

Research on the Mode of Promoting College Students' Entrepreneurship and Employment under the Perspective of "Double Creation and Double Service"

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Abstract: College students are the successors of the socialist cause. Under the "Double Creation and Double Service", it is an inevitable choice to strengthen the cultivation of college students' entrepreneurship and employability. It can effectively enhance the employment competitive advantage of college students. It eases employment pressure while increasing employment. At present, before college students' entrepreneurship and employment, due to poor entrepreneurial environment, lack of sufficient entrepreneurial fund support, and weak entrepreneurial awareness, it seriously affects the future learning and development of college students. This paper analyzes the application of college students' entrepreneurship and employment promotion model under the "Double Creation and Double Service", based on the actual situation, puts forward reasonable countermeasures and effectively solves the problems of college students' entrepreneurship and employment.

1. Introduction

Under the background of the construction and development of the socialist modernization cause, the contradiction between the people's growing need for a better life and the development of imbalance has become more severe. The emergence of the contradiction between employment and entrepreneurship of college students is caused by the imbalance. It is manifested in the contradiction between the government and the school's lack of guidance on college students' employment and entrepreneurship, as well as the good wishes of college students for employment and entrepreneurship and their lack of knowledge. Faced with severe employment competition and challenges, the state vigorously promotes public entrepreneurship and innovation, encourages colleges and universities to organize "double creation and double service" activities, integrates educational resources, actively organizes activities of double creation, and gives full play to the advantages of entrepreneurial employment promotion model. These runs through the whole process of talent cultivation and effectively improve the quality of entrepreneurship and employment education in colleges and universities. This paper analyzes and studies the entrepreneurial and employment promotion models of college students under the "double creation and double service", and timely improves the problems, and provides support for the follow-up related education and teaching work.

2. College students' entrepreneurial employment promotion model

Constructing a model of entrepreneurial employment promotion for college students, which caters to the needs of the development of the times and takes student development as its fundamental goal. At the same time, it is based on professional cultivation and vocational skills training, improving the entrepreneurial employment training of college students, and comprehensively promoting the employment and employment education of college students under the guarantee of government policies. The construction of college students' entrepreneurial employment promotion model involves many contents, and each link is closely related. The implementation of professional

cultivation should be based on professional theoretical support, improve the level of professional education, and train a team of high-quality college teachers. And relying on modern technology, build a platform for college students' education, and regularly organize targeted theoretical knowledge and professional skills training activities [1]. At the same time, we must establish a "double creation and double service" case library, enumerate more representative examples to organize teaching service activities, teach students entrepreneurial employment experience, and cultivate high-quality and efficient student entrepreneurship and employment teams. We must also strengthen the training of property rights, organize the training of property rights knowledge related to double-creation education, help college students deepen the awareness and attention of property rights protection, promote the transformation of the practice of double-creation practice, and lay the foundation for college students' entrepreneurial employment. It is necessary to actively organize and diversify the double-created cultural propaganda activities within the university, as well as the extensive promotion and publicity in the school, which will help to enhance students' awareness and attention to double creation. We must strengthen the cooperation between schools and enterprises, and guide students to learn professional theories and professional skills, while cultivating the double creativity of college students.



Figure 1. College student entrepreneurship base

3. The current situation of College Students' Entrepreneurship and employment

College students are the backbone of socialist construction with Chinese characteristics. Faced with the current problems of college students' entrepreneurship and employment, domestic universities have conducted in-depth research. How to cultivate college students' entrepreneurial employment ability is very crucial. Through a lot of practice, we can understand that the double-creative double-service has received great attention and attention from all walks of life. Faced with the challenges brought about by the climax of entrepreneurship, the success rate of college students' entrepreneurship is at a low level. How to solve the employment problem of college students has become the top priority.

Judging from the problems of college students' entrepreneurship and employment, the main aspects are as follows: First, colleges and universities have insufficient support in the promotion of

entrepreneurship and employment education, and have not been able to set up special entrepreneurship and employment courses. This has led to a weak sense of self-employment among college students. Even though many colleges and universities have established specialized entrepreneurship and employment practice bases, it is difficult to fully mobilize the enthusiasm of students to participate in entrepreneurship and employment activities. As a result, the effectiveness of entrepreneurship education is far from expected. Second, college students have higher entrepreneurial enthusiasm, but the existing entrepreneurial and employment environment is poor, and only a small number of college students have strong entrepreneurial needs. Although the number of college students is growing, the number of college students who actually start a business is small. The root cause is the lack of support from society, families and schools. Third, college students lack entrepreneurial capital. Insufficient funds are one of the main problems that hinder college students' entrepreneurship and employment. Even though the government has issued a series of entrepreneurial support policies and funds, the actual effect is poor, and it has not been effective to implement the policies. Fourth, college students lack work experience, lack of awareness of entrepreneurship and employment, and it is difficult to actively participate in social practice activities in daily study and life, which makes them unable to obtain recognition when they are employed.

