

Research on Innovative Thinking Training for College Students in Innovation and Entrepreneurship in University

Qiulan Yu

Xi'an Technology and Business College, Xi'an, Shaanxi, China

Abstract: *Against the backdrop of the accelerating development of education in China, the importance of innovation and entrepreneurship education is constantly highlighted. Comprehensive optimization of innovation and entrepreneurship education can not only help students strengthen their innovative spirit but also improve their entrepreneurial ability and be helpful. Conducting innovative thinking training for college students in innovation and entrepreneurship is very helpful for the implementation of innovation and entrepreneurship education and can also meet the practical needs of college students in innovation and entrepreneurship. However, the construction of relevant mechanisms for innovative thinking training still needs to be improved, mainly through the use of a single training method, a disconnect between innovative thinking training and reality, and a lack of evaluation of innovative thinking. Comprehensive strengthening of innovative thinking training for college students in innovation and entrepreneurship should include strengthening innovative thinking in case analysis, strengthening innovative thinking in independent exploration, and improving evaluation mechanisms around innovative thinking.*

Keywords: Higher education institutions; Innovation and entrepreneurship; Innovative thinking training.

1. Introduction

College students are the pride of the new era, and the education they receive and the environment they live in during their growth are closely related to the development of their comprehensive qualities. Currently, innovation and entrepreneurship education are becoming important parts of talent cultivation in universities. To deeply guide the innovation and entrepreneurship process of college students, teachers must play a guiding role in guiding students, with innovative thinking training as the main form, effectively ensuring the comprehensive optimization of innovation and entrepreneurship education and having a strong promoting effect on the innovation and entrepreneurship practices of college students. Innovative thinking can help college student entrepreneurs seize opportunities[1]. In a rapidly changing market environment, only those with innovative thinking can better discover and utilize opportunities. Innovative thinking can enable college student entrepreneurs to keenly perceive changes in market demand, anticipate future trends, and make corresponding adjustments and innovations in response to these changes and trends. For example, when the sharing economy emerges, college student entrepreneurs can provide products or services related to the sharing economy through innovative business models and service methods, thereby gaining a competitive advantage[2]. This article analyses the necessity and challenges of innovative thinking training for college students in innovation and entrepreneurship and proposes practical strategies for comprehensively optimizing innovative thinking training for college students in innovation and entrepreneurship.

2. The Necessity of Innovative Thinking Training for College Students in Innovation and Entrepreneurship

In today's fiercely competitive society, an increasing number of college students are choosing the path of entrepreneurship.

However, achieving success in the entrepreneurial field requires funding, resources, and market opportunities, and an important factor is innovative thinking. Innovative thinking plays an important role in the entrepreneurial process of college students. Innovative thinking helps college student entrepreneurs solve problems. The process of entrepreneurship involves various complex problems and challenges, and traditional methods often cannot solve these problems[3]. With innovative thinking, college entrepreneurs can approach problems from different perspectives and propose innovative solutions. Innovative thinking can stimulate the imagination and creativity of college student entrepreneurs, thereby helping them find breakthroughs in the challenges of entrepreneurship. For example, when faced with a shortage of funds, innovative thinking can help college student entrepreneurs explore other financing channels, such as collaborating with investors and seeking sponsorship. In addition, innovative thinking can help college student entrepreneurs create unique competitive advantages [4]. In a fiercely competitive market with homogenization, college student entrepreneurs need to differentiate their products or services through innovative thinking to gain market recognition and user favor. Innovative thinking can help college student entrepreneurs design differentiated products or services, providing a unique user experience. For example, by introducing technological elements and personalized customization, college student entrepreneurs can provide users with a unique shopping experience, thereby attracting more users.

2.1 Benefits for Cultivating Students' Innovative Spirit

Strengthening innovative thinking training for college students in innovation and entrepreneurship has a strong promoting effect on cultivating their innovative spirit. Innovative thinking training mainly helps students strengthen their innovative thinking through different forms of activities. In this situation, college students have a more diverse perspective on things and a more innovative approach to

solving problems, which is conducive to the cultivation of their innovative spirit. For college students, innovative thinking training is a comprehensive driving force for improving their overall quality. With a good spirit of innovation, college students can maintain a good state based on innovation and entrepreneurship practices and simultaneously respond to and solve unknown problems and challenges with a strong innovative spirit, which can greatly improve the success rate of college students' innovation and entrepreneurship.

2.2 Benefits for Improving Students' Entrepreneurial Ability

Entrepreneurship is an important way to alleviate employment pressure on college students. With increasing attention given to entrepreneurship by various sectors of society, adjustments are being made to the allocation of entrepreneurial resources for college students. Linking with the important value of innovative thinking training in college students' innovation and entrepreneurship can greatly enhance their perceptual ability and comprehensive experience, laying a foundation for further promoting the development of college students' entrepreneurial abilities. Cultivating the entrepreneurial ability of college students is not something that can be achieved overnight. This needs to be reflected in innovative thinking training activities in innovation and entrepreneurship. Through strong innovative thinking, college students can have the courage to overcome difficulties in innovation and entrepreneurship practices while always adhering to the principle of problem orientation and improving their entrepreneurial ability while overcoming numerous difficulties.

