

## Taking the Yi University Project as the Background, this Paper Investigates the Current Situation of Innovation and Entrepreneurship of College Students in Hebei Province

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### Abstract

In recent years, China's higher education has made great progress in various fields, and the enrollment of colleges and universities is also increasing year by year, but it also brings some problems - the number of college graduates is increasing year by year, and the employment competition is becoming increasingly fierce, The difficulty of university employment is not only a problem that college students pay close attention to, but also a difficulty in our social development. "Employment is the foundation of people's livelihood, and entrepreneurship is the source of people's livelihood." promoting employment by entrepreneurship can be said to be one of the ways to alleviate college students' employment competition, help college students solve employment problems and reduce social burden at this stage. Before conducting the research, I preliminarily learned that the current domestic environment is that China's College Students' innovation and entrepreneurship education started late. So far, a relatively perfect college students' innovation and entrepreneurship education system has not been established in some fields, resulting in college students' inactive innovation consciousness and thinking, and the success rate of entrepreneurship is not very high. In order to understand the current views and policies of all levels in Hebei on College Students' innovation and entrepreneurship, as well as the achievements and difficulties we have encountered, we conducted research on this activity as the theme. Through in-depth understanding, we hope to obtain some information that is helpful to our future employment orientation, At the same time, it also reflects on whether it is possible to coordinate and mobilize all aspects of strength to solve the difficulties of College Students' innovation and entrepreneurship and help current college students get out of the current employment dilemma. The problem of College Students' innovation and entrepreneurship will still be a hot issue in our society in the coming decades. This is an eternal topic, which is very necessary for research.

### Keywords

College Students; Innovation and Entrepreneurship.

### 1. Introduction

In the current economic situation, the government strongly encourages "mass entrepreneurship and innovation" in any field beneficial to the development of the country or people's livelihood. Since Premier Li Keqiang put forward the policy of "mass entrepreneurship and innovation" in 2014, college students have increasingly become the main force. Facing the advantages of various national policies based on College Students' innovation and entrepreneurship, More and more college students choose innovation and entrepreneurship. Independent innovation and entrepreneurship has become one of the ways for contemporary college students to solve the employment problem. With the support of relevant national policies, on the one hand, innovation and entrepreneurship has helped some college graduates get rid of the dilemma of fierce competition for employment. On the other

hand, contemporary college students have high education level, new cultural knowledge, dare to take risks and open mind. Through innovation and entrepreneurship, some students can have more choices to give full play to their strengths and advantages. Carrying out innovation and entrepreneurship can not only help college students expand their quality in an all-round way, but also enable college students to have a broader vision.

However, even under the background of strong support from national policies, with the increasing number of graduates year by year, the employment situation of college students in China is still not optimistic. The state and colleges and universities are constantly taking various measures to stimulate college students' innovative and entrepreneurial thinking and help college students innovate and start businesses, hoping to help college students get out of the employment dilemma and gain a foothold in the society.

## **2. Research background**

### **2.1 Topic background**

The following are a series of activities and policies and measures for college students' innovation and entrepreneurship conducted by Hebei government and Universities:

#### **2.1.1 Hebei Provincial Government:**

Hebei Provincial People's Government

Printing and distributing the circular on promoting the high-quality development of innovation and entrepreneurship and building the upgrading of "mass entrepreneurship and innovation"

#### **2.1.2 Promote the upgrading of innovation and Entrepreneurship Environment**

We will implement an active land policy for innovation and entrepreneurship. We will implement the policy of "linking the increase of construction land with the increase of inventory", continue to promote the redevelopment of inefficient urban land, and revitalize the stock and idle land for innovation and entrepreneurship. The idle industrial plants and warehouses on the allocated land are encouraged to be used for the development of maker space, incubators and services, tourism, culture and creativity and other industries. The land can continue to be used by means of allocation within five years without changing the nature of land use temporarily. (in charge of Provincial Department of natural resources)

#### **2.1.3 Accelerate the upgrading of innovation and entrepreneurship development power**

Support college students' innovation and entrepreneurship. We will deepen the reform of innovation and entrepreneurship education, promote the deep integration of innovation and entrepreneurship education and professional education, promote the entrepreneurship tutorial system, incorporate innovation and entrepreneurship education and practical courses into the compulsory course system of colleges and universities in the province, and allow college students to apply for dissertation defense with innovation and Entrepreneurship achievements. Colleges and universities are encouraged to build an innovation and entrepreneurship practice platform together with the society, and powerful enterprises are encouraged to provide upstream and downstream supporting support for college students' innovation and entrepreneurship to help them through the start-up period. (the Provincial Department of education, the Provincial Department of human resources and social security, the Provincial Department of industry and information technology and the Provincial Youth League Committee are responsible for the division of labor)

#### **2.1.4 Promote the upgrading of scientific and technological innovation support capacity**

(1) Implement the innovation platform multiplication plan. Accelerate the construction of innovation platforms above the provincial level such as key laboratories and engineering research centers, and reach more than 1900 by 2020. Around the advantageous fields such as biomedicine and renewable energy, organize industry leading enterprises to strengthen cooperation with key universities and scientific research institutions, and strive for the layout of national industrial innovation center and manufacturing innovation center. Encourage the development of new R & D institutions with market orientation, enterprise operation and the combination of public welfare and operation. (the

