

# The Combination of University Students' Innovation Ability and Entrepreneurship Education

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**Abstract:** Under the background of current economic and social growth, innovation and entrepreneurship have become an important force to promote social progress and development. As the backbone of the future society, university students' innovative ability and entrepreneurial spirit are of great significance. This article aims to explore the combination mechanism of university students' innovation ability and enterprise education. Through in-depth theoretical analysis and empirical research, it is found that the combination of university students' innovation ability and enterprise education has important theoretical significance and practical value. It helps to cultivate innovative and entrepreneurial talents. By cultivating university students with innovative ability and entrepreneurial spirit, it can deliver more innovative talents and entrepreneurial strength to the society and promote the sustainable development of the national economy and society. At the same time, this study also reveals the problems and shortcomings of university students' innovation ability and enterprise education, and puts forward some specific combination mechanisms and optimization strategies. These conclusions provide reference for universities to carry out innovation and entrepreneurship education (IEE) and practical activities, and also provide new ideas and methods for future related research.

**Keywords:** University Students; Innovative Ability; Enterprise Education; Innovative Talent.

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## 1. Introduction

In the era of knowledge economy in the 21st century, innovation and entrepreneurship have become an important driving force for social progress and economic development [1]. Especially in China, with the policy of "mass entrepreneurship and innovation" put forward, the upsurge of innovation and entrepreneurship is booming nationwide [2]. As an elite group of the country, it is particularly important for university students to cultivate their innovative ability and entrepreneurial spirit [3]. However, at present, there are still some deficiencies in innovation education and enterprise education in many universities, which leads to the inability of university students to effectively improve their innovation ability and entrepreneurial willingness [4]. Therefore, how to combine the cultivation of university students' innovative ability with enterprise education has become an important topic in the field of higher education [5].

The main purpose of this study is to deeply explore the combination of university students' innovation ability and enterprise education and its practical effect. Specifically, the objectives of this study include: (1) Analyzing the connotation and characteristics of university students' innovative ability; (2) Explore the current situation and problems of university students' enterprise education; (3) Constructing the mechanism of combining university students' innovation ability with enterprise education; (4) Put forward some suggestions to optimize the combination of university students' innovation ability and enterprise education. Through the in-depth study of university students' innovation ability and enterprise education, we can enrich the theoretical system of higher education, innovation and entrepreneurship, and provide theoretical reference for the follow-up research in related fields.

## 2. An Analysis of the Present Situation of University Students' Innovative Ability

### 2.1. The Connotation and Characteristics of University Students' Innovative Ability

University students' innovative ability refers to their ability to propose and implement novel and useful solutions when facing problems. This ability has the following characteristics:

**Innovative thinking:** University students have the ability to think independently, dare to challenge traditional ideas and be good at looking at problems from different angles.

**Innovative knowledge:** University students have solid basic knowledge of disciplines and extensive interdisciplinary knowledge, and can comprehensively use all kinds of knowledge to solve practical problems.

**Innovative skills:** University students have practical operation ability, teamwork ability and communication ability, and can turn innovative ideas into practical results.

### 2.2. Analysis on the Present Situation and Influencing Factors of University Students' Innovation Ability

Through the in-depth analysis of the questionnaire survey data of university students' innovation ability, this study finds that there are four major problems: first, some university students lack innovation awareness and their interest and confidence in participating in innovation activities [6]. Secondly, although some university students have innovative thinking and knowledge, they show a lack of innovative ability in practice, and it is difficult to turn their ideas into practical results. Moreover, the innovation environment of some universities is not perfect, lacking strong innovation atmosphere and practice platform, which is not conducive to

the cultivation of university students' innovation ability [7]. Finally, the shortage of innovative education in some universities is also an important problem, such as monotonous curriculum, outdated teaching methods and lack of practical experience, which are not conducive to the improvement of

university students' innovative ability.

Through further analysis, this article finds that the factors affecting university students' innovation ability are shown in Table 1.

**Table 1.** Factors affecting university students' innovative ability

Influencing factor	Describe	Incorporate
Personal element	University students' personal characteristics, hobbies and learning attitudes will all affect the development of their innovative ability.	University students with innovative thinking, initiative and willingness to try are more likely to show higher innovation ability.
School factors	The educational concept, curriculum, teaching methods and practice platform of universities will all affect the cultivation of university students' innovative ability.	Universities that pay attention to innovative education and provide rich practical opportunities are more conducive to cultivating university students' innovative ability.
Social factor	Social innovation atmosphere, policy support and entrepreneurial environment will also affect university students' innovation ability.	In the social environment of encouraging innovation and supporting entrepreneurship, the innovative ability of university students is more likely to be brought into play and promoted.

### 2.3. Discussion on the Path of Improving University Students' Innovation Ability

In view of the above problems, this study puts forward the following paths to enhance university students' innovation ability:

**Strengthening innovative education:** Universities should pay attention to the ideas and methods of innovative education, and cultivate students' innovative thinking and skills through curriculum setting and teaching method reform.

