

Research on the integration of Shangdong merchants Culture into College students' Innovation and Entrepreneurship Education in the New Era

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Abstract. In order to foster the growth of young students' innovation and entrepreneurship abilities, the purpose of this study is to investigate how to include Shangdong Merchants Culture into college students' innovation and entrepreneurship education in the new era.

The paper first elaborates on the nurturing function of Shangdong Merchants Culture in the new period by studying the connotation of that culture in great detail. Secondly, issues with teaching innovation and entrepreneurship to college students are outlined from the perspectives of institutions, instructors, and students themselves through the design of questionnaires and data analysis. It eventually outlines a strategy for incorporating Shangdong Merchants Culture into college students' innovation and entrepreneurship education in the new era from three perspectives of classroom management, competition incentive, and training methodologies. The study shows that the inclusion of Shangdong Merchants Culture in the education of college students on innovation and entrepreneurship in the new era helps foster innovative and entrepreneurial environment on campus, deepen students' understanding of these concepts, foster college students' innovation and entrepreneurship literacy, and encourage young students to recognize their own value.

Keywords: Shangdong Merchants Culture; Instruction in innovation and entrepreneurship for college students; Paths.

Merchants culture is the ancient and most distinctive regional business culture in China. As a unique business culture, the Shandong merchants culture has been inherited in Shandong with the Confucian morality of "the benevolent is invincible, righteousness and profit are balanced" as its spiritual core; and the business attitude of "Be diligent, thrifty and perfect" as its business philosophy. Shandong merchants Culture uphold the Confucian ideal of "contributing to the well-being of all and dedicated to public welfare" as social responsibility in his service to the nation, which is the essence of Confucian culture. The "New Shandong Merchants Culture", which has emerged with the development of the times, is manifested in the emphasis on technological innovation, collaborative development and the practice of integrity and generosity.

College students, who are the driving force behind mass entrepreneurship and innovation, are becoming increasingly active in innovation and entrepreneurial practice as these practices become more widespread. Favorable regulations, including start-up rent subsidies, job hunting and entrepreneurship subsidies, and others have been gradually implemented in many areas, highlighting the benefits of the entrepreneurial environment that college students enjoy. According to the statistics from the Ministry of Education, 541,000 students in the class of 2015 to 2020 have undertaken enterprises, and that number is continuing to rise. In the guidelines of Further Supporting Innovation and Entrepreneurship of College Students, General Office of the State Council of the People's Republic of China proposed a number of measures to further improve college students' capacity for innovation and entrepreneurship, boost their innovation vitality, and encourage and support college students' innovation and entrepreneurship.

However, college students in the new era know little about the spiritual implications of traditional Shangdong Merchants Culture and the primary meaning of the New Shangdong Merchants Culture in the course on innovation and entrepreneurship for college students. Because of this, students' ideas about employment are still shaped by the conventional belief that "A good scholar will make an official," which manifests as "unwilling to do business," and negatively impacts their innovative and entrepreneurial thinking. This restricts college students' ability to compete for talent in the modern world.

Therefore, it is of great theoretical significance and practical value to make full use of the main position of innovation and entrepreneurship lessons to teach students excellent traditional culture, to build a college entrepreneurship culture ecology with Shandong characteristics, to realize the effective inheritance of Shangdong Merchants Culture in the new era, and to guide the innovation and entrepreneurship education of college students.

1. The cultivation function of Shangdong Merchants Culture in the new era

The New Shangdong Merchants Culture refers to that under the background of the new era, the outstanding Shandong entrepreneurs in Shandong are the main body, based on the inheritance and promotion of the excellent traditional culture of the Chinese nation, supported by the spirit of integrity and innovation of Shandong entrepreneurs, encouraged by the spirit of constant self-improvement, centered on the spirit of loyalty and trustworthiness, diligence and hard work, and based on the spirit of always practicing social responsibility. The formation of a culture, specifically manifested in the following aspects:

1.1 Promote innovation and the forward-thinking axiom "innovation leads to development"

The reason why new Shangdong Merchants can rise continuously in the era of reform and opening up is because of its accurate grasp of the law of market economy, continuous exploration of advanced technology and persistent pursuit of scientific and technological innovation. It is by adhering to the advanced concept of innovation-led development that high-quality enterprises such as Haier Group and Hisense Group rank among China's top 100 electronic information enterprises.

1.2 Loyalty and trustworthiness, adhering to the traditional virtue of "trustworthiness is great virtue"

New Shandong merchants inherit the ancient and unchanged fine traditions of Shandong people. "Kindness and truthfulness" has always been the credo of Shandong people, especially Shandong merchants, and also a good reputation they left to the world. It is by upholding the good virtue of loyalty and trustworthiness that new Lu businessmen not only grow their business, but also establish a good image.