Provincial Department of science and technology, the provincial development and Reform Commission and the Provincial Department of industry and information technology are responsible for the division of labor)

(2) Promote the construction of collaborative innovation consortium. We will further promote the construction of the Beijing Tianjin Hebei collaborative innovation community, actively undertake the industrial transfer and innovation resources of Beijing and Tianjin, promote the open sharing of innovation resources among the three places, and promote the synergy of innovation mechanisms and innovation policies. Encourage the establishment of science and technology consortia led by large and medium-sized science and technology enterprises and jointly participated by small and medium-sized enterprises, science and technology associations, universities and institutes, research and develop key common technologies in the industry, and improve the ability of independent research and development, digestion, absorption, re innovation and industrialization of new products and technologies. (the Provincial Department of science and technology and the Provincial Department of education are responsible for the division of labor)

(3) Promote the open sharing of scientific and technological resources. Promote the open sharing plan of large-scale scientific research instruments and equipment resources, explore and establish the separation mechanism of instrument and equipment ownership and management right, explore the introduction of professional service institutions for socialized services for instruments and equipment purchased with financial funds, and improve the performance evaluation and post subsidy system. The expenses incurred by technology incubators above the provincial level, maker spaces and maker teams in University Science and technology parks using provincial large-scale scientific instruments and equipment to cooperate and share network access instruments and equipment will be included in the subsidy scope of "innovation voucher". (the Provincial Department of science and technology, the Provincial Department of education and the provincial market supervision bureau are responsible for the division of labor)

(4) Promote the deep integration of innovation and Entrepreneurship of scientific research institutions. Encourage university teachers and researchers to carry out technology development, technical consultation, technical services and technical training for enterprises, deepen the integration of industry, teaching and research, and provide more intellectual support for innovation and entrepreneurship activities. Encourage engineering colleges and universities such as Yanshan University and Hebei University of technology to cultivate master of engineering and enhance students' practical and entrepreneurial ability. Support qualified universities, scientific research institutes and enterprises to jointly establish concept verification centers, explore and carry out concept verification activities, and promote the transformation service of scientific and technological achievements to the front-end of basic research and incubation. (the Provincial Department of science and technology and the Provincial Department of education are responsible for the division of labor)

### **2.1.5 Promote the upgrading of innovation and entrepreneurship platform services**

(1) Accelerate the development of professional maker space. Establish a healthy development mechanism of quality management and survival of the fittest in maker space, implement the doubling plan of maker space (Xingchuang world), guide the upgrading of maker space to specialization and refinement, and strive to create a number of specialized maker spaces (Xingchuang world). Production and manufacturing enterprises are encouraged to establish craftsman studios to shape craftsman brands through tackling key technical problems, solving production problems and solidifying innovative achievements. (the Provincial Department of science and technology, the Provincial Department of education and the Provincial Department of human resources and social security are responsible for the division of labor)

(2) Improve the construction level of incubation institutions. Encourage backbone enterprises, scientific research institutes, colleges and universities and relevant public service institutions in our province to build incubators with independent legal personality to provide public technology, inspection and testing, fiscal and tax accounting, legal policies, education and training, management

consulting and other services for enterprises in the early and medium-term. We will continue to promote the construction of entrepreneurship incubation demonstration bases at or above the provincial level. Accelerate the development of incubator alliance, build professional incubator clusters, strengthen docking and cooperation with foreign incubators, and improve the level of internationalization. (the Provincial Department of science and technology, the Provincial Department of education and the Provincial Department of human resources and social security are responsible for the division of labor)

(3) Organize and carry out various innovation and entrepreneurship events. Carefully run the Hebei Branch of the national mass entrepreneurship and innovation week. China encourages more Internet plus students to participate in the "Internet +" innovation and entrepreneurship competition, China Innovation and entrepreneurship competition, and innovation and entrepreneurship competition in "Chuang Ke China". The "China Wing creation" innovation competition, the National Rural Entrepreneurship innovation project competition, the "Youth" Chinese Youth Innovation and Entrepreneurship Competition, and the Chinese women's innovation and entrepreneurship competition, and other brand events. Enhance the influence and participation of Hebei Province, and strengthen follow-up support for emerging excellent projects. (provincial development and Reform Commission, Provincial Department of science and technology, Provincial Department of education, Provincial Department of industry and information technology, Provincial Department of human resources and social security, Provincial Department of agriculture and rural areas, Provincial Youth League Committee, Provincial Association for science and technology and provincial women's Federation)

#### **2.1.6 Hebei Universities:**

##### **1) Hebei University**

Hebei University promotes the reform of innovation and entrepreneurship education and focuses on improving students' innovative spirit, entrepreneurial awareness and innovation and entrepreneurship ability.

