

Research on how to Promote Innovation and Entrepreneurship Education under the Background of Severe Employment Pressure on College Students

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Abstract

Creative and enterprising education aims at fostering the creativity of the students, their awareness of entrepreneurship, innovative ability and entrepreneurial ability to cultivate students' innovative spirit as the driving force, to improve students' employment ability as the goal, to promote students' all-round development as the purpose of educational activities. In this paper, discuss the significance of creative college students and entrepreneurship education, and make an analysis on their status quo.

Keywords: Innovation and entrepreneurship education; College students; Cultivate; Curriculum system

1 Introduction

In 2022, the gross enrolment ratio of China's higher education has reached 59.6%. The Ministry of education announced that China now has the largest higher education system in the world. According to relevant data from the National Bureau of Statistics, the number of fresh college graduates in China has increased from 7 million in 2014 to 10.76 million in 2022, setting a new historical high. The increase in the number of fresh graduates has made the employment problem of college students increasingly prominent. The resolution of employment problems is not only closely related to the interests of college students themselves, but also of great significance for social stability and healthy economic development. Therefore, in the context of the 2020 strategy of building an innovative country, actively exploring the organic integration of innovation and entrepreneurship education , practice activities and professional education, and striving to achieve the cultivation of high-quality professional talents with both innovative spirit and entrepreneurial ability, is the only way to deepen the reform of higher education in China, promote the development of local colleges and universities, and solve the employment problem of college students.

Innovation and entrepreneurship education can promote college students' innovation and entrepreneurship, and enhance their capacity for innovation, business and practice. Specifically, the innovative and entrepreneurial education can enhance the innovative consciousness of the students, train the teamwork, the sales and so on, and offer the innovative and entrepreneurial resources for the university students, to strengthen students' understanding of market changes

and business opportunities, and promote the promotion of students' employment competitiveness. Thus, the innovative and entrepreneurial education is the necessary support of the university students' pursuit of creativity and enterprise.

2.The different roles of entrepreneurship education and innovation education

Enterprise education and innovation education are two different concepts. Innovation and entrepreneurship are both related and different. Schumpeter believes that innovation indicates entrepreneurship, and innovation comes from entrepreneurship, and should be the standard for judging entrepreneurship^[1]; Peter. Drucker believes that innovation and entrepreneurship go hand in hand, and all successful entrepreneurs have conducted systematic innovation practices, so we can't talk about innovation and entrepreneurship without entrepreneurship. Research has shown that innovation and entrepreneurship have a positive effect on economic growth and easing employment pressure. Better entrepreneurship and innovation will increase economic activities, which will have a positive impact on innovation and entrepreneurship activities^{[2],[7]}

Though the aim of the two courses is to develop the innovative and entrepreneurial capacity of the students, there is a fundamental difference among them. First of all, there is a certain connection between the two, such as the training of students' innovative thinking and the cultivation of innovative ability. But they also have big differences, which are shown in the following respects: First, the two educational objects are different. Entrepreneurial education focuses on cultivating university and professional personnel, and creative and entrepreneurial education focuses on those who have the capability of innovation^[3]. Secondly, the course content between the two is different. Entrepreneurship education mainly aims at cultivating students' entrepreneurial consciousness and entrepreneurial ability, while innovation and entrepreneurship education aims at cultivating students' innovative spirit and entrepreneurial ability. Finally, there are big differences between the two. According to relevant studies, there are great differences between them both in terms of teaching methods and teaching content. Therefore, in the innovation and entrepreneurship education, we should not only pay attention to the teaching of theoretical knowledge, but also pay attention to the cultivation of practical ability. Only in this way can we really combine theory with practice, apply what we learn and promote learning.

Innovation education mainly lies in technological innovation, which provides power for the development of enterprises and society. Entrepreneurship education is mainly to relieve the current employment pressure and provide more common jobs for college students themselves and the society.

3. The role of innovation and entrepreneurship education in colleges and universities

In implementing innovative and entrepreneurial education, firstly, it is conducive to improving the quality of talent training. Carrying out innovation and entrepreneurship education can form a strong atmosphere of innovation and entrepreneurship in colleges and universities, and effectively improve students' innovation consciousness and innovation ability, so as to improve the quality of talent training. Secondly, it is conducive to the employment of college students. In implementing innovative and entrepreneurial education, firstly, through innovation and entrepreneurship education, colleges and universities can improve students' employ ability and

help students better achieve employment. Finally, it is conducive to the promotion of the reform of college education system. In the process of carrying out innovation and entrepreneurship education in colleges and universities, students' comprehensive quality can be cultivated through theoretical teaching, practical teaching and extracurricular activities, so as to improve students' practical ability. Moreover, it is helpful to develop innovative and entrepreneurial education for university students in order to resolve the issue of social employment. Last but not least, it is beneficial for Chinese economic and social sustainable development. Therefore, it is necessary to enhance the overall diathesis of university students through popularizing and educating them in order to supply more qualified personnel for Chinese economy and society.