1.3 Work diligently and uphold the maxim "diligence covers clumsiness"

Japanese professor Inaba Junoyama said "the people of Shandong are diligent and self-abnegating, diligent and thrifting, and full of solidarity. The laborers help each other, and the merchants are impatient with each other, just like a big company, whose stores are like branches, supplying goods to each other for circulation. In order to dominate all the economic forces in Manchuria and Siberia, and seize the hegemony of commercial war". The business attitude of hardworking, hard-working, united and cooperative of Shandong businessmen and the business principle of pursuing perfection, abiding by standards and quality first have been incisively and vividly displayed.

1.4 Practice responsibility, heart "national economy and people's livelihood" fine character

Influenced by the traditional "official standard" and the culture of "good learning is official", there is no lack of good moral character in Shandong merchants who value righteousness over profit and put righteousness first. In addition to the far-reaching influence of Confucian thought of "cultivating one's self, regulating one's family, governing the country and leveling the world", the new Shandong merchants were manifested in their spirit of practicing social responsibility. Whether in disaster relief, running schools or fighting against the epidemic, we can always find that simple Shandong businessmen support public welfare undertakings, put justice before profit, and care about the national economy and people's livelihood.

In short, Shangdong merchants culture in the new era always emphasizes the interests of customers in the first place, attaches importance to the realization of their own value of life through individual innovation and hard work, which is highly enlightening to college students, can motivate them to self-improvement, climb the peak, and guide young students to participate in practice and contribute to the society with their own practical actions.

2. Existing problems in innovation and entrepreneurship education of college students

2.1 Absence of innovation and entrepreneurship instructors, a significant impact caused by full-time teachers

Excellent teaching staff is the primary guarantee for universities to carry forward Shangdong Merchants Culture and carry out innovation and entrepreneurship education. The shortage of teachers not only limits the wide spread of excellent Shangdong Merchants Culture among college students, but also affects the teaching quality of innovation and entrepreneurship education in colleges and universities, as well as the cultivation of students' innovation and entrepreneurship ability. Through the questionnaire survey, it is found that few full-time teachers teach courses related to Shandong Merchants Culture in colleges and universities in Shandong Province, and the course content and teaching methods of innovation and entrepreneurship education in colleges and universities are also mostly behind the requirements of the development of The Times. They fail to timely adjust the course content and teaching methods, which leads to the backward cultivation of students' innovation and entrepreneurship ability. In addition, the lack of comprehensive curriculum is also a common problem. Some universities have not incorporated the curriculum of innovation and entrepreneurship education into the formal curriculum system, and the main role of "the first classroom" has not been fully played. As a result, students lack the knowledge of innovation and entrepreneurship education and their cognitive level is not high.

2.2 Omission of an entrepreneurial culture and the school environment having a significant impact

As a "hidden course", good environment has a subtle influence on the development of innovation and entrepreneurship education and the cultivation of innovative entrepreneurs. However, through the questionnaire survey, it is found that many colleges and universities just ignore the impact of the "hidden curriculum" of environment on students. Some colleges and universities abandon innovation and entrepreneurship activities in the setting of "second class" activities, or organize simple activities in a mere formality; Although some universities have business incubation bases, due to the lack of sufficient funds, business policy support and entrepreneurship guidance, these business incubation bases gradually become places for short-term internship and training of students. Clothing shops, snack shops and print shops in the bases also lack creativity and innovative spirit. Without the overall planning of innovation projects, long-term inheritance cannot be achieved.

2.3 Lack of preparation for innovation and entrepreneurship, and students' ability is deeply influenced

Through the questionnaire survey, it is found that many students are lack of preparation for innovation and entrepreneurship, which is mainly reflected in the following aspects. First, the lack of practical skills, college students to carry out innovation and entrepreneurship activities need to have certain skills and practical ability. Many college students do not have practical skills, nor do they have enough professional knowledge to make effective contributions to innovation and entrepreneurship. Many colleges and universities do not pay attention to the cultivation of students' practical skills. As a result, many students cannot exert their abilities even if they are interested in innovation and entrepreneurship related fields. An important aspect of innovation and entrepreneurship is management. Proper management can effectively improve the efficiency and benefits of innovation and entrepreneurship. However, many college students lack professional knowledge of enterprise management, so they cannot properly manage enterprises, which affects the development of innovation and entrepreneurship. It is a good method to improve the above skills by carrying out various innovation and entrepreneurship competitions, allowing students to set up their own teams, gradually gain insight into the key points of enterprise management through team management, and achieve the effect of simulating actual combat through continuous innovation and grinding of the entries. However, many universities have not implemented it.