Promote the integration of innovation and entrepreneurship education and professional education. The school has successively cooperated with the Chinese Academy of Sciences, China Certification and Accreditation Association, China Yingli group, Hebei Construction Group, etc. to build "life science star class", "life science elite class" and "Yingli class". Relying on the construction of "excellent legal talent education and training base" and "excellent engineer education and training plan", the school carries out innovation and entrepreneurship education in combination with professional characteristics. Carry out strategic cooperation with Fengfan, lucky, Tianwei and other enterprises, jointly build functional film materials research institute and film photovoltaic technology research institute, carry out collaborative research in the fields of food testing, sewage biological treatment, air pollution prevention and control, and teachers and enterprise technicians jointly guide students to carry out professional training. Build five school level collaborative innovation cultivation centers such as "Collaborative Innovation Center for ecological restoration and green industry in Baiyangdian basin" and "Collaborative Innovation Center for capital economic circle and Hebei Development". Based on the needs of regional economic and social development, we will hold Beijing Tianjin Hebei Industrial and commercial management innovation development and MBA Tianjin Hebei alliance forum and Beijing Tianjin Hebei information resource management innovation forum, Give full play to the advantages of interdisciplinary integration and drive innovation and entrepreneurship education with discipline construction.

Promote the interaction and integration of the first classroom and the second classroom. The university has set up a steering committee for entrepreneurship education, a entrepreneurship college, and a leading group for entrepreneurship education in secondary colleges. The entrepreneurship college sets up an entrepreneurship Park and entrepreneurship training base to provide students with policy consultation, project docking, legal aid, enterprise financing and other services for start-ups. Since 2010, the three semester system reform has been implemented, and practical activities such as

academic frontier lectures, quality development and innovation and entrepreneurship in the second classroom have been arranged in a short semester, so as to provide necessary space and time guarantee for students to participate in social practice, teachers' scientific research projects, innovative experiments and academic research. Set up 8 general courses on innovation and entrepreneurship, and build a theoretical and practical curriculum system characterized by entrepreneurship management and sand table entrepreneurship. Train KAB and SYB entrepreneurship trainers, and employ nearly 100 entrepreneurship instructors inside and outside the school to provide professional guidance for students' innovation and entrepreneurship activities. Every year, it organizes events such as entrepreneurship practice competition and marketing competition, holds "entrepreneurship elite training class", implements the innovation and entrepreneurship training program for college students, and more than 200 student entrepreneurship teams such as KAB entrepreneurship club are active on and around the campus. 41 entrepreneurship practice bases have been established, and 1200 square meters of entrepreneurship training bases such as employment and entrepreneurship exhibition hall, animation base and ERP laboratory have been built to help students plan entrepreneurship projects and create a campus innovation and entrepreneurship cultural atmosphere of "growing in Entrepreneurship and entrepreneurship in growth".

Promote the coordination and cooperation between government, schools and enterprises. In 2012, a University Science Park was established to attract enterprises, and a comprehensive science and technology incubation industry platform characterized by scientific and technological innovation, cultural creativity, industrial design, emerging industries and college students' Entrepreneurship and employment was initially formed. Strengthen cooperation with local governments, build laboratories with resident enterprises around sunrise industries such as new energy, energy conservation and environmental protection, and cooperate with Baoding high tech Zone to build a "college student entrepreneurship demonstration base" to provide students with a platform for cultivating scientific research ability. Cooperate with enterprises to develop the "second campus", successively sign cooperation agreements with Tianjin Port Free Trade Zone and Airport Economic Zone, and build an integrated base for internship, employment and entrepreneurship. Implement the special activity of "famous enterprises entering Heda", and invite enterprises such as Bank of communications, China Life Insurance and Great Wall Motors to participate in special activities such as "school enterprise Cooperation Forum on employment and entrepreneurship and talent training" and "employment and entrepreneurship lecture hall".

## 2) North China Electric Power University (Baoding)

There is an engineering training and innovation and Entrepreneurship Education Center in North China Electric Power University. On the one hand, it provides relevant training for junior students to provide discipline basis and practice platform for their future innovation and entrepreneurship. On the other hand, it also provides space for senior students who master certain technologies to show their innovative and entrepreneurial thinking, At the same time, the teachers of the industrial innovation center will also provide guidance and technical support for them.

Huadian University actively carries out innovation and entrepreneurship education in the form of "mass entrepreneurship and innovation" activity month. The following is the relevant policy report on innovation and entrepreneurship extracted from the official website of North China Electric Power University (Baoding campus):

In order to cultivate college students' awareness of innovation and entrepreneurship and improve their practical ability of innovation and entrepreneurship, from November 8, 2020 to December 6, 2020, the engineering training and innovation and entrepreneurship education center carried out a series of activities of "innovation and entrepreneurship activity month" throughout the University. Since November 8, the activity month has been more than half. By holding a series of lectures on innovation and entrepreneurship, showing the innovation and entrepreneurship practice platform and the achievements of innovation and entrepreneurship, the students have a deeper understanding of innovation and entrepreneurship activities.

