

# Research on the Cultivation of Employment-oriented Students' Entrepreneurial Ability in Vocational Schools

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**Abstract:** *In recent years, the employment problem of graduates in vocational schools has become increasingly prominent, and the main reason lies in the lack of core competitiveness of students in vocational schools. Vocational schools shoulder the responsibility of cultivating entrepreneurial talents to meet the needs of society, focusing on improving college students' entrepreneurial literacy and practical entrepreneurial ability, and accumulating entrepreneurial human resources reserve for the country. Good professional ability is the basis of students' employment. Vocational schools are employment-oriented, so we should focus on cultivating students' professional ability. Therefore, courses should be set up according to the requirements of post professional ability. The entrepreneurship education mode of vocational school students from the perspective of industry-university cooperation not only helps to open up employment channels for college students and increase their employment chances, but also improves their employment quality and cultivates entrepreneurial talents needed by enterprises. This article discusses the cultivation of students' innovative consciousness from the perspective of employment, puts innovative consciousness at the core position of students' core competitiveness in employment, and analyzes the employment orientation of students in vocational schools from the perspective of the cultivation of development concept.*

**Keywords:** *Vocational schools; Entrepreneurial ability; Employment*

## 1. Introduction

In recent years, the employment of college graduates is facing many new situations and problems, and the employment problems faced by vocational schools are more prominent: the structural contradiction of employment is prominent, some students are unemployed, the employment stability of students is not high, the quality of employment is low, and the rate of self-employment of students is far lower than that of developed countries [1]. Employment orientation is the social orientation and essential attribute of vocational education. However, at present, the development of vocational education in China is seriously restricted by the mismatch between the training of vocational education personnel and social demand and the lack of skilled talents [2]. Vocational schools shoulder the responsibility of cultivating entrepreneurial talents to meet the needs of society, focusing on improving college students' entrepreneurial literacy and practical entrepreneurial ability, and accumulating entrepreneurial human resources for the country [3]. The enterprise education mode of vocational school students under the cooperation of production and learning needs to establish mutually beneficial cooperative relations between vocational schools and enterprises, actively cultivate college students' entrepreneurial spirit and consciousness, and improve their entrepreneurial literacy and ability. Vocational schools must keep up with the changes of market demand and the environment of the times, cultivate students' entrepreneurial ability with appropriate methods, effectively improve students' employability and comprehensive ability, provide excellent talent resources for national construction, ease the employment pressure in society, and improve students' employment quality [4].

It is a new mission entrusted to vocational schools by the times and a new standard for society to test the running level of vocational schools by effectively carrying out entrepreneurship education for vocational school students and further strengthening the cultivation of their innovative spirit and practical ability in order to actively respond to the challenges of future employment and development situation [5]. Higher education should promote entrepreneurship education, strengthen the cultivation of college students' entrepreneurial ability, promote college students' entrepreneurial ability, and make them adapt to economic and social development faster. At present, the economic structure of China has

entered the stage of adjustment, and it is urgent to adjust the economic structure to implement the innovation-driven development strategy, which also points out the direction for the development of entrepreneurship education in vocational schools [6]. The entrepreneurship education mode of vocational school students from the perspective of industry-university collaboration not only helps to open up employment channels for college students and increase their employment chances, but also improves the employment quality of college students and cultivates entrepreneurial talents needed by enterprises [7]. This article discusses the cultivation of students' innovative consciousness from the perspective of employment, puts innovative consciousness at the core position of students' core competitiveness in employment, and analyzes the employment orientation of students in vocational schools from the perspective of the cultivation of development concept.

## **2. Practical significance of cultivating and improving students' entrepreneurial ability in vocational schools**

### ***2.1. Enhance the core professional competitiveness of vocational school graduates***

With the adjustment of national industrial structure and the change of economic growth mode, the demand of employers for graduates has also changed, which puts forward higher requirements for the comprehensive quality of graduates, and urgently needs graduates to enhance their employability. The demand standards of enterprises and employers for talents have also changed accordingly. Vocational school students with good innovation consciousness and entrepreneurial ability can be more favored by enterprises and get more employment opportunities. Therefore, cultivating and strengthening the entrepreneurial ability of vocational school students is helpful to enhance the employment competitiveness of vocational school graduates [8]. Employability refers to the ability to obtain and continue to complete work, in which entrepreneurial ability is the most important connotation of employability and is also a factor that employers attach great importance to in the recruitment process.

Innovation refers to the creation and attempt of new methods and contents with the theoretical knowledge already mastered, which includes the training of creative thinking and the cultivation of practical ability, which has a certain guiding role in students' innovative ability and value aesthetics. Entrepreneurship refers to learning in innovative activities, accumulating practical knowledge and experience, using advanced and novel thinking to think about problems, and then generating new methods to solve problems or obtaining brand-new research results. Employment is not only related to the quality of education in vocational schools, but also a social and livelihood issue. Therefore, it is of great practical significance to focus on solving the employment problem of students in vocational schools. According to relevant statistics, at present, the overall employment situation of vocational school graduates is unreasonable, the proportion of passive employment graduates is too high, and the proportion of self-employed graduates is relatively low.

