

Research on the Application of the Red Boat Spirit in the Innovation and Entrepreneurship of College Students in Higher Vocational and Technical Colleges

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Abstract: The spirit of the Red Boat contains the spirit of innovation and struggle. It is the precious spiritual wealth of our party. In order to explore how contemporary college students in higher vocational colleges can better realize their entrepreneurial dreams in the new era. This article is to explore the difficulties in the process of innovation and entrepreneurship of college students in higher vocational colleges based on investigations and interviews, and propose how to better apply the red boat spirit to the development path of innovation and entrepreneurship, so that they can become powerful promoters of socialist modernization.

Keywords: red Boat Spirit; college students in higher vocational colleges; innovation and entrepreneurship

1. Introduction

College students are the country's reserve army and an indispensable force for the country's future development. In 2014, Premier of China proposed Entrepreneurial spirit, In order to guide college students to start their own businesses, the state and local government agencies have also introduced various effective measures to actively promote social entrepreneurship. With the rapid development of society and the impact of the 2020 novel coronavirus (2019-nCoV), there is a lot of uncertainty in economic development, which brings greater challenges to contemporary entrepreneurs, especially in the process of entrepreneurship by college students brought a severe test.

2. The Current Situation of Innovation and Entrepreneurship of Contemporary College Students and Its' Reasons

Many college students have grasped the trend of innovation and entrepreneurship and embarked on the path of innovation and entrepreneurship. Successful entrepreneurship does not happen overnight, and for many reasons, the current college students' innovation and entrepreneurship have entered a bottleneck period. According to the survey data of the Max Research Institute, higher vocational college graduates' entrepreneurship rate reached 3.9% since 2016, it

declined to 3.4% in 2019, and the rate continued to decline. The proportion of graduates from higher vocational colleges who choose to study for undergraduate studies continues to increase. There are three main reasons.

2.1. Weak Awareness of Innovation and Entrepreneurship

Innovation consciousness is the cornerstone for college students to succeed in entrepreneurship. Entrepreneurship activities require a strong sense of innovation and entrepreneurship to provide inexhaustible motivation. Entrepreneurship is destined to be a long-lasting and complex process, and entrepreneurs' weak cultural basic knowledge and insufficient cognition and understanding of entrepreneurship will lead to the ultimate failure of the entrepreneurial process due to insufficient action. According to the results released by the Ministry of Education, 76.4% of college students have thought of independent innovation and entrepreneurship, 21.1% of college students have not considered innovation and entrepreneurship at all, and only 4% of college students indicate that they are starting an entrepreneurship [1]. Although many college students have had the idea of independent innovation and entrepreneurship, they are just thinking but have not made corresponding preparations for action. More college students have to choose independent innovation and entrepreneurship under severe employment pressure. This is a passive choice and a helpless move. There is no reasonable estimate of the risks encountered in entrepreneurship, and the corresponding measures for the various difficulties encountered in the process of innovation and entrepreneurship. Many college students have no ideals and motivations for innovation and entrepreneurship, but they lack the confidence and mentality of successful innovation and entrepreneurship. They have not yet formed a complete sense of innovation and entrepreneurship [2].

2.2. Insufficient Innovation and Entrepreneurship Capabilities

2.2.1. *Insufficient Development of Entrepreneurial Education in Colleges and Universities*

It can be found from the survey and research that most of the higher vocational colleges have introduced innovation and entrepreneurship education into campuses, but in the higher vocational colleges, the establishment of innovative education courses is still relatively basic, or set as electives course. Although the courses of innovation and entrepreneurship education are offered, the teaching process is single in form, outdated in content, and lacks effectiveness. Due to lack of emphasis on innovation and entrepreneurship education in schools, the inadequacy of resource allocation such as funds and teachers, and the usual lack of experienced innovation and entrepreneurship teams, resulting in the basic qualities and abilities of students' innovation and entrepreneurship lack guarantees [3].

2.2.2. *Insufficient Ability of College Students*

Higher vocational and technical college students have poor self-learning awareness, and their own professional knowledge is weak, and they are in a disadvantaged position in a competitive and complex employment environment. Because of the weak foundation of professional knowledge, the professional knowledge cannot be used well to solve practical problems in the entrepreneurial process. Most of the college students in higher vocational colleges do not have a good platform to accumulate actual entrepreneurial experience. Most of them lack business management skills, and they lack the ability to raise funds for entrepreneurship. Many college students are willing to start a business, but most of them lack the ability to raise funds for entrepreneurship. Without the practical ability of business management, entrepreneurship fails, let alone innovation and entrepreneurship.

2.3. Lack of Dedication

In contemporary times, dedication plays an indispensable role in the all-round development of college students, and it is also the support of the belief that college students go further and further on the road of innovation and entrepreneurship. Data shows that 66.4% of college students agree that "dedication is the greatest happiness in life"; 62.6% of college students clearly oppose "to take first, then dedication"; 68.4% of college students tend to find a balance between achieving personal value and social value; 61.1% Of college students believe that "life value can only be better realized in the collective" [4]. From the data, it can be seen that most college students still have the correct spirit of dedication, but there are still many college students who have a weak sense of dedication and have not yet established the concept of the unity of demand and dedication, and the unity of personal and social values. Once college students blindly emphasize their personal interests and do not pay attention to the requirements of socialist modernization, they cannot succeed.

