

The role and empirical research of innovation and entrepreneurship education in cultivating college students' entrepreneurial skills and innovation ability

Junming Liang¹, Jiahao Xu¹

¹ Zhi Jia Research and Creation Academic Studio

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Corresponding Author:

Junming Liang

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Abstract

This article aims to explore the role of innovation and entrepreneurship education in cultivating entrepreneurial skills and innovative capabilities among college students, and supports this claim through empirical research. It first introduces the definition and importance of innovation and entrepreneurship education, emphasizing its role in fostering students' innovative thinking, creativity, and entrepreneurial potential. Then, from the perspective of students, it discusses the effects of innovation and entrepreneurship education on enhancing their entrepreneurial intentions, knowledge, and skills.

1. Introduction

1.1. Research background and purpose

With the increasing economic globalization, technological innovation and market competition, cultivating innovation and entrepreneurship has become an important task of higher education. Innovation and entrepreneurship education can not only improve students' entrepreneurial awareness and entrepreneurial potential, but also cultivate students' innovative thinking, creativity and entrepreneurial skills, laying a solid foundation for their future entrepreneurial innovation. However, there is still a lack of in-depth research and empirical

evidence on the specific role and effect of innovation and entrepreneurship education in the cultivation of college students' entrepreneurial skills and innovation ability. Therefore, the purpose of this study is to explore the role of innovation and entrepreneurship education in cultivating college students' entrepreneurial skills and innovation ability (Esnah Dzimba & John Andrew van der Poll, 2024).

1.2 Research Methods and Structure

This study will use a questionnaire survey method to collect relevant data and conduct quantitative analysis. First, the research will establish an evaluation index system for innovation and entrepreneurship education, including indicators related to creative thinking (Deng Xiongfeng, Zhao Linfeng & Xu Hui, 2024), creativity, entrepreneurial intentions, entrepreneurial knowledge, and entrepreneurial skills. Then, it will collect information from college students through questionnaires, including their experiences in participating in innovation and entrepreneurship education, their perceptions and evaluations of innovation and entrepreneurship education, and their self-assessments of their innovation and entrepreneurship abilities. Finally, through statistical analysis and correlation analysis, it will explore the relationship between innovation and entrepreneurship education and students' entrepreneurial skills and innovation capabilities, and verify the role of innovation and entrepreneurship education in cultivating students' entrepreneurial skills and innovation capabilities.

The structure of this paper is as follows: The second part will introduce the definition and importance of innovation and entrepreneurship education; the third part will discuss the effect of innovation and entrepreneurship education on students' innovation and entrepreneurship willingness, (Chen Wen & Xu Wenxing, 2023), knowledge and skills. The fourth part will reveal the impact of innovation and entrepreneurship education on the success rate of students' entrepreneurship; the fifth part will verify the improvement effect of innovation and entrepreneurship education on students' innovation ability through empirical research results, and point out the key factors; finally, the sixth part will put forward suggestions to strengthen the innovation and entrepreneurship education in colleges and universities, and summarize the full text.

2. Definition and Importance of Innovation and Entrepreneurship Education

2.1. The concept and connotation of innovation and entrepreneurship education

Innovation and entrepreneurship education is an educational model and method that focuses on cultivating innovative thinking and entrepreneurial ability. It covers the basic principles, practical skills and industry dynamics of innovation and entrepreneurship. It aims to stimulate students' innovation and entrepreneurial potential and cultivate students' innovative thinking. (Cheng Jun, 2024) creative ability, market insight, teamwork ability and risk management ability. Innovation and entrepreneurship education encourages and guides students to actively explore problems, challenge the status quo, create value, and achieve personal growth and social development in the process of innovation and entrepreneurship by teaching theoretical knowledge and practical skills of innovation and entrepreneurship, as well as providing opportunities for innovative practice and entrepreneurial experience.

The purpose of innovation and entrepreneurship education is to cultivate students' innovative consciousness and capabilities, enabling them to possess innovative thinking, creative abilities, and innovative management skills, to actively seek opportunities, create value, solve problems, and contribute economic and social value to society. Innovation and entrepreneurship education includes two aspects: innovation education and entrepreneurship education.

Innovative education focuses on cultivating students' innovative thinking and innovation ability. Innovative thinking refers to the ability of students to actively explore, dare to take risks, self-study and interdisciplinary thinking (Chen Yaping, 2024). Innovation ability refers to the ability of students to identify problems, find opportunities, propose innovative solutions, and effectively implement and promote innovative activities. Innovative education cultivates students' innovative consciousness and innovative ability through heuristic teaching, project practice and innovative thinking training.