2.4 Lack of knowledge about entrepreneurship and innovation, as well as success beliefs, have a significant impact

Innovation and entrepreneurship is a complex process that requires systematic planning. It needs to analyze and explore the relationship between market, technology, product, marketing and other aspects from a macro perspective. However, through the questionnaire survey, it is found that many college students believe that innovation and entrepreneurship is just a simple entrepreneurial activity without deep thinking or in-depth understanding. Specifically, in terms of cognition, college students' cognition level of innovation and entrepreneurship is not high, their concept of innovation and entrepreneurship is vague, they lack a systematic understanding of innovation and entrepreneurship, they cannot independently and simply summarize the connotation of innovation and entrepreneurship, and they lack the perception of the concept of innovation and entrepreneurship. From the perspective of action, college students lack specific and practical actions of innovation and entrepreneurship. They can only think, explore and innovate by learning the experience of others. They are short of practice and refuse to start from innovation and entrepreneurship. From the perspective of thinking, many college students have prejudice against the requirements of entrepreneurs, believing that entrepreneurship is a talent with "good academic performance" and "ability". In addition, they lack understanding of the thinking methods and characteristics of innovation and entrepreneurship, and do not integrate the thinking ability of innovation and entrepreneurship into their own creative thinking. From the perspective of culture, innovation and entrepreneurship education in colleges and universities lacks basic teaching of innovation and entrepreneurship culture, and lacks understanding of excellent entrepreneurial culture, entrepreneurial deeds and excellent qualities contained in it, such as Shangdong Merchants Culture. There is no belief support.

3. The paths of integrating Shangdong Merchants Culture into college students' innovation and entrepreneurship education in the new era

3.1 Stand firm and focus on "The First Class"

As the main front of teaching and educating college teachers, "the first classroom" is the key means of teachers' teaching and the most direct way to impart knowledge. It plays a vital role in the

growth of young students. Colleges and universities can fully focus on the main position of "the first classroom" and integrate the essence of Shangdong Merchants culture into classroom teaching. One is to integrate related teaching modules in the public compulsory course "Entrepreneurship Guidance" to systematically explain the historical evolution, spiritual characteristics, innovation and development of Shangdong Merchants culture, so that students can have a deeper understanding of it. The second is to set up elective courses as a supplement and expansion of compulsory courses to encourage students interested in Shangdong Merchants Culture to further explore, master knowledge more comprehensively, guide practice, and stimulate the vitality of innovation and entrepreneurship education.

3.2 Deep integration to break through the "Second Classroom"

As an important part of college teaching, the "second classroom" is an extension of the "first classroom", which plays an important role in cultivating students' autonomy and creativity. It is favored by students for its diverse teaching forms, flexible teaching methods, novel teaching contents, and characteristics of being derived from and not attached to textbooks. Colleges and universities can strengthen knowledge integration on the existing basis, open up the "second classroom", and use a wider range of means to attract students' interest. First, relying on the campus culture and art festival, it sets up the excellent traditional culture learning and display module integrating the culture of Shangdong merchants and continuously deepen students' understanding and identification of Shangdong Merchantss Culture through the performance forms like stage play creation and etiquette display. The second is to set up innovative and entrepreneurial associations. Through organizing association salons, innovation and entrepreneurship brainstorming, learning traditional crafts of Shangdong merchants, participating in cultural exchanges of Shangdong merchants and other activities, students are guided to creatively carry out practical activities according to their knowledge. Through practical activities, students can feel the connotation of Shangdong Merchants Culture more directly and experience the charm of innovation and entrepreneurship education.

3.3 Carry out competitions to gather strength and promote innovation through competition

In recent years, the country attaches great importance to the cultivation of college students' innovation and entrepreneurship awareness. More and more universities attach importance to national innovation and entrepreneurship competitions such as "Challenge Cup College Students' Entrepreneurship Competition " and "China College Students' 'Internet+'Innovation and Entrepreneurship Competition", and the participation experience and awards have gradually become an important basis for the evaluation of university awards. The first is to organize and carry out the knowledge competition on the topic of Shangdong Merchants Culture to guide students to learn it and feel the quality of Shandong products. Second, give full play to the current advantages, organize and carry out the innovation and entrepreneurship competition integrating the culture of Shangdong merchantss in the new era, with the project as the carrier and various forms of rewards as the source of motivation, stimulate the enthusiasm and enthusiasm of students to participate, encourage students to dare to think, venture and create, and create an atmosphere of innovation and entrepreneurship education.

3.4 Develop novel approaches to enhance the role of the internet

Modern college students find the vibrant world the Internet has created to be very appealing, and new media platforms like Tiktok, Weibo, and Wechat public accounts have gradually taken over as the primary means for modern college students to learn, explore, gather information, and broaden their horizons. The function of network cooperation education should be given full play in the integration of Shandong Merchant Culture and innovation and entrepreneurship education, according to the reality. Create an information platform based on the fusion of the two and add pertinent information about Shangdong Merchants Culture and its entrepreneurial spirit so that more

students can join the discussion and summarize their experiences in the inspiration-exchange; In order to achieve knowledge popularization, it is also important to make full use of the available new media resources, create a special section on Lu business culture and innovation and entrepreneurship education on the school's official Wechat account, and regularly create and publish pertinent tweets and features. In addition, by utilizing the official WeChat video account to produce a series of videos titled "Story of Role Models" and "Telling Youth to Youth," we are able to continuously expand the scope of innovation and entrepreneurship education by drawing on the personal achievements of outstanding students.

In summary, the integration of Shangdong Merchants Culture into the innovation and entrepreneurship education of colleges and universities can successfully address issues with the program, raise the overall standard of the program, encourage the growth of the innovation and entrepreneurship education of colleges and universities, and offer a reliable guarantee.

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