Education Research Frontier
March 2021, Volume 11 Issue 1, PP. 44-48

Study on the Strategy of Improving the Innovation and Entrepreneurship Ability of College Students Based on SWOT Analysis

Ying Gou [1†], Moli Sun [1]

1. School of Mechanical Engineering, Xi'an Aeronautical University, Xi'an, 710077, China

†Email: 1174997672@qq.com.cn

Abstract

In the new era, colleges in the China need to cultivate college students with innovative and entrepreneurial capabilities. Through the use of SWOT analysis method, a comprehensive and systematic analysis of the advantages and disadvantages of college students' innovation and entrepreneurial ability training and the opportunities and challenges they face. With the help of the SWOT matrix analysis model, starting from the four aspects of using advantages, overcoming disadvantages, seizing opportunities, and resolving challenges, it proposes specific measures to strengthen the innovation and entrepreneurship capabilities of college students, hoping to provide certain references for colleges in the China to cultivate the innovation and entrepreneurship capabilities of college students.

Keywords: College Students; SWOT; Innovation Ability; Strategy

1 INTRODUCTION

In the new era, colleges must comprehensively train college students, especially whose innovative and entrepreneurial awareness and quality, and exercise students' innovative logic and practical ability, so as to keep up with the rapid development of the times. At present, the various abilities of college students in innovation and entrepreneurship need to be improved, especially in terms of opportunity grasping, risk tolerance, and patented technology. SWOT analysis is a scientific method that can quickly, accurately and objectively reflect a reality. This paper sorts out and analyzes the advantages, disadvantages, opportunities and challenges of college students' innovation and entrepreneurship, and then provides effective decision-making basis for improving college students' innovation and entrepreneurship capabilities.

2 ANALYSIS ON THE INNOVATION AND ENTREPRENEURSHIP ABILITY OF COLLEGE STUDENTS BASED ON SWOT METHOD

2.1 Overview of SWOT Analysis

The SWOT method is an analysis method proposed by Kenneth R. Andrews of the United States in the 1980s, also known as the situation analysis method. The SWOT analysis method is composed of S, W, O, and T. S is strengths; W is weaknesses; O is opportunities; T is threats. S and W are internal environmental factors, and O and T are external influence factors. The SWOT analysis method is a comprehensive analysis of the combination of internal environmental factors and external environmental factors, and four results of SO, ST, WO, and WT are obtained, and corresponding conclusions with certain decision-making nature are drawn.

2.2 The SWOT Analysis of College Students' Innovation and Entrepreneurship Ability

In order to better study the actual situation of college students' innovative ability, this article will use SWOT analysis to conduct in-depth research and analysis, and then find strategies to cultivate college students' innovative ability.

Table 1 shows the analysis model of college students' innovation and entrepreneurship under SWOT analysis.

TABLE 1 SWOT ANALYSIS OF COLLEGE STUDENTS' INNOVATION AND ENTREPRENEURSHIP

Strengths（S）	**Weaknesses（W）**
S1: University supportion S2: College students have a sense of innovation and entrepreneurial enthusiasm S3: Promoting employment of college students	W1: The innovation and entrepreneurship teaching system is not sound W2: The construction of teaching staff is not sound W3:Poor professional knowledge of college students
Opportunities（O）	**Threats（T）**
O1: National and local government support O2: Good atmosphere for innovation and entrepreneurship O3: The society's demand for innovative and entrepreneurial talents continues to rise	T1: Time and energy cannot be allocated well T2: Lacking of funding for innovation and entrepreneurship T3: Existing of Innovation and entrepreneurship risks

1) Strengths（S）

First, in order to strengthen the education of innovation and entrepreneurship for college students, many colleges have established innovation and entrepreneurship colleges to provide students with lectures on innovation and entrepreneurship theory and knowledge, and to cultivate college students' innovation and entrepreneurship capabilities. At the same time, colleges also provide certain start-up funds for students' innovative and entrepreneurial practice projects, which are mainly used to fund and support students' innovative and entrepreneurial projects with development potential. Second, students are more active in thinking, have a strong sense of innovation and entrepreneurship, and have a certain degree of enthusiasm for innovation and entrepreneurship. It is relatively easy for students to form an innovation and entrepreneurship team, thereby increasing the possibility of students' success in innovation and entrepreneurship. Third, in the process of innovation and entrepreneurship, students taped the huge potential of students to start their own businesses, and at the same time eased the employment pressure of students. Innovation and entrepreneurship can not only solve students' own employment problems, but also drive others to employment and promote social economic development.