### 2.1.7 Series of lectures on innovation and Entrepreneurship

In order to create a good innovation and entrepreneurship atmosphere for our students and enhance their understanding of innovation and entrepreneurship, the Industrial Innovation Center specially invites a number of innovation and entrepreneurship experts as lecture guests to guide everyone to have a deeper understanding of innovation and entrepreneurship related knowledge. From November 8 to November 22, four wonderful online lectures on innovation and entrepreneurship have been held. The total number of visitors is 8000, and the maximum number of single show is 3000. After the lecture, everyone said that they had learned a lot of knowledge, and the students returned with full load.

Scene 1: on November 8, Wang Minglai, manager of Baoding company of Zou Industrial Design Co., Ltd., with the title of "small innovation revolution to create considerate and caring design", explained his understanding of design to the design students through the display of the historical products of Coca Cola and apple, and put forward many sincere suggestions for the students.

Scene 2: on November 14, Li songxuan, a graduate of the 04th Department of electronic and communication engineering of North China Electric Power University, introduced his own experience and shared how to build a personal ability system by means of knowledge system output, demand mining and disassembly analysis through continuous action and in combination with his own characteristics, so as to prepare for innovation and entrepreneurship.

Scene 3: on November 15, Dong Chengzhe, an expert in the prevention and control of power theft of China Electric Power Federation, told us that in the face of opportunities and challenges, we must first dream and establish correct values by citing the blockade restrictions on the use of GPS in China in the United States and the successful networking and application of Beidou navigation system in China.

Session 4: on November 22, Wu Xiling, a 02 level alumnus of the Department of network engineering, explained the problems related to college students' innovation and entrepreneurship in simple terms from three aspects: Entrepreneurship selection, looking for partners and financing.

This series of lectures on innovation and entrepreneurship has greatly inspired and encouraged our school to carry out innovation and entrepreneurship education and cultivate our students' awareness of innovation and entrepreneurship. I hope that after listening to the lecture, students can deeply understand the importance of learning innovation and entrepreneurship knowledge. Through continuous learning, thinking and practice to enhance their awareness and ability of innovation and entrepreneurship, and put the idea of innovation and entrepreneurship into practice. Improve their abilities, improve self-awareness and self-development, become the mainstay of the country and contribute to national construction.

### 2. Opening activities of innovation and entrepreneurship practice base

In order to let the students have an in-depth understanding of the innovation and entrepreneurship practice base of the industrial innovation center, a visit to the innovation and entrepreneurship practice base was organized.

In the past half a month, the industrial innovation center has organized about 800 visitors from five departments, including the Department of electric power engineering, the Department of computer, the Department of power engineering, the Department of machinery, the Department of economic management, the Department of law and politics and the Department of mathematics. The practice bases visited include: innovation and entrepreneurship enlightenment education room, robot club, mechanical innovation club, maker space incubation area, 3D printing, small processing room, smart car club and virtual reality technology exhibition hall. The Center specially arranged commentators to introduce the honors related to innovation and entrepreneurship obtained by the school and the stories behind each achievement. The exhibitors showed the use of achievements, including carrying cars, modular robots of comet fish, dance robots, Darwin robots, etc., and answered questions and doubts for the students. After the visit, the students had a preliminary understanding of various

innovation and entrepreneurship competitions and courses related to innovation and entrepreneurship, which played an important role in future learning planning.

This activity stimulated the students' enthusiasm for innovation and entrepreneurship, laid the foundation for the follow-up innovation and entrepreneurship activities, promoted the development of College Students' social practice activities, improved the students' comprehensive quality, and made contributions to the construction of a good style of study in our university.

## **2.2 Research purpose and significance**

Understand the relevant policies and measures issued by the Hebei government and colleges and universities in Hebei Province for college students' innovation and entrepreneurship

Understand college students' views and understanding of innovation and entrepreneurship, preparation before entrepreneurship, difficulties encountered in independent entrepreneurship, etc., and take it as the basis for analyzing the current situation of College Students' innovation and entrepreneurship.

Combined with their own experience and survey data analysis, this paper analyzes the relevant solutions to the difficulties encountered by college students in innovation and entrepreneurship, such as technology, capital, psychology and so on, and also provides reference and decision-making basis for the innovation of colleges and universities in innovation and entrepreneurship education and training and the formulation of relevant measures by the government in the future.

## **2.3 Research contents**

This research is mainly aimed at college students, teachers and some professionals to understand the current situation of College Students' Entrepreneurship in a multi-faceted, multi angle and in-depth research method, including not only college students' views and understanding of innovation and entrepreneurship, preparation before entrepreneurship, difficulties encountered in independent entrepreneurship, understanding of entrepreneurship courses, etc, It also includes the views of professionals in different fields on the current innovation and Entrepreneurship of college students and the suggestions and views on the difficulties faced by college students and the deepening reform of College Students' innovation and entrepreneurship in the future through their years of work.

## **2.4 Research method**

The method of sampling survey is adopted. The specific method is to use the combination of online questionnaire and e-mail. Publish the designed questionnaire on the "questionnaire star" service platform, and share the questionnaire with college students and professionals by using the respondents' own wechat, QQ, etc.

Literature research method, widely collect relevant background information and data from the literature, and then summarize and reflect.

