

Employment Guidance in Colleges and Universities Driven by Innovation and Entrepreneurship Education

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Abstract: *A good innovation and entrepreneurship education guidance in colleges and universities can improve the overall quality of college students, cultivate more high-quality and high-quality talents, improve the employment quality of college students, and guide more college students to start their own businesses, which is of great significance to the innovation and entrepreneurship education guidance. How to combine innovation and entrepreneurship education with employment guidance in colleges and universities has become an important part of research in many colleges and universities. Based on the study of employment guidance for college students, this paper analyzes the current situation and problems of innovation and entrepreneurship education under the current situation, and how to carry out employment guidance for innovation and entrepreneurship education. To carry out the guidance work of innovation and entrepreneurship education well, it is necessary to establish a perfect employment guidance system of innovation and entrepreneurship education, which is of great significance for college students to establish correct values of innovation and entrepreneurship employment, and attach importance to the practical education of employment guidance work of innovation and entrepreneurship education colleges and universities.*

Keywords: *Innovation and Entrepreneurship, Employment Guidance, Colleges and Universities, Education Guidance, Obtain Employment*

1. Introduction

At present, the number of college graduates is increasing year by year, and the situation of innovation and entrepreneurship education and guidance is more severe. Especially, the impact of the COVID-19 epidemic on the overall economy since 2020 has made many enterprises face greater adjustments, and also made it more difficult for college students to find jobs. In such a situation, it is very important to ensure the stable employment of college students and promote their employment.[1] To carry out the employment guidance work of innovation and entrepreneurship education, it is necessary to cultivate the correct employment outlook of college students, cultivate their innovation and entrepreneurship ability, enable college students to create more market needs with innovation and entrepreneurship methods, and improve the employment rate of college students. Under the current situation, it is necessary to cultivate college students' adaptability and their ability to resist setbacks, maintain a good attitude, and constantly improve their own ability and core competitiveness, so as to output more high-quality and high-quality talents to the market, and also solve the problem of college students' employment difficulties. Therefore, we should do a good job in the employment guidance of innovation and entrepreneurship education so that students and society complement each other and form a virtuous circle.

2. Current Situation of Employment Guidance in Colleges and Universities Driven by Innovation and Entrepreneurship Education

2.1. Inadequate integration of college employment guidance and innovation and entrepreneurship education

At present, the concept of employment guidance and innovation and entrepreneurship education in colleges and universities is not integrated enough. Cultivating innovative talents requires the integration of employment guidance and innovation and entrepreneurship education to cultivate more high-quality and high-quality talents to meet the needs of social development. The employment guidance work should be changed and innovated around the needs of social development. The employment needs of college

students and the actual needs of the society complement each other, integrate with each other, and form a virtuous circle. However, the current employment guidance work in colleges and universities is vulnerable to the impact of traditional education concepts, so that innovation and entrepreneurship education and college guidance work are not integrated enough. For example, the curriculum system of innovation and entrepreneurship education in colleges and universities is not perfect and systematic enough. Compared with the professional education in colleges and universities, the combination of the two is not enough. Carrying out employment guidance and innovation and entrepreneurship education in colleges and universities is easy to be divorced from the society, which is not conducive to creating a good employment environment in colleges and universities. In addition, there is a lack of full-time high-quality teachers. The current teachers can not meet the demand for the integration of innovation and entrepreneurship education ideas in college employment guidance. There is no way to play a full leadership role in college students' employment guidance, which brings some resistance to innovation and entrepreneurship education in college employment guidance.

2.2. The development of employment guidance in colleges and universities under the drive of innovation and entrepreneurship education is grim

At present, with the increasing number of college students, the employment guidance work of innovation and entrepreneurship education in colleges and universities will also face more challenges and tests. Under the severe situation of the employment guidance work of innovation and entrepreneurship education, colleges and universities should optimize the system of innovation and entrepreneurship education and employment guidance work. At present, China's development in training innovative and entrepreneurial talents and employment guidance in colleges and universities has gradually matured. Many schools have practical experience and have trained many high-quality talents for the society. However, there are still problems in the employment guidance of innovation and entrepreneurship education. For example, the implementation system of innovation and entrepreneurship education is not perfect, the education form is too single, many college students have not formed a good concept of innovation and entrepreneurship, and lack of innovation and entrepreneurship awareness, which brings challenges to innovation and entrepreneurship education and employment guidance in colleges and universities. In addition, due to the impact of the COVID-19 epidemic in the past two years, and with more and more students graduating, the development situation of innovation and entrepreneurship education and college employment guidance is grim. To carry out innovation and entrepreneurship education, colleges and universities must improve the employment guidance system of innovation and entrepreneurship education, establish a correct employment outlook for college students, and pay attention to the practical education of innovation and entrepreneurship education guidance for college students.