2) Weaknesses（W）

First, although colleges have opened relevant innovation and entrepreneurship courses, the construction of the curriculum system is not sound enough. At the same time, most of the innovation and entrepreneurship theory courses offered are mainly based on network general education, and offline classroom teaching is less, so the teaching effect is not optimistic. Second, the construction of the innovation and entrepreneurship teaching team of college teachers is not sound enough. Few teachers have real entrepreneurial practice experience, and the school teachers are relatively weak. This is also an important reason for the low quality of innovation and entrepreneurship teaching in schools. Third, students have insufficient theoretical knowledge of innovation and entrepreneurship, and lack of solid practical skills in innovation and entrepreneurship.

3) Opportunities（O）

First, at present, the country is very supportive of college students' innovation and entrepreneurship. China has put forward the call of "mass entrepreneurship and innovation", and local governments have successively introduced various policies to support students' innovation and entrepreneurship. It can be said that the national and local governments have paid considerable attention and policy preference to students' innovation and entrepreneurship, and have also given certain funding. Second, the Ministry of Education holds competitions such as the "Internet +"

Innovation and Entrepreneurship Competition, aiming to promote education with competitions, promote learning with competitions, and promote innovation with competitions, aiming to create a good social innovation and entrepreneurship atmosphere and allow more students to participate in the game. Third, with the implementation of the transformation and upgrading of country's industrial structure and the implementation of the innovation-driven development strategy, the society's demand for innovative and entrepreneurial talents is increasing, and the quality requirements are getting higher and higher.

4) Threats（T）

First, the students lack the theoretical knowledge and ability of innovation and entrepreneurship, and some students have ideas but don't know how to carry out the process of innovation and entrepreneurship. In addition, students are still in the process of knowledge reserve and ability development. Students must not only learn professional knowledge, but also prepare for innovation and entrepreneurship. However, college students have limited time and energy, and it is difficult to do both at the same time. Balance ultimately makes it difficult for innovation and entrepreneurship to succeed. Second, when students use their own technology, patents, and software copyrights to carry out innovation and entrepreneurship, they cannot afford the relevant application fees and other economic expenses because haven't sufficient financial capacity, which eventually leads to students giving up opportunities for innovation and entrepreneurship. Third, society and colleges have not formed a set of risk monitoring and feedback systems, and students do not have certain experience, making college students unable to predict risks and not have enough ability to find suitable ability to deal with problems. To a certain extent, the ability of risk avoidance in innovation and entrepreneurship of students is insufficient, which causes uncertainty in the success of innovation and entrepreneurship of students.

3 Strategies to Improve the Innovation and Entrepreneurship Ability of College Students

3.1 Strengthen the Construction of Faculty; Building a Teaching System for Innovation and Entrepreneurship

First, colleges should set up school of innovation and entrepreneurship, establish a team of professional teachers, and regularly train teachers to improve the teaching level of innovation and entrepreneurship theory. Then colleges teach students good theoretical knowledge of innovation and entrepreneurship, and enhance students' ability. Second, colleges should innovate innovation and entrepreneurship courses based on the actual conditions of colleges, adhere to the combination of compulsory and elective courses, theory and practice, and in-class and extra-curricular; train other professional teachers in innovation and entrepreneurship theory. Finally, from a practical perspective, colleges should hire entrepreneurs and successful entrepreneurs who have practical experience outside the school to serve as practical instructors for students' education, so as to improve the innovation and entrepreneurship capabilities of students in practice.

3.2 Building a Collaborative Innovation and Entrepreneurship Platform

First, colleges should closely cooperate with enterprises and scientific research institutions, establishing practical bases for innovation training, entrepreneurial experience, entrepreneurial incubation, so that students can experiencing the operation procedures of the enterprise and improving the practical ability. At the same time, companies can train students with colleges and form a long-term mechanism for collaborative education of students' innovation and entrepreneurship education. Second, colleges should build a platform for innovation and entrepreneurship competitions, and actively organize students to participate in various innovation and entrepreneurship competitions, such as "Challenge Cup" and "Internet +" competitions. This competition not only exercises the ability of students to organize information, teamwork, and solve problems, but also enhances the ability of students to innovate and start businesses.

