

# Innovation and implementation strategy of entrepreneurship and employment education management mode in higher vocational colleges

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**Abstract:** *Vocational colleges are facing dual challenges of innovation and entrepreneurship education and employment guidance education in the current economic environment. Innovation and entrepreneurship education, as an important way to improve students' comprehensive quality and employability, urgently needs to innovate in educational concepts, curriculum design, practical platforms, and other aspects. By constructing an education management model guided by market demand, bridged by enterprise cooperation, and centered on practice, students' entrepreneurial ability and employment competitiveness can be effectively enhanced. In addition, comprehensive policy support, a sound employment service system, and continuous teacher training also provide guarantees for the sustainable development of entrepreneurship and employment education.*

**Keywords:** *vocational colleges; Innovation and entrepreneurship education; Employment guidance; Educational management; Pattern innovation*

## 1. Introduction

With the rapid development of the social economy and the continuous advancement of technological innovation, vocational colleges are assuming an increasingly important responsibility in cultivating high-quality technical and skilled talents with innovative spirit and practical ability. However, the traditional employment education model is no longer able to meet the current market demand for versatile talents. How to stimulate students' entrepreneurial potential and improve their employment competitiveness through innovative management models has become a core issue in the education reform of vocational colleges. Exploring and practicing new paths for entrepreneurship and employment education that meet the needs of the times is the key to promoting the development of vocational colleges.

## 2. Challenges and Opportunities Faced by Entrepreneurship and Employment Education in Vocational Colleges

With the acceleration of economic development and technological progress, vocational colleges bear an increasingly important responsibility in cultivating high-quality talents with innovative abilities and practical skills. However, the traditional employment education model is no longer able to meet the diversified demand for talent in today's society, which poses unprecedented challenges to vocational colleges.

The disconnect between market demand and educational cultivation is one of the main problems facing entrepreneurship and employment education in vocational colleges at present. With the adjustment of industrial structure and the rise of emerging industries, the demand for talent in enterprises is gradually showing higher complexity and diversity. Most of the students trained in vocational colleges are concentrated in traditional industries and skilled positions, but the job market for these positions is gradually saturated and lacks the cultivation of innovative and cross-border talents. The curriculum design of many universities is disconnected from industry development, resulting in a significant gap between students' employment skills and market demand, which affects their employment quality and entrepreneurial success rate.

The outdated educational concepts and teaching models have also become a bottleneck for innovation in entrepreneurship and employment education. The traditional teaching model overly emphasizes the imparting of theoretical knowledge and neglects the cultivation of practical abilities.

The teaching content and format of many vocational colleges are too single, lacking teaching resources and platforms that are in line with the industry, making it difficult for students to gain real practical experience in the workplace during their school years. In addition, teachers' practical experience and innovation ability are relatively insufficient, making it difficult to provide targeted employment guidance and entrepreneurship counseling for students, which affects the improvement of students' professional ethics<sup>[1]</sup>.

Behind the challenges lie enormous opportunities. Under the promotion of national economic transformation and upgrading, as well as the policy of "mass entrepreneurship and innovation", entrepreneurship and employment education have ushered in unprecedented development opportunities. Vocational colleges can take advantage of this opportunity to promote innovation in educational models, especially in the field of innovation and entrepreneurship education. By deepening school enterprise cooperation, building entrepreneurial incubation platforms, and introducing industry mentors, students' innovation and employment abilities can be effectively enhanced, promoting the deep integration of education and industry needs. Many enterprises' demand for talent is not limited to skills, but also values students' entrepreneurial spirit and innovative thinking, which provides a broad space for vocational colleges to cultivate compound talents.

The government's policy support and the integration of social resources provide stronger guarantees for entrepreneurship and employment education. The government has introduced a series of policies to encourage entrepreneurship and support employment, providing policy and financial support for innovation and entrepreneurship education in vocational colleges. At the same time, more and more social forces are participating in education reform, with the involvement of enterprises and social organizations, enabling vocational colleges to obtain more resources and platform support in employment guidance and entrepreneurship counseling.

While facing challenges, vocational colleges have also ushered in good opportunities for innovative educational models. By adjusting educational concepts, optimizing curriculum settings, and strengthening school enterprise cooperation, students' employability and entrepreneurial level can be effectively improved, providing a broader space for their career development.

