

The Optimized Path of the Management of the Innovation and Entrepreneurship Team of College Students

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Abstract

with the development of the trend of "mass entrepreneurship, mass innovation", more and more college students have joined in the ranks of innovation and entrepreneurship, and team management has begun to receive widespread attention. This is mainly because there are some defects in the process of innovation and entrepreneurship, so we should strengthen the management and guidance work. This paper first introduces the importance of university students' innovation and entrepreneurship team management, and analyzes the problems in the process of university students' innovation and entrepreneurship. On this basis, it explores the optimization way of university students' innovation and entrepreneurship team management.

Keywords

college students; innovation and entrepreneurship team; management; optimization.

1. Introduction

College Students' innovation and entrepreneurship team is an innovation and entrepreneurship activity organized by two or more college students on the premise of common entrepreneurship goal. In the process of communication of team entrepreneurship, there may be discord among team members in terms of behavior, emotional communication, ideas and other aspects, which may cause conflicts and conflicts. At present, the government of our country is constantly supporting college students' venture project funds and venture loans, which to a large extent solves the problems of College Students' Entrepreneurship in terms of resources and funds. However, the innovation and entrepreneurship team of college students has frequently encountered problems in management, which has become a problem of College Students' entrepreneurship at this stage. This paper mainly analyzes the outstanding problems in the process of College Students' innovation and entrepreneurship, and explores the optimization path of College Students' innovation and entrepreneurship team management.

2. The Importance of University Students' Innovation and Entrepreneurship Team Management

The United Nations Educational and scientific organization calls entrepreneurship education "the third passport", which has important practical significance in promoting social and economic development, alleviating employment pressure, and Cultivating College Students' innovation and entrepreneurship ability. The 18th National Congress of the Communist Party of China proposed that we should actively carry out the employment situation in various ways and develop employment through entrepreneurship. Entrepreneurship is a very complex social practice, including technology, marketing and resources and many other factors. Due to the lack of certain business skills, professional skills and social experience, college students are unable

to find their own entrepreneurial projects. Therefore, the innovation and entrepreneurship form of the team model has become the main way of entrepreneurship for college students. Chen Xiangdong, CEO of New Oriental Education, has clearly pointed out the importance of team in success and stressed the importance of team cooperation. Therefore, if the entrepreneurial team can face the problems rationally, solve the problems reasonably and prevent the problems, it can ensure the smooth operation of the employment activities; if it does not solve or deal with the problems properly, it will lead to the emergence of contradictions, leading to the final decomposition of the team, and then cause the failure of entrepreneurship. Therefore, taking reasonable and scientific management work is conducive to the stable and sustainable development of College Students' innovation and entrepreneurship team, at the same time, guiding college students' entrepreneurship team to correctly handle organizational contradictions and conflicts, so as to ensure the smooth progress of entrepreneurship team.

3. Problems in the Process of Innovation and Entrepreneurship of College Students

3.1. Team Members do not Correctly Understand Their Own Positioning

The basic requirement of team building is to accurately recognize their role in the team, and everyone should know their exact position in the team. However, some team members did not establish a sense of role orientation, which led to the phenomenon of unclear positioning, unable to play their own role, or even form a negative effect on them. In the process of innovation and entrepreneurship, many college students focus on self-centered, unable to recognize their working atmosphere and role orientation, mainly because college students are generally the only child. What's more, in the entrepreneurial team, they only act according to their own mood, and do not combine their own advantages with the needs of the team. Therefore, the innovation and entrepreneurship team of college students has been greatly affected by personal factors, resulting in a significant decline in the efficiency and quality of team activities.

3.2. Different Disciplines of Team Members Lead to Problems

In general colleges and universities, most of the members of the innovation and entrepreneurship team are students of different departments and specialties, only a small part of the members of the entrepreneurship team belong to the same specialty. Therefore, each member of the entrepreneurial team has a certain degree of difference in thinking mode and knowledge structure due to different learning fields. In this way, the views of all members on the same issue are inconsistent, resulting in serious contradictions and conflicts. In order to better improve and build the knowledge structure of the team, most of the entrepreneurial teams choose different professionals in the process of group formation, but this causes obstacles in the discussion and increases the distance and difference between the specialties. There are even some entrepreneurial teams in the process of dealing with this kind of professional differences, which are very inappropriate, irrational and unscientific.

3.3. Personal Goals Conflict with Team Goals

Some college students' innovation and entrepreneurship teams should regard innovation and entrepreneurship as an important part of university planning before the establishment of the team. However, due to the uncertainty of College Students' learning plans, they will be gradually replaced by civil servants or graduate school in the later stage.

