

## **Social Work Career Competency Cultivation in the Background of Innovation and Entrepreneurship**

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**Abstract.** With the acceleration of the process of social modernization in our country and the deepening of innovation and entrepreneurship, the contradiction between domestic social construction and economic construction has become increasingly prominent, and the demand for social job occupations in the process of innovation and transformation is increasing. In particular, the output of social work professionals in recent years, the emergence of social service agencies, and the improvement in the treatment of social workers have all shown that social work is not only a new social occupation but also a new one. The power of social construction has been strongly promoted by the government. However, the degree of social recognition in social work occupations is still low. The reason is that, on the one hand, the government and the public have a process of accepting occupations for social work; on the other hand, people have a process of theoretical understanding of professional identity of social work. Therefore, it is very important to explore the professional competence of social work in the context of innovation and entrepreneurship. The social work is socially recognized, and it is a common call for both practice and theory.

### **Introduction**

In advocating popular entrepreneurship and innovation, today's professional construction of colleges and universities must also conform to the trend of the times and correctly face the opportunities and challenges provided by the background of innovation and entrepreneurship. The professional construction of social work needs to further explore and practice the opportunities and challenges offered by innovation and entrepreneurship on the basis of the professionalization of professionalism. The thesis thus established is: What is the starting point for the cultivation of social work professionals to grasp opportunities and challenges for innovation and entrepreneurship? This article believes that this entry point is the occupational competency of social work talents, and that occupational competency cultivation and innovation and entrepreneurship have a structural affinity and functional affinity, and they are an inevitable choice to promote professionalization of social work. Practice path. The proportion of graduates engaged in social work is low, the proportion of diversions is high, the occupational loss rate is high; the graduates' professional identity and professional identity are low, the career development path is not smooth, and other issues are studied. Based on the background of innovation and entrepreneurship, social work is examined. The issue of professional competency of talents has important theoretical and practical significance.

### **The Basic Meaning of the Professionalization of Social Work and Its Implied Meaning**

#### **The basic meaning of professionalization of social work**

With regard to the concept of "professionalization of social work," the academic community does not currently have a clear definition. The relationship between social work career formation and social recognition. This social recognition is based on the social functions played by the social work profession, and on the needs of social functioning and development for this function. Therefore, the professionalization of social work can be defined as an important value and significance for social governance. It can be used as a professional job for the social work professional assistance needed for social progress and development. It will become a specialized job and will engage in social

work professional helper services. Develop a group of social workers who are working in a specific job, with clearer professional requirements, treatment standards, and technical norms, and better serve the community and even the entire society. The standards to be met by a professional social worker include: (1) Responsibility and rational activities; (2) Based on their corresponding scientific knowledge and knowledge; (3) Use of these knowledge in corresponding practical fields to serve Practical and deterministic purposes; (4) Having the means of professional exchanges (such as academic groups) obtained through education; (5) Having autonomy; (6) Including altruistic motives to satisfy social needs.

### **The recognition of the concept of occupationalization in social work**

The concept of recognition in the professional concept of social work can be discussed from the micro and macro levels. At the micro level, the recognition of professionalism in social work is embodied in:

(1) The social work profession is a concrete form of mutual recognition between social workers and society. As Jerlin, a German legal scholar, puts it, occupation refers to the qualifications of a subject or the intrinsic voice of a person beckoning someone to accomplish a certain business. We can understand a specific way of doing things. Through it, individuals personally put themselves in a permanent position. Some kind of social position - this is his/her social position. Individuals acquire social roles attached to the job through social work occupations, thereby gaining opportunities for social participation and their own social identity. The respect and rewards individuals receive in social work careers not only sustain their own survival and development, but also affirm their values.

(2) Recognition in social work occupations has a full meaning for social workers. Weber follows Martin Luther's point of view that occupation is secularized work or labor, and it also has a sacred religious meaning. It contains personal initiative beliefs. The scale of professional evaluation includes the amount of wealth it provides to society to measure and private profitability. For social workers, recognition in careers appears as remuneration in the sense of survival; positions and identities in social sense; and responsibility and ethics in value sense.

(3) The social work profession forms an order of social interactions among social workers. The social work occupation is an institutional professional assistance activity, which must be regulated and bound by the special system of the country, industry, and profession. These systems regulate the professional relationships of social workers and service targets, with colleagues, with their units or institutions, and with the government and the public. They also regulate the social workers' interaction rules and interaction patterns with them.

## **Problems in the Social Work Professional Society**

### **Loss of professional identity**

In 2004, the first professional social worker and social worker's occupational proficiency test was opened in the country, which means that the first batch of professional social workers in China's mainland have certificates. This is the first time that the Chinese mainland has carried out vocational qualification certification for social work, and it also marked the initial formation of the social work career system in China. Despite the government's vigorous efforts, social recognition of professional identity in social work is not ideal. As a new profession, social work has a short development time in China, a low level of publicity, a low awareness of "social occupation", and a very limited number of students who apply for and attend social work majors.

