



The Path to Improve the Quality and Efficiency of Innovation and Entrepreneurship Education in Colleges and Universities under the Perspective of College Students Employment

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Abstract: The quality of innovation and entrepreneurship education is directly related to the effectiveness of talent cultivation in higher education institutions and the employment competitiveness of graduates. Currently, there are still issues such as the disconnection between educational philosophy and practical needs, inadequate resource allocation, relatively weak faculty strength, and an optimization needed for the curriculum system. This paper analyzes the value implications of enhancing the quality and efficiency of innovation and entrepreneurship education from the perspective of college student employment, explores the challenges and difficulties faced by innovation and entrepreneurship education, and proposes improvement paths including deepening industry-education integration, building a diversified collaborative training system, improving support policies, innovating teaching models, and establishing sound evaluation mechanisms. The aim is to promote the high-quality development of innovation and entrepreneurship education in higher education institutions and to provide theoretical references and practical guidance for cultivating high-quality talents with innovative spirit and entrepreneurial capabilities.

Keywords: innovation and entrepreneurship education; quality improvement; employment competitiveness; industry-education integration; talent training

1. Introduction

In recent years, the employment situation for college graduates has continued to face pressure. According to the data from the "2024 College Graduates Employment Data Report," the number of graduates from ordinary institutions of higher learning nationwide reached 11.79 million in 2024, an increase of 210,000 compared to the previous year. Companies are increasingly demanding higher talent standards, and the proportion of college students engaging in innovation and entrepreneurship has been rising annually. With the deepening implementation of the "Mass Entrepreneurship and Innovation" strategy, innovation and entrepreneurship education has become a crucial approach to enhancing college students employability and promoting high-quality economic and social development. How to deepen reforms in innovation and entrepreneurship education in higher education institutions and improve educational quality and efficiency is a key issue that urgently needs to be addressed in the current field of higher education[1].

2. The value implications of improving the quality and efficiency of innovation and entrepreneurship education in colleges and universities

2.1 Transformation of talent training mode in colleges and universities

Innovation and entrepreneurship education integrates innovative thinking, entrepreneurial capabilities, and professional knowledge education, forming a compound training system that combines theory with practice. This redefines talent cultivation goals and pathways, guiding universities to establish interdisciplinary training mechanisms. Students actively participate in practical activities, fostering creative thinking and problem-solving skills to meet the demands of the new eras socio-economic environment, thereby enhancing the quality and adaptability of talent cultivation.

2.2 Enhance the professional competitiveness of college students

In the knowledge economy era, enterprises value innovative thinking and entrepreneurial qualities in talents. Innovation and entrepreneurship education enhances students problem-solving abilities, creative thinking, teamwork, and risk management skills. Students develop an open mindset, master innovative methods and techniques, possess advantages in career planning and job adaptation, and enhance their core competitiveness in the job market. Education also guides students to establish a positive attitude towards life, laying the foundation for their career development.

2.3 Integration of higher education and industrial needs

Innovation and entrepreneurship education is based on industrial needs guiding students to integrate innovation and entrepreneurship practices with professional studies delivering talents with innovative thinking and entrepreneurial capabilities to promote the development of industries enhancing the relevance and effectiveness of talent cultivation. The deep integration of education and industry enables universities to grasp the pulse of industrial development adjust talent cultivation directions and build an integrated pattern of industry-university-research-application[2]. Universities strengthen cooperation with enterprises jointly establishing practice bases and innovation platforms providing real innovation and entrepreneurship environments optimizing course settings improving practical teaching systems adapting to the needs of economic and social development.

3. Challenges and difficulties faced by innovation and entrepreneurship education in colleges and universities

3.1 The concept of innovation and entrepreneurship education is out of touch with the real needs

Higher education institutions have a superficial understanding of innovation and entrepreneurship education, limiting it to elective courses and competition activities without deeply comprehending its essence and contemporary mission. The positioning of talent cultivation is narrow, overly emphasizing skill training while neglecting the cultivation of innovative spirit and comprehensive qualities. The educational content does not align with market demands, with courses primarily focusing on theory and lacking research into industrial development and market needs, leading to graduates who struggle to meet the demands of economic and social development.

3.2 The allocation and support system of educational resources is not perfect

Innovation and entrepreneurship educational resources are scattered and lack systematic integration making it difficult to efficiently allocate and share high-quality resources. Although universities have platforms such as entrepreneurship incubators, their operation and management need improvement failing to meet student needs. Insufficient educational funding and low participation of special funds and social capital affect project implementation and technology transfer. The support service system is incomplete lacking specialized services making it difficult to provide comprehensive guidance.

