

Research on the Project Management of Innovation and Entrepreneurship Training Program for College Students

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Abstract: The college student innovation and entrepreneurship training program is an important way for universities to cultivate students' innovation literacy and improve their innovation ability, and is an important way to cultivate innovative talents. The college student innovation and entrepreneurship training program requires a student-centered approach, integrating professional knowledge and innovation abilities through students' divergent thinking patterns, actively carrying out innovation and entrepreneurship training program projects, so that students can continuously improve their practical abilities, enrich their innovation and entrepreneurship experience, and become innovative talents in the country during the project.

Keywords: College students; Innovation and entrepreneurship; Planned project; Reflection on research

College students are the main force in building an innovative country in our country. Because college students have a certain level of cultural literacy and knowledge, guiding them to actively participate in innovation and entrepreneurship training programs is conducive to continuously tapping into their innovative practical potential, improving their innovation ability, broadening their thinking, and laying a certain foundation for the country's scientific and technological development and economic development. Universities actively carry out innovation and entrepreneurship training programs for college students, Conduct in-depth research on issues and measures in project management to provide certain guarantees for project implementation.

1. The Current Situation of Project Management in the Innovation and Entrepreneurship Training Program for College Students

1.1 Students lack a research attitude

In the process of planning innovation and entrepreneurship projects for college students, due to the fact that students are only new to the project, they place too much emphasis on the results while participating in the project, but are not clear about the details of the project process, which can easily lead to a "tiger start snake tail" process. In the process of managing innovation and entrepreneurship training programs for college students, students tend to focus only on seeking the actual results of the project, while neglecting the process of the project. In the "conclusion" stage of the project, there may be discrepancies between theory and practice. Therefore, in the implementation of the project for college students, universities should enhance their regulatory capabilities to ensure the smooth development and completion of the student project.

1.2 Project planning detached from actual development

Due to the fact that college students have reached adulthood and possess a strong sense of independence and innovative thinking, it is often easy for them to pursue innovative research projects in the project management center of the College Student Innovation and Entrepreneurship Training Program, hoping to complete the projects in a short period of time. This can lead to a mismatch between project theory and practice, and the inability of project research to last, resulting in the project not being able to smoothly become an industry.

2. Principles for the Implementation of the College Student Innovation and Entrepreneurship Training Program

2.1 Emphasize the cultivation of scientific research abilities

The innovation and entrepreneurship project for college students is an important project aimed at strengthening the training of students'

innovation and entrepreneurship abilities and enhancing their innovation abilities. It aims to cultivate high-level innovative talents in the country. The college student innovation and entrepreneurship training project is designed and planned independently by students, and team members are assigned tasks during the project implementation process. The overall planning of the project is completed by students in collaboration, enhancing their innovation and practical abilities, and promoting students to build their own innovative thinking during the process of reviewing materials and writing project topics. During the process of project investigation and visits, students conduct on-site inspections and records of multiple enterprises, which not only enriches their social knowledge and experience, broadens their horizons, but also enhances their analytical abilities, promoting them to become outstanding talents for sustainable development.

2.2 Enhance the professional competence of senior mentors

The innovation and entrepreneurship training program for college students usually consists of a team composed of students themselves, guided by mentors, who independently complete the design, research, implementation, and other aspects of innovative projects, and carry out entrepreneurial practice activities. In the process of project implementation, the attitude of teachers has a significant impact on students. Therefore, when guiding students in entrepreneurial practice activities, teachers should pay attention to their own level of participation, plan a certain amount of time to guide students in project implementation, and provide guidance and planning from various processes such as project planning and report writing to assist students in successfully completing training projects. In the process of guiding students to carry out projects, mentors should follow the students' thinking, guide them to propose various solutions and plans, fully tap into their innovative abilities and spirit, and promote the smooth implementation and development of their innovation and entrepreneurship projects.

3. Effective Strategies in Project Management of College Student Innovation and Entrepreneurship Training Program

3.1 Strengthen project management and supervision

The innovation and entrepreneurship projects for college students involve multiple stages, including innovative research project design, research condition preparation and implementation, research report writing, and research achievement exchange. Only by fully preparing the details of each stage can students truly ensure the smooth completion of the innovation and entrepreneurship project objectives. The management during project implementation is the leading link in ensuring the smooth progress of the project. Therefore, universities should strengthen project management and supervision, cultivate students' rigorous scientific attitude and awareness, supervise students to establish project weekly reports, summarize and reflect, and regularly release project implementation progress, in order to ensure the implementation and progress of the project through multiple means.

3.2 Project management informatization

In the process of managing innovation and entrepreneurship projects for college students, Internet technology in the context of the information age should be utilized to carry out information-based project management processes, establish project informatization, and allow computer systems to automatically review and supervise projects. This not only reduces the workload of management personnel, but also improves detection efforts and management efficiency. At the same time, the computer system should be equipped with a function for automatically pushing project progress. It is beneficial for teachers and students to jointly pay attention to the progress of the project, break the limitations of space and time during the implementation process, encourage students to freely allocate project work time, and successfully complete project work.

3.3 Establish a project faculty and student team

Universities should establish a dedicated team for college student entrepreneurship and innovation projects. Before students engage in practical activities related to college student innovation and entrepreneurship projects, the school should conduct knowledge lectures and use past innovation and entrepreneurship project cases to popularize knowledge and experience among students. This is beneficial for students to

use the team's knowledge and experience to manage project processes and strengthen the professionalism of innovation and entrepreneurship projects. At the same time, universities should strengthen the cohesion of the teacher-student team, guided by mentors and led by students, and work together to ensure the smooth implementation of innovation and entrepreneurship projects for college students.

Conclusion

In summary, the smooth implementation of the College Student Innovation and Entrepreneurship Training Program is beneficial for universities to innovate traditional educational concepts, truly implement the teaching philosophy of national quality education, cultivate students' innovative and practical abilities, enrich their entrepreneurial experience, enable students to continuously improve themselves, broaden their learning horizons, and truly contribute to the country's scientific and technological innovation and career development in the process of completing the project.

References

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