

## Constructing a New Talents Training Model by Promoting Employment through Entrepreneurship

Peng Yang, Xiaofeng Liu, Ruolan Yang

Northwest Agriculture & Forestry University, Xianyang Shaanxi 712100, China

**Keywords:** Entrepreneurship Drives Employment; New Talents; Training Model

**Abstract:** Under the background of double-creation, the current situation of college students' entrepreneurship and employment has attracted much attention of the society. Innovative entrepreneurship training mode should combine theory with practice, take training high-quality innovative entrepreneurship talents as the ultimate goal of teaching, and grasp the reform of "school scientific research education, personnel training mode, evaluation system of students' comprehensive academic ability", so as to realize all-round reform. Faced with increasingly severe employment pressure, it is an inevitable trend and feasible path for future economic and social development to promote employment through entrepreneurship. To effectively create a new talent training mode and strengthen innovation and entrepreneurship education for college students is a major measure to implement the development strategy of "entrepreneurship leads to employment", an inevitable requirement to adapt to China's economic and social transformation, and a general direction that China's higher education system urgently needs to explore and research. By exploring the theory and practice of innovative and entrepreneurial talent training from the perspective of entrepreneurship and employment, this paper discusses how Chinese universities should effectively create a new talent training mode, so as to achieve the strategic goal of "entrepreneurship leads to employment".

### 1. Introduction

The report of the 17th National Congress of the Communist Party of China clearly stated that the development strategy of expanding employment should be implemented to promote employment through entrepreneurship [1]. In order to achieve this goal, in May 2010, the Ministry of Education issued the "Opinions on Promoting Innovation and Entrepreneurship Education in Colleges and Universities and Self-employment of College Students", demanding that the innovation and entrepreneurship education be vigorously promoted in higher education institutions, and the construction of entrepreneurial bases should be strengthened to further implement We will improve the support policies for self-employment of college students, strengthen entrepreneurship guidance and service work, and form a joint effort to promote entrepreneurship education and self-employment of college students [2]. We will improve the preferential policies for supporting entrepreneurship, and form a new mechanism for the government to encourage entrepreneurship, social support for entrepreneurship, and entrepreneurs to be brave in entrepreneurship. The 21st century is an era of continuous innovation of knowledge and rapid development of information. The dependence of economic development on production factors such as science and technology, knowledge and information is increasing [3]. However, only a few research universities and experts are able to engage in high-tech development and high-level knowledge innovation. China is now the center of the world's manufacturing industry. There is an urgent need for a large number of high-level applied talents engaged in product development, technology application and production management in the production line as human support for social and economic development [4]. At the same time, China's tertiary industry, especially the rapid development of service labor, has a huge space for entrepreneurship, and social development needs application-oriented talents with Entrepreneurship ability. As an important part of superstructure, education must adapt to and serve the development of social and economic foundation [5].

In order to meet the challenge of increasingly fierce international competition and meet the needs

of China's economic and social development, some higher education institutions have set the goal of establishing application-oriented universities and cultivating application-oriented talents [6]. The cultivation of applied talents is an inevitable trend in the development of higher education. In order to alleviate the employment pressure, the state attaches great importance to the entrepreneurship of college students [7]. Colleges and universities should actively promote teaching reform, take ecological education as the main theoretical basis of teaching, and promote industry-university-research cooperation education as the main teaching breakthrough. Continuously explore the talent training mode suitable for social development, and take "one idea, one goal, two reforms and six measures" as the main innovation and entrepreneurship talent training mode [8]. Innovative education is to create a democratic and relaxed learning atmosphere, cultivate students' creative thinking and creative spirit, and cultivate students' ability to discover problems, analyze problems and solve problems. Innovative education is not only the reform of educational methods or the increase or decrease of educational content, but also the reorientation of educational functions and the specification and deepening of quality education [9]. In fact, as early as in the report of the 17th National Congress of the Communist Party of China, it has been clearly stated that the development strategy of expanding employment should be implemented to promote employment through entrepreneurship [10]. This shows that it is a pragmatic and effective path to solve employment problems, especially the employment of college graduates, by promoting entrepreneurship to promote employment.

