

Research on the Cultivation of Innovative Spirit and Innovative Practical Ability of College Students by Non-Profit Organizations-Taking Enactus China as an Example

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Abstract: Innovation and entrepreneurship is the new engine of national economic development. Non-profit organizations are an important force in promoting the development of innovation and entrepreneurship. Based on the specific practice of Enactus, one of the three largest college student organizations in the world, exploring the path and experience of non-profit organizations participating in the innovation and entrepreneurship of college students in China is conducive to the formation of the pattern of multi-agent participation in the cultivation of innovative entrepreneurial talents, and further promote the effective development of college students' innovation and entrepreneurship education.

Keywords: Non-profit organizations; college students; innovative spirit; innovative practical ability

INTRODUCTION

At the 2015 National People's Congress, Premier Li Keqiang listed public entrepreneurship and innovation as one of the "double engines" of China's economic growth in the government work report. Since then, the wave of innovation and entrepreneurship has swept through our country. Among them, non-profit organizations, as an important force in innovation and entrepreneurship, actively promote the development of China's innovation and entrepreneurship practices. In different countries, non-profit organizations are also known as volunteer organizations, NGOs, etc.

It is a non-profit-oriented, non - governmental social organization that carries out various voluntary or mutual beneficial activities, and has become a "third sector" [1]. So, what role does non-profit organizations play in college students' innovation and entrepreneurship education? What are the implications for the development of innovation and entrepreneurship education in Chinese universities? This paper intends to focus on the cultivation of college students' innovative spirit and innovative practical ability by non-profit organizations, and summarizes the advantages and disadvantages of non-profit organizations in cultivating college students' innovative spirit and innovative practical ability to explore the direction of its reform and innovation by taking the example of Enactus, which is one of the three major college students in the world, Enactus.

The status quo of Enactus participating in the innovation and entrepreneurship education of Chinese college students

In the 1970s, after the end of the Vietnam War, Carter became the president of the United States, implementing administrative and economic reforms, and the United States appeared an anti-market economy and anti-entrepreneur wave. Some entrepreneurs joined forces to promote market economy and entrepreneurship education. In 1975, the Students in Free Enterprise (SIFE) was established, and students were actively encouraged to use business power to make positive changes to the community [2]. In September 2012, "SIFE" was officially renamed "Enactus" (The English name is composed of Entrepreneurial, Action, and Us, and the Chinese name is "ChuangXing"), emphasizing positive changes in society through entrepreneurial and practical actions. The essence of entrepreneurship is the spirit of innovation, the insight that discovers things that others have not discovered. Since its founding in the United States in 1975, the company has covered 36 countries around the world, attracting 69,000 college students from 1710 universities and business leaders from more than 550 companies around the world. In 2002, the

company entered China, and as of May 2016, it has covered about 270 colleges and universities in China [3].

The role of Enactus in the development of college students' innovation and entrepreneurship

Cultivating the innovative spirit of college students

The spirit of innovation is the core of entrepreneurship. The concept of Enactus is to use positive business power, practice entrepreneurship and create a better and sustainable world. Among them, "entrepreneurship" refers to the insight to discover things that others have not discovered. Lumpkin and Dess believe that independence, innovation, risk-taking, transformation, and competitive offense are the five components of entrepreneurship [4]. Peter Drucker explains "entrepreneurship" in his book "Innovation and Entrepreneurship", which includes (1) substantially increasing the output of resources; (2) creating novel and distinctive things, changing their value; (3) creating new markets and new customer groups; (4) take change as the normal state, always looking for changes, reacting to it, and using it as an opportunity. The essence of entrepreneurship is a purposeful, organized system of innovation [5]. Enactus implements innovative and entrepreneurial projects around "entrepreneurship", which not only cultivates students' innovative thinking and consciousness, but also improves their innovative practical ability.

