

Innovation and Entrepreneurship Drive the New Situation of Employment

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Abstract—The employment education of college graduates is the key link in the “last mile” of personnel training in universities. It is a special educational practice that integrates ideology, science, and the times. On the surface, it is for the purpose of promoting the employment of college students. And it is essentially the same function that “what to train, how to train people, and to train people. Therefore, it is required that the employment education of college students should be adjusted in terms of educational concepts, educational goals, education models, and team building, establish a rational concept of employment and entrepreneurship and achieve stable career development. This paper studies the difficulties of employment of college students, the development and changes of the employment situation of college students, and the development difficulties faced by the employment education of college students.

Keywords—*Innovation and entrepreneurship, The Internet, Employment, Talent development, College students*

I. INTRODUCTION

With the rapid development of the Internet, strengthening the innovation and entrepreneurship education of college students is an important measure to promote the employment of college students. Faced with the severe employment situation, the government and all sectors of society are very concerned about the employment of college students, which is also the negative impact of the downward pressure on the economy after the Chinese economy entered the new normal. In this situation, in addition to its own factors, the employment difficulties of college students also include the mechanism of institutions of higher learning, employers, and social system factors. This paper aims at the employment of college students in the new situation of the Internet, analyzes and studies the impact of innovation and entrepreneurship education on the employment of college students.

II. AN ANALYSIS OF THE FACTORS INFLUENCING COLLEGE STUDENTS INNOVATION AND ENTREPRENEURSHIP EDUCATION IN CHINA

A. Social level

Doing a good job of innovation and entrepreneurship services is the key to achieving employment - entrepreneurship - innovation, and it is also an important factor in promoting the effective development of entrepreneurship education in colleges and universities. From the perspective of the whole society, China's "double innovation" policy is in place and supporting services are lacking. Although college students have the passion and dream of starting a business, they need social support and help. At present, there are many employment projects for university graduates in China, and the policy mechanism for encouraging "double innovation" is still not perfect. The lack of integrated entrepreneurial innovation service system and specialized consulting service institutions in society and universities has led to the importance of employment education in colleges and universities. In the “employment rate”, the society focuses on increasing employment and weakening innovation and entrepreneurship education. The entire society cannot build an integrated service system for innovation and entrepreneurship education, so that “double innovation” education shows a situation of “Virtual heat and real cold”.

B. University level

1) *The concept of "double innovation" education lags behind:* Under the influence of the traditional concept of employment education, some teachers lag behind in understanding the connotation of "double innovation" and the value of "double innovation" education. Focusing on cultivating knowledge talents and neglecting the cultivation of talents, professional education and entrepreneurship education are separated, knowledge accumulation and ability promotion are disconnected, employment is more important than entrepreneurship. Second, decentralized management, multiple leadership, measures to encourage "double innovation" are absent, and educational forces are dispersed and not concentrated. Third, the content of education and social needs are disjointed, education, research and application pace is inconsistent. The existence of such phenomena makes it difficult to form the resultant force and good atmosphere of innovation and entrepreneurship education, which restricts the development and promotion of "double innovation" education.

2) *Shortage of practical education, lack of institutional system:* First, with the emphasis on "double innovation" education, most colleges and universities have a good understanding of the new education for college students, but lack of support and competitive innovative talents. "double innovation" education and teaching practice activities and necessary practice bases lead to "double innovation" education "talking on paper". Second, due to the unbalanced development of “double innovation” education in universities, single teaching methods, unclear research objectives, and lack of projects, resulting in the lack of

innovation and entrepreneurship management systems, especially the lack of an effective “double innovation” evaluation system, restricts the effective development of "double innovation" education for college students and affects the actual effect of "double innovation" education.