## **2. Materials and Methods**

In the new era, China has put forward a new goal of building a harmonious socialist society. An important content of building a harmonious society is to achieve full employment of social labor force. Employment is an important means for the people to survive, integrate into society and realize their value of life. It is also the basic condition for them to share the fruits of social development. Therefore, employment is the basic human right and the first foundation of people's livelihood. Employment driven by entrepreneurship is not only related to the combination of labor factors and other factors of production, but also to the vital interests of hundreds of millions of workers and their families. It is an important basis for the implementation of the scientific concept of development and the harmonious development of society. It is also the policy of stabilizing the country and securing the country. The effective channels for entrepreneurship to promote employment equity are as follows: First, entrepreneurship enterprises increase the diversity of labor demand, which provides the possibility for employment of various types and levels of labor force. Second, entrepreneurial enterprises are small in scale and have weaker ability to discriminate against workers. At the same time, entrepreneurial enterprises belong to incremental enterprises. They not enjoy the relevant benefits of enterprises within the system, nor the traditions of enterprises within the system. They are born of the products of the market and are born to be equals. They can better reflect the principle of fair competition. Third, entrepreneurship provides an exit channel for those who have suffered or are unfairly treated, and those who have had unfair encounters are generally fair in their employment.

Employment is generally just individual behavior, while entrepreneurship usually leads to collective employment growth, that is to say, entrepreneurship leads to employment with a multiplier effect. As far as a society is concerned, without entrepreneurship, there will be no development and utilization of resources, and there will be no employment. In the whole chain of employment creation, a series of entrepreneurial activities drive the increase of the number of employment and the continuous expansion of employment scale. It is an effective way to increase workers' income and improve income distribution to promote employment through entrepreneurship. Expanding employment is conducive to increasing workers' income, while entrepreneurship enables people to obtain not only labor income but also remuneration of other input factors. To promote employment through entrepreneurship means to establish a mechanism to create employment at the source and promote employment through the driving and multiplying effect of entrepreneurship on employment. In the past quite a long period of time, our country focused on attracting and

expanding employment by relying on large enterprises, and implemented a development strategy oriented by large enterprises, which has its stage inevitability. But at this stage and in the future, the space for large enterprises to expand employment will gradually shrink, not only the ability to absorb incremental employment is limited, but also the stock of labor will continue to be released. In recent years, due to the upgrading of economic structure and industrial structure and the improvement of the organic composition of capital brought by technological progress, the role of absorbing labor force in China's economic growth has been weakened. In addition, the supply of labor force in China has been larger than demand for a long time, and the elasticity of economic growth to capital and technology is higher, while the elasticity of labor force is smaller.

### 3. Results

Employment is the result of industrial or economic activity. Therefore, to expand employment, it is necessary to promote industrial activities through entrepreneurship. China needs 24 million jobs every year, including 10 million new jobs, 6 million laid-off workers, and 8 million unemployed people. In fact, China can only provide 10 million jobs a year. Employment and re-employment have become China's economy and Outstanding issues in social development. Employment pressure can be seen in Figure 1. The implementation of the employment strategy driven by entrepreneurship is to drive more people to find jobs through entrepreneurship, and constantly achieve development to create more jobs, so as to truly achieve the effect of expanding employment through entrepreneurship. The employment dilemma will also be a "crisis" into a "good opportunity". The key to expanding employment is to open source, promote employment through entrepreneurship, launch the development of an entrepreneurial economy in an all-round way, and build a blood generating mechanism for self-employment. Effective to create a new mode of talent training, entrepreneurship education, vigorously promote innovation is to improve the independent innovation ability, the construction of entrepreneurial university strategic move, is to deepen the reform of the higher education teaching, the important way to improve the quality of talent cultivation, is to carry out the job creation and encourage entrepreneurship to create more employment opportunities, important measures to promote full employment of university graduates.

