

# **The Analysis on the Training Mode of Vocational College Students' Employment and Entrepreneurship under Double Creation Education Background**

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**Keywords:** Double education, Higher vocational education, College students, Employment, Entrepreneurship.

**Abstract:** Under the background of “mass entrepreneurship and innovation”, more and more people are investing in the tide of innovation and entrepreneurship, and there are many college students who are not deeply involved. It is a good thing for college students to take the initiative to start a business, but the school must strengthen the education related to college students' entrepreneurship during their study period and improve the effectiveness of education. This paper will analyze the path effectiveness of college students' entrepreneurial training mode under the background of “double innovation”.

## **1. Introduction**

In recent years, with the increasing number of college students, college students are becoming more and more serious in employment issues, and there is fierce competition. In order to alleviate this situation, many colleges and universities have carried out entrepreneurship training for students, hoping to improve students' entrepreneurial ability through effective education and achieve students' good entrepreneurship. However, in practice, due to the existence of some external factors, college students still encounter many problems in their actual entrepreneurial ability, and they are unable to carry out entrepreneurial activities well. Therefore, it is very necessary to strengthen the exploration of college students' entrepreneurial ability. Relevant departments can understand the problems existing in college students' entrepreneurship through this analysis, and find effective solutions to promote the entrepreneurial ability of college students [1].

## **2. Interpretation of "Double Creation" Background**

### **2.1 The meaning of "double creation".**

“Double Creation” is an abbreviation for the slogan “Volkswagen Entrepreneurship, Innovation for All”, and is the call of State Council Premier Li Keqiang at the Davos Forum in the summer of September 2014. It was then written into the 2015 government work report, and “double creation” was once again taken seriously.

### **2.2 "Double creation" meaning.**

After the State Council executive meeting in June 2015, the slogan “Volkswagen Entrepreneurship and Innovation” attracted the attention of the masses. After the meeting, it was decided to encourage local governments to set up venture capital funds, give preferential treatment to office space and networks such as Zhongchuang Space, provide tax support to small and micro enterprises and incubators, and innovate investment and loan linkages and equity crowdfunding. The elimination of restrictions on the free flow of students and freely combined household registration, education, etc., has created many favorable conditions for entrepreneurial innovation. The theme of entrepreneurial innovation is enterprises and individuals [1]. As Prime Minister Li Keqiang said, “Masters are in the private sector, and they can break through the shackles. The enthusiasm of the market needs the government to clear the barriers.” The “double creation” proposal is that the government The employment path of the people clears the obstacles and builds a platform. The overall role of “Double

Creation” can be changed into three aspects. One is to further relax market access, so that market participants can facilitate registration and the license is unified; the second is to set up a platform for entrepreneurship, including providing space for low rents [2]. Use the government to guide the funds; third, further tax cuts are free, so that entrepreneurs can move forward lightly. The proposal of "double creation" is the means by which the government promotes employment through its own regulation and control. This slogan is more suitable for college students who face employment problems, high education, high ability and lack of funds.

### **3. Strengthening the necessity of training college students' entrepreneur**

#### **3.1 The overall requirements at the national and social levels.**

At present, China's economic structure is undergoing effective transformation and upgrading. In the process of reform, a large number of innovative and entrepreneurial talents are needed. College students are the core strength of China's future talent pool, with high quality, newer thinking and strong enthusiasm. It is expected to become the main driving force for innovation and entrepreneurship [2].

#### **3.2 It is the group demand of college students for innovation and entrepreneurship.**

Although many college students are willing to try to innovate and start a business, college students are limited by age and experience, and they are not fully prepared to enter the society. The theoretical knowledge they have learned in schools may not be applicable to the social reality environment, and college students may not know. How to apply the acquired knowledge to social practice [3]. Therefore, college students need to strengthen the entrepreneurial education in a targeted manner, pay attention to the effective effect of college students' entrepreneurial education, help college students to understand entrepreneurship and understand the society in advance, and lay a solid foundation for future development.

#### **3.3 It is an inevitable choice for college education to face a new situation.**

Compared with basic education in primary and secondary schools, college education, in addition to teaching theoretical academic knowledge, is more important to become a bridge between college students' campus and society, and a link between theoretical study of college students and actual needs of society [4]. "Double creation" is a strategic deployment proposed by the party and the state. Colleges and universities should actively carry out relevant education on "double creation" to help college students recognize the situation, recognize themselves and carry out innovation and entrepreneurship in a more reasonable way.