4. Measures to carry out innovation and entrepreneurship education for college students

4.1 Improve the curriculum system of innovation and entrepreneurship education

First of all, special innovation and entrepreneurship courses should be set up, and an innovation and entrepreneurship education system should be established, including two categories: basic courses for innovation and entrepreneurship and professional courses for innovation and entrepreneurship. Basic courses are an elective course of innovation and entrepreneurship on the basis of general education, which is the main way to cultivate students' innovative thinking ability. In the first month of each semester, "New Horizons" lecture series, inviting well-known experts and scholars to discuss the current international and domestic social and economic development hot issues and topics that students are interested in, so that students can learn more cutting-edge knowledge. "New Horizons" lecture series, inviting outstanding entrepreneurs to interact with students, let students understand the latest domestic and foreign trends and entrepreneurship and employment policies. Second, it is necessary to perfect the practice process of innovative and entrepreneurial education. In the course of entrepreneurial education, it is necessary to combine the specialty features and practical conditions to continuously enrich the teaching content and form. For example, case teaching can be conducted in the marketing course of college students' entrepreneurship; information technology means and methods can be introduced in the e-commerce course; and case teaching can be conducted in the specific business content of logistics management course.

At the same time, we should strengthen the management of students' practice activities. For example, setting up an innovative and entrepreneurial base for university students, to build a good practice platform. Through the establishment of the practice base, organize the students to participate in the practice activities.

Through analysis of the influencing factors of college students' employment ability, for college innovation entrepreneurship theory courses, innovation teaching methods improvement put forward reasonable suggestions. Optimize the organic fusion of college students' talent training mode, innovative entrepreneurship education and professional education. Help college students improve employment ability and cultivate for the society a large number of professional talents who based on professional innovation. Solve the current college students' problem of not-solid knowledge, having theory without skills and poor innovation.

4.2 Encourage students to set up innovation and entrepreneurship associations and carry out extensive innovation and entrepreneurship activities

The association is the efficient carrier of university students' innovative and entrepreneurial education. Through the establishment of college students' innovation and entrepreneurship associations, innovation and entrepreneurship activities can be closely combined with students' professional learning, to help students learn professional knowledge, cultivate professional skills, and stimulate innovative thinking and entrepreneurial awareness. By holding various activities, such as various knowledge competitions, college students' science and technology innovation competition, entrepreneurial project design competition, etc., students can improve their comprehensive quality in practice and enhance their practical ability. At the same time, through various forms of club activities, we can fully mobilize the enthusiasm and initiative of students, so that they can receive education and increase knowledge in the participation, and constantly improve their innovative awareness and entrepreneurial ability. The school shall provide each community with instructors, responsible for the guidance, management and help of the community. The instructor should make the corresponding work plans and arrangements according to the content of the community activities and the actual situation of the students to ensure the smooth development of the activities. In addition, students should also be encouraged to start their own businesses and actively carry out innovation and entrepreneurship activities. For example, through the establishment of college students' entrepreneurship club, college students' entrepreneurship association and other ways, let more students participate in practical activities, from which knowledge and skills.

4.3 Strengthen the construction of teachers

4.3.1 Improve the comprehensive quality of teachers

It is an effective carrier for innovation and entrepreneurship education among college students, so that they can understand the concept and significance of innovation and entrepreneurship, master the methods of innovation and entrepreneurship, have high theoretical knowledge and practical operation ability, and be able to provide systematic and science innovation and entrepreneurship education for university students. At the same time, colleges and universities should also establish a reasonable reward mechanism, so that teachers can feel the value and significance of their own work, and actively participate in the innovation and entrepreneurship education work. In addition, colleges and universities should also establish and improve the teacher training mechanism for innovation and entrepreneurship education, so that teachers with the ability of innovation and entrepreneurship education can continue to study and improve their professional level and comprehensive quality.

4.3.2 Strengthen the teaching team construction

Therefore, it is necessary for institutions of higher learning to put more emphasis on the building of faculty, and to bring in more qualified teachers who have extensive practice and advanced theory^[4]. First of all, we should strengthen the training of existing teachers and improve their own professional level. Colleges and universities can improve the comprehensive quality of teachers by inviting external experts and scholars and successful entrepreneurs in the industry to give lectures or guide students to carry out innovation and entrepreneurship practice activities.

Secondly, we should pay attention to the assessment of teachers. Colleges and universities can establish a scientific and reasonable evaluation mechanism and set up special assessment departments to conduct regular assessment of teachers. Through the assessment, will know if the teachers have a good grasp of the educational content, methodology and of innovative entrepreneurial education, and make appropriate adjustments on the basis of the evaluation results. Colleges and universities can provide a good development platform for teachers, such as participating in the innovation and entrepreneurship education of college students, participating in training and other ways to improve the comprehensive quality of teachers. At the same time, we should pay attention to reward excellent teachers, improve their work enthusiasm and creativity, in order to give full play to their exemplary role.