Entrepreneurship education focuses on cultivating students' entrepreneurial ability and entrepreneurial spirit. Entrepreneurial ability includes the ability to write business plans, market research and analysis, risk assessment and management. Entrepreneurship refers to the quality of students' courage to take risks, active entrepreneurship, adversity response and teamwork. Entrepreneurship education cultivates students' entrepreneurial willingness and ability by offering entrepreneurship courses, organizing entrepreneurship practice and internship. Innovation and entrepreneurship can promote scientific and technological progress, economic growth and the creation of employment opportunities. Cultivating students' innovative ability and entrepreneurial spirit through innovation and entrepreneurship education helps to cultivate innovative talents and promote economic and social development (C. Bustreo, N. Ben Ayed, M. Biberacher, G. Bongiovì, E. Börcsök, R. Čadenović... & S.H. Ward, 2024).

With the continuous changes in society and the pressures of the job market, traditional employment models are limited, and entrepreneurship has become an option for job seekers. Innovation and entrepreneurship education can provide entrepreneurial knowledge and skills, making students more confident and prepared in the entrepreneurial process, and improving their employability. Innovation and entrepreneurship education can cultivate students' innovative spirit and problem-solving abilities. The innovative spirit is an important factor driving social development and personal growth. Innovation and entrepreneurship education, by fostering students' innovative thinking, creative abilities, and problem-solving skills, enables them to meet challenges and solve problems in various fields and environments. (Bachnik Katarzyna, Misiaszek Tessa & Day-Duro Emma, 2023). Innovation and entrepreneurship education, by cultivating students' innovation abilities and entrepreneurial spirit, can promote social and economic development, enhance students' employability, and foster their innovative consciousness and problem-solving abilities. It has significant meaning and value for students' personal growth, social progress, and economic development.

2.2. Influence and cultivation of innovation and entrepreneurship education on students

2.2.1. Cultivation of innovative thinking

Innovative thinking refers to the way of thinking that can think and solve problems, challenges or opportunities in a novel, unique and creative way. Innovative thinking emphasizes thinking about problems from different perspectives, finding non-traditional solutions, and exploring new ideas and methods.

In innovation and entrepreneurship education, curriculum teaching is one of the important ways to cultivate students' innovative thinking. (Juan Zhao, 2023). Course teaching can include innovative case analysis, innovative design and innovative management. By learning and analyzing innovative cases, students can learn about innovative methods and strategies in different fields and industries, and inspire their innovative thinking. At the same time, through the practice and reflection of innovative design, students can exercise their innovative thinking and problem-solving ability. The course teaching of innovation management can help students

understand and master the management methods and skills of the innovation team, and cultivate the cooperation and leadership ability of the innovation team.

In addition, case analysis and practical projects are also important means to cultivate innovative thinking in innovation and entrepreneurship education. Through the analysis of real innovation cases, students can extract the key points and methods of innovative thinking from the experience of success and failure, and gain inspiration and inspiration. Practical projects enable students to participate in the innovation process and use innovative thinking to solve specific problems in practice. In practical projects, students will face the real environment and various challenges, and need to use innovative thinking to deal with problems and find innovative opportunities. Through such practical experience, students' innovative thinking ability will be exercised and improved.

Innovation and entrepreneurship education also cultivates students' innovative thinking ability such as reverse thinking (Dejun Chen, Quanjun Yin & Kai Xu, 2024), focusing on user needs and using systematic thinking by teaching tools and methods of innovative thinking. Reverse thinking refers to considering problems from a reverse perspective and challenging the assumptions of conventional thinking. This way of thinking can inspire students to find new solutions, find the root of the problem and potential opportunities. Focusing on user needs emphasizes putting user needs at the core of the innovation process, and thinking about problems and innovative solutions from the perspective of users. Using system thinking refers to thinking about problems and solutions under the framework of the whole system, considering the influence of various factors and mutual relations.

Innovation and entrepreneurship education aims to cultivate students' innovative thinking, stimulate students' ability to think about problems from multiple perspectives and constantly pursue new solutions. By cultivating students' innovative thinking, students can examine problems from different perspectives, find opportunities, and propose innovative solutions. Innovation and entrepreneurship education guides students to learn the tools and methods of innovative thinking through course teaching, case analysis and practical projects, and cultivates innovative thinking ability such as reverse thinking, focusing on user needs and using system thinking.

2.2.2. Improvement of creativity

Innovation and entrepreneurship education stimulates students' creativity and encourages them to give full play to their creative potential. (Vázquez-Parra José Carlos, Cruz-Sandoval Marco, Sotelo Carlos, Sotelo David, Carlos-Arroyo Martina & Welti-Chanes Jorge, 2024). Innovation and entrepreneurship education provides opportunities for creative problem-solving, and stimulates students' innovative creativity by cultivating their observation, association and imagination. In the innovation and entrepreneurship education, students are exposed to innovative cases, creative generation and development practice. Through the training of brainstorming, mind mapping and design thinking, they can improve the level of creativity and cultivate the ability to propose innovative ideas and solutions with unique value.