3. The Necessity of Integrating the Spirit of the Red Boat into the Innovation and Entrepreneurship of College Students

Entrepreneurship is like building a "building", with a sense of innovation like the "foundation", the cultivation of capabilities like a "construction team", and dedication like the "value of a house". The three are indispensable, and only when the three are combined can a good "building" be built. The basic content of entrepreneurial spirit in the basic requirements of school entrepreneurship education issued by the Ministry of Education: that is, through entrepreneurship education and teaching, cultivate students' innovative awareness that is good at thinking, sensitive to discovery, and daring to be the first to challenge themselves, bear setbacks, and persevere. The professional ethics of abiding by the law, being honest and trustworthy, good at cooperation, and the sense of social responsibility to create value, serve the country, and serve the people [5]. This corresponds exactly to the spirit of the Red Boat, which provides a new way for our colleges and universities to cultivate innovative and entrepreneurial talents-closely linking the spirit of the Red Boat with the innovation and entrepreneurship of college students.

3.1. The Pioneering Spirit of Pioneering the World and Daring to be the First

The pioneering spirit is innovation. The red boat spirit is applied to the cultivation of college students, and the innovation consciousness is cultivated with the pioneering spirit. The pioneering spirit is essentially the so-called innovative spirit. It is the inheritance and development of the innovative spirit in the excellent culture of the Chinese nation. It is also applicable to college students' innovation and entrepreneurship. The Red Boat spirit that inherits the excellent culture of the Chinese nation is intertwined with the innovation and entrepreneurship of college students, and it helps to combine the innovative consciousness and innovative spirit of college students. Integrating the pioneering spirit into college students' innovation and entrepreneurship is more conducive to the cultivation of innovative thinking and the blossoming of entrepreneurial dreams.

3.2. A Firm Ideal and a Persevering Spirit of Struggle

Apply the spirit of the Red Boat to the cultivation of college students, and cultivate their hard-working and hard-working qualities with the spirit of struggle. Some college students still have a fear of entrepreneurship. Because of their comprehensive and rational understanding of entrepreneurship, they still have the mentality of hesitation, suffering from gains and losses, and choking. They dare not try to start a business. They have insufficient resistance and ability to deal with difficulties and crises, and their will and quality is not firm. The ability to resist frustration is poor. If things go on like this, repeated failures and frustrations will make them feel depressed and depressed. Therefore, the spirit of struggle is integrated into college students' innovation and entrepreneurship to temper and cultivate the

tenacious will of college students, so that college students in higher vocational colleges will be fearless. It is of great significance to deal with setbacks with a failed, hard-working and upward mentality, and to strengthen its determination to overcome setbacks and difficulties.

3.3. The Spirit of Dedication to Abide by the Law and Create Value

Apply the spirit of the Red Boat to the cultivation of college students, and enhance their awareness of respecting the law and serving the people with dedication. Dedication is a driving force that bursts out from the inside of people's hearts, and it is also a manifestation of a good sense of social responsibility. Looking at China's current economic take-off and social development, all walks of life need to continuously inject fresh blood, and college students need to actively participate in the construction of the motherland and social development, and only have a high sense of social responsibility and selfless dedication. The spirit can devote themselves to the great rejuvenation of the Chinese nation without hesitation. The spirit of the Red Boat is not only the leading beacon of ideological and political education for college students, but also the leading beacon of college students' innovation and entrepreneurship. It integrates its profound connotation into college students' innovation and entrepreneurship, assists college students in innovation and entrepreneurship, and contributes to the great rejuvenation of the Chinese nation.

4. Development Countermeasures for College Students in Higher Vocational Colleges in Innovation and Entrepreneurship

College students spend most of their time in school. If you want to use the Red Boat spirit to influence students, you must take root and root in school.

4.1. Give Full Play to the Penetrating Role of Classroom Education

Classroom education is the primary channel to shape the spiritual character of college students. Higher vocational colleges must not only cultivate college students' sense of innovation and entrepreneurship, but also talk about relevant legal awareness. At the same time, they must be able to integrate the spirit of the Red Boat into innovation and entrepreneurship education. However, in college classroom education, it is often mentioned the "Red Boat Spirit" only in ideological and political theory courses. Therefore, colleges and universities can set up special courses related to the "Red Boat Spirit", in classroom education, fully carry forward the value of the "Red Boat Spirit", take innovation as the core, and work hard to practice. Under the effect of reasonable enlightenment, college students are encouraged to sublimate their historical understanding of the "Red Boat Spirit" into a realistic understanding, so as to guide them to a correct understanding of thought. In terms of course content, it is not limited to traditional teaching, such as watching a Red Boat movie, writing an essay on Red Boat, and enjoying an old Red Boat song. This not only

enhances the interest of the classroom, but also through the spirit of Red Boat. Historical dialogue, the pioneering spirit of the revolutionary ancestors in pursuing ideals and beliefs, the fighting spirit of overcoming difficulties and obstacles, and the unshakable heroism of serving the people are vividly displayed in various ways, so that the spirit of the red boat has truly deepened the connotation of the times. This leads to thinking about real problems and emotional identification with the spirit of the Red Boat. [6] An excellent red classroom must not only allow college students to see the content of the "Red Boat Spirit", but also let its connotation enter the hearts of college students and remember it in their hearts.