### ***2.2. Relieve the pressure of employment in vocational schools***

When carrying out entrepreneurship education for students in vocational schools, teachers must organically integrate innovation and entrepreneurship, guide students to take innovation as the basis of entrepreneurship, and make entrepreneurship the result of students' innovative thinking. The main teaching goal of entrepreneurship education is to cultivate practical talents with certain innovation ability and consciousness, so that students can have good innovation consciousness, innovation spirit and entrepreneurial ability in the teaching process, and become all-round high-quality talents with entrepreneurial ability and innovation consciousness.

Cultivating and strengthening students' entrepreneurial ability in vocational schools will help to alleviate the pressure of employment in vocational schools, and at the same time, it will also play a positive role in promoting the employment level and quality of graduates in vocational schools. Cultivating students' entrepreneurial ability in vocational schools can enhance students' innovative consciousness and innovative thinking, improve students' entrepreneurial ability, and then enhance students' employability and help students get more employment opportunities [9]. Self-employment can enable students to better realize their self-worth, not only create wealth for society, but also provide more jobs for society, and also gain more career development space for themselves in the future.

### 3. Problems existing in the cultivation of students' entrepreneurial ability in vocational schools

At present, entrepreneurship education in most vocational schools has just started, and the understanding of the concept of entrepreneurship education is not clear enough. Some vocational schools even regard entrepreneurship education as the teaching of starting a business or cultivating entrepreneurs unilaterally. Most vocational schools have not infiltrated the cultivation of students' innovative spirit and entrepreneurial ability into education and teaching, which leads to the ineffective combination of entrepreneurial education and professional education. The goal and orientation of talent training in vocational schools are restricted and influenced by market demand. The professional setting and training requirements of vocational schools come from the development of social occupation and the requirements of science and technology for talents. If higher vocational education can't meet the needs of society, the whole process and goal of talent training will be in a passive situation.

The education content of entrepreneurship education mainly includes the improvement of students' ability, the cultivation of relevant consciousness and practical simulation teaching. Cultivating students' consciousness is to make students have innovative spirit and consciousness, to make students understand the conditions needed to become innovative talents, and to let students master the basic concepts of entrepreneurship and the knowledge they need to use. Cultivating students' ability is to let students have certain entrepreneurial ability [10]. Due to the weak comprehensive strength of vocational schools, entrepreneurship education started late and the available teaching resources were insufficient; Although many vocational schools have set up career planning courses, employment and entrepreneurship guidance courses, college students' entrepreneurship foundation and other related courses, the entrepreneurship courses combined with professional courses are still in the exploratory stage and have not yet formed a perfect entrepreneurship education curriculum system.

Cultivating students' innovative consciousness and practical ability not only requires teachers to have strong innovative consciousness and practical ability, but also requires teachers to know how to cultivate students' innovative consciousness and practical ability in the process of education and teaching. However, under the influence of long-term traditional education, some teachers do not have a deep understanding of the cultivation of students' innovative consciousness and practical ability, and more importantly, they do not fully understand how to cultivate students' innovative consciousness and practical ability. The cultivation of innovative talents needs a team of teachers with both theoretical foundation and practical experience. However, most of the entrepreneurial teachers in vocational schools are mainly composed of teachers in engineering departments, teachers in employment departments, teachers in the Youth League Committee, counselors and a few professional teachers in economic management. They have little research on the cultivation of entrepreneurial ability and lack theoretical and practical experience in entrepreneurship education and teaching.

### 4. Cultivation of students' innovative consciousness and practical ability under employment orientation

#### 4.1. Establish employment-oriented innovation consciousness

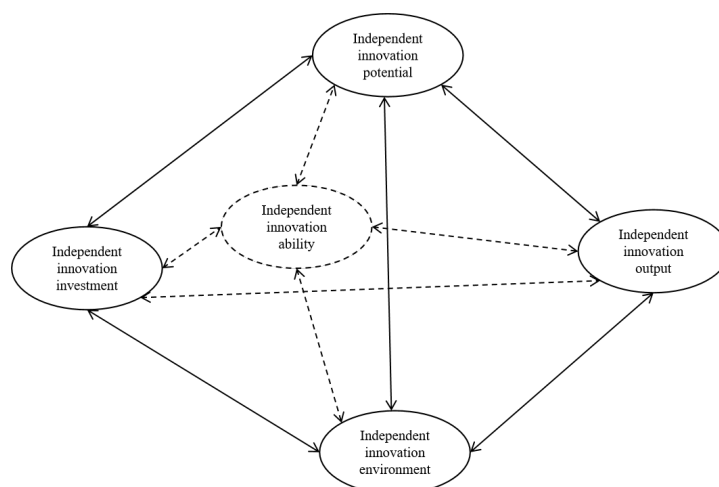


Figure 1: Composition of entrepreneurial ability

The idea of employment orientation runs through all aspects of education, teaching and daily management, with the aim of cultivating innovative and practical talents with high quality and high ability, the main line of students' employment preparation, and the aim of cultivating students' ability to behave and do things, and making full use of the educational resources of schools and society to cultivate innovative and practical talents that meet the urgent needs of social and economic development. In the process of entrepreneurship education, vocational schools should fully stimulate students' enthusiasm to participate in entrepreneurial activities, cultivate students' innovative thinking ability, accumulate entrepreneurial experience, and guide students to change from passive employment to active independent entrepreneurship. At the same time, they should also pay attention to the education of students' socialist core values and guide students to combine their personal career development with the development of the country [11]. The composition of entrepreneurial ability is shown in Figure 1.