### **4. Problems in college students' entrepreneurial ability under the background of "Double Creation"**

#### **4.1 College students lack experience in entrepreneurship practice.**

In the actual entrepreneurial process, one of the problems encountered by college students is the experience of their own entrepreneurial practice. Due to the lack of close contact with the society, college students now have problems in the practice of entrepreneurship, and the specific performance can be reflected in the following two aspects. First of all, college students now lack market experience and cannot fully grasp the market demand information of the current industry. In this way, students are prone to misjudgment in the process of starting a business, which affects the actual entrepreneurial activities. Moreover, in many societies with complicated information, college students lack rational consciousness and are prone to blind obedience. Secondly, the entrepreneurial methods of college students are now relatively simple. In practice, college students often use partnerships to start businesses because of their inexperience, but they don't pay much attention to other entrepreneurial methods [3].

## **4.2 The quality of entrepreneurship education in colleges and universities is not high.**

In addition to the problem of undergraduate self-employment practice, colleges and universities have also experienced weak links in education. Nowadays, although many colleges and universities have opened corresponding innovation and entrepreneurship courses, they can educate students on basic knowledge of entrepreneurship in a unified way, but they have not built correspondingly in individualized teaching [4]. Many schools do not educate students according to their actual situation, which leads to students unable to conduct entrepreneurial activities according to their actual situation. Because in the process of entrepreneurial activities, no entrepreneurial situation is the same, and schools are more unified teaching, so it will lead to the situation of teaching and actual disagreement. On the other hand, the strength of the school's innovative and entrepreneurial faculty is also weak [5]. Because the teacher is a promising teaching profession and lacks practical experience in practical entrepreneurship, teachers can not give students the correct guidance for innovation and entrepreneurship.

## **4.3 College students lack of funds for innovation and entrepreneurship.**

Entrepreneurship as a guarantee for entrepreneurial activities is a key factor in determining whether entrepreneurial activities can proceed normally. Therefore, it is very important to ensure sufficient venture capital. However, in practice, when students start their own businesses, their funds are basically from the family. The school or other departments do not have the corresponding financial support, which leads to the unsuccessful development of college students' entrepreneurial activities [5]. In the usual entrepreneurial activities, students often have good entrepreneurial projects, but they have to change their entrepreneurial projects because they have no corresponding funds. At the same time, there are also entrepreneurial projects that have already started, but they have to be terminated in the later period when funds cannot be supplied. . Therefore, the issue of venture capital is also an important factor limiting the development of student entrepreneurship activities, and relevant departments should pay attention to this aspect.

## **5. The countermeasures for college students' entrepreneurial ability training under the background of "double innovation"**

### **5.1 Improve college students' ability to innovate and start a business.**

In order to achieve good entrepreneurship, college students themselves should also strive to improve their ability in this area. In the usual study, students should strengthen their relationship with the society, through the Internet and other modern media channels, to understand the current social market information, as well as the future development prospects of the industry. At the same time, based on these latest market information, we will make reasonable entrepreneurial choices and judgments, and improve our ability to analyze and judge entrepreneurial projects [6]. On the other hand, students themselves should pay more attention to their own quality training. In the usual study, establish a positive and optimistic attitude, and correctly view the difficulties in the process of entrepreneurship. In this way, through good quality training, we can also improve our ability to frustrate in innovation and entrepreneurial activities, so as to achieve our own good entrepreneurship.

### **5.2 Improve the innovation and entrepreneurship education in colleges and universities.**

As an important way to improve students' ability of innovation and entrepreneurship, college entrepreneurship education can quickly improve students' ability of innovation and entrepreneurship. Therefore, it is very important to improve the quality of innovation and entrepreneurship in colleges and universities. In practice, colleges and universities should build their own educational curriculum system to make it more systematic. Colleges and universities should plan each stage of college students accordingly. For example, in the early stage of the university, professional teachers should be hired to plan careers for students, clarify the students' entrepreneurial goals, and then carry out entrepreneurial knowledge in the second and third year [6]. Cultivate and finally conduct corresponding entrepreneurship and employment guidance for students based on industry

information. Through this step-by-step ability training method, students' entrepreneurial ability can be better cultivated. On the other hand, colleges and universities should establish a part-time system for school teachers, and hire successful entrepreneurs and entrepreneurs from outside to serve as visiting teachers in the school. This will improve the teachers' ability in innovation and entrepreneurship.