### **3. Analysis of the Core Elements of Innovation and Entrepreneurship Education Management Model**

The core of the management model for innovation and entrepreneurship education lies in the ability to effectively integrate educational resources, cultivate students' innovative thinking and practical abilities, and promote their adaptation to rapidly changing market demands. A successful management model should include key elements such as innovative educational concepts, optimized curriculum systems, construction of school enterprise cooperation platforms, and cultivation of practical abilities.

The innovation of educational philosophy is the foundation of the entire entrepreneurship and employment education management model. In the traditional education system, knowledge transmission is usually based on theory, neglecting the cultivation of practical operation and innovative ability. In innovation and entrepreneurship education, the educational philosophy should shift towards a student-centered approach, emphasizing the cultivation of students' innovative consciousness, critical thinking, and problem-solving abilities. Education is not only about imparting existing knowledge, but also about stimulating students' potential, encouraging them to actively explore and dare to try. Schools should integrate the spirit of innovation and entrepreneurship into the teaching of all subjects, cultivating students' ability to think from multiple perspectives and make innovative decisions when facing challenges.

The optimization of the curriculum system is an important link in promoting innovation and entrepreneurship education. Vocational colleges need to keep up with social needs and industry development in curriculum design, and establish a flexible, diverse, and practical curriculum system. The course content should not only include basic knowledge and professional skills, but also include content related to innovation and entrepreneurship, such as business model innovation, entrepreneurial management, project operation, marketing, and other courses. By offering interdisciplinary courses, students can find innovative entry points between different fields and form a composite knowledge structure. In addition, the combination of theory and practice is the key to optimizing the curriculum system. Vocational colleges should enhance students' practical and innovative abilities through case teaching, enterprise practice, entrepreneurship competitions, and other forms<sup>[2]</sup>.

The construction of school enterprise cooperation platforms is an indispensable part of the management model of innovation and entrepreneurship education. School enterprise cooperation can not only provide students with a real working environment and practical opportunities, but also make school education more closely integrated with the needs of enterprises. Through deep cooperation with enterprises, schools can introduce the latest technology and management concepts in the industry into the classroom, ensuring that students have the latest skills required by the industry upon graduation. Enterprises can discover potential talents through school enterprise cooperation and cultivate innovative talents that meet their needs through collaboration. In addition, school enterprise cooperation can also provide entrepreneurial resources for schools, establish entrepreneurial incubation platforms, and provide technical support and financial guarantees for students' entrepreneurial dreams.

The cultivation of practical ability is the key to the success of innovation and entrepreneurship education. In the traditional education model, students have fewer practical opportunities, which leads to a lack of sufficient practical experience when they enter the workplace. To make up for this deficiency, schools should provide students with diverse practical platforms, such as entrepreneurship training bases, entrepreneurship incubators, internship projects, etc. Through practical operation, students can transform theoretical knowledge into practical abilities, solve real-world problems, and accumulate entrepreneurial experience. At the same time, practice is not limited to classrooms and laboratories, but should also be extended to areas such as social services and corporate cooperation, enabling students to enhance their comprehensive abilities in a diverse practical environment.

#### **4. Practice driven: Building a school enterprise cooperation platform to promote employment and entrepreneurship education**

The school enterprise cooperation platform is one of the key ways to promote innovation and entrepreneurship education in vocational colleges. Through school enterprise cooperation, schools can closely integrate theory with practice, provide students with a real workplace environment, and cultivate their employability and entrepreneurial spirit. Building an effective platform for school enterprise cooperation can not only solve students' employment difficulties, but also provide them with more entrepreneurial opportunities and resource support.

School enterprise cooperation helps to align the actual needs of enterprises with the educational content of schools. With the continuous development of the industry, enterprises have increasingly diversified requirements for talents, especially for innovative and versatile talents. However, there is a significant gap between the teaching content and curriculum of many vocational colleges and the needs of enterprises, which often leads to students facing the embarrassing situation of "high requirements from employers and insufficient abilities of graduates" after graduation. Through school enterprise cooperation, schools can adjust their curriculum based on the actual needs of enterprises, introducing forms such as expert lectures and practical courses to ensure that students master cutting-edge technologies and skills in the industry and enhance their employment competitiveness.

The school enterprise cooperation platform provides valuable practical opportunities for students. Many vocational college students lack sufficient practical experience during their time in school, which is precisely an important consideration factor for many companies when recruiting. Through deep cooperation with enterprises, schools can provide students with opportunities for internships, apprenticeships, social practice, etc., allowing them to exercise their professional skills and problem-solving abilities in practical work. Through this practice driven approach, students can not only improve their technical skills, but also learn how to collaborate in teams, face challenges and opportunities in the workplace, and lay a solid foundation for their future careers<sup>[3]</sup>.