Personally participate in the practice of innovation and entrepreneurship projects and share their own mental journey.

## **2.5 Research time**

May 2020 to June 2020

## **3. Relevant data analysis**

In order to fully understand the current situation of College Students' innovation and entrepreneurship in Hebei, we distributed questionnaires to people at different levels. Through the relevant data collected by the questionnaire, I made the following analysis:

### **3.1 College student level**

(1) More than half of college students do not know much about the policies related to innovation and entrepreneurship, and the understanding channel is relatively single. As show in Fig.1, Fig.2.

In the questionnaire, we conducted a survey on College Students' understanding degree and understanding channels of "mass entrepreneurship and innovation" related policies. From the above

two statistical charts, we can see that more than half of the students expressed "low understanding degree" of this policy. We think this can also reflect the current situation in two aspects: first, college students' initiative to understand relevant policies is not strong, In the current social situation, most college students still choose to continue their postgraduate study in their future development plan, and lack the motivation to actively understand the policies related to innovation and entrepreneurship. On the other hand, it may also be that the relevant departments and colleges and universities do not give enough publicity to the policies, and the students lack the way to understand the relevant policies. From the statistical table, we can see that most students understand the great support of national college students for innovation and entrepreneurship only by participating in the "innovation and entrepreneurship" competition. However, the influence of only participating in the competition to publicize relevant policies is limited after all. Perhaps in the future, by strengthening the publicity of relevant policies, more talents may be attracted to participate in the team of "innovation and entrepreneurship".

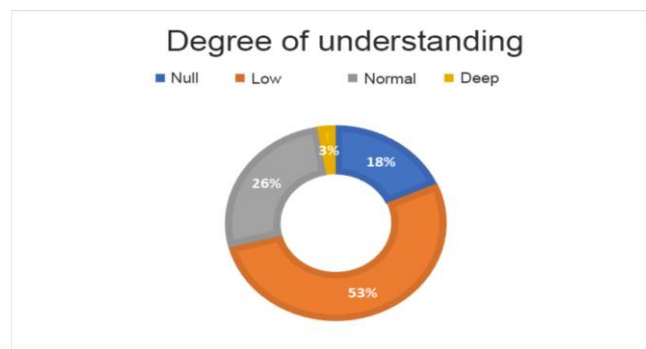


Fig.1 Degree of Understanding

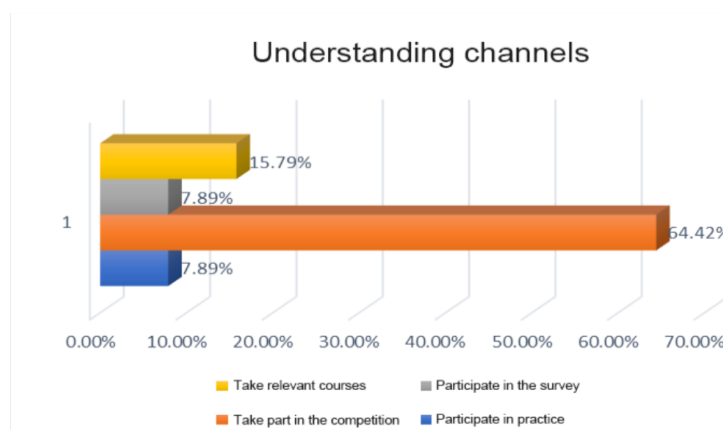


Fig.2 Understanding Channels

(2) Compared with the support of relevant policies, college students are more eager to learn relevant professional knowledge at this stage. As show in Fig.3.

From the above statistics, it can be seen that college students pay the highest attention to "the school provides professional training for entrepreneurship and innovation", which also reflects the urgency and necessity of urging colleges and universities to establish a reasonable and perfect innovation and entrepreneurship education system as soon as possible. However, from the data of recent years, the domestic innovation and entrepreneurship education system is not very perfect. The "mass entrepreneurship and entrepreneurship" education in many colleges and universities is still in its infancy, and it is difficult to see results in the short term. Relevant government departments can pay more attention to the "entrepreneurship and innovation education" of colleges and universities in the next work, and encourage colleges and universities to use their professional advantages to establish and continuously improve the corresponding education system as soon as possible.



### College students are eager for help

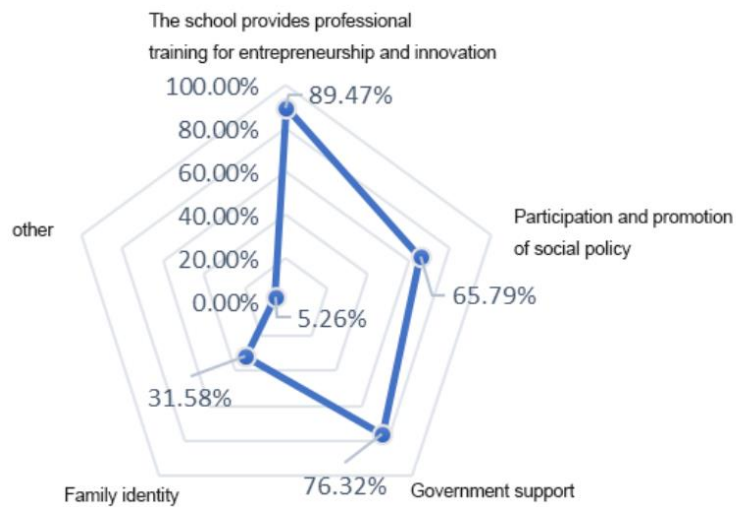


Fig. 3 Related Needs of College Students

### 3.2 Professional level

(1) Participants come from different fields and have diversified perspectives. As show in Fig.4.