**Providing practical platform:** Universities should cooperate with enterprises and governments to establish practical bases and laboratories, provide students with practical opportunities and project experience, and cultivate their practical operation ability and teamwork ability.

**Create an innovative atmosphere:** Universities should encourage students to participate in various innovative activities and competitions, create a strong innovative atmosphere and culture, and stimulate students' innovative consciousness and motivation.

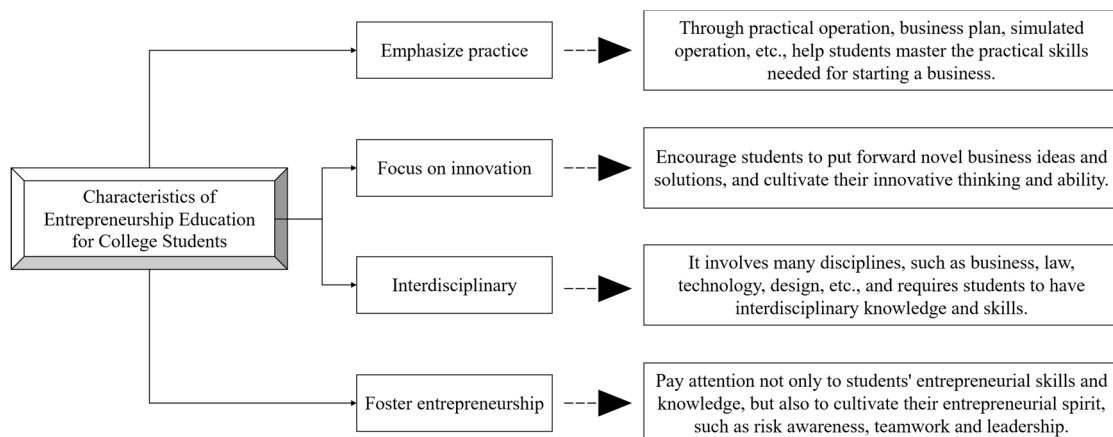
**Cultivating entrepreneurial spirit:** Universities should pay

attention to cultivating students' entrepreneurial spirit and skills, help students understand the process and risks of entrepreneurship through enterprise education and practice, and improve their entrepreneurial success rate and innovation consciousness.

## 3. Analysis of the Current Situation of University Students' Enterprise Education

### 3.1. The Connotation and Characteristics of Enterprise Education for University Students

Enterprise education for university students refers to cultivating university students' entrepreneurial spirit, entrepreneurial knowledge and entrepreneurial skills through a series of educational activities and practical experiences, so that they can successfully start and manage their own businesses in their future careers [8]. The characteristics of this kind of education are shown in Figure 1.



**Figure 1.** Characteristics of enterprise education for university students

### 3.2. An Analysis of the Present Situation of University Students' Enterprise Education

The problems existing in the current situation of university students' enterprise education are as follows: First, the popularity of enterprise education in universities is insufficient, and some universities have not included it in the

curriculum system, resulting in many students not receiving the necessary entrepreneurial knowledge and skills training. Secondly, enterprise education in many universities is too theoretical and divorced from practical operation and experience, which makes it difficult for students to effectively apply what they have learned in the real entrepreneurial environment [9]. Furthermore, some universities are

obviously short of resources in enterprise education, lacking both professional enterprise education teachers and enough practice bases, which cannot meet the needs of students in enterprise education and practice. Finally, many universities lack personalized guidance and support for students in the process of enterprise education, which makes it difficult for students to carry out targeted entrepreneurship planning and implementation according to their own interests and abilities.

### **3.3. Diagnosis and Cause Analysis of University Students' Enterprise Education**

In view of the above problems, this study has carried out in-depth problem diagnosis and cause analysis, as follows:

**Backward educational concept:** Some universities still stay in the traditional knowledge imparting and skill training in educational concept, and lack the attention and support for IEE.

**Insufficient educational resources:** Due to the limitation of educational resources such as funds and teachers, it is difficult for some universities to carry out high-quality enterprise education and practical activities.

**Rigid educational model:** Some universities adopt rigid educational models and methods in enterprise education, lacking flexibility and innovation, and it is difficult to meet the individual needs of students.

**Unfavorable social environment:** in some areas or industries, due to the restrictions of market environment, policies and regulations, university students face great difficulties and challenges in starting businesses.

### **3.4. Discussion on the Improvement Strategy of University Students' Enterprise Education**

In view of the above problems, this study puts forward corresponding suggestions to improve university students' enterprise education:

**Renewing educational ideas:** Universities should renew educational ideas, incorporate IEE into the core curriculum system, and cultivate students' innovative thinking and entrepreneurial spirit.