4.4 Build a service platform for college students' innovation and entrepreneurship

The University Students Innovative Entrepreneurial Service Platform is a group of agencies or organizations which offer innovative and entrepreneurial education for university students. The major role of the university is to supply the essential resources, policies, funds and platforms for the innovative and entrepreneurial activities of university students. For example, schools can set up college students' entrepreneurship incubation bases to provide venues and policy support for college students' innovation and entrepreneurship. Entrepreneurship incubation centers for college students can be established to provide start-up capital and market resources for college students' innovation and entrepreneurship. The training base of innovation and entrepreneurship of college students can be established to provide practical opportunities for students; A college student innovation and entrepreneurship fund can be established to provide financial support for students' innovation and entrepreneurship.

In building innovative and entrepreneurial service platform, it is necessary to set up a cooperative platform, for example, "Industrial & Academic Union", so as to facilitate the transition and industrialization of science and technology; secondly, the cooperation platform between the school and the government, and relevant government leaders or experts and scholars should be invited to conduct special lectures and discussion activities; again, the cooperation platform between the school and the industry and enterprises can be promoted through school-enterprise cooperation and administration. By constructing innovative and entrepreneurial service platform, we can fully utilize the society to improve the innovative capability of the students, and offer the essential conditions and resources for them.

4.5 Build a diversified investment mechanism

At present, the innovative and entrepreneurial education of Chinese university students has been transformed into multi-main investing system by the government. Therefore, it is necessary to exert the leadership function of the university, enhance the input of innovative and entrepreneurial education, and offer high quality resources for the students. First, establish a diversified investment mechanism, including government support, social capital investment, university investment, individual investment and so on. Government support refers to the active guidance of social funds to invest in innovation and entrepreneurship education under the national macro-control, so as to provide necessary policy and financial support for college students' innovation and entrepreneurship. Social capital investment means to encourage social capital to participate in college students' innovation and entrepreneurship education in various

forms, such as providing venues and funds to support college students' innovation and entrepreneurship activities in other forms. College investment means that universities should give full play to their own advantages, make use of campus resources, and support college students' innovation and entrepreneurship activities through investment and cooperation. Personal investment refers to the investment and expenses made by individuals to improve their own quality and ability. Second, we should strengthen the integration and utilization of social resources. In the process of building the service platform for innovation and entrepreneurship, on the one hand, we should actively mobilize social forces to participate in the innovation and entrepreneurship activities of college students to provide more practical opportunities for college students and make full use of social resources to promote the improvement of college students' innovation and entrepreneurship ability; on the other side, it is necessary to enhance the collaboration between business, trade and governmental sectors, and utilize the society's resources fully, so as to give more support to the innovative and entrepreneurial activities of students. Meanwhile, it is necessary to fully utilize the social capital in order to accelerate the development of industrial, college and research institutions in order to accelerate the transition and industrialization of science and technology.

4.6 Carry out entrepreneurial practice activities

In the course of implementing innovative and entrepreneurial education, need to integrate innovative and entrepreneurial education into a combination of specialized and quality-oriented education.^[5] On one hand, college students should be encouraged to participate in entrepreneurial practice activities in their spare time, using the "Challenge Cup" science and technology competition as an opportunity to promote innovation and entrepreneurship awareness and ability to improve the training of college students and other activities to help college students understand the market, find opportunities and develop skills, and carry out practical activities such as innovation and entrepreneurship, so as to help college students find, analyze and solve problems in practice. On the other hand, students should be actively organized to participate in various forms of innovation and entrepreneurship activities to provide students with more opportunities for innovation and entrepreneurship. For example, to conduct the selection activities of "Youth Science and Technology Stars" and "Top Ten Campus Science and Technology Stars" in class, to organize students to participate in various science and technology competitions, take part in all kinds of innovative and entrepreneurial contests. By conducting all kinds of innovative and entrepreneurial activities, we not only enrich students' extracurricular life, but also exercise students' practical working ability.

4.7 Deepen school-social cooperation

Promote the exchange and cooperation between the school and all sectors of society, establish the enterprise internship base, and provide learning opportunities for students to start their own businesses. Set up the enterprise studio in the school, but also set up the college student practice base in the enterprise. Through both introduction and export, export excellent graduates and provide intellectual support for enterprises. Introduce talents with management and experience to guide students' innovation and entrepreneurship practice.

5. Conclusion

In today's world, a new round of scientific and technological revolution and industrial transformation is emerging, and the world economy has entered a critical period of replacing old growth drivers with new ones. In the face of the new situation and new tasks, it is necessary for China to speed up the transition of its economy by means of science and technology innovation. Through strengthening innovation and entrepreneurship education of college students, we can cultivate their innovation consciousness and entrepreneurial ability, stimulate their innovation spirit, creativity and innovation potential, improve their employment competitiveness, and promote economic and social development.

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