Innovation and entrepreneurship education stimulates students' innovative creativity by cultivating their observation ability, association ability and imagination. By exposing students to various innovative cases and successful entrepreneurial experience, students can observe and explore the process and methods of innovation, and understand the driving force and key factors of innovation. Innovation and entrepreneurship education stimulates students' innovative thinking and creative generation ability by cultivating their associative ability. Students carry out brainstorming, mind mapping and design thinking training in innovation and entrepreneurship education, and stimulate innovative inspiration and ideas through association and combination of

different knowledge points and ideas. In addition, innovation and entrepreneurship education also focuses on cultivating students' imagination. In innovation and entrepreneurship education, students will face various real or virtual situations and challenges, and stimulate students' imagination and innovation ability by setting and solving problem-solving thinking modes. Through the practice and training of innovation and entrepreneurship education, students can improve their creativity and cultivate the ability to put forward innovative ideas and solutions with unique value.

Through the cultivation of innovation and entrepreneurship education, students can not only improve their innovative ability, but also obtain the ability to create valuable innovative achievements. This is of great significance to students' career development and personal growth. Innovation and entrepreneurship education can help students constantly challenge themselves in innovative activities and cultivate the ability of self-confidence and self-motivation. At the same time, students can also improve their teamwork and communication skills through cooperation with tutors and classmates in innovation and entrepreneurship education. These abilities play an important role in promoting students' future innovation and entrepreneurship and career development.

3. The promotion effect of innovation and entrepreneurship education on students' innovation and entrepreneurship willingness, knowledge and skills

3.1.Improvement of innovation and entrepreneurship willingness

Strengthen students' innovative spirit and ambition : through the development of innovation and entrepreneurship education activities, cultivate students' independent thinking, active exploration and daring to challenge the spirit, stimulate their enthusiasm and motivation for innovation and entrepreneurship.

Cultivate students' risk awareness and fault tolerance : Through case analysis, experience sharing and other teaching methods, students can understand entrepreneurial risks, cultivate their courage to face failure and learn from failure, and enhance their willingness to innovate and start a business.

Shaping a favorable campus atmosphere and environment : schools should regularly hold innovation and entrepreneurship competitions, forums, lectures and other activities to enhance students' social ties and broaden their horizons, so as to cultivate and improve their willingness to innovate and start a business.(Yiyin Zhang,2024).

3.2Increased entrepreneurial knowledge

Provide a comprehensive entrepreneurial knowledge system (Wang Jianyuan, 2022). : Innovation and entrepreneurship education involves multidisciplinary knowledge, such as market research, product planning, management, laws and regulations, schools should strengthen the curriculum, so that students master comprehensive entrepreneurial knowledge.

Integrate resources inside and outside the school and enhance practical experience : the school should cooperate with enterprises, governments, social organizations and other parties to provide students with opportunities such as practical internships and innovative entrepreneurial projects, so that students can apply the knowledge they have learned to practice and accumulate experience. Entrepreneurs and entrepreneurship mentors are invited to share their experience : The school regularly invites successful entrepreneurs to share their entrepreneurial experience and experience, so that students can understand the entrepreneurial journey and improve their

entrepreneurial knowledge.

3.3 Cultivating entrepreneurial skills

Entrepreneurial skills are a series of skills and abilities needed in the process of innovation and entrepreneurship, including teamwork ability, planning ability, innovation ability, resource integration ability, market analysis ability, decision-making ability and risk awareness. Schools play an important role in cultivating students' entrepreneurial skills.

First, schools should focus on improving students' teamwork ability. Team cooperation is very important in the process of innovation and entrepreneurship. Schools can set up courses related to teamwork to teach students how to effectively collaborate, communicate and coordinate. At the same time, the school can also organize students to participate in team projects and practical activities, and play their cooperative ability in the team.

Secondly, schools should pay attention to cultivating students' planning ability and innovation ability. Entrepreneurship requires comprehensive planning and planning. Students should learn how to make entrepreneurial plans and marketing strategies. Schools can improve students' planning ability and innovative thinking by offering relevant courses and organizing students to participate in innovative experimental courses, practical projects and other activities.

Thirdly, schools should pay attention to cultivating students' ability to integrate resources. In the process of entrepreneurship, how to integrate various resources, including human resources, financial resources, technical resources, etc., is very important. Schools can guide students to learn how to find and use various resources, such as cooperation with enterprises and investment institutions, to provide students with entrepreneurial resources and support.

