

# Construction of College Students' Employment Guidance Model from the Perspective of Innovation and Entrepreneurship Capability Training

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## Abstract

The implementation of college students' innovation and entrepreneurship plan can help stimulate students' innovation and entrepreneurship spirit and further improve their entrepreneurial capability. In this paper, the problems existing in students' participation in innovation and entrepreneurship training and employment guidance are briefly analyzed, and the corresponding optimization measures and improvement strategies are analyzed according to the significance of innovation and entrepreneurship employment guidance, which can help to optimize the implementation of China's modern college students' innovation and entrepreneurship training plan, and improve the overall quality of China's modern college students' innovation and entrepreneurship training plan.

## Keywords

College Student; Innovation and Entrepreneurship Training; Employment Guidance; Practical Strategy Analysis.

## 1. Introduction

Innovative and entrepreneurial talents are extremely important for the sustainable development of the country, which is also the mainstay of China's development, and innovation and entrepreneurship is the basic source of social progress and development, innovation and entrepreneurship education is an important external embodiment of quality education. In response to the concept of mass innovation and innovation, the country has established a complete practical training program for college students' innovation and entrepreneurship in different colleges and universities in China, and most colleges and universities have carried out corresponding optimization and support. When cultivating talents, colleges and universities are gradually changing the relevant management concepts, which further changes the modern talent training plan in China. In addition, more and more colleges and universities pay more and more attention to the shaping of students' educational views on innovation and entrepreneurship, and constantly cultivate students' innovative skills. The development of this series of projects has a good effect on improving the quality of innovation and entrepreneurship of college students. When optimizing the training and employment guidance of college students' innovation and entrepreneurship projects, the educators are constantly making further adjustments to it, with the ultimate aim of improving the innovation plan of college students and realizing the modern practical teaching strategy of our country.

## 2. The Significance of Developing College Students' Employment Guidance on Innovation and Entrepreneurship

The ultimate purpose of developing innovation and entrepreneurship employment guidance among college students is to further innovate the existing talent training model and change the

wrong teaching method of cramming education in teaching activities. Under such teaching situation, students' passive learning has been effectively changed. Although many colleges and universities have changed their teaching mode in the context of the continuous development of modern educational environment, such teaching schemes still fail to ignite students' enthusiasm for learning, and most of the teaching reforms in colleges and universities are overly formalized, which results in little effect in teaching work. The drawback that troubles the teaching reform in colleges and universities is that most of the reforms are carried out. However, the role played by teachers is limited after all. For students, students' acceptance of knowledge and feelings are not taken into account. If effective communication and interaction can not be formed between the implementers and recipients of teaching, the due effect cannot be produced. In order to carry out innovation and entrepreneurship employment guidance among college students, teachers need to provide effective guidance to students. In this context, teachers need to guide students to choose appropriate innovation and entrepreneurship projects, fill in the application form as required, and carry out corresponding project practice. Only after completing the project summary can they do it in school and learn from it, so as to improve students' sense of participation in the project as much as possible. It has a positive promoting effect on the cultivation of students' talents.

### **2.1. Promote the Effective Transformation of Personnel Training Mode.**

In the traditional teaching paradigms, the chosen method for evaluating students by teachers still primarily relies on a simple performance assessment based on grades, and students' examination scores have become the only standard for student evaluation. However, such evaluation method directly ignores the cultivation of students' comprehensive ability. When students enter the society after graduation, even if they have excellent grades in the school, they may not be able to meet the actual requirements of employers, and this type of teaching activity fails to achieve a seamless connection between universities and enterprises. In carrying out innovation and entrepreneurship employment guidance, students stimulate their innovative thinking through self-training and project construction, and also help cultivate students' entrepreneurial consciousness, which plays a very positive role in the improvement of students' overall quality and comprehensive ability development. In such a teaching background, in order to improve the overall quality of teaching, teachers need to effectively change the training mode of talents, especially their own ideas, and optimize the evaluation system of students. For example, when evaluating students, based on the analysis of students' activity in the project, the final result, innovation and entrepreneurship and other indicators, the effective comprehensive evaluation of students can make the evaluation system of students more accurate and effective.