3. The Problems of Employment Guidance in Colleges and Universities Driven by Innovation and Entrepreneurship Education

3.1. Inadequate emphasis on cultivating college students' innovative and entrepreneurial ideas

The employment guidance of innovation and entrepreneurship education in colleges and universities should attach importance to the cultivation of college students' innovation and entrepreneurship ideas. The People's Republic of China is a country with an innovative spirit, and many innovative talents are needed in China's social development. And colleges and universities are the main body of outputting these high-quality and high-quality talents for the society, so colleges and universities should assume the important responsibility of delivering excellent high-quality and high-quality talents for the society, stabilizing social and economic development, and improving the comprehensive strength of the country.[2] Colleges and universities should mainly focus on how to improve the ability of college students to innovate and start their own businesses, and how to cultivate qualified college students' employment instructors for innovation and entrepreneurship. Teachers should meet the needs of society, constantly improve the educational concept according to the content of textbooks, give up the bad part of the traditional teaching concept, and carry out innovation and entrepreneurship education and employment guidance work should not only focus on professional knowledge but also pay attention to cultivating college students' innovation and entrepreneurship thinking. College teachers should integrate the concept of innovation and entrepreneurship into their daily courses. Improve the innovation ability, innovation awareness, entrepreneurship awareness and entrepreneurship ability of college students from all aspects. Only when college students have these abilities can they improve their core competitiveness

to meet the needs of social development and achieve the goal of enhancing the comprehensive strength of the whole country. Through the innovation and entrepreneurship education ideas and employment guidance ideas that teachers integrate into their daily courses, students' innovation and entrepreneurship ideas can be imperceptibly improved, and their innovation and entrepreneurship ability can be improved.

3.2. Emphasis on theoretical knowledge, not enough on practical education

The employment guidance of innovation and entrepreneurship education is very practical. In the education of employment guidance, students' innovation and entrepreneurship skills are mainly improved, and students' specific practice is used to further improve their knowledge and abilities in all aspects. However, the actual situation faced by college education is that many schools only pay attention to theoretical teaching and neglect to carry out practical teaching for college students when they carry out employment guidance for innovation and entrepreneurship education. In other words, little attention is paid to theoretical knowledge to carry out practical education for college students. Therefore, most colleges and universities carry out the employment guidance work of innovation and entrepreneurship education, which plays a very small role.

4. Measures of Employment Guidance in Colleges and Universities Driven by Innovation and Entrepreneurship Education

4.1. Establishing a Perfect Employment Guidance System for Innovation and Entrepreneurship Education in Colleges and Universities

The employment guidance work of innovation and entrepreneurship education in colleges and universities should form a perfect system. First of all, we should strengthen the hidden curriculum in colleges and universities. The hidden curriculum is the innovation and entrepreneurship learning atmosphere in colleges and universities, which has a significant impact on college students to establish innovation and entrepreneurship ideas. The school should strengthen the publicity of the innovation and entrepreneurship employment guidance work from many aspects, so that students can realize that the innovation and entrepreneurship education guidance work has a significant impact on students' choice of work and employment and future career development. So as to influence the current cognition and employment mentality of college students, let them actively carry out innovation and entrepreneurship, improve their enthusiasm for seeking work, and cultivate their innovative and entrepreneurial ideas. Secondly, to carry out the employment guidance work of innovation and entrepreneurship education in colleges and universities, we should improve the courses of college students, such as general education courses. This is a very important course, which has an important impact on college students. It can popularize scientific knowledge and humanistic knowledge for college students, stimulate their enthusiasm for entrepreneurship and innovation, and improve their enthusiasm for innovation and entrepreneurship. Through courses such as public relations, economic law, enterprise management, employment situation and policy, college students can help them understand the employment, employment development environment, innovation and entrepreneurship environment, so that they can define their own position and make corresponding choices based on the actual situation of college students. It is worth noting that entrepreneurship is not a short term for college students. Entrepreneurship is a complex process, which requires a very long-term persistence. College students should not be impulsive. They should make decisions and make long-term development plans before making choices.