Providing a practical platform for the development of college students' innovation and entrepreneurship

Practice is an important extension of innovative entrepreneurship classroom education. Students can understand innovation and know entrepreneurship in practice, so as to better adapt to the rapid development of science and technology and market demand [6]. Through the development of Enactus projects, students use knowledge of their majors and take entrepreneurial practical actions to help those in need. The project source includes the creation of the project and the enterprise project. The innovation project is an innovative public welfare project initiated and implemented by colleges' Enactus teams based on the concept of entrepreneurship. The enterprise projects is innovative project jointly developed by well-known corporate sponsors and Enactus. For example, Bayer and Enactus jointly launched and operated the "Innovative Agriculture to Help Sustainable Development Project"; Chow Tai Fook and Enactus jointly launched "Traditional Folk Culture Inheritance Public Welfare Action"; Dell and Enactus jointly launched "Technology to Create the Future" to revitalize the village economy. In the implementation process of the project, students not only need to design project plans to solve problems, but also need to use practical actions to promote the implementation of the project, and achieve sustainable ways to effectively help the audience, thus training their practical ability of

solving actual problems. At the same time, the Enactus headquarters or sponsoring companies will regularly review the progress of the project, and invite well-known corporate executives to serve as consultants for the colleges' Enactus teams, and provide targeted guidance for project and team development. Enactus provides a practical platform for the development of college students' innovation and entrepreneurship.

Providing abundant job opportunities for college students

At present, Chinese college students face a severe form of employment. In particular, with the deepening of economic reforms, the structural contradictions between theoretical and professional students trained in colleges and universities and multidisciplinary and innovative students with practical skills that actually needed by enterprise are increasingly prominent. Non-profit organizations have cultivated innovative thinking of college students through project-oriented operation methods, and have improved the practical ability of college students'. At the same time, through close cooperation with enterprises, it has set up a bridge between college students and enterprises, providing more opportunities for the employment and development of college students. Enactus aims to cultivate "future entrepreneurs" and has cultivated college students with innovative thinking, leadership, and problem-solving skills, which meet the needs of enterprise talent development and are often included in the business talent bank. Due to the high recognition of the ability of Enactus students, the corporate sponsors will open a green channel to them and provide abundant full-time and internship opportunities for them. The corporate sponsors of Enactus include world-renowned companies such as Pepsi, Chow Tai Fook, Unilever and Thermo Fisher.

The Enlightenment of Enactus on the cultivation of college students' innovative spirit and innovative practice ability in colleges and universities

Paying attention to cultivating college students' innovative spirit and innovative consciousness

In 1998, Tsinghua University hosted the first Tsinghua University Entrepreneurship Competition, becoming the first university to introduce the College Student Entrepreneurship Competition to Asia. In 2002, the Ministry of Education used nine universities, including Tsinghua University, Renmin University of China, and Beijing University of Aeronautics and Astronautics, as pilot institutions for entrepreneurship education in China, which meant that China's government-led entrepreneurship education kicked off. In 2010, the Ministry of Education issued the "Opinions on Promoting Innovation and Entrepreneurship Education in Colleges and Universities and Self-employment of College Students" (Teaching Office (2010) No. 3), which is the first programmatic

document to promote innovation and entrepreneurship education in China. At the 2015 National People's Congress, Premier Li Keqiang listed public entrepreneurship and innovation as one of the "double engines" of China's economic growth in the government work report. China's colleges and universities have set off a wave of innovation and entrepreneurship education. Innovation and entrepreneurship education is a gradual process. Due to the long-term influence of traditional thoughts in China, the historical development of innovation and entrepreneurship is relatively "congenital deficiency", which leads to the current malformation. The main manifestations are as follows: First, there is a lack of correct understanding of innovation and entrepreneurship education. Although many universities are actively developing innovative entrepreneurship education, however, there are still some college administrators who are skeptical and even opposed to innovation and entrepreneurship education, which leads to the lack of attention to the development of innovation and entrepreneurship education, and problems such as paying attention to the form and ignoring the quality. Second, the understanding of innovation and entrepreneurship education is not in place. Colleges and universities will simply take innovation and entrepreneurship education as innovation and entrepreneurship activities, and have no deep understanding of the content of innovation and entrepreneurship, so that innovation and entrepreneurship education is not included in the talent cultivation system, making China's innovation and entrepreneurship education policy appear biased in the actual implementation process. As an international non-profit organization, Enactus was originally composed of American entrepreneurs and was deeply influenced by the American innovation culture. Therefore, it has long attached great importance to the cultivation of students' innovative spirit. It not only forms an organizational culture centered on "entrepreneurship", but also provides guidance for action guiding the Enactus teams in colleges and universities.