In addition, schools should also strengthen students' market analysis and business insight. Entrepreneurship requires in-depth understanding and accurate analysis of market demand. Students should learn how to conduct market research and analyze market trends. Schools can improve students' market analysis ability and business insight by offering relevant courses and organizing students to participate in market research and practical projects.

In addition, schools should also provide students with practice and internship opportunities. Through entrepreneurial practice and internship, students can experience the entrepreneurial process and understand the actual operation and challenges of entrepreneurship. Schools can cooperate with enterprises to provide students with entrepreneurial practice and internship opportunities, so that they can continuously improve their entrepreneurial ability in practice.

In addition, schools should also cultivate students' decision-making ability and risk awareness. In the process of entrepreneurship, various decisions need to be made and certain risks need to be taken. Schools can improve students' judgment ability and decision-making ability through simulation decision-making and case analysis, and let them understand the risks and challenges in the entrepreneurial process.

Schools can also set up entrepreneurial guidance centers or business incubators and other institutions to provide guidance and support for students with entrepreneurial tendencies. (Liu & Siyao Li, 2024). These institutions can provide relevant support such as creative incubation, business plan writing, and financing channel guidance to help students better carry out their entrepreneurial work.

The school provides support and guidance in curriculum setting, practical projects, internship opportunities, etc., and cooperates with resource providers such as enterprises and investment institutions to jointly cultivate students' entrepreneurial ability. By cultivating students' teamwork ability, planning ability, innovation ability, resource integration ability, market analysis ability and decision-making ability.

4. The positive impact of innovation and entrepreneurship education on the success

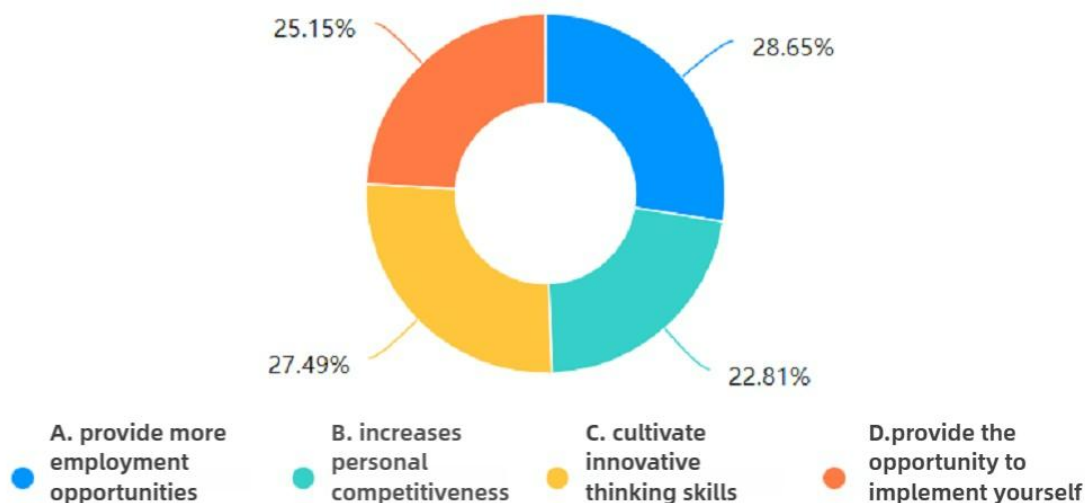
4.1 Related research data and results analysis

The impact of innovation and entrepreneurship education on the success rate of student entrepreneurship has always been a focal point of research. This survey collected a total of 2,486 valid data points, analyzing the influence of innovation and entrepreneurship education on the success rate of college students' innovation and entrepreneurship from multiple dimensions. The specific data is as follows:

(1) Specific data analysis such as statistical graphs

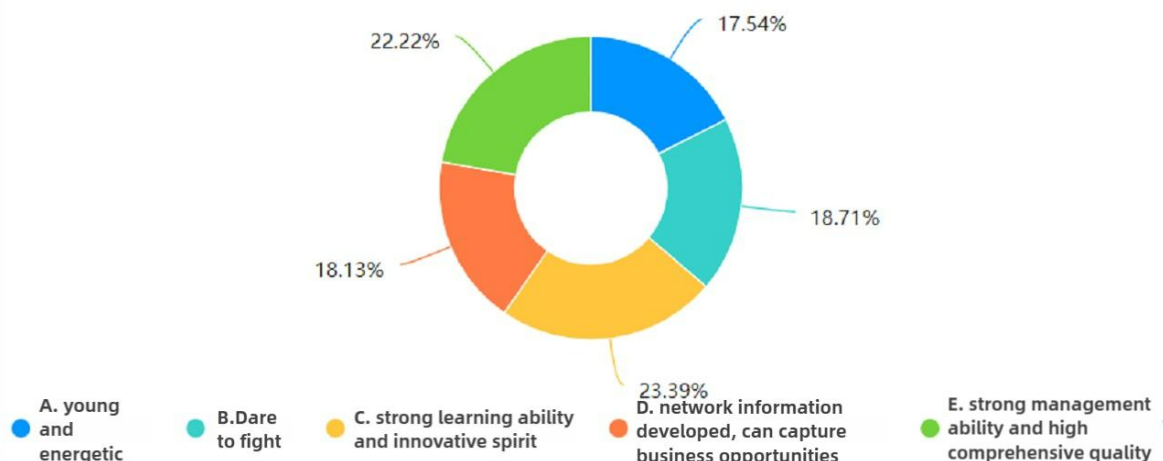
In analyzing survey data, it was found that the reasons why people believe that innovation and entrepreneurship education helps improve individual abilities can be broadly divided into the following four points: Innovation and entrepreneurship education can cultivate the innovative thinking ability of college students, provide them with more employment opportunities, enhance personal competitiveness in the market competition, and increase opportunities for self-worth practice. All the icon data in the table below comes from our team's questionnaire survey.

Figure 1 : Questionnaire analysis of the reasons why innovation and entrepreneurship education can help to improve individual competence



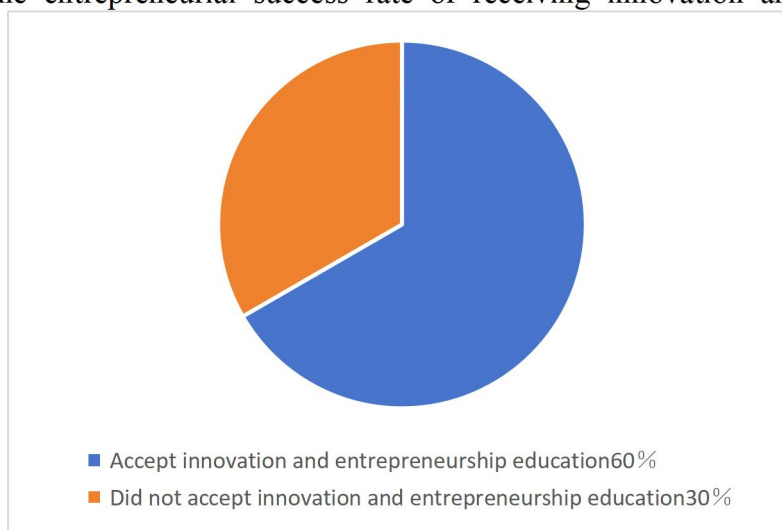
According to our data survey research, 89% of people believe that college students have advantages over professionals in starting their own businesses. The advantages of college students starting businesses are as follows: Graduates have strong learning abilities, are vibrant, keep up with the rapidly developing information of modern times, and can discover new business opportunities from it. They also possess strong organizational and management skills, and a high level of overall quality.

Figure 2: The questionnaire analysis of college students' entrepreneurship



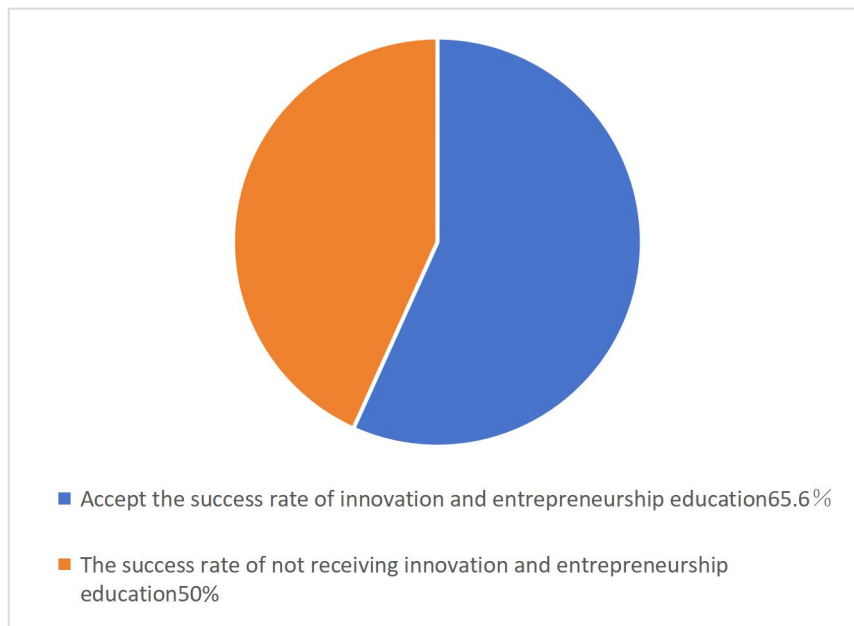
Research has found that students who have received education in innovation and entrepreneurship have a significantly higher success rate in starting businesses than those who have not. We compared two groups of students, one that received education in innovation and entrepreneurship and another that did not. The results showed that the success rate of students who received such education was as high as 60%, while the success rate for those who did not was only 30%. This indicates that education in innovation and entrepreneurship has a positive impact on increasing the success rate of starting businesses.