The employment guidance work of innovation and entrepreneurship education in colleges and universities can improve the comprehensive quality and ability of college students in an all-round way by giving students systematic courses, cultivate their sense of social responsibility, work attitude, college students' sense of cooperation, etc., promote the overall comprehensive quality of college students, and thus improve the employment rate of college students. The employment guidance work of innovation and entrepreneurship education in colleges and universities can add some elective courses, which can let students feel the simulated social environment. For example, it can let students feel the courses of product research and development, entrepreneurship, risk management, crisis management, business technology book development, marketing, human resources and so on. Through innovation and entrepreneurship education and employment guidance, many high-quality talents needed by the society are trained.

4.2. Establish a correct concept of employment according to the concept of innovation and entrepreneurship education

According to the guiding concept of innovation and entrepreneurship education, we should establish a correct concept of employment for college students. Among them, the employment concept is mainly analyzed from two aspects. On the one hand, it is conventional employment. The so-called conventional employment means that college students learn under the employment guidance of colleges and universities, routinely choose occupations, and improve their corresponding abilities according to the needs of the employers of the chosen occupations. Many college students think that this is all about employment, and find a suitable employer for employment, but in fact, such regular employment is only a part of it. Another part is independent entrepreneurship, which can not only improve the ability of college students, but also is a very effective way of employment, which can drive more college students to find jobs. Therefore, colleges and universities should combine innovation and entrepreneurship education with employment guidance in colleges and universities. In the process of employment guidance in colleges and universities, the core competitiveness of college students should be cultivated, and the employment concept of active and independent entrepreneurship should be established, which should not be limited to a conventional employment concept.

At present, with the development of the Internet, the whole society has also promoted the transformation of many traditional enterprises, and some new industries and new work needs have further emerged. To find a suitable job, college students need not only professional knowledge, but also strong learning ability and practical operation ability. They should have the spirit of innovation, entrepreneurship and employment. They should have the courage to break the conventional employment model, open an innovative employment system, and create their own career. In the process of entrepreneurship, college students can make good use of the knowledge they have learned in colleges and universities, as well as the skills they have learned in schools, to bring these knowledge and skills to work. In the process of innovation and entrepreneurship, students can increase their horizons and enrich their employment experience. Let students' ideas of entrepreneurship and innovation develop, which has a significant impact on the future development of college students.

4.3. Attach Importance to Innovation and Entrepreneurship Education Practical Education of Employment Guidance in Colleges and Universities

To carry out the employment guidance work of innovation and entrepreneurship in colleges and universities, we should attach importance to the practical education of college students. We should not only attach importance to theoretical knowledge, but also pay attention to the all-round cultivation of college students' innovation and entrepreneurship. Colleges and universities can offer extracurricular activities related to innovation and entrepreneurship, which can increase college students' sense of innovation and entrepreneurship experience and form the concept of innovation and entrepreneurship. Therefore, colleges and universities can not only form the concept of innovation, entrepreneurship and employment through the knowledge in the classroom, but also need to conduct a lot of practical education on the professional knowledge of college students, so that students can experience what innovation and entrepreneurship is in the process of practice.

Therefore, schools should not only be satisfied with explaining fixed professional knowledge to college students in class, but also organize more extracurricular practice activities for innovation and entrepreneurship, so that college students can deepen their understanding of knowledge in the process of practice, and also improve their practical ability and innovation awareness. Secondly, college students who do not make speeches can watch the speeches of other excellent students. When they watch their classmates' speeches, they can get more theories, stimulate their thinking ability, and thus stimulate their entrepreneurship and innovation spirit. Let college students get motivation and inspiration from some successful stories of innovation and entrepreneurship, as well as inspiration from some unsuccessful cases.

5. Conclusion

To sum up, colleges and universities should pay attention to cultivating college students' innovation and entrepreneurship ideas, establish a correct concept of innovation and entrepreneurship employment for college students, and create a perfect employment guidance system for innovation and entrepreneurship education colleges and universities. By carrying out the employment guidance work of

innovation and entrepreneurship education in colleges and universities, we can comprehensively improve the ability of college students in all aspects, cultivate high-quality and high-quality talents, make college students an indispensable part of society, and solve the employment problem of college students.

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