3.3 Improving Conditions for Innovation and Entrepreneurship; Promoting a Virtuous Circle of Innovation and Entrepreneurship

First, in order to make innovation and entrepreneurship education more standardized, colleges should improve the relevant regulations, and implement the fundamental task of "building morality and cultivating students". Second, colleges should create a good campus atmosphere for innovation and entrepreneurship, such as an innovation and entrepreneurship salon, in which companies or campus innovation and entrepreneurship pioneers can be invited to share entrepreneurial experience, and provide entrepreneurial guidance. Colleges can also use club activities to cultivate college students' awareness of technological innovation and entrepreneurship, and stimulate their enthusiasm for innovation and entrepreneurship. Third, in the entire process of innovation and entrepreneurship, students will fail due to lack of experience and market risks. At this time, colleges or the society should set up a full service department to provide full-process follow-up and related problem solving services.

4 CONCLUSION

From the perspective of SWOT analysis, this article discusses how to improve the innovation and entrepreneurship ability of college students. Because colleges and universities have insufficient innovation and entrepreneurship curriculum system and insufficient professional teaching team construction; coupled with insufficient innovation and entrepreneurship theory and practice of students themselves, the innovation and entrepreneurship capabilities of students are still lacking. Colleges and should start with the construction of innovation and entrepreneurship teaching systems and the establishment of collaborative innovation and entrepreneurship platforms, from theory to practice, grasp the opportunities of the times, and give full play to the potential learning advantages of college students, so as to improve college students' innovation and entrepreneurship capabilities and cultivate high-quality innovation for the country entrepreneurial talent.

REFERENCES

[1] Li Shun. SWOT Analysis and Development Strategy Research of College Basketball Selective Class in Jinan City. J.Jinghan Univ(Nat.Sei.Ed.), 2021, vol.49: 82-88

[2] Li You-jun, Shi Qing-qing and Yang Lu. Research on the Promotion Strategy of College Studengts' Employability based on Innovation and Entrepreneurship Education. The Theory and Practice of Innovation and Entrepreneurship, 2020, vol.15: 194-198

[3] Sun Gui-e and Qiao Feng-juan. Study on the Situation and Teaching Strategy of Higher Vocational Logistics Management Studengts in the New Era Based on SWOT Analysis. Logistics Sci-Tech, 2021,179-182

[4] Yu Wen-chong. Research on Employment Problems and Countermeasures of "College to Undergraduate" Students Based on SWOT Analysis Method. Journal of HUBEI Open Vocational College, 2020, Vol.33: 60-62

[5] Jin Xiao-Yang and Wang Qi. SWOT Analysis on the College Students to Use Fitness APP. Office Information, 2020, 22-32

[6] Wang Chun-huan and Li Jun-zheng. A Study on the Strategies for the Application of Cyber Language in Ideological and Political Education for College Students from the Perspective of the SWOT Analysis. Journal of Chongqing Electric Power College, 2020, vol.25: 44-62

[7] Zhao Hua-ping and Zhao Yun-yu. The Cultivation of Innovation Talents in Engineering Management Specialty of Finance and Economics Universities in the Age of "Internet plus" ——An Analysis and Path Research of SWOT. Theory and Practice of Education, 2020, vol.40: 13-15

[8] Xu Hui. On the Cultivation of College Students' Innovation and Entrepreneurship Ability in the Internet Era. Journal of Wuxi Vocational Institute of Commerce, 2018, vol.18: 60-66

[9] Yao Yan, Sheng Xin-shu and Li Chen-ying. Cultivation of Vocational College Students' Professional Competence, Innovation and Entrepreneurship. Journal of Chengde Petroleum College, 2019, vol.21: 72-75

[10] Huang Bing-Chao, Liu Rou-miao and Hou si-min. On the Cultivation of Innovative Ability and Entrepreneurship of Students in Applied University and Colleges Based on the SWOT Analysis. Journal of Henan Institute of Science and Technology, 2016, vol.36: 16-19.

AUTHORS



Gou Ying (1995-), Shanxi province, China, Postgraduate, the main research direction is ideological and political education.

Sun Moli (1979-), Shanxi province, China, Postgraduate, The main research direction is ideological and political education.