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The Impact of Innovation Entrepreneurship Policy on College Students' Innovation Entrepreneurs

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Abstract: In recent years, the concept of "Mass entrepreneurship and mass innovation" has been paid more and more attention to among college students, and college students, as the fresh force of this work, have been paid more and more attention, more and more college students began to put into the practice of innovation and entrepreneurship, but, at the same time, we also find that most of the college students who carry out innovation and entrepreneurship still have some problems about the innovation and entrepreneurship policy. This article will sort out the innovation and entrepreneurship policy of our country in recent years, focus on helping college students to solve the impact of related innovation and entrepreneurship policies.

Keywords: Policy on Innovation and Entrepreneurship; College Students; Innovators and Entrepreneurs; Impact Study.

1. Introduction

The Guiding Opinions of the General Office of the State Council on Further Supporting College Students' Innovation and Entrepreneurship (No. 35 of the State Council [2021]) clearly points out that it is necessary to promote mass entrepreneurship and innovation to a deeper and deeper level, so as to continuously improve college students' innovation and entrepreneurship ability, enhance college students' innovative vitality, and accelerate the pace of supporting college students' innovation and entrepreneurship. As the main force of this work, college students' innovation and entrepreneurship should master and understand more innovation and entrepreneurship policies, so as to promote high-quality innovation and entrepreneurship.

2. The Concept of University Student Innovators and Entrepreneurs

College student innovators and entrepreneurs are a group of people who are full of ideals, dare to challenge, good at struggling, down-to-earth and willing to work, and can carry out innovation and realize entrepreneurship on the basis of their own majors, and in them, they well embody the high-quality characteristics of college students engaging in innovation and entrepreneurship in the new era. They always insist on and build the "Chinese Dream" as the blueprint, and always insist on revitalizing China and serving the society as their own responsibility. Similarly, with the continuous development of innovation and entrepreneurship education, the innovation and entrepreneurship policy is also undergoing fundamental changes. College students' innovative entrepreneurs begin to realize the necessity of understanding and mastering innovative entrepreneurship policies.

Therefore, letting college students' innovation and entrepreneurship master the national innovation and entrepreneurship policy and understand the specific implementation requirements of innovation and entrepreneurship policy is conducive to college students' innovation and entrepreneurship in the actual process of innovation and entrepreneurship, less detour, and can be well faced with the problems of little experience and insufficient funds, and at the same time, it is also conducive to the state's help and specific guidance for college students' innovation and entrepreneurship. From this, it can be seen that the comprehensive development of college students' innovation and entrepreneurship can not be separated from the favorable guidance of China's innovation and entrepreneurship policy for colleges and universities.

3. The Evolution of Innovation and Entrepreneurship Policies

3.1. Germination

In 1998, the first Entrepreneurship Competition was held at Tsinghua University, which attracted widespread attention and marked the official opening of the "Challenge Cup" Entrepreneurship Competition, from which many excellent entrepreneurial projects were born, and colleges and universities began to gradually explore innovation and entrepreneurship education.

In the same year, the Action Plan for Revitalization of Education in the 21st Century was formally introduced, and the importance of innovation and entrepreneurship development was highly recognized by the state.

In 2002, the Opinions on Issues Related to Further Deepening the Reform of the Employment System for Graduates of Ordinary Colleges and Universities made it clear that innovation and entrepreneurship education is a way to promote employment, and that students' entrepreneurship and employability should be encouraged and strengthened continuously.

3.2. Exploration Period

In 2002, the Ministry of Education held a pilot conference on entrepreneurship education, including Tsinghua University and Heilongjiang University, which became the first pilot colleges and universities for entrepreneurship education, and began to guide the work of innovation and entrepreneurship education in colleges and universities nationwide.

In 2004, SYB (Start Your Business) program was

introduced to China by the former Ministry of Labor and Social Security.

In 2005, the KAB program of the Central Committee of the Youth League was introduced into China, which began to improve the quality of innovation and entrepreneurship education by popularizing education.

