Consciousness of Innovation means that college students worship innovation and have consciousness to create new things. They are always greedy for knowledge, good at thinking, dare to compete and quick to find. Nowadays, college students have an enthusiasm to start a business, but few of them have a real action and the rate of success who have a business is lower.

2. Spirit of Innovation

Spirit of Innovation is a spirit that someone who is not afraid of authority and could be the first one to mine the unknown fields or could destroy the old and establish the new on the known fields. The Spirit of Innovation contains the independence, exploring spirit, critical spirit, persistence and dedication. College students' entrepreneurship is not only to make a living (which find a job), but also to enlightenment (which is innovation and entrepreneurship), which having an innovation is the crux. There are some disadvantages of college students' entrepreneurship, such as they have a low position of career ideal and career project and also have a low requirement of innovation and professional skills. So the university should enhance the entrepreneurial education, shape the entrepreneurial spirit of college students and encourage college student to start a business with innovation.

3. Creative Personality

Creative personality is developing in the study and the activity of the innovation and entrepreneurship. It is a mixture of non-intelligence that contain the good ideal, the will and moral, which leads and decides college students' entrepreneurship be success. The innovation and entrepreneurship talents should have the professional ethics which contain be observe law and discipline, honesty and be good at cooperation. Only having the creative personality, can college students persistently to pursue their own entrepreneurial activities and be successful through improving methods and skills without limiting by various environment factors.

4. Knowledge of Innovation and Entrepreneurship

The study of Max finds some reasons of the failure of college students' self-employment, which including the lack of management knowledge and management experience, difficult to promote the marketing and difficult to raise the follow-up funds. Therefore, the entrepreneurial education should root the knowledge of innovation and entrepreneurship in college students' professional knowledge and cultivate their compound knowledge structure. It should focus on strengthening these tow level knowledge, firstly, the basic knowledge about the industry they will engage in and outside the industry which related to innovation and entrepreneurship. Secondly, the frontiers of knowledge, practical knowledge and management knowledge are innovation and entrepreneurship need.^[6] In the practice of innovation and entrepreneurship, the practical

technology and management knowledge are easy to get attention of college students, but the comprehensive knowledge which can improve college students' quality are difficult to get attention of them.

5. Ability of Innovation and Entrepreneurship

The ability of innovation and entrepreneurship is an action ability, which means that college students can use the knowledge, skill, method and the thinking ability to find a new question, carry an innovative practice and create a new thing. The ability of innovation and entrepreneurship contains the ability of innovative thinking and the ability of innovative practice. There are two level of the ability of innovative thinking. First, it is the scientific innovation of invention. Second, it is the potential development of the college students. The education of innovation and entrepreneurship should inspires college students' entrepreneurial desire and improves their ability to transform the knowledge and skill which they learnt before to the practical application. Therefore, these will cultivate the ability of their innovative thinking. The ability of innovative practice is a comprehensive ability, which contains a professional ability to engage in some fields, the group construction ability, and information processing ability and so on. It is reported that college students' entrepreneurship is in a lower position and some of them end in failure. That's reflected the inadequacy of their ability of innovation and entrepreneurship. For these reason, the ability of innovative practice training is the key training of the college students' ability of innovation and entrepreneurship.

III. The Scientific Connotation of College Students' Innovation and Entrepreneurship Quality Development System

College students are the main force to promote the mass innovation and entrepreneurship, and also one of the groups with innovative and entrepreneurial capacity. But their entrepreneurship has characteristic such as with passion, with good atmosphere but lack of experience and knowledge. Carrying the plan of leading college students' entrepreneurship and transforming the idea of innovation and entrepreneurship into practice need stimulate their consciousness of innovation and entrepreneurship, cultivate their innovative spirit, improve their innovative and entrepreneurial knowledge, method and skills and cultivate their real ability of innovation and entrepreneurship. It requires university to promote the quality-oriented education deeply, establish college students' innovation and entrepreneurship quality development system, cultivate their innovative spirit and practical ability and strengthen innovation and entrepreneurship education targeted.

1. The Meaning of College Students' Innovation and Entrepreneurship Quality Development

Quality development also called development training which originated from the outdoor experiential training quality development. It is a thoughtful, challenging and interesting activity with unique design. It also encourages students to join themselves, stimulates their creative potential, increases their team awareness, and cultivates their positive attitude to life.

