

Construction of a Service System for Innovative and Entrepreneurial Talents in Universities Based on Entrepreneurship Ecosystem

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Abstract. Analyze the current situation and shortcomings of innovation and entrepreneurship services in universities, identify and analyze the key factors and ability needs that affect the current innovation and entrepreneurship capabilities of college students, and propose to build a talent training and service system for innovation and entrepreneurship education in universities from the aspects of school top-level design, service ecosystem construction, and resource connection Ideas.

Keywords: Entrepreneurship ecology; service system; innovation and entrepreneurship; university innovation.

1. Introduction

"Mass Entrepreneurship and Innovation" is the new theme of the development of the times, and has become a national development strategy, promoting the transformation and upgrading of the national economy. College students are the main force in innovation and entrepreneurship. In 2015, the General Office of the State Council issued the "Guiding Opinions on the Development of Makerspace and Promoting Mass Innovation and Entrepreneurship". It specifically pointed out the need to "promote the implementation of college students' entrepreneurial leadership plan, and provide places, public services and financial support". Previously, some scholars conducted research on entrepreneurship education and services in universities from different perspectives, but mostly based on the cooperation and collaboration between universities and external entrepreneurial institutions, as well as the integration of entrepreneurial environments, and discussed the construction of the university's internal entrepreneurial ecosystem and internal operating mechanisms. There is less research on the problem.

2. Innovation and entrepreneurship are needed for the development of the country, universities and students

2.1 Doing a good job in innovation and entrepreneurship education for college students is a national development strategy

The true strength of a country comes from its ability to innovate, and innovation is a path stepped out in practice. At present, my country's economic development has entered a stage of high-efficiency and low-cost development. The economic development speed has changed from a high-speed growth of about 10% in the past to a medium-high-speed growth stage of 7%-8%. Faced with the shifting and downturn of economic growth, we are required to further optimize the industrial structure and transfer economic development momentum, that is, to replace traditional investment and factor-driven methods through innovation-driven methods. The report of the 18th National Congress of the Communist Party of China clearly stated that it is necessary to accelerate the transformation of economic construction and promote and realize the great strategy of the Chinese Dream through innovation and entrepreneurship.

2.2 Innovation and entrepreneurship guide the transformation and development of local universities

The first is to promote and deepen the reform of innovation and entrepreneurship in colleges and universities is an effective measure and the only way to promote school education and teaching reform and improve the quality of education and teaching. In 2010, the "Opinions of the Ministry of Education on Vigorously Promoting Innovation and Entrepreneurship Education in Colleges and Universities and College Students' Independent Entrepreneurship Work" pointed out that "Developing innovation and entrepreneurship education in institutions of higher learning and actively encouraging college students to start their own businesses is the education system's in-depth study and practice of the scientific development concept. A major strategic measure that serves the construction of an innovative country; it is an important way to deepen the reform of higher education teaching and cultivate students' innovative spirit and practical ability; it is an important measure to implement entrepreneurship to drive employment and promote full employment of college graduates." May 2015 In September, the State Council issued the "Implementation Opinions on Deepening the Reform of Innovation and Entrepreneurship Education in Colleges and Universities" clearly stated that the overall goal of the innovation and entrepreneurship education reform in colleges and universities is to "significantly improve the quality of talent training, and the students' innovative spirit, entrepreneurial awareness and innovation and entrepreneurship capabilities have been significantly enhanced. 1]" It can be seen that strengthening the cultivation of students' innovation and entrepreneurship capabilities is an urgent need for the construction of the national innovation system, the fundamental basis for promoting the implementation of innovation-driven strategies, and an important measure to promote higher education reform and promote higher-quality entrepreneurial employment for college graduates .