Fig. 4 Investigator Identity

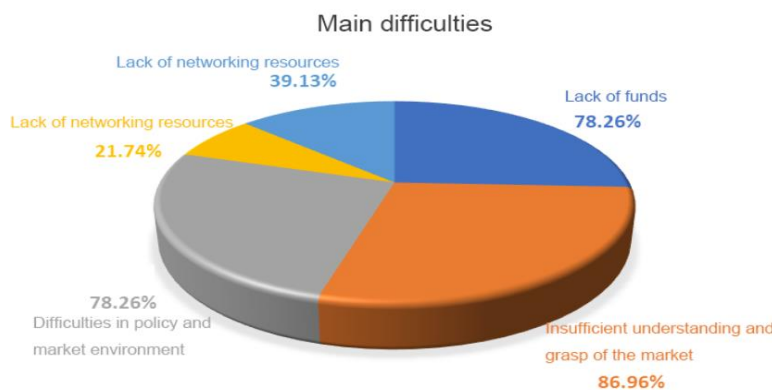


Fig. 5 Main Difficulties

The participants in this questionnaire survey come from different fields. Through the survey of people engaged in different occupations, on the one hand, our research results are more diversified, but also

our research results are more reliable. Listening to the views of people in different fields will also help us have a new understanding of College Students' Innovation and entrepreneurship. The following is the proportion of participants in the survey:

(2) Professionals believe that the lack of funds, insufficient understanding and grasp of the market, and lack of professional management and operation experience are the three main difficulties faced by college students in innovation and entrepreneurship. As show in Fig.5.

In the data shown in the Fig.5, "College Students' insufficient understanding and grasp of the market" accounted for 86.96%, and "lack of funds" and "lack of operation and management experience" accounted for the same proportion, both of which were 78.26%. It can be seen that most professionals participating in the survey believe that college students are still in the university campus, inexperienced, and their main task is learning, Although we have an understanding of the rapidly changing and complex market situation, there are still many deficiencies. This problem should become the primary entry point for us to solve the difficulties of College Students' innovation and entrepreneurship.

Secondly, lack of funds and experience is an eternal problem for novice entrepreneurs, whether they are college students or not. Governments at all levels and even colleges and universities have issued relevant policies to help, but it is impossible to cover all aspects. To solve this problem, college students need to establish their awareness of policy concern, have their own opinions, and learn to analyze Grasp the policy direction and seize the opportunity. In addition to learning their own professional knowledge, they should also know more about the trends of the market and relevant policies. Only by combining the two can their own innovative inspiration be transformed into effective results.

(3) Most professionals who participated in the survey affirmed the effect of the current national and Hebei provincial government policies related to college students' innovation and entrepreneurship. As show in Fig.6.

Not only this questionnaire, but also from the growth of the number of people participating in college students' innovation and entrepreneurship competitions and the results achieved in recent years, the national policies to promote college students' innovation and entrepreneurship have made gratifying achievements. These policies have indeed been helpful to college students' innovation and entrepreneurs facing difficulties, and we believe that, In the next step, how to promote China's innovation and breakthrough in some weak and non popular fields in the world will become an important reference direction for the innovation and Entrepreneurship Policy Innovation of Hebei Province.

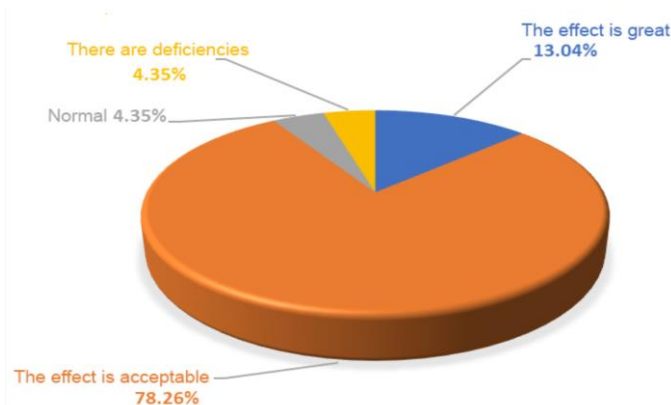


Fig. 6 Effect Degree Scale

## 4. Research content

### 4.1 Hebei innovation and Entrepreneurship from the perspective of literature and data

In order to have a deeper understanding of the work and achievements of promoting college students' innovation and entrepreneurship in Hebei, we use HowNet, Wanfang and other databases to carry out

"carpet" search, compare and extract the helpful parts of literature and data from multiple angles, and summarize the current development of College Students' innovation and Entrepreneurship in Hebei as follows: the current innovation and entrepreneurship environment of Hebei College Students:

In recent years, the state, Hebei Province and 11 prefecture level municipal governments have successively issued relevant policies and regulations to support college students' innovation and entrepreneurship, which provides great support for college students' innovation and entrepreneurship. The introduction of these policies and regulations is conducive to improving the current innovation and entrepreneurship environment and promoting the establishment of innovation and entrepreneurship support system.

