

Study on Factors Influencing the Employability of Students in Colleges and Universities Based on the Cultivation of Innovation and Entrepreneurship

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Keywords: Innovation and entrepreneurship; Employability; Personnel training

Abstract: The cultivation of entrepreneurship and employability has become an important component of higher vocational education reform. How to evaluate students' employment and entrepreneurship ability and measure the role of entrepreneurship education in the process of training and improving students' employment and entrepreneurship ability has become an urgent problem to be solved in the personnel training of higher vocational education. Faced with the development of social pluralism and severe forms of employment, the cultivation and improvement of college students' innovative and entrepreneurial ability is the premise and key to the cultivation of innovative and entrepreneurial talents, as well as the need to adapt to social development, relieve employment pressure and cultivate innovative talents. Carrying out innovation and entrepreneurship education is the historical mission entrusted to the university by the party and the state, and also an important measure to deepen the reform of college education under the new situation. The employment difficulty of college graduates is an important issue facing China at this stage. This paper analyzes the influencing factors of the employment ability of college students from the perspective of innovation and entrepreneurship, and puts forward the countermeasures and suggestions to improve the employability of college students.

1. Introduction

College graduates are valuable human resources and important intellectual support for China's construction of an innovative country. At the same time, the employment of college students is related to the vital interests of thousands of families and has been highly concerned by the state and the whole society [1]. At present, the cultivation of entrepreneurship and employability has become an important component of higher vocational education reform. Entrepreneurship education plays an important role in the training and improvement of vocational college students' entrepreneurial employability. At present, college students in our country are lack of entrepreneurial awareness, lack of entrepreneurial desire and enthusiasm, low entrepreneurial interest, and relatively few people are brave in starting businesses [2]. The employment guidance mode for college students is no longer suitable for the requirements of social development, the development of higher education itself and the reform and development of the employment system for college graduates [3]. Since the employment of college students is a new employment, which is greatly affected by the macroeconomic environment and microeconomic conditions, China's current economic fluctuations and overall decline in corporate benefits have adversely affected the employment of college students [4]. Most college employment guidance education and service systems appear to have a single form and content, lacking effectiveness and pertinence, and cannot provide complete and comprehensive guidance education and services for university graduates. Therefore, to a certain extent, it is particularly urgent to carry out entrepreneurship education in local colleges and universities.

It is imperative to improve the entrepreneurial ability and consciousness of college students. How to find corresponding countermeasures is an important issue that needs to be solved in higher education. Higher vocational colleges should aim at cultivating high-level technical application-oriented talents at the grassroots level, oriented to production, service-oriented and management. From the needs of professional core skills, choose the most basic and necessary content to cultivate students' careers. Core skills [5]. Carrying out innovation and entrepreneurship

education is the historical mission entrusted to the university by the party and the state, and also an important measure to deepen the reform of college education under the new situation. From the perspective of practice, in the pursuit of entrepreneurial education system in colleges and universities, some colleges and universities have achieved good results through the reform of curriculum reform and the characteristics of running schools according to the local economic development model and its needs [6]. Employment of graduates is an important indicator to measure the quality of running a higher vocational college and an important content for the school to show the level of talent cultivation to the society. Employment Work in Colleges and Universities The employment work in colleges and universities should solve the problems of the popularity and effectiveness of employment guidance education and the diversity and quality of employment services [7]. Therefore, it is particularly important to build a scientific, reasonable and efficient employment guidance education and service system for college students. Based on the perspective of cultivating innovative and entrepreneurial ability, this paper explores the influencing factors of college students' employability.

2. Problems Existing in Cultivating College Students' Employment Ability

2.1 Lack of Attention to the Cultivation of College Students' Employment Ability

Entrepreneurial ability of higher vocational students refers to the emotional and intellectual sum required by higher vocational students to combine relevant knowledge, information or technology with entrepreneurial practice to create socially valuable products and services. At present, colleges and universities do not have enough understanding of the cultivation of college students' employability and lack of due attention. Remote colleges and universities often place more emphasis on discipline or scientific research development planning, which is not clear enough to include the cultivation of college students' employability in the long-term planning of school development. Innovation and entrepreneurship education can meet the needs of society and the development of the times, and can effectively alleviate the current increasingly serious employment pressure and cultivate more and more innovative and entrepreneurial talents [8]. Different colleges and universities have different ways and objectives for the cultivation of innovative and entrepreneurial talents, and there are also differences in the understanding and understanding of innovation and entrepreneurial capabilities. On the whole, due to the relative shortage of teachers and teaching facilities, the quality of teaching has declined, and the improvement of students' employability has been restricted. Some higher vocational colleges blindly chase the so-called popular professions, do not look at their own resources and conditions, do not forecast the market demand, so inevitably lead to homogeneous competition between higher vocational colleges. System planning and collaborative promotion to deepen the reform of innovation and entrepreneurship education in colleges and universities, guide college students to participate in innovation and entrepreneurship, improve their comprehensive quality and employability, and improve the quality of employment.