Second, strengthening innovation and entrepreneurship education is a requirement for the transformation and development of local universities. As the main places for cultivating outstanding talents, universities should play a leading role in innovation and entrepreneurship. Innovation and entrepreneurship education in colleges and universities meets the requirements of the transformation and development of colleges and universities, and provides solutions to the difficulties of traditional entrepreneurship education. At present, with the gradual deepening of higher education reforms, many well-known universities in the world take the promotion of their own "core competitiveness" as one of their development strategies, and the ability to discover and solve problems is increasingly valued by universities. In order to adapt to the adjustment of the national higher education structure, local undergraduate colleges and universities must enhance their competitiveness to adapt to the transformation of the national economic structure and the sustainable development of the society, realize the transition from traditional to application-based, and cultivate compound talents that combine application-based and technical-based talents. Meet the mainstream needs of the current society. In the process of building an innovative and entrepreneurial country, local undergraduate colleges and universities seize this favorable opportunity and actively promote all-round cooperation with local governments, scientific research institutes, and important state-owned large-scale enterprises. Through cooperation, scientific research forces are integrated to form a complete college student innovation. Entrepreneurship training system [2].

Third, in terms of college education and teaching, strengthening college students' entrepreneurship education is the basic carrier for building a good style of study. First, it can lead college students to devote more energy to entrepreneurship training, innovation training, and science and technology competitions, to ensure the construction of a good style of study, improve students' enthusiasm and initiative in learning, and give full play to their subjective initiative; second, it can guide Students give full play to their own advantages, enhance their self-confidence, and continuously improve their entrepreneurial skills. Enhancing entrepreneurship education for college students is also a key driver for cultivating innovative talents. Strengthening innovation and entrepreneurship education also meets the requirements for cultivating innovative and professional talents. In the development of innovation and entrepreneurship education, it can not only cultivate students' interest in learning, but

also stimulate students' interest in entrepreneurship, and at the same time improve students' ability to analyze and solve problems, and lay a solid foundation for students to succeed in entrepreneurship in the future[3].

2.3 Innovation and entrepreneurship are the driving force to promote students' all-round talent

In the report of the 19th National Congress of the Party, General Secretary Xi Jinping clearly pointed out that "innovation is the first driving force leading development and the strategic support for building a modern economic system." The innovative and entrepreneurial talent required in the new era and the new situation is a comprehensive compound talent. On the one hand, it should have complete and rich professional skills and knowledge. On the other hand, it should cultivate and exercise the integration of knowledge and action among students and improve discovery and solutions. One of the effective ways of problem ability [2]. Therefore, school education should also be continuously improved and deepened according to the progressive needs of students' cognitive abilities and abilities.

However, innovation and entrepreneurship education is a kind of practical education with the characteristics of innovation, creativity and practice. The core of innovation and entrepreneurship education is to cultivate the spirit of innovation and entrepreneurship and to improve its comprehensive quality and ability. It is not to let every student start an independent entrepreneurship, but to focus on the cultivation of students' personality, thinking and ability. Innovation and entrepreneurship education for college students focuses on cultivating the following abilities: First, awareness training. Enlighten students' sense of innovation and entrepreneurial spirit, so that students can learn knowledge, cultivate awareness, increase knowledge, and increase courage. Second, capacity improvement. Analyze and cultivate students' critical thinking, insight, decision-making ability, organizational coordination and leadership and other entrepreneurial qualities, so that students have the necessary entrepreneurial skills. Third, environmental awareness. Guide students to understand the current industry environment, understand opportunities, grasp risks, and master skills. Fourth, practice simulation to encourage students to experience all aspects of entrepreneurship.

3. The Status Quo and Insufficiency of the Innovation and Entrepreneurship Service System in Universities

3.1 Idea update problem

On the one hand, many university management teams and professional teachers currently do not have sufficient understanding of the development of innovation and entrepreneurship. They believe that entrepreneurship education is to impart some simple entrepreneurial knowledge and entrepreneurial skills to college students, which leads to insufficient work consciousness and passive acceptance of arrangements to start work; On the other hand, managers and teachers pay a lot of attention to the professional abilities of students, and pay more attention to the cultivation of professional knowledge and skills, so as to cultivate students' personal comprehensive ability and innovation and entrepreneurship practice ability. They believe that the cultivation of college students' innovative and entrepreneurial ability takes up a lot of study time. Therefore, only by deeply understanding the importance of the innovation and entrepreneurship work and service of universities, through the renewal of ideas, breaking the ideological shackles that restrict the innovation and entrepreneurship work of universities, focusing on cultivating students' entrepreneurial practice ability, and guiding students to master specific entrepreneurial capabilities The purpose of launching entrepreneurial services [4].