Figure 3 : The entrepreneurial success rate of receiving innovation and entrepreneurship

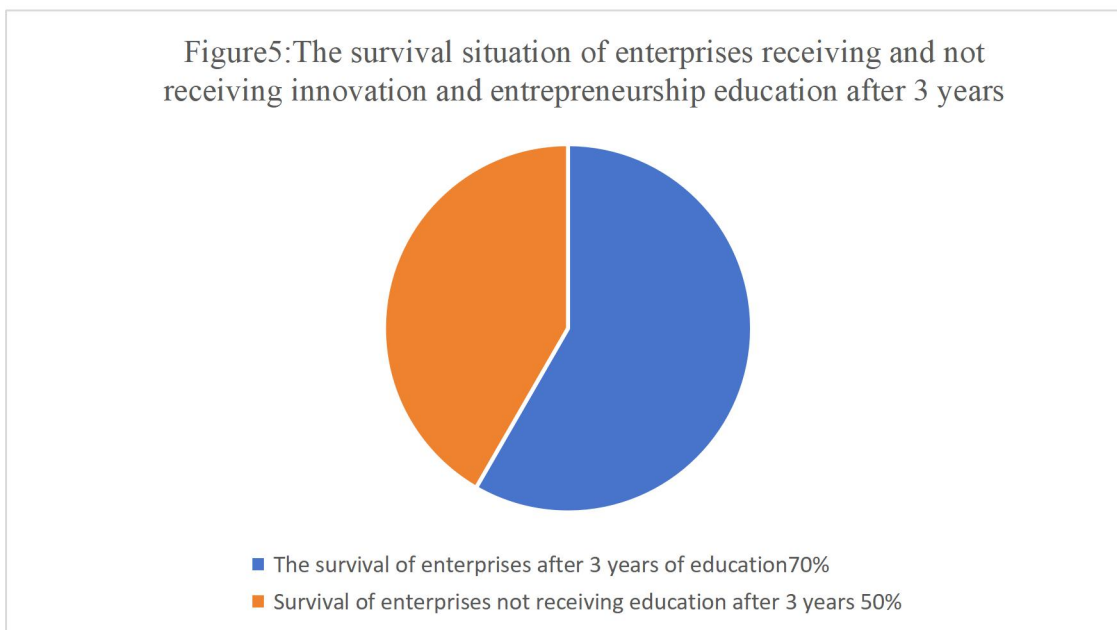


Another survey study indicates that innovation and entrepreneurship education has a positive impact on students' entrepreneurial success rates. In a survey of Chinese entrepreneurs, researchers found that the success rate of entrepreneurs who received innovation and entrepreneurship education was 65.6%, while the success rate of those who did not receive such education was 50%.

Figure 4: The entrepreneurial success rate of entrepreneurs who receive innovation and entrepreneurship education and entrepreneurs who do not receive innovation and entrepreneurship education.

