

Research on Integrating Innovation and Entrepreneurship Education into Employment Guidance Curriculum in in Colleges and Universities

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Abstract: This paper discusses the feasibility and specific measures for the integration of innovation and entrepreneurship education into college students' career guidance curriculum system. Through practical work and multi-channel investigation and analysis, it summarizes commonalities and characteristics and explores innovative entrepreneurial education models for college students. Provide reference for the cultivation of innovation and entrepreneurial employability.

Keywords: Innovation and entrepreneurship education; College students; Career guidance courses

1. Introduction

With the rapid development of science and technology and the transformation of modernization, the development of university education is not in sync with the development of society. With the increase in the number of university graduates, the employment situation has become increasingly severe. However, the current employment guidance in Chinese colleges and universities is basically to train and educate students on how to find job vacancies in a specific field. The employment guidance education research is not organically integrated with the new concept of innovation and entrepreneurship education, which is obviously in line with the development of the times. Going in the opposite direction, employment guidance work urgently needs to advance with the times, actively integrate innovation and entrepreneurship education, educate and guide graduates from waiting for job opportunities to seeking job opportunities, and then creating job opportunities, and improving innovative and entrepreneurial employability to fundamentally improve The quality of employment[1].

With the sluggish world economy, China's economy has slowed down, but the continuous optimization and upgrading of economic structure and innovation-driven economic development have provided new strategic opportunities for the development of individuals, enterprises, and society. The party and the government responded to the situation and proposed a new engine for nurturing and creating "mass entrepreneurship and innovation". Based on this, they formulated a series of favorable policies and effective measures. Innovation and entrepreneurship have now become the current trend. Under this

macroscopic background, college students, as the country's valuable human resources, have naturally become one of the important subjects of "double creation", and innovation and entrepreneurship education has thus begun to flourish in colleges and universities. From this perspective, innovation and entrepreneurship education undoubtedly provides a new perspective and content for the employment guidance of college students, and the employment education for college students accordingly becomes an excellent carrier for innovation and entrepreneurship education[2].

2. Feasibility Analysis of Integrating "Double-creation" Education into Career Guidance Curriculum System

The source of innovation and entrepreneurship education is innovation. The nature of entrepreneurship is also innovation. The innovation and entrepreneurship education in colleges and universities aims at cultivating talents with entrepreneurial basic qualities and pioneering personality, and enables college students to have innovative spirit, exploration spirit, adventurous spirit, and entrepreneurial awareness. , practical spirit and technical skills and management capabilities, so that in the future career planning and development of more successful job employment, so that college students can adapt to the needs of society, can open up new jobs, start a new business , To develop new business, and more to create companies to provide more jobs[3]. Therefore, the development of innovation and entrepreneurship education is in itself conducive to improving the quality of college students' employment.

Adhere to competitions and training, focus on cultivating college students' innovative awareness, practical ability, entrepreneurial ability, entrepreneurial spirit, inspire innovative thinking, tap and nurture scientific and technological innovation talents, rich "double creation" educational achievements, provide teaching reforms for employment guidance courses Rich content. Explore the path, promote the steady development of innovation and entrepreneurship, and provide a large number of quality projects and talents for other entrepreneurial competitions.

3. Measures to Integrate "Double-creation" Education into Career Guidance Curriculum System

Innovation and entrepreneurship education is used to enhance the employment competitiveness of university graduates, to promote employment through entrepreneurship, to improve the quality of employment, to incorporate innovation and entrepreneurship education concepts into the entire process of employment guidance, and to guide university students to establish new and innovative innovative and entrepreneurial employment concepts. . College students are full of innovative vitality, the most entrepreneurial potential, and promote their own entrepreneurship, will have a multiplier effect and leading role in employment. We have effectively integrated the cultivation of innovative spirit, entrepreneurial awareness, and innovation and entrepreneurship into the entire process of personnel training in colleges and universities. Progress has been made in the reform of key teaching links such as training programs, curriculum systems, teaching methods, and practical training. The Construction of "double-creation" employment guidance faculty.

The construction of the teaching staff is the key to integrating the "double-creation" education into the career guidance curriculum, adopting the "going out, inviting" teacher training model, and working harder on the "going out" vision. Make training for employment guidance personnel more effective. In addition to system training, teachers should also be actively organized to go out for "double creation" special training. At the same time, the school will carry out exchanges of courses and work, learn from outstanding experiences and practices, and improve the enthusiasm and initiative of the employment guidance staff. Encourage teachers who are engaged in teaching work to study in enterprises, learn from other crowd-sourced space and incubator companies, and improve the practical ability of teachers. Give full play to the role of platform for the creation of space, and provide a venue for practical teaching of the "Double Creation" employment guidance course. Continuously strengthen the institutionalized manage-

ment of the in-house team and individuals, coordinate the various departments to carry out materialized operations, and strive to achieve a new management model of standardized team management, legalization of business licenses, and modern operation methods, thereby expanding the demonstration effect of the public space.

4 . Conclusions

Integrating innovation and entrepreneurship education into undergraduate employment guidance is not simply a simple stacking of employment education and innovation and entrepreneurship education, but an organic and dialectical combination of the two, with employment guidance as a vehicle, organically integrated into innovation and entrepreneurship education, and eventually bred innovation and entrepreneurship. Type of employment education. The main characteristic of innovation and entrepreneurial education is to improve students' ability to find problems, analyze problems and solve problems through various education methods, cultivate students' sense of innovation and the spirit of practical work, and enable students to master the skills of innovation and entrepreneurship so as to conduct innovation and entrepreneurship in a random manner. Activities, and be able to face fierce market competition, seeking opportunities for the individual to play, eventually self-employment or job creation [4]. Students are gradually divided according to their personal abilities and professional interests. Whether they participate in the establishment of an enterprise, provide jobs to the society, or innovate and create creative employment in their own jobs, they can all reflect their highest value. From this perspective, to carry out the reform and practice of employment guidance in agricultural universities in the perspective of innovation and entrepreneurship education will undoubtedly provide an important way for the improvement of college students' training quality.

Project funds

2016 Undergraduate Education Teaching Research and Reform at Tianjin Agricultural College "A Study on the Curriculum System of Employment and Guidance for Undergraduates in Innovation and Entrepreneurship in Agricultural Universities under the Background of 'Double Creation'" (2016-B-13)

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