3.2 Lack of innovative and entrepreneurial talents

Most college teachers graduated from one school to teach in another school, without social practice and innovation and entrepreneurship training. For full-time college education, entrepreneurship education has higher requirements for teachers, requiring teachers to have a strong entrepreneurial ability. Every entrepreneurial teacher must not only have a solid entrepreneurial knowledge, but also have a certain amount of entrepreneurship. experience. From the perspective of entrepreneurship teachers in major universities, the number of entrepreneurship teachers is still not enough. If only a few in-campus teachers and some part-time teachers outside the campus are used to carry out entrepreneurship education, the expected entrepreneurial education effect will still not be achieved [4].

3.3 Entrepreneurship service incentive mechanism needs to be improved

It is necessary to increase leadership, form a strong guiding mechanism through scientific top-level design, and mobilize the enthusiasm and self-consciousness of teachers and students to participate through the personnel distribution system and job title review.

3.4 School-local cooperation needs to be strengthened

It is also a necessary condition for the transformation and development of schools to change the disconnection between scientific research, education, innovation and entrepreneurship in universities and localities and industries. The current main problems are reflected in the lack of smooth mechanisms, inadequate forms and contents of cooperation, and inconspicuous results, especially in normal universities. The development of colleges and universities needs to actively integrate into regional economic development, and cooperate with local governments, research institutes, and enterprises to obtain more development support. In terms of scientific research, the transformation of scientific research results and technological breakthroughs, as well as the promotion of regional industries, should be the main criteria for consideration. Strive to build a technology research and development center, laboratory, and service platform with regional characteristic industries and industries. Encourage teachers to lead students to participate in innovation and entrepreneurship, carry out technology research and development and scientific research practices, so that teaching, research, innovation and entrepreneurship can be organically integrated.

4. College students' innovation and entrepreneurship ability

4.1 Entrepreneurial learning ability

Entrepreneurship learning ability is a kind of acquired ability that transforms the theoretical knowledge learned in entrepreneurship education and training and the practical experience imparted by entrepreneurial services and entrepreneurial incubation into entrepreneurial qualities and entrepreneurial behaviors. It is one of the main factors affecting students' entrepreneurial ability. Entrepreneurship learning ability includes explicit knowledge learning ability and tacit knowledge learning ability. Explicit knowledge learning ability refers to the ability of students to obtain theoretical knowledge such as entrepreneurial cognition after being trained in entrepreneurship education; tacit knowledge learning ability refers to students' ability to practice entrepreneurship in the process of receiving entrepreneurial assistance, participating in entrepreneurial training and entrepreneurial activities The ability to acquire experience and knowledge [5].

4.2 Innovation and entrepreneurship R&D capabilities

Innovation and entrepreneurship research and development is an efficient learning process for students to deal with problems in research and development based on innovative thinking, and innovation and entrepreneurship research and development capabilities reflect the innovation and entrepreneurship capabilities of students to a certain extent. Possessing good innovation and

entrepreneurship research and development capabilities can not only cultivate students' innovative consciousness and innovative thinking, but also help improve students' practical ability and logical thinking ability. Therefore, the innovation and entrepreneurship R&D capability is one of the main attributes that affect the innovation and entrepreneurship capabilities of college students [6].

4.3 Entrepreneurial confidence

Entrepreneurship self-confidence refers to the strength of belief that students think they can do a good job in various entrepreneurial work and achieve entrepreneurial goals during the process of innovation and entrepreneurship. Li Wen [B] and others believe that entrepreneurial behavior is the product of the interaction of entrepreneurs' perceptual expectations and rational evaluation, and the motivation is mainly derived from entrepreneurs' strong desire for entrepreneurial results and their own entrepreneurial ability and confidence.

4.4 Information access

Improve their information search ability and carry out information skills training to equip students with the technology to obtain entrepreneurial information. So that students can filter out what they need when facing the complex and widely dispersed entrepreneurial information resources. Information acquisition, screening, analysis and refinement, and formation of advanced awareness have good information literacy.

4.5 University Entrepreneurship Service Platform

In order to provide education and assistance to college students' innovative and entrepreneurial behaviors, universities need to establish an effective entrepreneurial service platform and form an entrepreneurial education and assistance system. The main platforms for colleges and universities to provide students with entrepreneurial services include entrepreneurial education, entrepreneurial activities, entrepreneurial services, entrepreneurial cultural atmosphere and crowd-creation space, incubators, etc.