Through a large number of practical investigations, we can understand that to build a university entrepreneurship and employment system, we should seek reasonable measures to practice. Colleges and universities set up special entrepreneurship courses and career guidance courses, and double-creative double-service have become the focus of current colleges and universities. Faced with the problems existing in the current entrepreneurial and employment of college students, we build a comprehensive and diversified entrepreneurship and employment promotion system based on the actual situation.

4. The principle of building a college student entrepreneurship and employment promotion model

Under the guidance of socialism with Chinese characteristics in the new era, we will actively carry out the activities of “double creation and double service” in order to enhance the entrepreneurial and employment ability of college students and cultivate more high-quality talents.

4.1 Adhering to the principle of virtue and morality

Under the background of “double creation and double service”, college entrepreneurship and employment need to highlight the main status of college students, organize entrepreneurship skills training in a targeted manner, and mobilize the enthusiasm of college students to participate in the practice of double creation. In this process, students can effectively improve their entrepreneurial and employability, develop their good quality and ability, and lay the foundation for their follow-up study and development.

4.2 Adhere to the principle of professionalism

In the cultivation of talents in colleges and universities, we should correctly consider the importance of entrepreneurship and employment, and prepare a reasonable talent training program. On this basis, we should adhere to the profession-led, achieve deep integration, and inject vitality into the subsequent entrepreneurial and employment activities of college students. In a large number of practices, we can understand that we should mobilize the enthusiasm of college students to participate in social practice, based on the professional theories of students, and promote the transformation of results so that they can enter the entrepreneurial track. Therefore, in the actual teaching, we must correctly understand and grasp the laws of entrepreneurship and employment, and realize the deep integration of general education and professional education.

4.3 Adhere to the principle of government policy as protection

The development of college students' entrepreneurial and employment activities depends to a large

extent on the support of government policies. In particular, most college students in current colleges have limitations on entrepreneurship and employment perceptions, failing to transform innovations in time. This has led to a poor entrepreneurial and employment environment for college students [4]. Based on this, we should give full play to the leading role of the government and guide students to attribute the property rights of innovation. And while improving the quality of college students' entrepreneurship and employment education, we should safeguard the vital rights and interests of college students.

4.4 Adhere to the principle of application-oriented

Faced with the current requirements for the cultivation of applied talents in colleges and universities, we should correctly consider the importance of college entrepreneurship and employment promotion models, and optimize and perfect the quality of entrepreneurship and employment education. While improving the professional knowledge and practical ability of college students, it also encourages college students to develop a good sense of responsibility. In this way, they can truly become the builders and successors of the socialist cause with Chinese characteristics, build a more professional vocational education system, and promote the development of colleges and universities in the direction of application. We must, in light of the actual situation, dynamically adjust the application-oriented talent training model in the entrepreneurial and employment practice of colleges and universities, and improve the quality of personnel training.

5. The application measures of college students' entrepreneurship and employment promotion mode under the "double creation and double service"

5.1 Build a high-quality college double-creation faculty

In the context of "double creation and double service", how to give full play to the advantages of college students' entrepreneurial and employment promotion models and enhance their entrepreneurial and employability, the first is to build a high-quality college double-creation faculty. This is the key to improving the quality of talent development. Therefore, we must strengthen the cultivation of the faculty's innovative ability and professional ability, dynamically adjust the work content of the double-creation education, formulate a reasonable supportive policy, and mobilize the enthusiasm of teachers. Teachers can also actively participate in the practice of off-campus enterprises, and enhance their own innovation and employment teaching ability while accumulating entrepreneurial practice experience. We must build a database of double-creation instructors, integrate educational resources, and achieve a double-innovation between teachers and students, laying the foundation for the entrepreneurial and employability improvement of college students. At the same time, we can also hire special entrepreneurs and employed personnel to give lectures at the school, serve as a mentor for college students' entrepreneurship and employment, organize case discussions and entrepreneurial competitions, and assist in the development of entrepreneurship and employment activities. This has an important role in promoting the overall improvement of college students' entrepreneurial and employability.