3.3 The professional ability and practical experience of the teaching staff are insufficient

The faculty of innovation and entrepreneurship education faces issues of structural imbalance and insufficient professionalization. Teachers are predominantly engaged in theoretical transformation, lacking practical experience and project incubation guidance capabilities, making it difficult for them to provide effective entrepreneurial guidance. The knowledge structure of the faculty is monolithic, lagging behind in understanding the dynamics of innovation and entrepreneurship as well as industry development trends. Although there are entrepreneurs serving as mentors, the quality of guidance varies due to a lack of training and management. The career advancement and promotion channels for full-time teachers are not smooth, affecting their enthusiasm and sustainability.

3.4 The course system setting and evaluation mechanism need to be optimized

The course system of innovation and entrepreneurship education in higher education institutions is fragmented, lacking connections between disciplines and disconnection between content and practice. Courses are positioned as electives or second classroom activities, lacking systematicness and coherence. The evaluation mechanism overly emphasizes theoretical assessment, neglecting the evaluation of innovative thinking and entrepreneurial capabilities. Evaluation criteria are difficult to quantify, methods are monolithic, and a diversified evaluation system has not been established. Traditional assessment methods fail to measure innovation and entrepreneurship literacy, affecting educational quality and student participation enthusiasm.

4. Paths to improve the quality and efficiency of innovation and entrepreneurship education in colleges and universities under the perspective of college students employment

4.1 Deepening the integration of industry and education to promote the transformation of innovative practices

The integration of industry and education is key to enhancing entrepreneurship education. It should be based on industrial needs, with technological innovation at its core in talent cultivation. Through cooperation between schools and enterprises, laboratories and innovation platforms should be established to guide teachers and students in solving industrial

problems, thereby enhancing their innovation and practical skills. Establishing a community of shared interests between schools and enterprises, jointly building entrepreneurship bases, can achieve precise alignment between innovation and industry. For example, universities can collaborate with enterprises to establish laboratories, conduct project-based teaching, and cultivate students innovative thinking and technical application abilities.

4.2 Build a diversified collaborative training system and optimize the cultivation of innovative talents

Integrating resources both inside and outside universities to form a cohesive educational synergy. Collaborating with enterprises, research institutes, and other entities to create an integrated training platform that provides multidimensional support. Emphasizing the combination of theory and practice, promoting interdisciplinary integration, establishing innovative experimental classes, and forming multidisciplinary mentor teams. Integrating resources to build an open and shared practice platform, inviting entrepreneurs and others to serve as mentors, organizing students to participate in innovation projects. Establishing a communication and coordination mechanism to form a collaborative educational interaction pattern[3].

4.3 Improve policies to support innovation and entrepreneurship, and strengthen resource integration and sharing

Establish a special fund and incentive program to support high-quality entrepreneurial projects and provide venue support. Integrate resources to build an entrepreneurial incubation platform introduce corporate mentors and venture capital resources. Integrate on-campus research facilities to create an exchange platform and construct an online entrepreneurial guidance service platform. Improve the selection and incubation mechanism for entrepreneurial projects organize events such as entrepreneurship competitions establish a project database and achieve dynamic resource management. Adopt a cultivation model set up seed funds organize entrepreneurship training camps and promote inter-university cooperation.

4.4 Innovate teaching mode and method to improve the effectiveness of education

Implement project-driven learning design authentic project-based teaching content guide students to master innovative methods and skills Establish interactive teaching mechanisms adopt diverse teaching methods stimulate creative thinking Organize student discussions cultivate analytical and problem-solving abilities Utilize modern educational technology create immersive learning environments Emphasize the integration of theory and practice adopt a progressive cultivation model arrange student participation in practical activities enhance comprehensive qualities

5. Conclusion

In summary, under the new development pattern, the reform of innovation and entrepreneurship education in higher education institutions is closely linked to the improvement of college students employment quality. Deepening the reform of innovation and entrepreneurship education is not only a necessary requirement for cultivating innovative talents but also an important approach to enhancing employment competitiveness. Higher education institutions should focus on employment orientation, coordinate various resources, build collaborative talent cultivation mechanisms, promote the improvement and efficiency of innovation and entrepreneurship education, and contribute to achieving higher quality and more adequate employment.

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