5. The Construction of Talent Cultivation System of Innovation and Entrepreneurship Education in Universities

5.1 School top design

Doing a good job in innovation and entrepreneurship education has become an indispensable important measure and the only way for the transformation and development of colleges and universities. In order to comprehensively cultivate innovation and entrepreneurship talents in colleges and universities, it is necessary to build a complete talent training system. The first is to do a good job in updating the concepts of leading cadres, teachers and students, and to fully realize the importance of this work. An innovation and entrepreneurship management and service department can be established in the school to provide services and management for student entrepreneurship, teacher scientific research and achievement transformation. Through the formulation of the "Deepening Innovation and Entrepreneurship Education Reform Implementation Plan", innovation and entrepreneurship education has been incorporated into the school's comprehensive reform plan, reflecting the school's great emphasis on and guiding changes in the concept of teachers and students.

The second is to establish an incentive mechanism to improve the teaching management and evaluation system of innovation and entrepreneurship education, such as increasing the weight of innovation and entrepreneurship education indicators in the evaluation of teacher titles, establishing a mechanism for mutual recognition of specialty credits, establishing an evaluation mechanism for innovation and entrepreneurship education, and establishing innovation and entrepreneurship Scholarships, scholarships, etc.

Thirdly, by actively holding entrepreneurial competitions, entrepreneurship training camps, entrepreneurship lectures, project road shows, entrepreneurial coffee and other activities, actively create an entrepreneurial atmosphere in the school. Encourage entrepreneurial teams to actively carry out the connection between government, school, research and enterprise, so that the project is in line with the society and meets the actual needs of social development.

5.2 Innovation and entrepreneurship service ecosystem construction

Educational services: Through entrepreneurial education and guidance services, it plays a key role in the formation of students' entrepreneurial ability and is the foundation of the entrepreneurial service ecosystem. Entrepreneurship course learning is an important method for students to improve their entrepreneurial abilities. The establishment of "Entrepreneurship Quality Education Courses", double innovation lectures, entrepreneurship training camps, entrepreneurship competitions and other activities will help promote the formation of students' comprehensive entrepreneurial quality. Entrepreneurship education services are divided into vocational education and entrepreneurship training. Vocational education is mainly professional education for students, with the purpose of providing guarantee for the professional development and sustainable development of students. Entrepreneurship training is a more practical entrepreneurial training activity carried out on the basis of vocational education, such as business model design, project investment and financing, project roadshows, business operations, strategic planning, etc. The goal is to realize students' own abilities through knowledge creation Upgrade to adapt to the challenges posed by the uncertain environment.

Information service: It is the connotation of the university entrepreneurship service ecosystem, and it is the main line that runs through the knowledge innovation service, education service, financing service and policy service. Information includes document information and non-document information, and the organic combination of network resources and non-network resources. Provide necessary information services including legal consultation, business management, fiscal and taxation knowledge, industrial and commercial registration, project declaration, intellectual property rights, market demand, etc. For example, in the preparation stage for entrepreneurship, students need to provide government regulations and policies and industry information; the main problem faced by students in the startup phase is resource integration, and they need to provide entrepreneurial resource information, that is, human information and financing for entrepreneurial support Information (financing channels and financing methods), etc.; at the stage of entrepreneurial realization, what is needed is target market information, industry information related to entrepreneurial projects, and competition information. To sum up: Two types of information are needed, namely environmental information and industry information. Environmental information includes policy, law, market information, human, property and other resource information, competition information, etc. Industry information includes industry trends, industry standards, industry technology, industry experience, etc. The way to achieve this can be done jointly with the library, information center, and relevant teaching departments. For example, the library has a wealth of collection resources, and at the same time can increase the purchase of entrepreneurial literature resources. On the other hand, the important source of entrepreneurial information is network information. Through the network collection, useful information is analyzed and classified, and entrepreneurial information databases are established to form the characteristics of the collection.