The school enterprise cooperation platform can also provide entrepreneurial support and resources for students with entrepreneurial dreams. Many vocational college students choose to start their own businesses after graduation, but due to a lack of experience and resource support, the risk of entrepreneurial failure is relatively high. School enterprise cooperation can provide students with a series of entrepreneurial resources such as entrepreneurial incubators, financial support, market information, and technical guidance. Enterprises can help students avoid common misconceptions and increase the likelihood of successful entrepreneurship by jointly establishing entrepreneurship mentor teams with schools, providing entrepreneurial case analysis, and sharing entrepreneurial platforms. In addition, the investment and cooperation of enterprises also provide financial support for students' entrepreneurial projects, lowering the threshold for entrepreneurship.

The construction of school enterprise cooperation platforms can also promote the transformation

and innovation of school teaching models. Through cooperation with enterprises, schools can not only improve teaching content, but also innovate in educational management. For example, schools can invite corporate executives to participate in curriculum design and evaluation, jointly participate in the development of teaching plans, or directly establish vocational skills courses led by enterprises. In addition, school enterprise cooperation can also encourage schools to update equipment, improve laboratory conditions, and make teaching resources more in line with the actual needs of industry development.

In summary, as a practice driven educational model, school enterprise cooperation platforms can effectively enhance students' employment competitiveness and entrepreneurial abilities. Through close cooperation with enterprises, schools can not only adjust educational content according to market demand, but also provide students with practical opportunities, entrepreneurial resources, and cutting-edge industry information. This collaborative model not only provides guarantees for students' career development, but also promotes the improvement and innovation of school education quality, ultimately achieving the goal of deep integration of industry, academia, and research.

### **5. The role of policy support and employment service system in entrepreneurship education**

Policy support and a comprehensive employment service system are important guarantees for promoting innovation and entrepreneurship education in vocational colleges. The support of national and local governments in the field of entrepreneurship education not only provides direction for educational reform in universities, but also provides necessary resources and platforms for students. At the same time, a sound employment service system can help students better adapt to market demand, enhance their employability and entrepreneurial level.

The government's policy support provides necessary funding and resource guarantees for entrepreneurship education in vocational colleges. In recent years, the government has introduced a series of preferential policies to promote entrepreneurship and employment, such as entrepreneurship loans, tax reductions, entrepreneurship training, etc., providing sufficient policy support for students and schools. Especially for innovative and entrepreneurial vocational colleges, the government will provide financial support to help schools build innovation and entrepreneurship education platforms. Through policy guidance, the government encourages universities to offer courses related to innovation and entrepreneurship, organize innovation and entrepreneurship competitions, entrepreneurial practice activities, etc., to provide students with broader development opportunities. In addition, the government has also taken measures such as providing policy incentives and reducing social insurance premiums for entrepreneurs to lower the threshold for students to start businesses, making it easier for them to achieve their entrepreneurial dreams.

The improvement of the employment service system is crucial for enhancing students' employability. The employment service system of vocational colleges should not only provide traditional services such as employment information release and job fairs, but also focus on providing comprehensive services such as employment guidance, career planning, and internship recommendations for students. In entrepreneurship education, schools should establish a multi-level and comprehensive employment service platform to help students understand industry needs, clarify career directions, and understand market trends. Through cooperation with enterprises and industry associations, schools can provide services such as internships, job training, and vocational skills certification for students, further enhancing their employment competitiveness. The improvement of the employment service system can also help students identify their own strengths and weaknesses, develop personal development plans, and more accurately match market demand, thereby improving the success rate of employment<sup>[4]</sup>.

The policy support and employment service system can effectively promote the sustainable development of entrepreneurship education. The government has provided sustainable development momentum for entrepreneurship education by encouraging cooperation between universities and social capital, promoting school enterprise joint education, and other forms. For example, through government supported entrepreneurship incubators, students can receive technical support, financial support, and market resources to help them reduce the risks of entrepreneurship. In addition, the government has formulated relevant policies to promote the participation of all sectors of society in entrepreneurship education, so that entrepreneurship education is no longer limited to classroom teaching in universities, but extends to various levels of society, forming a virtuous cycle of supporting entrepreneurship.