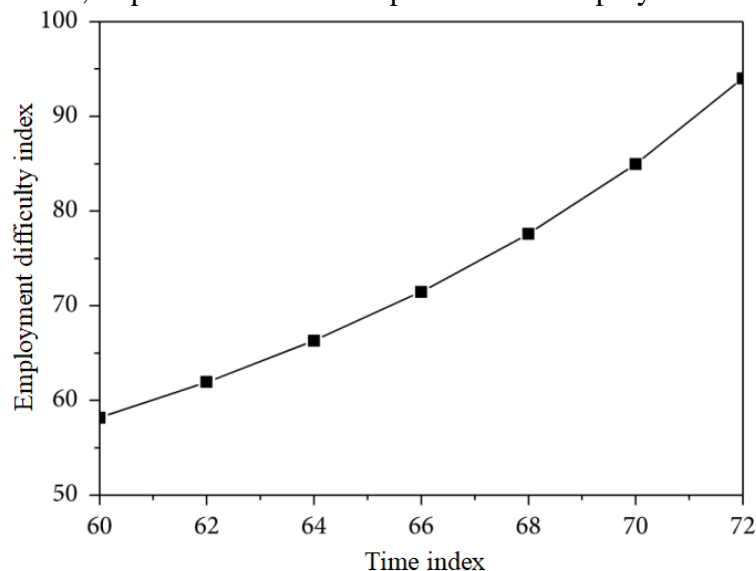


Fig.1. Employment pressure

Developing entrepreneurship education is the need of building a new employment system for college students. At present, all colleges and universities have special employment guidance centers, but this is only a specific measure to achieve short-term goals. Entrepreneurship education has become a new way to cultivate employability. Efforts should be made to transform scientific and technological achievements into markets in innovation and entrepreneurship education. Establish a seamless link from innovation to entrepreneurship, improve the conversion rate of scientific and

technological achievements, and speed up the industrialization of scientific and technological achievements. The construction of the curriculum system of entrepreneurship education is the basis of developing innovative entrepreneurship education, and the hub and core of the whole entrepreneurship education system project. The theoretical curriculum system of entrepreneurship education is arranged in Table 1. The cultivation of students' entrepreneurship ability in Colleges and universities should be placed before the cultivation of employment ability. Only when students have the spirit of innovation and entrepreneurship, can they get better employment. For job creation and encourage entrepreneurship to create more employment opportunities to ease the employment pressure can be seen in Figure 2. Therefore, it is necessary to combine the characteristics of talent training in colleges and universities, take the service of college students' employment and entrepreneurship as the guidance, actively build the school-enterprise cooperation platform by integrating school-enterprise resources, strengthen the cooperation between school-enterprise and industry-university-research, and deepen the school-enterprise joint talent training mode.

Table 1 The theoretical curriculum system of entrepreneurship education

Overall objective of curriculum	Teaching module	Modular Teaching Objectives
Through the theoretical study of entrepreneurship, improve students' overall entrepreneurial awareness and self-entrepreneurship ability	Entrepreneurship awareness education	Realizing the change of the concept of "Employment-oriented" Learning and "Entrepreneurship-oriented"
	Psychological quality of entrepreneurship	Developing psychological bearing ability
	Creation and innovation education	"Innovation is the soul of entrepreneurs, skills are the sword of success in entrepreneurship"
	Legal knowledge and financial knowledge	Master the financial knowledge and legal knowledge involved in business activities required for Entrepreneurship

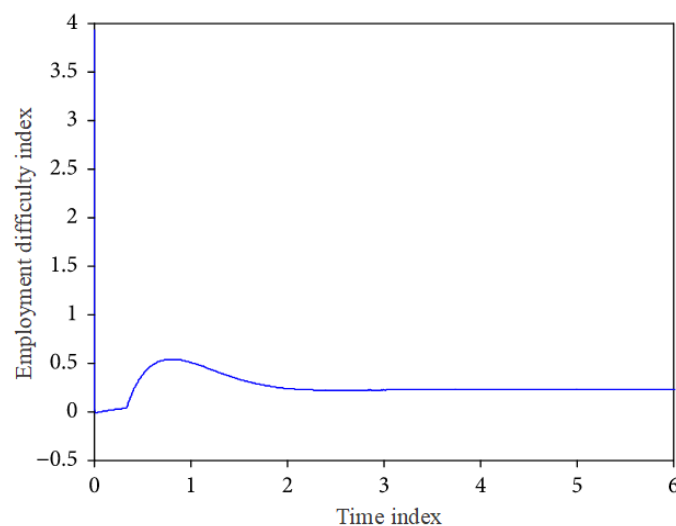


Fig.2. Employment stress relief

#### 4. Conclusion

The employment of college students has become a widespread concern of all sectors of society. Developing entrepreneurship education is an inevitable choice to alleviate and solve the employment pressure of college students, an important way to cultivate high-quality innovative and entrepreneurial talents, as well as the need for higher education to adapt to the development of The

Times, build an innovation-oriented country and build a harmonious society. Therefore, colleges and universities should proceed from reality, adjust to school conditions, and meet the needs of economic and social development and students' growth, continue to learn, actively explore, and build a distinctive entrepreneurship education system. Create a new talent training mode, really improve and implement entrepreneurship education to a new level and height, cultivate innovative entrepreneurship talents, and ultimately achieve the strategic goal of "promoting employment through entrepreneurship". Promoting employment through entrepreneurship is a long-term systematic project, and its effectiveness is correspondingly slowly presented. We must do a good job of long-term commitment, explore an application-oriented talent training model with entrepreneurial ability, realize employment through entrepreneurship, and ease the imminent employment pressure.

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