Policy service: It is the support of the university entrepreneurship service ecosystem. This is achieved through the establishment of an innovation and entrepreneurship policy research and service center in the School of Marxism. Its specific content mainly includes: at the national level, understand the country's policy support system for college students' innovation and entrepreneurship, which mainly includes legal protection, education and training, financial support, tax relief, social services, and public opinion support [5]. At the local level, since 2015, various localities have successively introduced relevant innovation and entrepreneurship policies. Including service platform construction, service platform operation, achievement output, achievement transformation, tax incentives, financial

support, etc., different regions combine their own situations differently. At the university level, it is the most direct factor affecting college students' entrepreneurship. The most important thing is to formulate and implement entrepreneurial policy systems to ensure the timeliness and effectiveness of the implementation of entrepreneurial policies at the university level. On the one hand: It can make full use of alumni resources and social funds to provide financial and technical support for outstanding college students' entrepreneurial projects. The second is to establish an innovation and entrepreneurship development fund to provide R&D and start-up funding for outstanding projects. The third is to formulate effective systems and procedures to encourage and restrict the use of venture capital.

Technical service: The way teachers lead students to start a business, give full play to the scientific research advantages of universities, and establish a platform for industry-university-research cooperation. Develop a system for the transfer and transformation of school technological achievements, encourage teachers and researchers to actively carry out technological entrepreneurship, and use scientific research and technological advantages to drive students' innovation and entrepreneurship. Encourage teachers to cooperate with students in entrepreneurial projects, combine their own work with enterprises to carry out technical cooperation or part-time activities, encourage the income to be owned by individuals, and finally form an environment for the technical policy service system of colleges and universities.

Funding (financing) services: In the entire life cycle of an enterprise, the most prone to failure is the period from the start to the generation of positive cash flow, which is called the "valley of death". Therefore, doing a good job in corporate financing is important for the survival and development of startups. It's very important. Generally speaking, the main sources of entrepreneurial funds for college students are self-raising, borrowing, and venture capital. However, according to the data of Michaels research, the independent entrepreneurial funds of college students in my country mainly rely on their parents, relatives and friends, and personal savings. This shows that the current government funding and commercial venture capital for college students' entrepreneurship is still very low. The main reason is that on the one hand, the investment and financing channels are not smooth, on the other hand, college students' entrepreneurial credit is insufficient and there is no effective guarantee, and it is difficult to borrow money. Carry out financing. Universities should establish financial services for college students' innovation and entrepreneurship. First, they can make full use of social resources, strengthen connections with the business world, make full use of social resources to solve practical problems for students, strengthen entrepreneurship education and training for college students, and improve the quality of entrepreneurship; second, for entrepreneurship Financing provides a good development environment. Such as strengthening the promotion of high-quality projects and actively attracting angel investment. Promote preferential policies for regional entrepreneurship and encourage angel investment to come and develop. The third is to strengthen the integrity education for students so that the tripartite investment and financing institutions are willing to cooperate; the fourth is to build an information exchange platform and establish an effective information communication channel and docking mechanism between investors and college student entrepreneurs. Such as project road shows, entrepreneurship salons, entrepreneurship forums, entrepreneurship lectures, etc.

Legal services: In the process of innovation and entrepreneurship and business operations, many legal issues will be encountered. Through the establishment of a legal consultation and service center in the school, its main functions are to provide legal advice, hold legal lectures and academic salons, and research and popularize the law. It assists innovation and entrepreneurship teams to safeguard their rights and promotes the integration of innovation and entrepreneurship with legal practice.

Co-creation space service: The establishment of a co-creation space for college students in the school can effectively provide students with work space, network space, social space, and resource sharing space. The work space is mainly composed of office space, office services, office software, daily management, and marketing operations. Cyberspace exists in the form of Internet + virtual space,

which combines online and offline methods to provide students with an online display and trading platform for creative and original works.

6. Conclusion

The ultimate goal of education is to train people. Higher education, as a high-level activity to train people, has an irreplaceable position and role in cultivating all-round development of innovative and entrepreneurial talents. As a newly-built local undergraduate college, it is necessary to establish a personalized training system for college students' innovation and entrepreneurship ability based on the school's own characteristics and the characteristics of the subject setting, respect the personalized development of students, and provide special talent channels for the personalized development of students. Through the creation of environments for cultivating innovation and entrepreneurship capabilities of college students at different levels, more talents will be inspired to stand out, and a scientific and reasonable talent training model will be established.

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