

The Practical Path of Promoting the Employment of Higher Vocational College Students under the Background of Innovation and Entrepreneurship

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Abstract: With the in-depth implementation of the national innovation-driven development strategy, innovation and entrepreneurship has become an important force to promote economic and social development. As an important base for cultivating high-quality technical and skilled talents, how to effectively promote students employment under the background of innovation and entrepreneurship has become an urgent problem to be solved. This paper aims to explore the practical path of promoting the employment of students in higher vocational colleges under the background of innovation and entrepreneurship. By analyzing the current situation of employment and entrepreneurship of students in higher vocational colleges, a series of practical strategies and suggestions, in order to provide reference for the employment and entrepreneurship of students in higher vocational colleges.

Keywords: innovation and entrepreneurship, student employment, practice path

Introduction

In recent years, with the popularization of higher education and the intensified competition in the job market, the employment problem of students in higher vocational colleges has become increasingly prominent. Especially under the background of innovation and entrepreneurship, how to improve students employment competitiveness and entrepreneurial ability has become an important direction of education reform in higher vocational colleges. This paper will start from the current situation of the employment and entrepreneurship of students in higher vocational colleges, analyze the existing problems, and combine with the characteristics of innovation and entrepreneurship education, and put forward the practical path to promote the employment of students in higher vocational colleges.

1. Analysis of the employment and entrepreneurship status of students in higher vocational colleges

1.1 Lack of employment and entrepreneurship services

At present, there are obvious deficiencies in employment and entrepreneurship services in higher vocational colleges. On the one hand, it is difficult for employment instructors to provide constructive suggestions to students, and the problem of information occlusion is serious, which leads to the limited practical effect of employment guidance^[1]. On the other hand, although higher vocational colleges organize students to carry out entrepreneurial projects, students lack effective feedback after compiling entrepreneurial plans, making it difficult to give full play to the value of entrepreneurial projects and improve students entrepreneurial awareness and ability. In addition, in the graduation job hunting, the proportion of students seeking jobs in campus job fairs is low, and higher vocational colleges have insufficient services in resume filling

and interview skills, which affects the students job hunting efficiency^[2].

1.2 Talent training is disconnected from social needs

When higher vocational college graduates find employment, the matching rate of majors and positions is relatively low. Many graduates do not interview their own corresponding positions, but only choose weak professional positions. This reflects that higher vocational colleges do not fully consider the actual needs of social positions in talent training, and there are some problems in the talent training system^[3].

1.3 Students' employment concept problems

Higher vocational college students have too high expectations for employment, and there is a common situation of high vision and low expectations. They fail to correctly understand their own shortcomings, are afraid of hardship, are more willing to choose easy jobs, and require the location and salary. This employment concept not only affects students employment choice, but also increases the difficulty of employment.

2. The practical path of promoting the employment of higher vocational college students under the background of innovation and entrepreneurship

2.1 Establishing a sound employment guidance system

Higher vocational colleges should establish electronic files for students at the beginning of enrollment to accurately record students academic performance, participation in activities, awards, etc., so as to facilitate teachers and parents to grasp students learning and life conditions in real time and carry out accurate employment guidance. This helps the school to provide personalized employment advice and services based on the students.

Higher vocational colleges should set up career planning courses in the first and second years to enhance students cognition of this major and establish professional confidence and industry confidence. Different employment knowledge sharing and targeted guidance courses are carried out for students of different learning stages, majors and types to improve the accuracy of employment guidance. At the same time, actively carry out home-school interaction, let parents understand the school and major, and guide their children to establish a correct view of employment and career selection.

2.2 Deepening the cooperation between schools and enterprises

Higher vocational colleges should build order classes with enterprises to train the talents needed by enterprises. Through the cultivation of the order mode, students can have a deeper understanding of the future jobs, improve students practical operation level and their ability to solve problems, and enhance their confidence in employment. At the same time, regularly invite technical personnel and management personnel of enterprises to the school to improve students professional quality and employment competitiveness.

Higher vocational colleges can establish standardized and standardized on-campus practice and training bases under the guidance of enterprises. By organizing students to visit the production workshop, experiential teaching, on-the-job practice and other forms, students can understand the workplace culture in advance, and apply their professional theories to their work practice. This will help to improve students social practice ability and lay a solid foundation for their future career development.

3. Suggestions on promoting the employment of higher vocational college students under the background of innovation and entrepreneurship

3.1 Strengthening employment guidance and services

To set up professional employment guidance institutions, colleges and universities should set up special employment guidance centers, equipped with professional employment guidance teachers and staff, to provide all-round and personalized employment guidance services for graduates. We will improve the employment guidance curriculum system, incorporate employment guidance courses into the compulsory course system, and offer career planning, job hunting skills, interview skills and basic entrepreneurship courses in stages from the freshman year, so as to enhance students awareness and ability of employment and entrepreneurship. Carry out personalized consultation, through one-to-one consultation,

career assessment and other ways to help students understand their own advantages and interests, and develop personalized career development plans.