In the process of talent training, we should improve students' professional knowledge, practical ability and front-line work skills, improve their comprehensive quality and employment competitiveness, and at the same time strive to innovate the teaching process, encourage students to reflect on themselves, and promote students to complete the combination of experience and ability in the learning process. Vocational schools should also actively pay attention to new social technologies and achievements, integrate the frontier theory and practical knowledge of entrepreneurship into the content of entrepreneurship courses, increase students' knowledge reserves, and enhance students' ability to cope with various difficulties in the future entrepreneurship process.

#### 4.2. Highlight the guidance of career planning in career development

Career planning is an extension of psychology in personal development and human resource management, and it is a process in which individuals explore themselves, know themselves, shape themselves and develop themselves. Career planning is introduced in the process of cultivating innovative consciousness and practical ability, so that students can change their concept of self-development from the perspective of self-cognition and exploration, and correctly treat the cultivation of their studies and their own abilities and qualities. Entrepreneurship education center is both a teaching department and a functional department, leading the development of entrepreneurship in schools. Vocational schools with mature conditions can even set up entrepreneurship education colleges or entrepreneurship research institutes to be responsible for the curriculum development and theoretical research of entrepreneurship education. Through career planning, guide students to determine the direction of career development and define their self-development orientation. According to the different levels and goals of career development, according to the students' own reality, the corresponding training system of practical ability and innovation consciousness is formulated. By changing the way of cultivating self-ability, relying on career planning, we can stimulate the internal motivation of cultivating practical ability and innovative consciousness. The professional competence structure of entrepreneurship education teachers is shown in Figure 2.

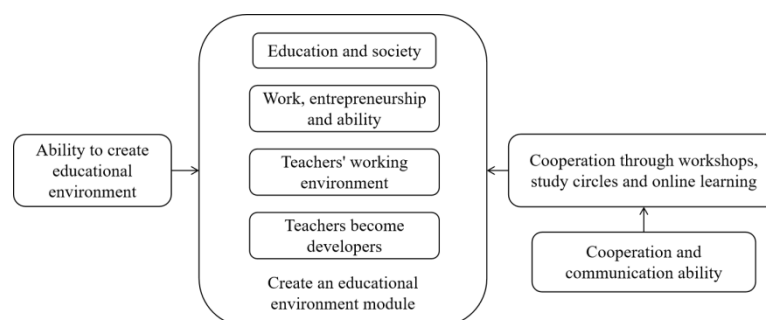


Figure 2: Structure of professional competence of entrepreneurship education teachers

Vocational schools can build a brand-new entrepreneurship curriculum system and offer general courses on entrepreneurship, so as to cultivate students' innovative consciousness and entrepreneurial ability. For the curriculum teaching in the talent training reform, it is beneficial to the pertinence and effectiveness of the curriculum teaching system to integrate the concept of cultivating practical ability and innovative consciousness into the curriculum education process of various majors based on career. For students themselves, different learning stages mean different distribution methods of their own time and energy resources, which means perfecting the professional structure according to the specific needs of the social market. By reconstructing the specialized course system and integrating entrepreneurship

education into it, students' interests can be tapped, each student's specialties can be discovered, and students' entrepreneurial potential can be brought into play through personalized training, so that students can be connected with future entrepreneurial construction while attending specialized courses, which is conducive to helping students establish correct professional outlook and values.

## 5. Conclusions

Cultivating students' entrepreneurial ability in vocational schools is not only the learning needs of students, but also the social demand for talents. In the teaching process, educators should not only cultivate students' innovative consciousness and entrepreneurial spirit, but also lead students to carry out appropriate practical learning, so that students can have good practical ability, enhance their competitiveness, reduce their employment pressure and improve their comprehensive ability. Vocational schools should keep up with the pace of the times, vigorously promote the development of entrepreneurship education mode, help students to establish a good sense of innovation and innovation ability, and thus promote the reform of entrepreneurship education. Vocational schools should set up campus entrepreneurship parks or business incubation bases, select students with entrepreneurial ideas to form entrepreneurial teams, and provide students with free entrepreneurial places, financial support and technical guidance to realize the smooth transformation of entrepreneurial achievements. Vocational schools can effectively improve students' professional ability through curriculum setting and reform, and strengthen teachers' construction and practical teaching, so as to finally realize the ideal high employment rate.

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