### **5.3 Provide sufficient innovation and entrepreneurship funds.**

In order to ensure that college students' innovation and entrepreneurship activities can be carried out well, universities and other relevant departments should provide sufficient venture capital for students. In practice, the state should raise awareness in this area, formulate corresponding preferential policies, provide financial support for students, and ensure that student entrepreneurship projects start well. At the same time, banks can open low-interest-rate financial loans to college students [7]. In this way, they can ensure the sufficiency of college students' entrepreneurial funds and achieve a good entrepreneurial career. On the other hand, in the case of sufficient initial venture capital, students can also use the social fundraising method to ensure the funds needed for the later entrepreneurial activities, and avoid the occurrence of late capital shortages and the termination of entrepreneurial activities. In addition, the school can also help students to contact social enterprises, carry out corresponding fund raising, and ensure the sufficient funds for college students' venture capital.

## **6. Analysis of the effective mode of college students' entrepreneurial training under the background**

Any business model is a three-dimensional model that covers the resources and capabilities of the enterprise, customer value and profitability. The entrepreneurial process of college students must go from creative generation to creative and structural capital (such as technology, facilities and capital) to form intellectual assets, and then through the commercialization of intellectual assets into complementary assets (mainly in manufacturing, distribution and marketing functions). A dynamic process of such aspects can form a specific profit model [2]. Undergraduate entrepreneurship is influenced by different internal and external factors, which will result in different choices of entrepreneurial models, including: work accumulation, franchise chain, and base incubation.

### **6.1 The state should arrange for the macro-arrangement of college students' entrepreneurship training from the government level.**

The entrepreneurship training of college students is not a matter of a certain school, but a major event for the future development of the entire country and nation. The Party Central Committee and the State Council have put forward a "double innovation" strategy, and relevant government departments should act and each play their respective functions to promote this strategic deployment. The training departments at all levels should give macro guidance to the college students' entrepreneurial training according to their actual conditions, urge the colleges and universities to arrange the setting and staffing of college students' entrepreneurship training as soon as possible, and supervise and inspect the development of college students' entrepreneurial training. Power to carry out macro guidance and promote the development of college students' entrepreneurial training as a whole [8].

### **6.2 Colleges and universities should innovate and cultivate teaching methods to enhance the effectiveness of college students' entrepreneurship training.**

1) Colleges and universities should strengthen the curriculum and take the initiative to arrange teachers to participate in teaching. College students' entrepreneurship training is related to the future development plan of college students. Therefore, colleges and universities should set it as a compulsory course on the curriculum of college students' entrepreneurship training, and include it in the credit requirements of college students in the learning stage, and urge college students to attach great importance to this [8]. The course is taught and learned. On the other hand, it is necessary to

arrange as many practical operation opportunities as possible. If you have the conditions, you can contact the relevant internship department to provide mobile phone conferences for college students. If you have conditions, you can use computer simulation system to let college students feel the practical operating environment and help college students become as familiar as possible. step.

2) Teachers should innovate teaching methods. Theory has a guiding role in practice, and it is essential for teachers to make theoretical narratives based on textbooks, but it must be linked to practice. If the school can arrange practical operation opportunities, then it is necessary to practice mainly, interspersed with theoretical teaching, so that students can find the law from practice, and then confirm with the theory on the book, thus deepening the teaching effect [7].

"Popular entrepreneurship and innovation" is a strategic deployment proposed by the party and the state, and will become one of the trends of social development in the future. Many college students have high entrepreneurial enthusiasm and certain entrepreneurial ability. This requires the whole society to pay more attention to college students' entrepreneurial training. It also needs colleges and universities to carry out college students' entrepreneurial training in a timely manner, innovative training methods and means to improve teaching effectiveness [8]. To help these college students better understand the entrepreneurial content and entrepreneurial steps, and lay a good foundation for future entrepreneurship.

## 7. Summary

In summary, due to the influence of external factors, college students are now greatly restricted in the process of entrepreneurship, and there are insufficient entrepreneurial practice experience and insufficient entrepreneurial funds. In order to achieve a good student entrepreneurship, students should strengthen their social connections, pay more attention to the latest information in the social market, and achieve the correct choice of their own entrepreneurial projects. At the same time, colleges and universities should also improve the quality of their own entrepreneurial teaching, adjust the proportion of the school's professional curriculum, and appropriately increase the proportion of professional practice courses. In this way, students can better help students to accumulate experience in entrepreneurship and promote college students to start a good business. Finally, all walks of life should provide students with certain financial support to help students solve the problem of insufficient entrepreneurial funds and achieve good entrepreneurship.

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