4.2. Give Full Play to the Subtle Educational Role of Campus Culture

The university campus is an important position for cultivating the spiritual character of university students. The university campus environment and atmosphere with strong red culture can enable students to sublimate their own spiritual cultivation, understand the spirit of Red Boat, and be consistent with their behaviors, and achieve the unity of knowledge and action. On the one hand, higher vocational colleges should actively carry out campus cultural activities with the theme of "Red Boat Spirit", take advantage of the important time point of the 100th anniversary of the founding of the party, display the red cultural genes in a colorful and popular form, and establish cultural education. People and people-oriented concepts create a campus culture atmosphere of innovation, hard work and dedication. On the other hand, consciously strengthen the campus landscape construction, create a red revolutionary spiritual culture, and show the typical deeds and characters of innovation, struggle, and dedication that occurred during the revolutionary period through red propaganda windows and red corridors. Supplemented by colleges and universities through public accounts, Douyin and other new media forms, push the typical deeds and characters of innovation, struggle, and dedication that have occurred today, realize the online influence of the spirit of the Red Boat, and further integrate the spirit of the Red Boat into the higher vocational college students. Trivial time, deepen the sense of recognition of the Red Boat spirit among the students of higher vocational colleges, and improve the personality cultivation of the students of higher vocational colleges. The school should also often invite relevant successful entrepreneurs, especially alumni who have succeeded in starting a business, to return to their alma mater to share their secrets of success and cultivate students' confidence in starting a business. They can also invite failed alumni to remind college students of the difficulties of starting a business and use them with freshness. The examples enrich their entrepreneurial knowledge and practice. Give full play to the leading role of the Red Boat spirit in the construction of campus culture, and realize the mutual penetration of the Red Boat spirit and innovation and entrepreneurship, which is conducive to guiding college students to form a

demeanor of "running the tide against the waves, and holding the red flag not wet".

4.3. Attach Importance to Innovative Practice and Use Government and Social Resources

Real knowledge comes out of practice. College students have rich entrepreneurial experience and will play an irreplaceable role in the entrepreneurial process. Higher vocational colleges should actively encourage college students to carry forward the pioneering spirit of "dare to be the first", participate in entrepreneurship competitions such as "Internet +" and "Creating Youth", and hire successful entrepreneurs who have made achievements in entrepreneurship and have good moral qualities. Or excellent alumni come to work as a part-time innovation and entrepreneurship practice teacher to conduct regular and irregular exchanges between teachers and students in the form of pairs; the school actively provides college students with more social practice opportunities, and goes to the company to devote themselves to practical experience and experience the company. Innovate the core of entrepreneurial culture, fully mobilize the initiative, enthusiasm and creativity accumulated by students in learning, enable students to think and feel, and improve the comprehensive quality and practical ability of entrepreneurship of college students. Higher vocational colleges should fully understand the necessity and effectiveness of building and developing college students' innovative practice base platform in cultivating college students' innovative practical ability, which will help students cultivate innovative spirit and teamwork, and build a cultural environment for the cultivation of innovative talents. In addition, Chinese leader's report at the 19th National Congress of the Communist Party of China stated that "innovation is the first driving force for development and the strategic support for the construction of a modern economic system [7]." College students' thinking consciousness affects whether college students choose to start their own businesses, and schools and students influence college students. The awareness and ability of innovation and entrepreneurship are strong and weak. The government, society and students influence the difficulty of self-employment of college students. The government, society, schools and students are an organic whole. While strengthening the school's entrepreneurship education for college students, the government and society should provide legal protection and social support for college students' innovation and entrepreneurship from various policies and regulations, construct a trinity entrepreneurial education system, and provide favorable guarantees for college students' innovation and entrepreneurship [8]. With the help of the government and society, students from higher vocational colleges can study and practice the spirit of pioneering in depth, and with the practical understanding and perception of

college students, can they better combine the spirit of red boat with innovation and entrepreneurship, and promote Quality and character in a deeper level of college students.

The historical connotation and value meaning of the "Red Boat Spirit" are the source of the progress of the times. Nowadays, it is not only an important educational resource in ideological and political education, but also is expected to guide the deep integration of innovation and entrepreneurship education into the talent training program of colleges and universities, which needs to be remembered by college students as wealth of a lifetime. The "Red Boat Spirit" has a profound impact on college students' innovative and entrepreneurial consciousness, thinking, and abilities through classroom education, campus culture, and innovative practice. It is an extension of the Red Boat spirit to enhance the innovation and entrepreneurial ability of college students in higher vocational colleges. As a starting point, we will portray contemporary college students into qualified communist successors and enable them to shoulder the mission of the great rejuvenation of the Chinese nation.

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