2.2 The Imperfect Training Mechanism of College Students' Employment Ability

Colleges and universities often shift the task of cultivating students' practical ability to a certain unit. All units within the school system are not cooperating well and are evading each other, which makes it impossible to form a joint force in cultivating and improving students' employability. The structural contradiction between supply and demand has brought challenges to the current development model of colleges and universities. It also reflects the lack of employment competitiveness of a large proportion of college students, especially higher vocational students, and the inability to meet the conditions in the face of the talent needs of competitors and enterprises. The poor cultural atmosphere of campus innovation and entrepreneurship and the backward evaluation system make it difficult for university innovation and entrepreneurship education to achieve the established achievements and goals. Team cooperation ability is a kind of ability to voluntarily cooperate with others and make concerted efforts according to the needs of work

activities in order to achieve the established goals. Most students are arranged to practice in enterprises through schools, while a small number of students find their own internship units and positions. However, many students lack understanding of the role and purpose of the internship, unwilling or reluctant to participate in the internship, or pay too much attention. The cultivation of college students' innovative and entrepreneurial ability is not easy, it needs the support of schools in many aspects. Innovation and entrepreneurship education is an educational model adapted to the development of society and the times. It requires a systematic and complete educational system and a good environment as its foundation.

In order to cultivate college students' innovation ability, there must be a cultural atmosphere conducive to innovation, and this atmosphere contains a very wide range of content. Relying on the integration of production and education, higher vocational colleges can start from the aspects of mechanism, carrier and method to provide a hatching platform for the cultivation of innovative and entrepreneurial talents in higher vocational colleges. Whether students can properly evaluate themselves will directly affect college life, career orientation and individual career development. The concept of choosing a job changes and develops with the change of the environment of choosing a job. Only by knowing exactly the employment outlook of college students can the education and teaching management, ideological and political education and employment guidance in colleges and universities be more targeted. So as to better carry out employment concept education. Fig. 1 shows the dynamic evolution of college students' employment awareness evaluation system.

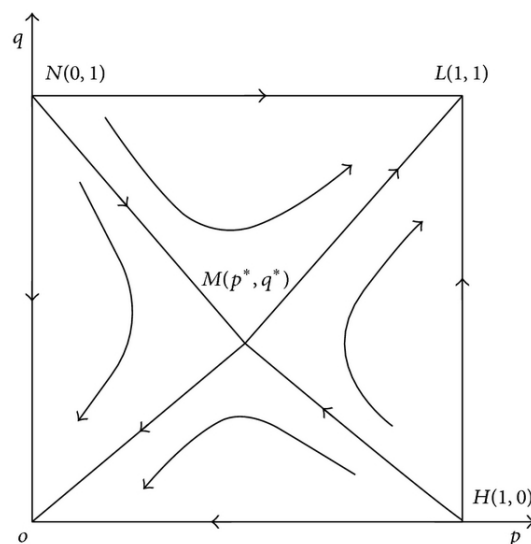


Fig. 1 Dynamic evolution of employment awareness assessment system

3. Ways to Implement Classified Cultivation of Innovative Entrepreneurial Ability

3.1 Cultivate a Correct Concept of Employment

The curriculum didn't focus on social changes to expand knowledge and practice, which led to students' narrow knowledge and disconnection from social needs. In the actual teaching, the courses in engineering colleges and universities still follow the teaching mode of emphasizing theory over practice, and many colleges and universities consciously raise the proportion of practical teaching hours when making teaching plans. School-enterprise cooperation promotes the interaction between college students and the social environment through various practical carriers. In the process of interaction, students are trained to have comprehensive qualities related to occupation, so that students can better combine theory with practice. Only by actively participating in innovation and entrepreneurship activities can students better cultivate and enhance their innovation and entrepreneurship ability and become innovative and entrepreneurial talents. College students who study professional knowledge and receive higher education can advocate science and have a certain

understanding of innovation [9]. However, due to the influence of the objective conditions of the school, and the insufficient use of the existing conditions of the school, it seriously hinders the cultivation and improvement of its innovative ability.