C. College students level

The understanding of "double innovation" is superficial and the contradictions are prominent. College students have insufficient understanding of the relationship between social development and "double innovation", and weak awareness of innovation and entrepreneurship. The team cooperation is not enough, the development space is limited. Most students pay attention to personal value orientation and entrepreneurial environment, pay attention to creativity, capital and market risk at the beginning of starting a business, and stay at the level of "righteousness" to cooperate with the team. Products with great market potential and high technology content are the basis for college students success in entrepreneurship. However, many entrepreneurial students are eager to achieve success, lack of research on projects, inadequate preparation, lack of deliberation on entrepreneurial plans, inadequate consideration of competitors, market pressure, and so on, blindly embarking on development, resulting in limited development, and some of them aborting in the middle of the way, ended in a failure to start a business.

III. COLLEGES AND UNIVERSITIES STRENGTHEN THE ANALYSIS OF INNOVATION AND ENTREPRENEURSHIP EDUCATION METHODS FOR COLLEGE STUDENTS

A. Encouraging knowledge and technological innovation

Traditional teaching pays attention to the vertical extension of knowledge, encourages students to trace back to origin, supports students in postgraduate studies, conducts deep knowledge excavation and deep processing, or service level tests and vocational qualification tests, and conducts exam-oriented education. But now the applied undergraduate colleges and universities transform to the application type, "Internet plus" encourages the masses to start a business, the masses innovates. Under this new situation, the concept of education must also change accordingly. When students accumulate knowledge technology in the application level in their university career, it is possible to start a career with knowledge and technology. Practice has proved that from freshman students can start robot and game application development, students have many new ideas and they often let teachers sigh.

B. Integrate innovation and entrepreneurship education into the curriculum

Innovation and entrepreneurship education is not simply to organize a few technology development groups, with several students to participate in the innovation and entrepreneurship contest or career competition is as simple as serving more students, not a few students. This requires teachers to change their educational ideas, change their teaching ideas, combine innovative education and applied education of entrepreneurship with their own curriculum, and bring the contents of innovative entrepreneurship into the classroom as part of their knowledge. Guide and inspire students to be interested in knowledge innovation and technology innovation, and further study.

C. Cultivate entrepreneurial awareness of college students

Entrepreneurship requires not only knowledge and technology, but also consciousness, courage and confidence. It is necessary not only to cultivate students' solid professional skills, but also to focus on students' practice abilities. Encourage students to participate in more practical activities, enhance interpersonal and administrative skills, encourage students to engage more with society, identify urgently needed and missing links in the course of social operations, and use their knowledge and skills to identify entry points. At the same time, through some cases and brainstorming, students' passion for entrepreneurship is stimulated. Through in-depth analysis of the case, students are encouraged to enhance information, continue to guide students, enhance students' awareness of innovation and entrepreneurship, and build their entrepreneurial confidence.

D. Strengthen research and improve theoretical evaluation system

The innovation and entrepreneurship of college students is the actual demand of economic and social development, and it is also an important manifestation of the "four major" functions of colleges and universities. In order to make the "double innovation" education step into a good development track, colleges and universities should pay attention to the research and leading role of the theoretical system, create a good research environment, advance the innovation of research methods and tools, and expand the breadth and depth of research. It is necessary to strengthen the construction of teaching staff and the “double innovation” education and teaching research, compile scientific and practical “double innovation” teaching materials, and guide entrepreneurial practice. At the same time, it is necessary to establish and improve the "double innovation" assessment system, to scientifically evaluate the entrepreneurial quality of college students, the matching situation of the entrepreneurial team, the scientific and technological content of the entrepreneurial products, the market prospects, the operation and development of the start-up company and so on, so as to better guide and serve the innovation and entrepreneurship of college students.