The role of the employment service system is not only reflected in helping students find employment, but also in cultivating their entrepreneurial abilities. By organizing entrepreneurship counseling and training courses, schools can enhance students' entrepreneurial awareness and help them master necessary entrepreneurial skills, such as writing business plans, market analysis, and fund management. At the same time, a good employment service system can provide students with entrepreneurial project incubation platforms and financial support, reduce difficulties and risks in the early stages of entrepreneurship, and lay the foundation for students' successful entrepreneurship.

## **6. Exploration of Strategies and Paths for Implementing Innovative Management Models**

In the process of promoting innovation and entrepreneurship education in vocational colleges, implementing innovative management models is the key to improving education quality and cultivating high-quality talents. The implementation of innovative management models not only requires changing traditional educational concepts, but also optimizing educational structures, adjusting curriculum settings, strengthening practical links, and promoting school enterprise cooperation. Specifically, the strategies and paths for implementing innovative management models should be explored and practiced from multiple perspectives.

The transformation of educational philosophy is the foundation for implementing innovative management models. The traditional education model focuses on imparting knowledge and lacks the cultivation of students' innovative spirit. Under the innovative management model, schools should put students at the center, emphasize their subject status, and promote personalized and diversified education. By emphasizing the cultivation of students' innovative thinking, problem-solving skills, and teamwork spirit, schools can equip students with the ability to adapt to rapidly changing social environments and workplace demands. In addition, the transformation of educational philosophy also requires a change in the role of teachers. Teachers are not only transmitters of knowledge, but also guides and cultivates students' innovative and practical abilities.

Optimizing the curriculum system and teaching content is the core path to implementing innovative management models. Currently, many vocational colleges still have a problem of curriculum design that is out of touch with market demand. The curriculum content focuses too much on theoretical knowledge and neglects the cultivation of practical skills. In order to achieve the transformation of innovative management mode, schools should adjust their curriculum according to industry demand, and add courses related to innovation and entrepreneurship, such as entrepreneurship management, business model design, market analysis, etc. In addition, schools should also focus on interdisciplinary integration, closely integrating courses such as entrepreneurship and innovation with students' professional courses to promote their comprehensive development. By introducing resources such as enterprise experts, industry elites, and entrepreneurial mentors, we provide students with cutting-edge knowledge and practical experience in the industry, enhancing their practical skills and innovative thinking<sup>[5]</sup>.

Strengthening the practical process is a key measure for implementing innovative management models. Innovative education should not only stay in classroom teaching, but also enable students to experience real market and entrepreneurial environments through practice. The construction of on campus practical platforms, such as innovation laboratories, entrepreneurial incubators, maker spaces, etc., provides students with opportunities to directly participate in project development and entrepreneurial practice. Through these practical platforms, students can combine theoretical knowledge learned in the classroom with practical operations, accumulate experience, and enhance their ability to solve practical problems. At the same time, schools should also cooperate with enterprises, social organizations, etc. to provide students with more opportunities for internships, apprenticeships, and social practice, enhancing their social adaptability and professional qualities.

School enterprise cooperation is an important way to implement innovative management models. School enterprise cooperation not only helps schools improve the practicality and foresight of educational content, but also provides students with broader employment and entrepreneurial opportunities. By establishing deep cooperation with enterprises, schools can introduce the latest technologies, industry demands, and market trends of enterprises into the classroom, helping students better understand industry development trends. Enterprises can explore and cultivate potential talents through school enterprise cooperation, meeting the industry's demand for high-quality technical and skilled talents. The construction of school enterprise cooperation platforms can also provide students with entrepreneurial guidance, project support, and financial assistance, reduce entrepreneurial risks,

and improve the success rate of entrepreneurship.

The innovation of evaluation system is also an important component of implementing innovative management mode. The traditional education evaluation system mainly relies on students' academic performance, while the evaluation system under innovative management mode should pay more attention to the assessment of students' innovation ability, practical ability, and comprehensive quality. Schools should comprehensively assess students' practical abilities through diversified evaluation methods such as project presentations, innovation competitions, and corporate internship reports, and provide specific feedback and guidance to help them continuously improve.

## 7. Conclusion

In short, implementing innovative management models is an important measure for vocational colleges to promote entrepreneurship education. By transforming educational concepts, optimizing curriculum systems, strengthening practical activities, deepening school enterprise cooperation, and establishing innovative evaluation systems, students' innovation abilities and competitiveness in employment and entrepreneurship can be effectively enhanced. By continuously improving management models and educational paths, schools can better adapt to the needs of society and the market, provide students with more diverse learning and development opportunities, and cultivate high-quality innovative talents that meet the requirements of the times, making positive contributions to social and economic development.

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