In 2007, the General Office of the Ministry of Education issued the Teaching Requirements for College Students' Career Development and Employment Guidance Courses, which required ordinary colleges and universities to incorporate employment and entrepreneurship guidance courses into the teaching programs of college students as public courses. Since then, the teaching methods and contents of entrepreneurship education in colleges and universities have been specified, and college students who are innovative and entrepreneurial, began to learn quality innovation and entrepreneurship courses from colleges and universities.

3.3. Development Period

In 2012, the Ministry of Education issued Several Opinions on Comprehensively Improving the Quality of Higher Education, proposing that innovation and entrepreneurship education should be incorporated into the talent training program of colleges and universities, and at the same time, the syllabus of colleges and universities for college students to start entrepreneurship education was formulated. College students' innovation and entrepreneurship begin to contact the 32-credit-hour prescribed courses, and the majority of innovation and entrepreneurship educators begin to compile relevant teaching materials in a targeted manner.

In 2013, the General Office of the State Council issued the Notice on Doing a Good Job in Employment of 2013 National Ordinary Schools of Higher Education Graduates, in which colleges and universities should focus on strengthening the teaching of entrepreneurial practice and make efforts to cultivate college students' entrepreneurial practice ability.

3.4. Enhancement Period

In 2014, Premier Li Keqiang proposed at the Davos Forum that "mass entrepreneurship and innovation" should be carried out for all the people, and from then on, the craze of "grassroots entrepreneurship" appeared on the land of China.

In 2015, the General Office of the State Council on deepening innovation and entrepreneurship education in institutions of higher learning and college students' independent entrepreneurship work put forward, vigorously promote innovation and entrepreneurship education, increase innovation and entrepreneurship talent promotion, showing a very high call, "Internet +" college students' innovation and entrepreneurship competitions such as the rain and spring constantly nourish, incubate college students to carry out innovation and entrepreneurship. Carry out innovation and entrepreneurship.

The enthusiasm of college students for innovation and entrepreneurship is constantly rising.

In 2018, it was pointed out in the Notice on the Construction of Model Colleges and Universities for Deepening Innovation and Entrepreneurship Education Reform in 2018 that it focuses on the requirements for the construction of the curriculum system for innovation and entrepreneurship education reform and the construction of teachers and teachers, and emphasizes the integration standards of ideological and political integration, specialization and creation integration, and so on.

In 2021, the General Office of the State Council's "Guiding Opinions on Further Supporting Innovation and Entrepreneurship of College Students" once again put forward "innovation and entrepreneurship platform construction", "tax assistance policies", "innovation and entrepreneurship lectures" for college students' innovation and entrepreneurship mentors. Entrepreneurship mentors to carry out entrepreneurship lectures" "optimize the entrepreneurial environment" and other initiatives, college student innovation and entrepreneurship entrepreneurs want to play to their strengths, to create a strong innovation and entrepreneurship will of the spring has come.

In 2022, the Ministry of Education announced the Results of Filing and Approval of Undergraduate Majors in Ordinary Colleges and Universities for the Year 2021, and 12 colleges and universities, including the University of International Business and Economics, were approved to open undergraduate majors in Entrepreneurship Management, and since then, a total of 13 colleges and universities across the country have opened undergraduate majors in Entrepreneurship Management, and more college students will become college students' innovators and entrepreneurs after they receive a more systematic and professional education specializing in innovation and entrepreneurship. entrepreneurs.

4. Analysis of the Understanding of Innovation and Entrepreneurship Policies

College students' innovation and entrepreneurship is the main force to carry out innovation and entrepreneurship, and in the process of carrying out innovation and entrepreneurship, there will be the influence of personal family, the host university and the society from time to time, especially for the innovation and entrepreneurship policy of biased understanding, which will produce uncertainty for college students to carry out the systematic and theoretical knowledge system learning. College students carry out innovation and entrepreneurship mainly rely on the courses of their own majors or extended knowledge to carry out various types of innovation, so as to realize the integration of specialization and innovation, the integration of thinking and innovation, and other innovation and entrepreneurship education and research suitable for college students, and at the same time, using the knowledge of innovation learned, they can carry out research on a technology or product with the help of professional knowledge, or provide quality services, so as to realize innovation and entrepreneurship.