Creating a diversified mode of innovation and entrepreneurship education

The innovative entrepreneurship education mode can be divided into two types: concentrated and divergent. Concentrated mode refers to systematic and specialized innovation training and innovation and entrepreneurship education for students with strong intentions for innovation and entrepreneurship; divergent mode refers to a popular education emphasizing the breadth of innovation and entrepreneurship education [7]. Constructing a pluralistic model of innovation and entrepreneurship education is an important guarantee for promoting the development of college students' innovation and entrepreneurship. After years of practice and exploration, Enactus has formed a diversified cultivation model for innovative and entrepreneurial

talent trained with "social practice project" as the core and combining "leadership development" and "professional development".

Building a training model for innovative and entrepreneurial talents with multiple participants

Pestalozzi pointed out that the school and the workshop should be combined and run on the basis of true psychology, therefore, the new generation will inevitably be cultivated [8]. Cultivating innovative and entrepreneurial talents in the new era is the common goal pursued by universities, enterprises and governments. Therefore, to promote the development of innovation and entrepreneurship of college students can not only rely on the power of non-profit organizations, but also need to integrate resources of all parties and build a collaborative talent training model in which multiple subjects participate together. After years of development, Enactus has explored an innovative and entrepreneurial talent cultivation mode with college students as the main body, and educators and business leaders participate together. Among them, college students, as the main body of innovative practice, actively participate in public welfare innovation and entrepreneurship projects. College teachers and corporate executives provide guidance for college students to innovate and start businesses. At the same time, some colleges and universities have also set the practice of operating Enactus projects as social practice credits for college students, and provided special funds to support them. The participation of senior executives also establishes a bridge between college students and enterprises, providing more opportunities for the career development of college students.

Thoughts on Non-profit Organizations Participating in College Students' Innovation and Entrepreneurship Education

With the deepening of China's economic system reform and the deepening development of social management innovation, non-profit organizations have developed rapidly as an important social force, playing an important role in China's public welfare, environmental protection, education and other fields. Along with the wave of innovation and entrepreneurship, non-profit organizations in the field of social innovation are constantly emerging, driving the rapid development of innovation and entrepreneurship in China. After entering China in 2002, with 15 years of hard exploration, Enactus has become an influential organization in the field of social innovation in China from a grassroots NGO. Its innovative students with innovative spirit and practical ability have also become domestic leaders in innovation and entrepreneurship. Leading entrepreneurs, such as the founder and CEO of OfO, Dai Wei, Face Meng CEO Guo Lie, "Gifts" CEO Wen Chenghui and other post-90s entrepreneurs are all Enactus alumni. Enactus has become an important force in promoting the development of social innovation and

entrepreneurship among college students in China. Innovation and entrepreneurship is the inevitable requirement of China's innovation and development, social reform and innovation. With its unique advantages, non-profit organizations have established a great practice platform for the development of college students' innovation and entrepreneurship. At the same time, as an important social force, non-profit organizations have made up for the problem of asymmetric government information, alleviated the government's financial pressure on innovation and entrepreneurship, and have become an effective supplement to the government's dual-creation work [9]. Non-profit organizations will be an important force that cannot be ignored in the future of social innovation in China. Non-profit organizations participating in college students' innovation and entrepreneurship education will also become an unstoppable development trend. How to give play to the advantages of non-profit organizations to further promote the development of innovation and entrepreneurship education for college students in China? What issues do non-profit organizations need to pay attention to during the development process? The author has carried out the following considerations:

Adhere to the correct ideological orientation

With the deepening of reform and opening up, non-profit organizations have gradually introduced themselves from the west and thrived in China. Non-profit organizations have important characteristics such as "voluntariness", "public welfare", "non-profit", "folk", "non-political" and "non-religious". However, in the course of its actual development, some "lawless person" used the banner of "protecting human rights and protecting the environment", trying to use non-profit organizations to culturally infiltrate or ideologically brainwash college students, violating principles of the nonprofit organization and turns it into a tool for ideological infiltration, which jeopardizes the healthy development of college students' political thought and is not conducive to the orderly construction of a harmonious society in China. Based on this, some universities will regard non-profit organizations as "flooding beasts", and adopting a non-contact strategy which affects the development of non-profit organizations to some extent. Therefore, the government must strictly supervise non-profit organizations to ensure that they adhere to the correct thinking. If foreign non-profit organizations want to develop in China, they must achieve localization and actively respond to and follow the socialist ideas with Chinese characteristics.

Improve the legal system of non-profit organization management

Improving the legal system of non-profit organization management is an important guarantee for non-profit organizations to participate in the development of innovation and entrepreneurship of

college students in an orderly manner. At present, the management of civil organizations in China is led by civil affairs departments and business departments. The procedure of registration is complicated and the threshold is high, which hinders the development of non-profit organizations to some extent. Moreover, the non-profit organization's fiscal taxation system is imperfect, which makes its financial revenue and expenditure situation less transparent, which leads to low social credibility [10]. The 19th National Congress of the Communist Party of China pointed out: "Strengthen the construction of social governance system, improve the social governance system of party committee leadership, government responsibility, social coordination, public participation, and the rule of law, and improve the socialization, rule of law, intelligence, and specialization of social governance. "At present, China is actively promoting the construction of an innovative country, and innovation and entrepreneurship have become an important part of social governance. Therefore, in order to stimulate the vitality of non-profit organizations in the field of social innovation, it is necessary to optimize the relevant legal system, simplify the registration process of non-profit organizations, incorporate the management of non-profit organizations into the legal system, and promote the legalization of non-profit organizations.

Build a pattern of innovation and entrepreneurship in which multiple entities participate together

With the new round of scientific and technological revolution, innovation and entrepreneurship is the inevitable requirement of economic development and transformation, and also the common goal of talent training in government, universities and enterprises. The government is the support and guarantee of innovation and entrepreneurship education. Colleges and universities are important positions for the cultivation of innovative and entrepreneurial talents. Enterprises are the transformation base for innovation and entrepreneurial achievements. As an important social force, non-profit organizations have their own unique advantages and are the driving force for the development of innovation and entrepreneurship. Therefore, constructing a collaborative innovation and entrepreneurial development pattern involving multiple entities of universities, governments, enterprises, and non-profit organizations can effectively leverage the advantages of each subject and maximize the effectiveness of innovation and entrepreneurship. At present, the innovative entrepreneurship model of colleges, government and enterprises based on the three-helix theory has received extensive attention. Based on the perspective of the three helix theory, Yu Xiaoxiao and others explored the quality path of entrepreneurship education in Chinese research universities through the case of "Tsinghua Chuang+" [11]. Zhou Bo studied the cultivation of innovation and entrepreneurship from the

perspective of the integration of universities, government and industry. There is less concern about the impact of non-profit organizations on the development of college students' innovation and entrepreneurship [12]. Zhang Zhizhong once explored the path of NGO participation in the innovation and entrepreneurship education of college students in China, but the relationships among non-profit organizations, universities, governments, and enterprises has not been discussed. Therefore, there is still much room for the development of innovation and entrepreneurship that involves universities, governments, enterprises, and non-profit organizations.

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