2.3 Benefits for Implementing the Task of Cultivating Morality and Talent

Cultivating virtue and nurturing talent is the fundamental task of talent cultivation in universities. Strengthening innovative thinking training in college students' innovation and entrepreneurship is an important manifestation of implementing the fundamental task of cultivating virtue and nurturing talent. By closely connecting with the growth laws of college students, cultivating their innovative thinking ability can help them learn to approach problems dialectically and improve their comprehensive quality. As the pride of the new era, college students should possess strong innovative thinking to cope with the challenges of academic and entrepreneurial development. The fundamental task of cultivating moral character through innovative thinking training can be further realized.

3. The Problems Faced by Innovative Thinking Training for College Students in Innovation and Entrepreneurship

3.1 The Training Method for Innovative Thinking is Single

The implementation methods of innovative thinking training for college students in innovation and entrepreneurship still need to be innovated. Most teachers only consider theoretical guidance for students and help them deepen their understanding and importance of innovative thinking through

oral preaching while ignoring the real needs and corresponding performance of students in the growth process, which leads to the actual effect of innovative thinking training being affected and interfered with. The training of innovative thinking in college students' innovation and entrepreneurship is related to the feasibility of innovation and entrepreneurship. However, due to the relatively single training method of innovative thinking, the demand for comprehensive quality development for subsequent students is limited.

3.2 Innovative Thinking Training is Disconnected from Reality

Innovative thinking training itself is systematic work that is related to all aspects of the growth of college students. Currently, innovative thinking training for college students in innovation and entrepreneurship mostly focuses on guiding students from a theoretical analysis perspective, neglecting the important value of practice and failing to truly connect with innovation and entrepreneurship practice projects to make new attempts, which affects the overall effectiveness of innovative thinking training. Faced with the phenomenon of disconnection between innovative thinking training and actual situations at the current stage, the specific implementation of innovative thinking training cannot meet the expected goals.

3.3 Lack of Evaluation of Innovative Thinking

The evaluation of innovative thinking ability is helpful for the self-awareness of college students, but at present, there is a lack of effective evaluation of the overall effect of innovative thinking training, and there are certain limitations in the construction of an evaluation system. The specific implementation of innovative thinking training for college students in innovation and entrepreneurship neglects effect tracking, only evaluating innovative thinking from basic control needs, and neglects the real cultivation of innovative thinking among college students in their growth process. It is difficult to develop a comprehensive and systematic evaluation and guidance mechanism, resulting in insufficient understanding of the development of innovative thinking among college students.

4. The Implementation Strategy of Innovative Thinking Training for College Students in Innovation and Entrepreneurship

4.1 Strengthening Innovative Thinking in Case Analysis

Case analysis is an important way to cultivate innovative thinking among college students. In the guidance of college student innovation and entrepreneurship, teachers should be good at summarizing cases, cultivating innovative thinking among college students, and helping students solve problems through in-depth analysis and exploration based on specific cases. This can provide students with deep inspiration, whether by monitoring their growth process or further enriching and expanding their thinking, perceptions and experiences. All of these can provide students with comprehensive support, with innovative thinking cultivation as the basic guidance, and truly realize the due value of innovation and entrepreneurship. Case analysis has a strong guiding effect on the innovation and entrepreneurship of

college students. Combining the practical value and demand performance of design thinking training, it is necessary to analyze real cases in the specific implementation process of innovative thinking cultivation. Effective monitoring should be carried out to address practical problems in innovation and entrepreneurship, and higher requirements should be put forward for the cultivation of innovative thinking.

4.2 Strengthening Innovative Thinking in Independent Exploration

Innovative thinking training for college students in innovation and entrepreneurship should take into account their active exploration and thinking of problems and enrich their thinking experience through independent exploration. In the context of the network information age, we should use the internet to develop microcourse resources to connect with the specific needs of innovation and entrepreneurship education and the relevant implementation characteristics. We should also make appropriate adjustments to college students' innovation and thinking training methods, which can enrich students' learning experience with the help of micro courses in the network environment and promote the improvement of students' innovative thinking ability in the main form of independent inquiry. When students independently think based on the internet and constantly summarize their experience, they can draw nutrition from innovation and entrepreneurship, transform it into the power to solve problems, and improve their innovative thinking ability in independent exploration.

4.3 Improving the Evaluation Mechanism around Innovative Thinking

A comprehensive improvement in the evaluation mechanism is conducive to the development of innovative thinking among college students. Therefore, it is necessary for teachers to play a guiding role in the innovation and entrepreneurship of college students. From the perspective of evaluation reform, the evaluation of students should be based on whether they have innovative thinking, and the cultivation of devouring ability should be the key direction. Innovative attempts should be made in various management mechanisms to achieve the expected results in the evaluation. The evaluation of innovative thinking needs to be reflected in all aspects of the innovation and entrepreneurship ability of college students. It is necessary to monitor the innovation and entrepreneurship activities of college students, evaluate and analyze the overall performance of their innovation and entrepreneurship activities, and meet the practical needs of cultivating innovative thinking under the guidance of an effective innovation thinking evaluation system, further promoting the continuous maturity of the innovation thinking training mechanism.

5. Conclusion

In summary, strengthening innovative thinking training in innovation and entrepreneurship for college students is beneficial for the comprehensive improvement of their overall quality and further strengthens their cognitive abilities. Based on the overall current implementation characteristics of innovation and entrepreneurship practices among college students, appropriate adjustments should also be made to the

mechanism construction and implementation of innovative thinking training to lay the foundation for helping college students strengthen their innovation and entrepreneurship abilities and qualities and to safeguard the high-quality development of their comprehensive qualities.

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