3.2 Expanding employment channels

To deepen the school-enterprise cooperation, colleges and universities should strengthen the cooperation with enterprises, establish practice and training bases, and provide more practical opportunities and employment opportunities for graduates. At the same time, enterprises can be invited to the school to carry out recruitment activities to realize the accurate connection between graduates and enterprises. We will encourage employment at the grassroots level, and through policy guidance and publicity, encourage graduates to work at the community level, rural areas and central and western regions, and participate in grassroots employment projects such as the "Special Post Plan", "Three Support and one Support" and "the Western Plan". We will support self-employment, provide one-stop services such as entrepreneurship training, entrepreneurship guidance and entrepreneurship incubation for graduates who intend to start their own businesses, and set up entrepreneurship funds to fund potential entrepreneurship projects.

3.3 Strengthening practice and training and innovative talent training mode

To establish practice and training bases, colleges and universities should cooperate with enterprises to establish stable practice and training bases, provide graduates with real workplace environment and jobs, and enhance their practical ability and employment competitiveness. The "internship + employment" mode is implemented to encourage enterprises to give priority to graduates with excellent performance during the internship, so as to realize the seamless connection between internship and employment.

To promote the integration of industry and education, colleges and universities should build talent training bases with enterprises, implement the integration of industry and education and school-enterprise cooperation, adjust the professional Settings and course content according to the market demand, and cultivate high-quality talents who meet the market demand. We will strengthen innovation and entrepreneurship education, set up innovation and entrepreneurship courses, and hold innovation and entrepreneurship competitions to stimulate students enthusiasm for innovation and entrepreneurship, and cultivate students innovative thinking and entrepreneurial ability.

3.4 Improving the employment monitoring and evaluation mechanism

Establishing an employment statistical monitoring system to regularly monitor the employment situation of graduates, timely grasp the employment situation and problems, and provide a basis for policy formulation.

Implementing employment quality assessment, to evaluate the employment quality of graduates, including salary level, job satisfaction, career development prospects and other aspects, to test the effect of employment guidance and service.

3.5 Strengthening the publicity and promotion, and paying close attention to the special groups

Using media publicity, through TV, radio, Internet and other media channels, publicize the employment and entrepreneurship policies of college graduates, the employment and entrepreneurship deeds of outstanding graduates, to create a good social atmosphere. Employment and entrepreneurship activities, employment and entrepreneurship lectures, job fairs, entrepreneurship salons and other activities are held to provide graduates with face-to-face communication opportunities with enterprises and experts, and broaden their vision of employment and entrepreneurship.

An assistance mechanism has been established to establish a standing book for graduates who have difficulty finding employment opportunities, such as graduates from poverty alleviation families, families living on subsistence allowances, and disabled groups, and provide targeted one-to-one employment assistance. The implementation of special plans, for special groups of graduates, the implementation of the "Hongzhi navigation aid plan" and other special plans, to provide special employment guidance, training and job recommendation services.

The implementation of the employment and entrepreneurship of college graduates needs the joint efforts and support of the government, universities, enterprises and all sectors of society. By the implementation of measures such as

strengthening employment guidance and service, broadening employment channels, strengthening practice and training, innovating talent training mode, improving employment monitoring and evaluation mechanism, strengthening publicity and promotion, and paying attention to special groups, the employment and entrepreneurship ability and success rate of college graduates can be effectively improved.

4. Conclusion

Today, as innovation and entrepreneurship have become the mainstream of The Times, the employment of students in higher vocational colleges is facing unprecedented opportunities and challenges. The construction of the employment guidance system is the foundation, the establishment of a life file, the implementation of a systematic career planning and employment guidance curriculum system, can help students to clarify their career goals and improve their employment ability. Strengthening innovation and entrepreneurship education is the key. Measures such as the construction of teachers, the improvement of curriculum system and the construction of practice platform can stimulate students enthusiasm for innovation and entrepreneurship and cultivate their innovation and entrepreneurship ability. Deepening school-enterprise cooperation is a bridge. Through order training mode and practice and training base construction, higher vocational colleges can realize seamless connection with enterprises and provide students with more practical opportunities and jobs. Multi-way employment guidance is the guarantee. Strengthening employment publicity, providing personalized guidance, using new media and other means can help students to timely understand employment information and improve the efficiency of job hunting.

The practical path of promoting the employment of higher vocational college students under the background of innovation and entrepreneurship is a multi-dimensional and systematic project, which requires the joint efforts of higher vocational colleges, the government, enterprises and individual students. By building a sound employment guidance system, strengthening innovation and entrepreneurship education, deepening school-enterprise cooperation, and providing employment guidance through multiple channels, we can effectively improve students employment competitiveness and entrepreneurial ability, help them better adapt to the market demand, and achieve high-quality employment and entrepreneurship. At the same time, it will also promote the in-depth development of education and teaching reform in higher vocational colleges, and cultivate more high-quality technical and technical talents with innovative spirit and practical ability for the society.

Conflicts of interest

The author declares no conflicts of interest regarding the publication of this paper.

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