4.1. Family's Understanding of Innovation and Entrepreneurship Policy for College Students

With the deepening of the national innovation and entrepreneurship strategy, there are more and more innovative entrepreneurs among college students, and the innovation and entrepreneurship policy are being improved continuously, which is more comprehensive and systematic, and gradually establishes innovation and entrepreneurship education focusing on the cultivation of entrepreneurial spirit, innovative thinking, and innovation and entrepreneurship ability. Many families attach great importance to the cultivation of children's job-seeking and social survival ability. Before that, many parents hoped that their children

would enter the civil servants, enterprises and public institutions, state-owned enterprises and other places with "iron rice bowls" to work, so the innovative entrepreneurs of college students are like rare and scarce[1]. However, with the change of innovation and entrepreneurship policy and social system, more and more parents realize the advantages and benefits of innovation and entrepreneurship for their children, especially those who are engaged in entrepreneurship in the family, and hope that their children can not only learn innovation and entrepreneurship education in school, but also engage in all kinds of innovation and entrepreneurship education and practice, so as to increase the relevant knowledge, skills and practical skills. In addition to inheriting the family business, they can also gain more knowledge. At the same time, all kinds of innovation and entrepreneurship policies are springing up, which are more and more adapted to the needs of social development and talent cultivation, and there are more projects of family-owned enterprises in the "Internet +" Innovation and Entrepreneurship Competition for University Students. In the light of the above phenomenon, many families have begun to pay attention to the education of innovation and entrepreneurship for their children, and they have also begun to provide their children with funds, venues, practice opportunities and other kinds of facilities in different ways, so as to promote all kinds of high-quality and efficient innovation and entrepreneurship activities of college students.

4.2. Social Understanding of Innovation and Entrepreneurship Policies for College Students

The Guidance Opinions on Further Supporting Innovation and Entrepreneurship of College Students pointed out that social mentors are encouraged to come to schools to carry out various kinds of training activities such as entrepreneurship lectures and entrepreneurship lecture halls, and to increase entrepreneurship practice training for college students' innovation and entrepreneurship, and at the same time, enterprises are also required to provide various kinds of practice venues for college students' innovation and entrepreneurship and to help college students to do a good job in guiding various kinds of innovation and entrepreneurship practices.

Under the influence of innovation and entrepreneurship policy, social enterprises have begun to increase the guidance and assistance for college students' innovation and entrepreneurship, and provide necessary support for college students' innovation and entrepreneurship based on the characteristics of enterprise development, generally starting from the following forms, one is that entrepreneurs go to campus to carry out entrepreneurship lecture halls, entrepreneurship salons, and entrepreneurship camps, etc., and teach their own entrepreneurial experiences with college students' innovation and entrepreneurship in a close distance, to Play the role of guidance and encouragement. Secondly, social enterprises sponsor all kinds of innovation and entrepreneurship competitions in colleges and universities, so that college students' innovation and entrepreneurship can give full play to their intelligence, find social hotspots, and most importantly, help enterprises carry out reforms, and at the same time, discover and help put forward solutions to the difficulties of the enterprises, and don't be guided by the teachers to form feasibility reports and business plans, which will in turn help them to develop innovatively and grow up; thirdly, enterprises, governments and colleges and universities have established a new cooperation among enterprises and governments. Three is the enterprise, the government, the university to build a new mode of cooperation between the school government and enterprises, the government set the stage, the enterprise sings, the school provides intellectual support, three parties mutual benefit and win-win situation, at the same time, the enterprise can provide all kinds of platforms for college students to provide innovation and entrepreneurship to help college students innovation and entrepreneurship incubation, to realize the entrepreneurship.