Therefore, in the process of College Students' innovation and entrepreneurship team activities, there is a conflict between individual goals and team goals. These members did not devote their main time and experience to innovation and entrepreneurship activities. In addition, the theory of cooperation and competition advocates that teams should form a common sense of

cooperation and entrepreneurial goals, otherwise it is difficult to respect each other, exchange information and share information, thus greatly reducing the efficiency and quality of entrepreneurial teams. Although some teams show no intention to take the examination of civil servants or postgraduate entrance examination when forming teams, and college students all think there will be no contradiction between them, but they give up innovation and entrepreneurship activities under the continuous prevention and persuasion of their parents.

4. Specific Ways to Optimize the Management of Innovation and Entrepreneurship Teams of College Students

4.1. Form Information Feedback Mechanism

In the process of College Students' innovation and entrepreneurship team, it is necessary to form a communication structure from top to bottom, from bottom to top, and horizontally. The sender can not complete the task after releasing the relevant information, but needs to grasp the extent of the receiver's understanding and receiving information according to the actual situation of the receiver, form a bridge of information exchange between the receiver and the information sender, and then transmit the information more effectively to build the information carrier completed by the entrepreneurial task. If there are some misunderstandings between team members and team managers in the innovation and entrepreneurship team of college students, it is easy to cause misunderstandings among them, which will affect the progress of team entrepreneurship activities, deepen the conflicts and contradictions among team members, and lead to the ultimate failure of entrepreneurship.

4.2. Strengthening the Level of Informal Information Management

Informal information, that is, "gossip", is different from formal reports, documents, reports and other information. The conversation of team members in private is real-time. Unlike the formal information, which is normative and authoritative, the "gossip" has the characteristics of universality, privacy, certain subjective emotions and rapid dissemination. Informal information can supplement formal information and not fully explain organizational information, but false informal information will cause negative impact on formal information and deepen the contradictions and conflicts among team members. Managers of entrepreneurial teams should actively grasp the gossip in the team, correct the wrong information in time, and perfectly combine the informal information with the formal information.

4.3. Improve the Channels of Information Communication

The innovation and entrepreneurship team of college students should form a good information communication channel to create a variety of environments for team members to convey information. Team managers should have a purposeful and planned regular member exchange meeting, announce the development trend of entrepreneurship, actively encourage team members to have a common discussion, summarize the difficulties encountered by the team in the process of entrepreneurship, and then strengthen the team's cooperation and cohesion. For example, a meeting can be held to let team members express their own opinions, summarize everyone's ideas and opinions on the wall, and respect everyone's opinions. This kind of treatment can help to stimulate members' thinking and imagination, and then explore more perfect solutions. In addition, team members can also communicate in the form of non-verbal media, such as body posture, facial expression, voice tone, etc., so as to make the process of information communication full of sensibility and more comprehensive information transmission. The acceleration of social rhythm promotes the progress of network media, so the entrepreneurial team should also use new media to communicate in time, such as microblog,

wechat, QQ group, team website and other forms, so as to effectively enhance the quality and efficiency of information transmission.

5. Build the Entrepreneurial Organization Structure of Firewall

Organization dynamic structure and organization static structure are two branches of organization structure. The static structure of an organization forms the relationship between departments, while the dynamic structure of an organization forms the relationship between members of a department. The behavior of organizational members is restricted and restricted by the static structure of the organization. To a certain extent, the dynamic structure of the organization plays a role in the organizational structure. Building the entrepreneurial organization structure of firewall helps to restrict and regulate the behavior of the members in the innovation and entrepreneurship team of college students. By designing the organizational structure, the conflicts among the members of the entrepreneurial team can be avoided. Traditional organizational structure mainly includes matrix structure, hierarchical structure and simple structure. In recent years, borderless organization, virtual organization and team structure have been developed to a certain extent, and are gradually sought after and used by innovation and entrepreneurship teams. Therefore, the team structure of College Students' innovation and entrepreneurship should learn from this organizational structure theory to form a firewall type organizational structure.

6. Conclusion

In conclusion, college students' innovation and entrepreneurship can effectively promote China's economic upgrading and transformation, but our government and universities should continue to find and solve the problems according to the current situation of College Students' innovation and entrepreneurship team, and then explore the right development mode. Therefore, the government and colleges and universities should constantly optimize the path to promote the development of the management of innovation and entrepreneurship team of college students, ensure that team members scientifically control and organize activities, and help college students achieve the goal of innovation and entrepreneurship team on the premise of ensuring progress, quality and cost.

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