E. Planning career and guiding the innovation and entrepreneurship of the students

Integrate career guidance courses and entrepreneurial innovation courses organically. In the student career planning throughout the correct entrepreneurship and innovation awareness education, good career planning for the grade. Combining the psychological characteristics and learning ability of each grade student with the guidance of entrepreneurial advancement career planning, the first grade students focus on adapting to life, preliminary career planning, and understanding innovation

and entrepreneurship. The second grade students focus on self-recognition and psychological preparation for career, innovation and entrepreneurship. Third-grade students focus on the adaptation of careers and entrepreneurship and implement development plans. Fourth-grade students emphasize the ability to be familiar with the policy, improve the ability of job search and innovation, entrepreneurship, do a good job selection and entrepreneurial planning. In the process of guiding students to make good use of their innovation and entrepreneurship, it is necessary to give play to the leading role of teachers and the role of college students main practical lessons, so as to realize the organic combination of innovation and entrepreneurship education and self-education.

IV. ANALYSIS OF THE EFFECT OF COLLEGE STUDENTS' ENTREPRENEURSHIP DRIVE EMPLOYMENT UNDER THE NEW SITUATION

A. *New mode of innovation and entrepreneurship drive high quality employment*

During the period of school, college students have through scientific and technological innovation, knowledge application, skills improvement, depth school enterprise cooperation and order training, close to the industry, close to the market, improve their own practical ability and knowledge skills. Through the series of education and training of innovation and entrepreneurship, the college students can complete a magnificent turn in the employment. With their own science and technology innovation or high quality employment, one is with their own specialty, two is the work environment and work requirements to meet their own expectations, the new model of innovation and entrepreneurship will lead to high quality employment.

B. *Relieve employment pressure and open up channels for employment*

At present, the employment forms of college students are severe, and the employment of college students is adversely affected by the downward pressure on the economy. The employment pressure on college students is increasing. Under such circumstances, college students are encouraged to take advantage of the "Internet plus" new opportunities to innovate and start their businesses. Not only can they solve personal employment problems, but also open up new employment channels. Moreover, it can provide employment opportunities for other students or younger students, and to a certain extent, it will ease the grim situation of employment.

C. *Inspire college students' entrepreneurial passion*

Students can grasp the "Internet plus" new form of entrepreneurial opportunities, use their own knowledge and technological innovation advantages, under the support of universities and the government, this case will greatly stimulate the entrepreneurial passion of college students. At the same time, students' entrepreneurial awareness is stimulated, and more consciously to tap the unfinished aspects of life, society or manufacturing, logistics, untapped areas or new technologies that have not yet been applied. These ideas will stimulate college students to learn more about the relevant knowledge and apply it more flexibly. Maximize your advantage to start a business, change the environment in which we live, or improve the processes or links in our work to create value for society.

D. *Innovation and entrepreneurship drive industry transformation*

Based on their own advantages, college students enter the society with innovative ideas, serve the society and production, live and inject new ideas, methods and technologies into our living environment. In the long run, it will certainly revolutionize the industry and inject new energy and impetus into China's economic development. The "Internet plus" new form subverts people's perceptions, living habits and work habits, and brings shocks to all walks of life. At the same time, they silently bring fundamental changes to the industry and our lives.

V. SUMMARY

In the new era of Internet, the cost of innovation and entrepreneurship for college students is reduced, and opportunities for college students to start businesses are increased, which helps college students to realize their entrepreneurial dreams. Under the "Internet plus" new model, college students have more advantages as opportunistic and knowledge-based entrepreneurs. Knowledge-based and technology-based entrepreneurship has more prospects for development and vitality than non-knowledge-based entrepreneurship, and have a more lasting driving effect on employment. College students' innovation and entrepreneurship are a new way of employment under the "Internet plus" new normal. It can also convert employment pressure into entrepreneurial motivation and inspire students' enthusiasm for innovation and entrepreneurship. The new mode of innovation and entrepreneurship will also stimulate employment and produce positive effects. The era of "Internet plus" is a subversion of traditional industries, colleges and universities should seize this opportunity to start a business and re-start a business, and strengthen the education of college students in innovation and entrepreneurship so that they can grasp the entrepreneurial opportunities under the "Internet plus" new normal.

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