



# Research on Innovation and Entrepreneurship Education Strategies of Higher Vocational Counselors under the Background of "Mass Innovation and Entrepreneurship"

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**Abstract:** Under the background of "mass entrepreneurship and innovation", higher vocational colleges and universities should emphasize the improvement of the quality of innovation and entrepreneurship education, and improve the innovation and entrepreneurship ability of students. Counselors, as the first-line personnel managing students, should actively explore the path of innovation and entrepreneurship education and cultivate high-quality innovation and entrepreneurship talents. The article aims to explore the work strategy of innovation and entrepreneurship education for higher vocational counselors, with a view to stimulating students' enthusiasm for innovation and entrepreneurship and improving their innovation and entrepreneurship ability.

**Keywords:** higher education institutions; counselors; innovation and entrepreneurship education

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## 1. Introduction

The Guiding Opinions on Further Supporting College Students' Innovation and Entrepreneurship pointed out that "college students are the living force of mass entrepreneurship and innovation, and it is of great significance to support college students' innovation and entrepreneurship, to pay attention to improving college students' innovation and entrepreneurship, and to strengthen the training of college students' innovation and entrepreneurship." Vocational education is an important part of the organization of China's education system, and higher vocational college students are important talents for the future development of society, and higher vocational colleges and universities also need to respond to the national call to carry out innovation and entrepreneurship education for higher vocational college students. In higher vocational colleges and universities, counselors not only need to help students solve problems encountered in learning and life, but also participate in the education of students. Counselors are thinking guides, employment planners and practice assistants for higher vocational college students [1]. Therefore, under the background of "double creation", higher vocational colleges and universities should pay attention to carrying out innovation and entrepreneurship education for students and cultivate their innovation and entrepreneurship ability. The purpose of this paper is to discuss the innovation and entrepreneurship education strategy of higher vocational counselors under the background of "dual-creation", and to provide reference for the implementation of innovation and entrepreneurship education by higher vocational counselors.

## 2. Deficiencies in the work of innovation and entrepreneurship education of higher vocational counselors

### 2.1 Insufficient attention to innovation and entrepreneurship education

Although innovation and entrepreneurship education is carried out in higher vocational colleges and universities, counselors do not pay enough attention to innovation and entrepreneurship education. As the first-line personnel managing students, counselors need to be responsible for students' life management and learning management, and their daily work is tedious and complicated. In their daily work, higher vocational counselors tend to focus more on the daily management of students, gradually marginalize innovation and entrepreneurship education, organize innovation and innovation education only before students' graduation, do not pay attention to the cultivation of students' innovation and entrepreneurship ability, and innovation and entrepreneurship education is just a formality. Some higher vocational counselors even think that carrying out innovation and entrepreneurship education has nothing to do with them, and they are only responsible for the statistics of students' employment rate, which affects the efficiency of innovation and entrepreneurship education.

### 2.2 Inadequate capacity for innovation and entrepreneurship education

Some of the higher vocational colleges and universities counselors' innovation and entrepreneurship ability education

is insufficient to provide students with professional educational guidance, which affects the quality of innovation and entrepreneurship education. Most of the counselors in higher vocational colleges and universities are members are directly into the workplace after graduation, their own lack of innovation and entrepreneurship experience, or even no general experience in the workplace, for entrepreneurship

There is insufficient understanding of the various requirements needed and insufficient capacity for innovation and entrepreneurship education [2]. Such higher vocational counselors are difficult to effectively guide students in innovation and entrepreneurship practice and are unable to provide targeted guidance advice to students.

### **2.3 Single method of innovation and entrepreneurship education**

Some higher vocational colleges and universities counselors carry out innovation and entrepreneurship education using a single educational method, which affects the educational effect and student participation. Many counselors rely too much on traditional didactic teaching and impart theoretical knowledge to students, which is difficult to stimulate students' interest in learning, making innovation and entrepreneurship education boring, and students' innovation and entrepreneurship ability is not practically cultivated. Many counselors often use a one-size-fits-all teaching method when carrying out innovation and entrepreneurship education, without differentiated teaching for different students' characteristics and needs, and without paying attention to students' personalized differences, which makes it difficult for some students to benefit from innovation and entrepreneurship education. Some counselors do not interact with students in innovation and entrepreneurship education and do not provide students with enough practice opportunities, under such teaching methods, students' innovation and entrepreneurship ability cannot be effectively improved.