**Strengthen resource integration:** Universities should cooperate with enterprises and governments to establish practice bases and laboratories for enterprise education, share educational resources and practical experience, and improve students' practical operation ability.

**Innovative education mode:** universities should adopt flexible and diverse education modes and methods according to students' interests and needs, such as project-based learning and tutorial system, so as to improve the effect and quality of enterprise education.

**Provide personalized guidance:** Universities should establish a personalized entrepreneurial guidance and support system, provide students with customized entrepreneurial planning and implementation plans, and improve their entrepreneurial success rate and innovation awareness.

## **4. The Combination Mechanism of University Students' Innovation Ability and Enterprise Education**

### **4.1. Analysis of the Necessity and Feasibility of Combining Innovation Ability with Enterprise Education**

The combination of innovation ability and enterprise education can not only improve the comprehensive quality and ability of university students, but also promote the development of innovation and entrepreneurship and make contributions to the economy and society [10]. Specifically, the necessity of combining the two lies in: first, the need to cultivate innovative and entrepreneurial talents; second, the need to promote IEE in universities; and third, the need to adapt to economic and social growth. At the same time, the combination of the two is also feasible, because innovation education and enterprise education have similarities in objectives, contents and methods, and can be organically combined through resource sharing, curriculum integration and practice platform construction.

### **4.2. Path Selection and Practical Exploration of the Combination of Innovation Ability and Enterprise Education**

In the path selection of combining innovation ability with enterprise education, this study puts forward the following three modes: one is the curriculum integration mode, which integrates the contents of innovation education and enterprise education into the curriculum system and cultivates students' comprehensive quality and ability through joint learning. The second is the project practice mode, which is based on practical problems, organizes students to carry out innovation and entrepreneurship project practice, and improves their practical operation ability and innovation and entrepreneurship. The third is the platform co-construction model, in which universities cooperate with enterprises and governments to establish innovative and entrepreneurial practice platforms to jointly cultivate students' innovative and entrepreneurial abilities. In terms of practical exploration, some universities have carried out relevant attempts, such as setting up innovation and entrepreneurship courses, establishing innovation and entrepreneurship practice bases, and holding innovation and entrepreneurship competitions.

### **4.3. Innovation Ability and Enterprise Education Guarantee Mechanism Construction**

In order to ensure the effective combination of innovation ability and enterprise education, it is necessary to construct the corresponding guarantee mechanism. Specifically, it includes the following aspects: First, policy guarantee. The government should introduce relevant policies to support universities to carry out IEE and practical activities. Second, financial guarantee, universities should set up special funds to support IEE and practical activities. Third, the guarantee of teachers. Universities should strengthen the construction of teaching staff for IEE, and improve teachers' professional level and practical experience. Fourth, institutional guarantee, universities should establish a sound management system and evaluation mechanism to ensure the standardization and scientificity of IEE and practical activities.

#### 4.4. Effectiveness Evaluation and Optimization Strategy of the Combination of Innovation Ability and Enterprise Education

In order to evaluate the effect of the combination of innovation ability and enterprise education, this article adopts the methods of questionnaire survey and case analysis to evaluate. The evaluation results show that the combination of the two has improved university students' awareness and ability of innovation and entrepreneurship to a certain extent, but there are also some problems and shortcomings.

In view of these problems and shortcomings, this study puts forward the following optimization strategies: 1) Strengthen the top-level design, and make clear the goal and path of combining innovation education with enterprise education. 2) Improve the curriculum system and strengthen the organic integration of innovation education and enterprise education. 3) Strengthen practical teaching to improve students' practical operation ability and innovative and entrepreneurial spirit. 4) Strengthen school-enterprise cooperation and expand students' innovation and entrepreneurship practice platform. 5) Establish an evaluation mechanism to regularly evaluate and optimize IEE and practical activities.

#### 5. Conclusion

At present, there are some problems and deficiencies in university students' innovation ability and enterprise education, which need to be studied and discussed in depth to find effective solutions. Therefore, this study aims to explore the combination mechanism of university students' innovation ability and enterprise education through theoretical analysis and empirical research, and provide reference for universities to carry out IEE and practical activities. This article draws the following conclusions through research: First, the combination of university students' innovation ability and enterprise education has important theoretical significance and practical value, which is helpful to cultivate innovative and entrepreneurial talents and promote economic and social growth. Secondly, there are some problems and deficiencies in university students' innovation ability and enterprise education, which need to be solved by improving education mode, strengthening resource integration and constructing guarantee mechanism. Finally, this article puts forward some specific combination mechanisms and optimization strategies, which provide

reference for universities to carry out IEE and practical activities. In the future, we can explore how to combine IEE with professional education and general education to form a more perfect education system. At the same time, it is also suggested that universities should strengthen cooperation and exchanges with enterprises, governments and other parties to jointly promote the reform and development of university students' innovation ability and enterprise education.

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