Now, with the continuous improvement of innovation and entrepreneurship policy, governments around the world, the government will be idle factory buildings converted into college student business incubation base, college student entrepreneurship parks, etc., to provide practice space for college students innovation and entrepreneurship, and at the same time, all kinds of policies also provide that the incubation of college students innovation and entrepreneurship in the reduction and waiver of the water, electricity, property costs and other costs, from the policy level to effectively help college students innovation and entrepreneurship projects on the ground Transformation. The Ministry of Education opened the undergraduate program of Entrepreneurship Management in 2020, and 13 colleges and universities have successfully opened it first. Before the approval of the major of Entrepreneurship Management, many schools have established cooperation modes such as "Entrepreneurship Order Class" with enterprises to vigorously cultivate all kinds of innovative and entrepreneurial talents in line with enterprises. It can be seen that the society has provided a lot of support for the realization of innovation and entrepreneurship policies for college students.

4.3. School's Understanding of Innovation and Entrepreneurship Policy for College Students

Colleges and universities, as an important training platform for college students' innovation and entrepreneurship, always have to take innovation and entrepreneurship education as an important work. In recent years, the state also vigorously encourages and helps colleges and universities to carry out the relevant innovation and entrepreneurship education work, and at the same time, it also keeps tilting in the system and policies, such as in the working points of the Ministry of Education, to carry out the selection of excellent entrepreneurship colleges and so on. The establishment of colleges and universities innovation and entrepreneurship education colleges formally organizes the original irregularities, unclear institutions and unclear division of responsibilities, and guides college students' innovation and entrepreneurship to carry out innovation and entrepreneurship projects in line with the development of the society through the establishment of entity colleges.

4.3.1. Establishment of Innovation and Entrepreneurship Institutions

Combining their own characteristics, colleges and universities have established a large number of innovation and entrepreneurship colleges, innovation and entrepreneurship education colleges, entrepreneurship management colleges, entrepreneurship teaching and research departments, innovation and entrepreneurship

teaching and research departments and other types of innovation and entrepreneurship institutions, so as to carry out various kinds of consulting services for college students' innovation and entrepreneurship, and to provide assistance to college students' innovation and entrepreneurship through the system of dual guidance by full-time and part-time on-campus teachers and off-campus mentors. The establishment of innovation and entrepreneurship institutions has realized the standardization of personnel, venues, funds, etc., and can carry out the construction of teaching materials, research on educational reform projects, the establishment of large-scale innovation projects and the organic integration of undergraduate university research projects. Moreover, it can make full use of the innovation and entrepreneurship policy, plan in the big picture, start in details, teach according to the material and adapt to the local conditions, which greatly improves the success of innovation and entrepreneurship of undergraduates.

4.3.2. Generation of Full-Time and Part-Time Teachers for Innovation and Entrepreneurship

The Ministry of Education is vigorously carrying out the selection of "Deepening Innovation and Entrepreneurship Education Model Schools", which has clear requirements for full-time and part-time innovation and entrepreneurship teachers in universities to establish a high standard and high quality teaching team. To this end, universities and colleges have combined the innovation and entrepreneurship policy to provide space for innovation and entrepreneurship teachers to grow by revising the talent training program and the title promotion program for university teachers. A large number of high-level innovation and entrepreneurship teachers are thus born, and universities have sufficient teaching force to open entrepreneurial frustration assistance workshops, innovation and entrepreneurship simulation consulting rooms and other platforms where college students' innovation and entrepreneurship can improve their practical ability. Under the guidance of the innovation and entrepreneurship policy for college students, college students can accurately find their own direction.

4.3.3. Improvement of Innovation and Entrepreneurship Courses

With the improvement of innovation and entrepreneurship policy for college students, it has become a top priority for colleges and universities to establish high-quality innovation and entrepreneurship courses. Colleges and universities are also carrying out the construction of "innovation and entrepreneurship catechism" and "innovation and entrepreneurship gold course" one after another. Colleges and universities have also provided special funds for the construction of courses. At the same time, for example, the compulsory course of "Entrepreneurship Fundamentals", various elective courses such as innovation in kind and entrepreneurship practice have gradually entered into the university classroom, and high-quality catechism platforms such as Wisdom Tree, Superstar, Erya, and China Catechism have become more and more popular among college students' innovation and entrepreneurship. The whole teaching, not only provides the theory for college students, but also the specific guidance of policy explanation and practical operation, which provides a fertile ground for college students' innovation and entrepreneurship to survive.