Nowadays, many universities provide the students with favorable conditions for innovation and entrepreneurship, such as the "Internet plus" innovation and entrepreneurship competition, the National College Students' innovation and entrepreneurship training program, and allowing college students to study or start their business while studying. However, the number of college students participating in innovation and entrepreneurship in Hebei Province is still rare. The specific reasons are as follows:

#### **4.1.1 The current concept of education is different from the concept of entrepreneurship.**

Under the educational concept of our country, most students study and read dead books. The students work hard and follow the rules ideologically. Although there are social practice activities in contact with the society in college life, they are only superficial and not in-depth. The students trained in this way can not be well combined with theoretical knowledge and social practical needs. Entrepreneurship requires college students to have novel ideas, dare to innovate and change. Break the conventional concept, have strong insight, have a long-term vision, and be able to find the law of social and market development and change. Not a hot head to start a business.

#### **4.1.2 Venture capital.**

The first condition for college students to start a business is to have - venture capital. This is the most difficult for college students who have just left school, but it is a prerequisite for college students to choose entrepreneurship. At present, college students' venture capital is mainly borrowed from their parents or relatives and friends. Some also get loans from banks. Or some enterprises are optimistic about your project and give investment, but this way of obtaining funds is more demanding. The problem of capital limits the enthusiasm of college students to start a business.

#### **4.1.3 College Students' entrepreneurial quality.**

The most prominent characteristics of College Students' entrepreneurial groups are vitality and energy, bold thinking and courage to face difficulties and failures. Moreover, college students have sharp thinking, strong adaptability and acceptance of new things, and can give full play to their level to the greatest extent without the limitation of social experience. The higher knowledge, theory and professional skills received by college students before entrepreneurship have formed a relatively perfect entrepreneurial quality, entrepreneurial ability and entrepreneurial psychology, laying a firm foundation for entrepreneurship in the future.

#### **4.1.4 Family factors of college students.**

The formation of College Students' personality characteristics is inseparable from their family environment. The attitude of family members towards entrepreneurship has a direct impact on entrepreneurs. In addition, the family's economic reasons are also a key - point. For college students themselves, if the family can neither give material support nor maintain - cause in spirit, the road of entrepreneurship for many college students is particularly difficult.

#### **4.1.5 Government support and support.**

When the government guides college students' entrepreneurship, the formulation of relevant policies and regulations should be based on the characteristics of market economy in a certain period of time and the difficulties that college students should deal with in a certain period of time. Provide institutional guarantee for college students' entrepreneurship. The success of College Students'

entrepreneurship can not only stimulate their own talents, but also realize the rational utilization of human resources and promote the sustainable development of society.

current situation of Hebei College Students' innovation and Entrepreneurship:

From the gender structure of the survey data we collected, 47.67% are boys and 52.33% are girls. The proportion of male and female students is roughly the same, of which 39.26% are freshmen, 38.65% are sophomores, 17.18% are junior students and 4.91% are senior students. The students participating in the questionnaire are mainly freshmen and sophomores. The students of these two grades have been in school for a short time and actively cooperate with and participate in various activities. The junior students are more focused on the study of professional courses, while the senior students are busy taking the postgraduate entrance examination or looking for a job, which is in line with the actual situation. Therefore, the questionnaire can truly reflect the current situation of innovation and Entrepreneurship of college students.

#### 4.1.6 College Students' attitude towards innovation and Entrepreneurship

From the results of the questionnaire (as shown in Table 1), of the 2110 valid questionnaires provided by online data, 44.17% of college students support innovation and entrepreneurship, and only 15.95% of college students oppose innovation and entrepreneurship. Through cross analysis, this is inseparable from the opening of innovation and entrepreneurship courses and the publicity of innovation and entrepreneurship in Colleges and universities. Among the 932 questionnaires that support innovation and entrepreneurship, 863 of them are more than satisfied with the innovation and entrepreneurship courses offered by the University.

Table 1. Student Recognition Scale

option	subtotal	proportion
A support	932	44.17%
B opposition	337	15.95%
C neutral	841	39.88%
Effective person times	2110	

It can be seen from Table 2 that among the 2110 college students provided with online data, 18.4% are very interested in innovation and entrepreneurship, 37.42% are more interested in innovation and entrepreneurship, and 34.97% are generally interested in innovation and entrepreneurship, that is, more than 90% of the college students are interested in innovation and entrepreneurship, and less than 10% of the remaining college students are not very interested or not interested in innovation and entrepreneurship.