Employment competitiveness is the ability of individuals to acquire and maintain work, progress at work, and respond to changes in work and life. The concept of employment is not static, but constantly evolving. With the changes in the environment, economic status, and the world view of life, this concept will change accordingly. There are many factors that cause college students to be difficult to find employment. Because each person's education level, hobbies, personality characteristics, life background are different. Therefore, the specific performance of their employment concept is also different. Meet the specific implementation requirements of multi-standard data collection, processing and integration, and multi-scale entrepreneurial awareness visualization system applications. As shown in Table 1, the curriculum teaching achieves the entrepreneurial awareness management education goal level survey statistics.

Table 1 Survey on the goal of teaching and achieving entrepreneurial awareness management education

Degree of realization	Complete realization	Partial realization	Not implemented
Number of people selected	28	56	52
Percentage (%)	20.1	41.2	38.2

3.2 Cultivating Students' Core Professional Ability

The lack of employability of college students has resulted in the two-way contradiction between oversupply and oversupply of college students in the labor market, which directly affects the smooth employment of college students. Due to the lack of broad vision and knowledge, students cannot think about problems comprehensively and flexibly, and lack of new ideas and breakthroughs in solving problems, which leads to the lack of creative and innovative thinking mode [10]. Since the establishment and maintenance of social relations require certain emotional and spiritual support, if entrepreneurs have effective social relations, it is also emotional guarantee for entrepreneurial activities, thus improving their entrepreneurial performance. For example, Table 2 shows the results of empirical analysis on entrepreneurship policies and strategies.

Table 2 Empirical analysis of entrepreneurial policies and entrepreneurial strategies

Variable	Scale expansion	International expansion
Venture aid	0.071	0.072
Entrepreneurship education	0.063	0.055
Entrepreneurial environment	0.041	0.257
Type of economy	0.427	0.226

Between different types of colleges and universities, employers obviously prefer students from key colleges and universities. Many employers will have certain requirements for graduates' major, educational level and source of students when recruiting. Under the background of a sharp increase in the number of college graduates and a limited increase in the effective demand of the society, some regions and industries have formulated restrictive policies on the educational level and origin of the talents they have absorbed, which to a certain extent has weakened the employment competitiveness of higher vocational students. The current entrepreneurship education teachers are far from meeting the actual needs of students. Most of the existing teachers have not experienced entrepreneurship practice or have not received systematic entrepreneurship education. There is no specialized employment market for graduates. In some schools, apart from the recruitment of employers, the school has not systematically and purposefully released the source information to the society. From the formulation of teaching plan to the actual teaching link of teachers, we should pay attention to the connection between students' employment ability and social needs, so that the cultivation of students' employment ability runs through the whole process of personnel training.

4. Conclusion

In today's society, the development of economy and times, and the progress of science and technology have put forward higher requirements for college students' own quality and ability. To face up to this problem and solve it effectively is the intrinsic requirement of talent cultivation in Colleges and universities and employment guidance and education for college students. Colleges and universities can introduce government and enterprise resources in the appropriate stage of the development of entrepreneurship team through service organizations such as entrepreneurship guidance centers. The ability of innovation and entrepreneurship is necessary for college students in the new era and new social situation. In the school, we should strengthen the propaganda of entrepreneurship, enhance students' awareness of entrepreneurship, and improve students' initiative and initiative in entrepreneurship. The talents trained by the innovation and entrepreneurship education mode have diversified knowledge structures, abilities and qualities, can adapt to the society quickly, and have strong employment competitiveness. Innovation and entrepreneurship education in colleges and universities should be based on the key influencing factors such as society, capital, teachers and individual students. In the construction of entrepreneurial culture, universities can rely on local industrial characteristics and cultural resources to create entrepreneurial culture with different regional styles and characteristics. Only by possessing and continuously improving their own innovation and entrepreneurship ability can they better adapt to the current rapidly developing society and contribute their own strength to the construction of an innovative country.

Acknowledgement

2018 National Innovation Project: Development and Design of a Technology Laboratory Platform Based on React Technology (201811080008)

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