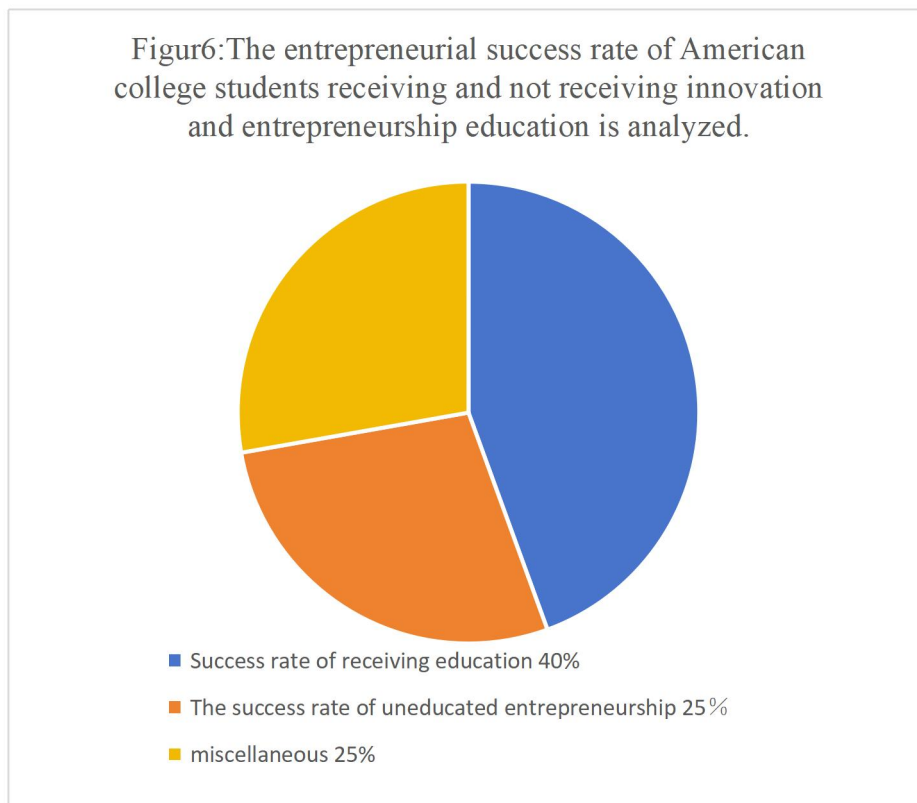


Students who receive innovation and entrepreneurship education have a higher survival rate in the early stage of entrepreneurship. The researchers found that the survival rate of enterprises receiving innovation and entrepreneurship education reached 70 % at 3 years after establishment, while the survival rate of enterprises without innovation and entrepreneurship education was only 50 %.



Research indicates that students who receive education in innovation and entrepreneurship have a significant advantage in terms of entrepreneurial success rates compared to those who do not. For instance, a study on college students in the United States found that those who received

education in innovation and entrepreneurship had an entrepreneurial success rate of 40%, while those who did not receive such education had a success rate of only 25%.



Another study explores the impact of innovation and entrepreneurship education on students' entrepreneurial performance. The study used a questionnaire to survey a group of students who received innovation and entrepreneurship education and a group of students who did not receive innovation and entrepreneurship education, and compared their entrepreneurial performance. The results show that students who receive innovation and entrepreneurship education are significantly better than those who do not receive innovation and entrepreneurship education in terms of entrepreneurial performance. This shows that innovation and entrepreneurship education can improve students' entrepreneurial performance(Fengqin Zheng,Hongyi Sun,Rongwei Ren & Wenhao Chang,2024). and success rate.

A study investigated the impact of entrepreneurial education on students' entrepreneurial intentions and perceptions of entrepreneurial opportunities. The study surveyed a group of students who received entrepreneurial education and compared them with a group who did not. The results showed that students who received entrepreneurial education exhibited higher levels of entrepreneurial intentions and perceptions of entrepreneurial opportunities. This suggests that entrepreneurial education can enhance students' entrepreneurial intentions and their ability to recognize entrepreneurial opportunities, thereby increasing their actual chances of entrepreneurship and success rates.

4.2 Positive impact of innovation and entrepreneurship education on the success rate of students' entrepreneurship

Enhancing Entrepreneurial Literacy: Innovation and Entrepreneurship Education Lays the Foundation for Student Success

(1)Deepening Entrepreneurial Knowledge and Skills: Innovation and entrepreneurship education is meticulously designed to cover a comprehensive curriculum that aims to provide students with the necessary entrepreneurial knowledge, skills, and practical tools. Through systematic learning, students will gain a deep understanding of the core elements of

entrepreneurship, including basic concepts, innovative business models, precise market analysis, and effective risk management, thereby significantly enhancing their entrepreneurial literacy and practical capabilities.

(2) **Gathering Entrepreneurial Resources and Support Networks:** Innovation and entrepreneurship education actively builds bridges and collaborates closely with businesses, investment institutions, and other sectors of society to widely collect and precisely match entrepreneurial resources for students. Entrepreneurship guidance centers, incubators, and other platforms provide one-stop services for students, including entrepreneurship guidance, business plan writing coaching, and exploration of financing channels, laying a solid foundation for students to successfully start their own businesses.

(3) **Inspiring Entrepreneurial Passion and Adventurous Spirit:** Innovation and entrepreneurship education not only imparts knowledge and skills but also strives to ignite the entrepreneurial fire within students. By sharing successful cases and analyzing entrepreneurial challenges and opportunities, students will be deeply inspired to pursue their dreams courageously and dare to challenge the unknown. This positive entrepreneurial spirit will become an inexhaustible driving force on their entrepreneurial journey.

(4) **Shaping a Resilient Entrepreneurial Mindset and Outstanding Abilities:** Innovation and entrepreneurship education is well aware of the hardships and challenges on the entrepreneurial path, and therefore places particular emphasis on cultivating students' entrepreneurial mindset and abilities. Through simulating entrepreneurial environments and practical exercises, students will learn how to maintain resilience in adversity, how to use critical thinking to solve problems, and how to demonstrate leadership and collaboration skills within a team. These abilities will become key elements for their entrepreneurial success.