5.2 Strengthening the co-construction and sharing of high-efficiency double-creative educational resources

Under the "double creation and double service", to strengthen the entrepreneurship and employment education of college students, we should further strengthen the construction of the curriculum system. Through the establishment of specialized double-creation students, combined with the actual situation of the school to open a more distinctive double-creation curriculum system, thus promoting the continuous deepening of entrepreneurship and employment education reform. This contributes to the co-construction and sharing of entrepreneurial and employment education resources [5]. In the current information environment, the Internet is widely used in people's study, life and work. We need to establish entrepreneurship and employment education curriculum groups,

exchange entrepreneurship and employment experience, so that college students can grow their knowledge and vision in a subtle way, and form more creative thinking. We must promote curriculum system setting, innovation and entrepreneurship and employment talent training model, establish a school-enterprise cooperation base, share experiences through entrepreneurship and employment competition activities, build experience and achievements in sharing entrepreneurship and employment, and improve the quality of entrepreneurship and employment training. It should be noted that school-enterprise cooperation is an effective way to cultivate students' practical ability. Through the establishment of a training base, the implementation of the apprenticeship system, guiding college students to apply the theoretical knowledge they have learned to practice, so that they can accumulate rich practical experience while exercising practical ability. In addition to exercising the employability of college students, it can also provide more high-quality talents for enterprises and create a good environment for entrepreneurship and employment education.

5.3 Establishing a special enterprise double-creation fund

In the development of entrepreneurship and employment education activities in colleges and universities, we should integrate educational resources based on actual conditions. While promulgating preferential policies, we must also provide special fund support and choose diversified investment channels to meet the needs of market development. Colleges and universities need to focus on college entrepreneurship and employment activities, provide support for venues, funds, and teachers. When conditions permit, social capital can be introduced to set up special double-creation funds. Social capital participates in college students' entrepreneurship and employment projects, which not only provides sufficient capital, but also effectively enhances the entrepreneurial and employability of college students.

5.4 Improve and improve the ecosystem of college students' entrepreneurship and employment education

In the face of the challenges brought about by the current social development, colleges and universities should fully fulfill their responsibilities and integrate educational resources. On the basis of grasping the law of the employment market, we must further improve the entrepreneurship and employment education in colleges and universities, and seek reasonable and effective measures from various angles to improve the effectiveness of entrepreneurship and employment education. Innovation is the foundation of the country's long-term development. This requires universities to cultivate college students' entrepreneurial and employability while also focusing on cultivating college students' innovative consciousness and ability. Let college students apply the knowledge they have learned to practice flexibly, and actively participate in entrepreneurship and employment, enhance their practical ability and innovative ability, and meet the social development and employment requirements of the society. It should be noted that college students' entrepreneurship and employment are a long-term process that cannot be achieved overnight. Therefore, in the process of implementation, this is easily affected by objective factors, which causes college students to suffer setbacks and challenges. Therefore, in order to succeed in entrepreneurship and employment, we should give students the spirit of not giving up and comprehensively develop their comprehensive qualities.

5.5 Strengthening research on entrepreneurship and employment projects

In order to effectively improve the entrepreneurial and employability of college students, we should integrate college education resources and school resources, and rely on modern technology to build a project training platform, so that college students can actively participate in entrepreneurship and employment projects. In this process, college students can apply the theoretical knowledge they have learned to practice. While consolidating their professional knowledge, they also effectively exercised their entrepreneurial and employability, practical ability and entrepreneurial spirit, which are the key to the success of entrepreneurship and employment. In the process of entrepreneurship and employment practice, following the principles of independent experiment, interest-driven, and

emphasis on the process, the moral quality of students' earnest treatment, honesty and trustworthiness, and commitment to commitment will be cultivated in a subtle way, which will lay the foundation for their subsequent study and development basis.

Especially in the current severe employment situation, colleges and universities should correctly consider the importance of cultivating college students' entrepreneurial and employability. It is necessary to integrate educational resources and guide students to apply the theoretical knowledge they have learned to practice, and to improve the entrepreneurial and employability and excellent quality of college students. Therefore, building a double-creation double-service talent cultivation system will help cultivate a large number of high-quality talents and lay the foundation for a harmonious and stable society.

6. Summary

To sum up, in the context of double-creation double-service, strengthening the research on entrepreneurial and employment promotion models of college students helps to correctly consider the current situation of the employment market in the new era. While integrating educational resources, it can promote the innovation of entrepreneurship and employment education models, and guide the internalization of knowledge of students and the comprehensive development of comprehensive quality.

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