Through cross analysis, among 1916 college students who are interested in innovation and entrepreneurship, girls account for 32.45% and boys account for 67.55%, indicating that boys are more interested in innovation and entrepreneurship than girls; Among the 1916 college students, nearly 85% thought that their major had something to do with innovation and entrepreneurship, and less than 15% thought that their major had nothing to do with innovation and entrepreneurship.

Table 2. Student Interest Scale

option	subtotal	proportion
A Very interested	388	18.4%
B More interested	790	37.42%
C Generally interested	738	34.97%
D Not very interested	155	7.36%
E No interest	39	1.84%
Effective person times	2110	

#### 4.1.7 Motivation of College Students' innovation and Entrepreneurship (reasons)

From the statistical results provided by online data, Table 3 shows that the driving force of College Students' innovation and entrepreneurship mainly comes from the impact of innovation and entrepreneurship courses on the university campus and the implementation of credits in the second classroom, which has a positive impact on students; With a large number of graduates from colleges and universities every year, few favorite jobs and the severe employment situation, entrepreneurship has become a successful way of employment and realize self-worth in the process of entrepreneurship.

Table 3. Influence Factor

option	subtotal	proportion
A family	388	18.4%
B Impact of innovation and entrepreneurship curriculum	660	31.29%
C friengs	168	7.98%
D Social media	402	19.02%
E Employment difficulties	492	23.31%
Effective person times	2110	

The resistance of College Students' innovation and Entrepreneurship

In the online data, 36.59% of college students believe that "lack of funds" is the biggest difficulty encountered in the process of entrepreneurship; The second is "lack of social experience", accounting for 28.05%. When encountering failure or setback in the process of entrepreneurship, they often feel depressed and painful.

#### 4.1.8 The main forms of College Students' Entrepreneurship

Entrepreneurship is the concrete embodiment and development extension of innovation activities. According to the results provided by online data, only 8.90% of the students have started a business. The existing forms of entrepreneurship on university campuses are mainly divided into three categories: network e-commerce, campus entity and campus service. 45.8% of entrepreneurial college students focus on network operation, such as opening online stores, doing wechat business, etc. In particular, micro businesses have small investment, large profits and flexible operation; 32.4% of entrepreneurial college students focus on campus services, such as campus express, campus agency, etc; 10.1% of entrepreneurial college students chose campus entities, such as stationery supermarkets, daily necessities agents, etc; Another 11.7% of entrepreneurial college students chose other forms of entrepreneurship. For college students with entrepreneurial plans, they mainly choose other forms of entrepreneurship, such as chain alliance and partnership. These two forms of entrepreneurship can effectively alleviate the economic pressure of entrepreneurship and share risks.

#### 4.1.9 Analysis of College Students' understanding of innovation and Entrepreneurship Policy

In recent years, the state, Hebei Province and 11 prefecture level municipal governments have successively issued relevant policies and regulations to support college students' innovation and entrepreneurship, which provides great support for college students' innovation and entrepreneurship. The introduction of these policies and regulations is conducive to improving the current innovation and entrepreneurship environment and promoting the establishment of innovation and entrepreneurship support system. However, from the results of the questionnaire, students often pay attention to the preferential policies and regulations on innovation and entrepreneurship. 34.15% pay attention to them in real time, 9.15% do not know at all, and 43.9% do not pay attention, but know a little. College students generally pay little or no attention to the innovation and entrepreneurship policies, or only pay attention to the policies of colleges and universities, which directly leads to the small number of students participating in innovation and entrepreneurship.

## 5. Conclusions

Through the whole research process, I learned that for Hebei college students, there are not only policy support at all levels of the state and society, but also technical support from various big data networks. College students enjoy preferential treatment of various relevant policies, and the society is willing to provide a platform for college students to show their skills. All these deeply reflect that the State encourages "mass entrepreneurship and innovation" Policies and guidelines are in line with the general requirements of national development. At the same time, college students' innovation and entrepreneurship is also conducive to enhance the high understanding of College Students' innovation and entrepreneurship ideas and create an overall environmental atmosphere for innovation and entrepreneurship, which is an important channel for college students in Hebei to consolidate their professional knowledge and improve their understanding of innovation and entrepreneurship.

In the future, Hebei will rely on the "new wind direction" of "xiong'an New Area", which is undoubtedly a great opportunity for Hebei college students who have a solid professional foundation, innovative and entrepreneurial thinking and entrepreneurial experience. The goal and further development of xiong'an new area are inseparable from young talents with innovative spirit and full of energy, which is the most powerful feedback and feedback of the country or the whole Hebei region on the investment in college students' innovation and entrepreneurship.

Promoting "innovation and entrepreneurship" is mutually beneficial to the whole society or college students. Although we have made a lot of achievements through the promotion of relevant policies, we have also exposed problems such as imperfect education system, lack of mature profit model and lack of high-end makers. Making reasonable and effective solutions to these problems will become the entry point for Hebei's "College Students' innovation and entrepreneurship" to enter a new situation in the future. We have reason to believe that with the support of various powerful policies, the innovation and entrepreneurship ability of college students in Hebei Province will be comprehensively improved in the future.

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