## **3 Strategies of Innovation and Entrepreneurship Education for Higher Vocational Counselors under the Background of "Double Creation"**

### **3.1 Changing counselors' educational concepts**

Higher vocational counselors should actively change their educational concepts, pay attention to innovation and entrepreneurship education, and provide students with comprehensive innovation and entrepreneurship education guidance. In order to urge senior counselors to change their educational concepts, higher vocational colleges and universities should formulate relevant working guidelines to incorporate innovation and entrepreneurship guidance education into the daily work system of counselors, so as to encourage counselors to put innovation and entrepreneurship education on an equal footing with the daily management of students. Higher vocational counselors should also actively study the corresponding national guidelines and countermeasures, so that their own thinking can keep up with the changes of the times, and also improve their understanding of their own role in the cultivation of innovative and entrepreneurial talents [3]. At the same time, counselors should establish a student-centered education concept, in the process of carrying out innovation and entrepreneurship education for students, counselors should listen to students' ideas and opinions, understand students' needs and confusions, and carry out innovation and entrepreneurship education with the goal of meeting students' needs and employment needs. The social environment is constantly changing, and the policies are also changing, counselors should establish the concept of lifelong learning, and constantly learn new knowledge, new theories, and new methods to adapt to the needs of the development of student innovation and entrepreneurship education in the new era.

### **3.2 Enhance counselors' ability to guide innovation and entrepreneurship education**

Higher vocational colleges and universities should focus on improving the innovation and entrepreneurship education ability of counselors to provide students with professional guidance on innovation and entrepreneurship education. To this end, higher vocational colleges and universities can organize corresponding training for counselors. Higher vocational colleges and universities can organize education and training seminars and invite professional scholars and experienced innovation and entrepreneurship personnel to provide training for counselors. Higher vocational colleges and universities can organize seminars for counselors to improve their innovation and entrepreneurship education ability, to provide work exchange opportunities for counselors from various colleges and majors to exchange their experience in innovation and entrepreneurship education, to promote each other, and to improve each other. Relying on school-enterprise cooperation, higher vocational colleges and universities can organize counselors to go deep into the practice of enterprises to accumulate practical experience. Counselors can communicate with enterprise leaders or industry experts to gain experience in innovation and entrepreneurship, so as to provide students with guidance that is closer to reality. In the process of innovation and entrepreneurship education guidance, counselors should focus on reflection, through the questionnaire way to understand the students' feedback on the process of innovation and entrepreneurship education, and constantly improve the quality of

innovation and entrepreneurship education.

### 3.3 Enriching innovation and entrepreneurship education methods

Counselors in higher vocational colleges and universities should enrich the methods of innovation and entrepreneurship education and stimulate the enthusiasm of students to participate in innovation and entrepreneurship education. In education and training, counselors can introduce actual cases and guide students to gain experience by analyzing actual cases of entrepreneurship and entrepreneurship. At the same time, counselors can also guide students to analyze cases of innovation and entrepreneurship failure, and guide students to summarize the lessons learned to avoid repeating the same mistakes. Relying on school-enterprise cooperation, counselors in higher vocational colleges and universities can provide students with practice opportunities for innovation and entrepreneurship projects, encourage students to practice around a specific entrepreneurial project, students need to go through teamwork, market research, product design and other links, to experience the whole process of innovation and entrepreneurship, and to exercise innovation and entrepreneurship skills. In the process of innovation and entrepreneurship guidance, senior counselors can make full use of network resources to provide students with independent learning resources, and students can obtain the latest entrepreneurial information and knowledge anytime and anywhere. Counselors can also organize innovation and entrepreneurship competitions to stimulate students' enthusiasm for innovation and entrepreneurship. In the process of innovation and entrepreneurship guidance, counselors should pay attention to the personalized needs of students and provide students with personalized learning guidance.

## 4. Conclusion

Innovation and entrepreneurship is one of the necessary ability qualities of college students in the new era, and under the background of "double creation", senior counselors should pay attention to cultivating students' innovation and entrepreneurship. For this reason, senior counselors actively change the concept of education, improve their own innovation and entrepreneurship education ability, and enrich the innovation and entrepreneurship education methods. With the in-depth promotion of "dual-creation", senior counselors should continue to explore and practice to cultivate more high-quality talents with innovation and entrepreneurship.

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