College students' innovation and entrepreneurship quality development means that to design a variety of innovation and entrepreneurship activities to attract students join in, inspire their creative potential, enhance their consciousness of innovation and entrepreneurship, cultivate their creative personality, enrich their innovation and entrepreneurship knowledge and improve their innovation and entrepreneurship ability.

2. The Connotation of College Students' Innovation and Entrepreneurship Quality Development System

College students' innovation and entrepreneurship quality development system is a hierarchical and systematic innovation and entrepreneurship education activity which designed to improve their innovation and entrepreneurship quality. Innovation and entrepreneurship education must face to all college students and blend in the talent training.^[7] Therefore, university should become the "soil" of college students' innovation and entrepreneurship. The innovation and entrepreneurship education should sow the "seeds" of innovation and entrepreneurship for them. Training the students who have a desire to start a business and giving them help, thus will make the innovation and entrepreneurship team stronger. Developing college students' innovation and entrepreneurship quality need the combination of the first, second and third classroom which will build a "pyramid" type system of it that has basic, promotional and highest level.^[8]

(1) The basic level, also called the first classroom's teaching system emphasis originality and exploration. The first classroom of innovation and entrepreneurship education contains autonomous learning, classroom teaching, experiment teaching and practice teaching and so on. University could blend the innovation and entrepreneurship knowledge into the college students' career development course and also could into the professional education, thus will accelerate the reform of education. Developing innovation and entrepreneurship simulation training, strengthening the innovation and entrepreneurship practice teaching and the teaching emphasis is cultivating of students' innovation and entrepreneurship consciousness and ability. The first classroom must face to all college students, and the teacher should refine the entrepreneurial course and build a good structure of innovation and entrepreneurship knowledge. The teacher could simulate the entrepreneurship training which using the heuristic, discussion-based and participatory teaching method, thus can sow the entrepreneurship "seeds" and activate the entrepreneurship "gene". They also should notice the students' participation enthusiasm. University should popularize the innovation and entrepreneurship education and improve the interestingness and exploratory of the teaching methods. They cultivate college students' creative thinking and ability of innovation and entrepreneurship, thus make students knowing the entrepreneurial era.

(2) The promotional level, also called the second classroom's campus activity system emphasis interest and concentration. University should improve practical teaching methods, inspire students to start a business and enhance the openness, interactivity and effectiveness of the entrepreneurship teaching.^[9] They have to integrate the resources of the innovation and entrepreneurship education inside and outside, then merge with other course, professional course and the second classroom. The activities of the second classroom should actively cooperate with the first classroom to carry out the innovation and entrepreneurship forum for the sophomore or senior students, stimulate students to have an interest in innovation and entrepreneurship, and they will training the students who have an aspiration to start a business. The second classroom should encourage students to apply the innovation and entrepreneurship projects, and organize them to participate in various innovation and entrepreneurship contests internal and external. They also have to set up innovation and entrepreneurship fund to create a good atmosphere, and build a good campus culture of innovation and entrepreneurship which can develop students' entrepreneurial quality and improve their entrepreneurial ability. The campus activities system of the promotional level is mainly for the students who have entrepreneurial intention. They aim at stimulate students' entrepreneurial passion and let them involved in

the practical activity of innovation and entrepreneurship and master the methods of it. They also stress the independence of the team. Allowing students to carry out the activity of innovation and entrepreneurship by themselves, and gradually knowing the practical operation methods about marketing opportunity, marketing analyze and solving the problem. Only in these ways, can students understand the innovation and entrepreneurship better.

(3) The highest level, also called the third classroom's entrepreneurial practice system emphasis innovation and career. University should integrate the internal and external innovation and entrepreneurship resource fully and then implement the policies of it conscientiously. Combining the entrepreneurial training, entrepreneurial incubation and entrepreneurial tutoring, university also should use students' science and technology park, local government and large company to set up an opening innovative platform. They have to support and cultivate the excellent project in the innovation and entrepreneurship competition. Encouraging students to find and perfect their innovation and entrepreneurship project in the practice, building an innovative and entrepreneurial campus culture and setting up a fair, competitive and meritocratic innovative and entrepreneurial environment which allow and bear students' failure are also the university to do. The highest level of the third classroom serves the students who want to start a business through carrying out some practical activities about innovation and entrepreneurship in order to show their elite. Supporting and cultivating the good projects, promoting students' ability of their innovation and entrepreneurship, strengthening their sense of mission to make contribution to human and society, and making their dreams about entrepreneurship come true are all the duties of the third classroom.

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