### **2.2. Improve Teachers' Comprehensive Ability.**

Although in the employment guidance of innovation and entrepreneurship, teachers can only play the role of mentors in the implementation process, rather than being the actual project implementers, however, this guidance has, to some extent, changed the focus of teachers in schools from solely emphasizing knowledge dissemination to neglecting the guidance of students in practical training. As the projects progresses gradually, teachers will also encounter new challenges during the guidance process. Therefore, teachers need to continuously learn together with students to address potential issues. This situation enhances teachers' comprehensive abilities to a certain degree and further optimizes the overall quality of their professional development. At the same time, it is also necessary to strengthen the training of guiding teachers as much as possible, so as to further improve their comprehensive ability. Schools can carry out teaching through special training and off-campus practice, and staff need to systematically carry out on-campus guidance, so that teachers can have keen observation, understand the individual situation of students, and carry out reasonable management for

students. Especially in view of the differences in difficulties encountered by arts and science students in the process of project implementation, the school still needs to pay attention to the training methods of teachers, promote teachers of different disciplines to understand the problems existing in the employment and entrepreneurship of students of different majors, and carry out guidance work with a target.

### **2.3. Promote Communication between Teachers and Students.**

At present, there is a lack of good communication between college students and teachers. Teachers enter the classroom in class and disappear at the end of class, which makes the communication system between them unhealthy. However, the implementation of the project can further increase the communication between teachers and students, and teachers can not only find out the problems in the implementation of the project, but also find out the problems in the implementation of the project. It can also effectively find out some difficulties that students may encounter in study and life. Teachers can help students solve these problems as best as they can, which helps to enhance the emotion between teachers and students, further improve the communication degree between teachers and students, and guarantee the overall quality of modern teaching.

### **2.4. Strengthen the Cooperation between Universities and Enterprises, and Recommend High-quality College Students Directly to Companies.**

When conducting employment recruitment for impoverished college students, the government needs to establish a series of supportive policies to foster a strong partnership between enterprises and educational institutions, thereby achieving stable school-enterprise cooperation. Impoverished college students should be directly recommended to companies by relevant personnel. Through effective management, this can further enhance the quality of efficient human resources management to a certain extent. In the joint management of schools and enterprises, government departments need to do an effective connection in it. On the one hand, enterprises should be given certain economic support. If enterprises can solve the employment difficulties of some college students, the government can implement a series of tax exemption policies to effectively support enterprises. If relevant graduates in colleges and universities can provide effective human resources for the market, they can also support universities and colleges through policies to a certain extent. This can help optimize the talent environment of the entire market. Although government departments need to allocate a certain amount of funds in their work, the value created by a qualified talent once they enter their respective positions is incomparable. It is important for relevant personnel to recognize this and ensure effective management through school-enterprise collaboration. By directly recommending impoverished college students, the overall work quality can be optimized.

### **2.5. Provide Start-up Funding to Support College Students in Driving Employment Through Independent Innovation and Entrepreneurship.**

Government departments can provide a certain amount of entrepreneurship funds and concessional loans for college students to encourage poor college students to start their own businesses to promote modern social employment. Self-employment has always been a major development goal after China's teaching reform. When communicating with poor college students, government departments can provide a certain amount of employment assistance loan funds for poor college students to a certain extent. On the one hand, the innovation and talent of poor college students can be rationally utilized. On the other hand, it can also help solve the problem of employment difficulties existing in our country. It is worth noting that after the provision of venture capital, the current political corruption, the specific application mode and application status of a certain venture capital can further optimize China's

employment system to a certain extent, so that more poor college students can participate in self-employment activities.

## **2.6. Establish an Employment Early Warning System for Unemployed Graduates from Colleges and Universities. Provide Assistance to Some Graduates of Innovation and Entrepreneurship, and Coordinate and Plan to Promote Entrepreneurship.**

Colleges and universities need to establish the operation mechanism of unemployed graduates and do a good job in the management and help of poor students. Unemployed graduates are those who live on campus but have not yet found a job. Therefore, government departments need to establish a series of complete management systems and early warning systems in colleges and universities, and do a good job in the management of employment difficulties in some areas. Local colleges and universities need to apply the student-oriented concept to their work, and staff need to constantly strengthen their own sense of action, and establish a complete management system. Effective management for some special students can cultivate the comprehensive quality of students to a certain extent, and help to carry out overall planning of employment.

## **3. Summary**

The practical innovation training program for college students has been widely promoted in recent years. In order to enhance the overall competence of modern college students in our country, continuous optimization of practical innovation training activities is conducted. During the educational process, teachers and institutions need to focus on key areas and weak points that impact the quality of talent cultivation and make corresponding adjustments based on students' characteristics. In other words, when carrying out practical innovation training activities for college students, it is necessary to make appropriate adjustments according to individual students' circumstances. Only in this way can the comprehensive competence of students be optimized, leading to a clearer direction for the future development of modern college students.

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