5. Targeted Optimization of Innovation and Entrepreneurship Policies

5.1. Strengthen the Publicity of Government Policies on Innovation and entrepreneurship for College Students

The government and enterprises should simplify the procedures, and at the same time, strengthen the policy propaganda of the employment and entrepreneurship guidance organizations, establish a relevant and perfect network platform, combine the status quo of each city, increase the support for college students' innovation and entrepreneurship, and give the relevant college students' innovation and entrepreneurship in the declaration of the "College Students' Entrepreneurship License" procedure of simplification, and at present, the micro-guarantee loan given by the government is generally targeted at graduated college students within 3-5 years. At present, the micro-guarantee loan given by the government is generally for graduated college students within 3-5 years. At present, the innovation and entrepreneurship education work of each university is continuously and sustainably carried out, and the relevant functional departments of the government should study and formulate a plan for the innovation and entrepreneurship practice of college students who are carrying out innovation and entrepreneurship practice in schools, and practically help to solve the problems of financial difficulties.

5.2. Strengthening the Guidance of Innovation and Entrepreneurship Policy in Colleges and Universities

Colleges and universities are the main training place for college students' innovation and entrepreneurship, colleges and universities should accurately understand all kinds of college students' innovation and entrepreneurship policies, and guide college students' innovation and entrepreneurship to carry out the transformation of the project through the policy propaganda.

5.2.1. Improvement of Innovation and Entrepreneurship Consulting Organizations in Universities

The channels for college students' innovation and entrepreneurship to understand the policies are not only through the website and other inquiries, but also through the related innovation and entrepreneurship consulting institutions in colleges and universities [3]. Therefore, such institutions should establish a perfect guidance system as soon as possible, and stimulate college students' innovation and entrepreneurship consciousness by carrying out fixed consulting activities.

5.2.2. Further Optimize the Curriculum of Innovation and Entrepreneurship Education

Teachers in colleges and universities should integrate innovation and entrepreneurship education into their professional courses, and at the same time publicize and explain the innovation and entrepreneurship policy as the core of the courses, and at the same time, they can take advantage of the high-quality video resources to carry out the publicity of innovation and entrepreneurship policy.

5.2.3. Adoption the Method of "Going Out and Inviting in" to Build Innovation and Entrepreneurship Mentors

Social innovation and entrepreneurship mentors have

unique insights in practical experience and policy control, universities should have a collection of outstanding entrepreneurial alumni, enterprises and entrepreneurs and other quality resources of innovation and entrepreneurship mentor talent pool, mentors should make full use of their respective specialties, and continue to carry out innovation and entrepreneurship practice mentors into the school lectures and other activities, so that college students innovation and entrepreneurship is more in touch with the practice of exercise and continue to grow in the exercise.

6. Conclusion

College student innovation and entrepreneurship is the main force of the times, from college student entrepreneurs continue to integrate innovation research, the state attaches more and more importance to college student innovation, college students should continue to carry out innovation based on their specialties, to realize entrepreneurship, to become a college student innovation and entrepreneurship to provide preliminary guarantee conditions. Therefore, college students should make full use of college students' innovation and entrepreneurship policies, continuously strengthen their own learning, increase the degree of policy familiarity and mastery, and implement and use innovation and entrepreneurship policies, effectively solve their own problems in terms of lack of funds, site difficulties, etc., and through their own efforts, digging out and setting up high-quality innovation and entrepreneurship team to find a good project, and persevere to the end, never give up perseverance in the realization of the innovative entrepreneurial road, walk a good solid every step. The road to realize innovation and entrepreneurship with perseverance, never give up, and take every solid step.

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