Then, many employers are unaware of such a profession, or of the general understanding of social workers as volunteers or volunteers. Therefore, there is a lack of job placement for social work and a lack of selection and evaluation mechanisms for social work professionals. Students of social work majors are faced with many difficulties. After they join the work, they are often used as ordinary administrative staff, workers, or housekeeping personnel to use their professional qualities.

### **The recognition of professional ideas is not high**

The concept of career refers to the idea and value system formed and shared by professional staff. It is a professional ideology. The social work career concept is different from the individual's

values and is also different from the general social values. It is an overall value preference within the social work professional community, and it is accumulated by social workers after many years of social work vocational education and social work practice. It is a set of overall judgments and core concepts for people, events, and professions formed within a professional or professional context. It represents the importance of social justice, service, personal values and dignity, and human relations within the entire professional community, the general view of social solidarity, and the identification of professional activity standards

### **Occupational efficiency participates in social problems**

The government's recognition of the professional efficacy of social work is not high. This reflects the geographical limitations of the development of social work. The development of social work is now mainly concentrated in the southeastern coastal cities, and the development in the northern and central and western regions is relatively slow. On the other hand, the recognition of social work is difficult to understand. With the acceleration of China's administrative system reform and social construction, the government's direct responsibility has been continuously reduced. The government departments have begun to conceptualize social work, and have also introduced a series of policy measures to promote the development of social work or outsource some of the work to non-profit organizations in the form of projects, thus forming a space for social work services, and assembling the voice that "our society is in great need of social workers". Another situation is that some government officials are ignorant of the professional confusion of social workers and are skeptical about whether social work service agencies and social workers can effectively assume jobs. This reflects that at present, the functions of the government in our country have not yet fundamentally changed. Many social services are still provided by the government. This has led to more government-led and relatively non-governmental participation in the development of social work.

## **The Path to Cultivate Social Work Profession Competence with Innovation and Entrepreneurship**

Integrate ideas of innovation and entrepreneurship into social work professional competence to nurture the whole process

First of all, we must do a good job in four years of curriculum design and career planning for undergraduates. The core is how innovative and entrepreneurial elements will enter the university for four years of study, life, and practice. The first year's tasks are: To adapt to the university environment, to understand the professional profile, occupation status and prospects. The tasks for the second and third grades are: To cultivate social work values and professional ethics through professional learning and practice, and to increase the initiative of learning, and cultivate innovative thinking, entrepreneurial awareness and ability. The tasks of the fourth grade are: Strengthen professional awareness and professional ability through internships, further intensify innovation and entrepreneurial thinking and ability, and prepare for the transition to the workplace.

Integrate ideas of innovation and entrepreneurship into social work professional competence to cultivate the entire field

We must do a good job in education, including professional values, professional ethics, curriculum teaching, practical internships, and method operations. Social work is a career practice that includes value orientation. To cultivate students' understanding of human nature and caring awareness, it requires solid knowledge, professionalism, good personality, and sophisticated methods and techniques. Teachers need to behave in words and deeds, adopt various teaching methods, attach equal importance to knowledge and ability, emphasize personality and technology, cultivate students' sense of innovation and innovation in the four dimensions of professional competency. Social work professional services should be provided in response to social needs, targeting specific groups of people and specific areas to carry out social work services.

Constructing a good environment for cultivating professional competence in social work with the concept of innovation and entrepreneurship

The development of professional social work, volunteer services, and philanthropy are milestones in the construction of China's social work career system. They try to change the constraints of social work development through the effective supply of the system. The first is to improve the legal status of social work regulations; the second is to promote classification, establish and improve the vocational access system; third, multiple synergies, and build a scientific evaluation system; fourth is to enhance identity and establish a professional incentive system. These institutional innovations have a positive effect on fostering professional competence in social work. From the perspective of the cultural environment, the cultivation of occupational competency in social work needs to obtain social recognition and support for the profession. This requires changing social prejudices, stereotypes, and government dependence. Specifically speaking, it is necessary to quasi social positions of social work, participate in social fields with active and positive attitudes, and earn their trust in the people and win the trust of the society in order to establish a good image of social work. At the same time, entrepreneurship is used to promote employment, correctly handle the relationship among the government, the market and society, change the path of excessive government dependence, and strengthen the ability to survive and develop social work in a self-improvement, down-to-earth career practice, so as to win the good cultural atmosphere and social psychological support that social work professional competency fosters.

## Summary

In the past decade or so, professionalization of social work in our country has achieved breakthrough development. It has been recognized as one of the core drivers of the professional development of social work. At the same time, the lack of “recognition” has also become an important constraint to development. The professionalization of social work is a process of continuous formation and recognition in the private, social, and value fields, and self-recognition and recognition by others. This has been proven by the practical experience of the development of social work in China. Facing the future, strengthening the society's recognition of governance identities, governance capabilities, and governance contributions to social work has also become a core strategy for the professional development of social work in China. As the strongest voice of the era, innovation and entrepreneurship have close interactions with the cultivation of occupational competency for social work. This has provided inspiration and reference for all professional construction of colleges and universities. The construction of colleges and universities needs to deal with the relationship between innovation and entrepreneurship and the cultivation of professional competence. It is necessary to enhance professional competency through innovation and entrepreneurship, and demonstrate the value of innovation and entrepreneurship with professional competence.

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