In summary, innovation and entrepreneurship education plays a crucial role in enhancing the success rate of student entrepreneurship. It is not only a mentor and friend on the path to entrepreneurship but also a powerful aid in helping students realize their innovative dreams and create a bright future. (Juan Zhao, 2023).

5. The improvement effect and influence of innovation and entrepreneurship education on students ' innovation ability

5.1 The significant improvement effect of innovation and entrepreneurship education on students ' innovation ability

The improvement effect of innovation and entrepreneurship education on students ' innovation ability is mainly manifested in the following aspects :

(1) **Providing knowledge and skills training :** Innovation and entrepreneurship education provides students with a wealth of knowledge and skills training, including innovative theories, innovative methods and tools. By learning these knowledge and skills, students can better understand the principles and processes of innovation, and master innovative methods and tools. This lays a foundation for students to show higher ability in practical innovation activities. (Wang Xu, 2024).

(2) **Stimulate innovation consciousness and potential :** Innovation and entrepreneurship education can stimulate students ' innovation consciousness and potential. Through innovative case analysis and innovative thinking training, innovation and entrepreneurship education can cultivate students ' sensitivity and cognition to innovation, stimulate their willingness and ability to actively participate in and promote innovation.

(3)Promoting the development of innovative thinking and problem-solving ability : Innovation and entrepreneurship education can cultivate students ' innovative thinking and problem-solving ability. Through the practice of innovation and entrepreneurship education, case analysis and teamwork, students can exercise the ability of innovative thinking, including critical thinking, adventurous spirit, flexibility and creativity. At the same time, students can also improve their ability to solve problems, including problem identification, analysis and solution selection.

(4)Cultivating innovation team cooperation ability : Innovation and entrepreneurship education can also cultivate students ' innovation team cooperation ability(Yu Pengfei, 2024) . In the practical projects and experimental courses of innovation and entrepreneurship education, students often need to cooperate with the team to solve innovation problems and complete innovation tasks. This process can cultivate students ' teamwork, communication and leadership, so that they can better play their personal advantages in the team and achieve innovative results.

5.2.Key factors in innovation and entrepreneurship education have an important impact on students ' innovation ability.

First of all, teaching methods and activity design are crucial to the cultivation of students ' innovative ability. The use of heuristic teaching methods (Meng Zhang,2024).to encourage students to actively participate in, independent thinking and exploration, can cultivate students ' innovative thinking and problem-solving ability. Case teaching allows students to learn and analyze real entrepreneurial cases and learn lessons from successes and failures. Through project practice, students can apply theoretical knowledge to practice, exercise innovation ability and teamwork ability. Innovation and entrepreneurship tutors play a key role in guiding and guiding students. Instructors provide professional knowledge and practical experience sharing through interaction and counseling with students. They can guide students to think creatively and help them solve the problems and challenges encountered in the innovation process. Instructors evaluate students ' creativity and innovation projects from multiple perspectives, provide feedback and suggestions, and promote students ' innovation ability. The third key factor in innovation and entrepreneurship education is the support of entrepreneurial ecology and social environment. Entrepreneurial ecology and social environment play an important role in promoting students ' development and innovation ability. Schools should work closely with social resources such as business incubators, scientific research institutions, and venture capital institutions to provide students with entrepreneurial opportunities and practical support. Entrepreneurial incubators can provide office space, venture capital institutions to provide financial support, scientific research institutions can provide technical and professional knowledge support. These resources and support help students better practice innovation and entrepreneurship, cultivate innovation ability and entrepreneurial success potential.

The key factors such as the design of teaching methods and activities in innovation and entrepreneurship education, the guidance and guidance of innovation and entrepreneurship tutors, and the entrepreneurial ecology and social environment play an important role in promoting the development of students ' innovative ability. By providing teaching methods and activity design combining theoretical knowledge with practical opportunities, mentors to guide students ' innovative thinking and practical ability, and resources and support for the entrepreneurial social environment, innovation and entrepreneurship education can help students better develop their innovative ability and entrepreneurial success potential. The combined effect of these key factors provides students with an environment and opportunities that are more conducive to innovation and entrepreneurship.

6. Conclusion

Innovation and entrepreneurship education has a positive impact on students' entrepreneurial success rate and innovation ability. Research shows that students who receive innovation and entrepreneurship education are more likely to succeed in the entrepreneurial process, and also show a higher level of innovation ability. Innovation and entrepreneurship education has a positive impact on students' entrepreneurial success rate and innovation ability by providing knowledge and skill training, stimulating innovation consciousness and potential, promoting the development of innovative thinking and problem-solving ability.

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