

Problems and Strategies of Innovation and Entrepreneurship Consciousness of Higher Vocational College Students

Zhengfeng Ren

Yangling Vocational and Technical College, Xianyang, Shaanxi, China

renzhengfeng137@163.com

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Abstract: Foreign education field has begun to attach great importance to the innovation and entrepreneurship education of higher vocational college students. Since the reform and opening up, various domestic higher vocational colleges have begun to pay attention to students' innovation and entrepreneurship education activities, and constantly enhance their attention to relevant work, and have made remarkable achievements by diversified measures. According to the specific situation of innovation and entrepreneurship education in higher vocational colleges in China, this paper analyzes the problems existing in the innovation and entrepreneurship consciousness of higher vocational students, and makes targeted measures to cultivate and enhance higher vocational students' innovation and entrepreneurship awareness.

1. Introduction

The current employment situation in China is very severe, and graduates face many difficulties in the employment. In the face of many choices after graduation, more and more vocational college graduates begin to choose innovation and entrepreneurship. In view of this, higher vocational colleges should further carry out relevant education work, promote the cultivation and promotion of students' innovation and entrepreneurship awareness, help students have a correct world outlook, outlook on life and values, better guide students' innovation and entrepreneurship activities, and ensure that students' entrepreneurial path can adapt to their own specific situation, laying a better foundation for students' future development.

2. Problems in Higher Vocational Students' Innovation and Entrepreneurship Consciousness

2.1. Lack of A Sound Innovation and Entrepreneurship Education System

The work of innovation and entrepreneurship education is huge and systematic. The smooth development of related activities is inseparable from the joint efforts of higher vocational colleges, government, students and society. At present, to accelerate the cultivation and promotion of higher vocational students' innovation and entrepreneurship awareness, the government has successively promulgated relevant policies and systems, but there is still a lack of sound supporting policies. The innovation and entrepreneurship education in higher vocational colleges is rarely involved in the talent training program, and its position is relatively marginalized. Although some higher vocational colleges have set up innovation and entrepreneurship education courses, the teaching objectives and syllabus are not detailed enough. The courses are elective, and students can select by themselves. Some higher vocational colleges employ experts or talents in related fields of enterprises to carry out special lectures. The teaching content of the subject is relatively backward, which is difficult to match with the specific situation of students, and can't meet the development needs of the current society. In the teaching work, teachers still use traditional teaching method that teachers explain the content of knowledge, and students are only passive recipients, ignoring the assessment of relevant theory and practice. If the innovation and entrepreneurship education system is not scientific and

systematic, then the education work only stays in the form level, which is not conducive to the improvement of students' innovation and entrepreneurship ability.

2.2. Insufficient Faculty

In the process of carrying out innovation and entrepreneurship education in higher vocational colleges, to strengthen higher vocational students' awareness of innovation and entrepreneurship, and improve their innovation and entrepreneurship quality and ability, professional teachers are necessary. In the innovation and entrepreneurship education in higher vocational colleges, teachers play a key role. At present, the teachers in charge of innovation and entrepreneurship teaching in higher vocational colleges are generally personnel from the employment guidance center, professional course teachers, counselors or student managers, and some part-time staff from social entrepreneurs, government agencies, etc. Most teachers of theoretical courses have less entrepreneurial experience, lack advanced teaching methods, and the teaching content can't be consistent with the actual entrepreneurship. Part-time social instructors' teaching activities are lack of standardization, which greatly affects the results of innovation and entrepreneurship education in higher vocational colleges.

2.3. Higher Vocational College Students' Low Awareness of Innovation and Entrepreneurship

In the innovation and entrepreneurship education activities, young intellectuals are in the main position, and they need to have relevant thinking, but also should have a certain ability. In recent years, the state and all parts of the country have vigorously carried out innovation and entrepreneurship activities, and issued a series of support policies. Higher vocational colleges also actively respond to the call of the state, set up special funds for innovation and entrepreneurship, and develop a perfect business incubator system to vigorously cultivate the higher vocational students' innovation and entrepreneurship consciousness. However, entrepreneurial activities cost a lot, and there is a great chance of failure, so graduates are facing great pressure. Because of the above reasons, many schools and students have a relatively low sense of innovation and entrepreneurship. The state, local or higher vocational colleges have held a variety of activities, such as entrepreneurial design competition, science and technology competition, but these activities are not very effective. Basically, they stay at the level of form, difficult to achieve real results. Therefore, many higher vocational students are reluctant to try innovation and entrepreneurship activities, and have a relatively low awareness of innovation and entrepreneurship, affecting the improvement of the efficiency and quality of innovation and entrepreneurship education.

3. Cultivation and Promotion Strategies of Higher Vocational College Students' Innovation and Entrepreneurship Consciousness

3.1. Change Higher Vocational Students' Employment Thought

To a great extent, the employment ideas of higher vocational students determine the cultivation and promotion of innovation and entrepreneurship consciousness. Due to the deep-rooted influence of traditional ideas, most of the higher vocational students prefer enterprises and public institutions, civil servants and so on. However, with the continuous expansion of the scale of college enrollment, college graduates are increasing year by year. In the current social environment, the pressure of employment competition is becoming more and more intense, and the number of traditional jobs for graduates is becoming less and less. In the extremely fierce social competition, the advantages of higher vocational students are in the employment activities, where the individual social viability is focused on. Thus, for the majority of higher vocational students, the ideal choice is innovation and entrepreneurship activities. Through the development of educational activities of innovation and entrepreneurship practice base in higher vocational colleges, students' innovation and entrepreneurship experience can become more abundant, which helps to improve their individual

entrepreneurial ability and level, strengthen their comprehensive quality, and make them progress in the fierce competition activities. It can not only obtain certain economic benefits, but also help to realize self-value. Therefore, to promote the cultivation and promotion of higher vocational students' innovation and entrepreneurship awareness, the relevant national departments and higher vocational colleges should give full play to their guiding role, help students have a scientific concept of life, correctly deal with employment problems, help students understand innovation and entrepreneurship activities in depth, and encourage more and more higher vocational students to actively participate in innovation and entrepreneurship activities, so as to reduce the employment pressure.

3.2. Vigorously Carry out Relevant Educational Activities

In order to ensure the scientificity and rationality of higher vocational college students' innovation and entrepreneurship consciousness, higher vocational colleges should strengthen the innovation and entrepreneurship education activities. In the process of carrying out innovation and entrepreneurship education activities, to fully stimulate students' initiative, higher vocational colleges can take the following strategies.

First, higher vocational colleges should keep pace with the development of the times, strive to build the curriculum system of innovation and entrepreneurship education, and add relevant professional courses in specific educational activities, help students get familiar with the professional characteristics of the current society and fully grasp the future employment situation, so as to help students change their ideas according to the specific employment situation.

Second, in the process of carrying out specific innovation and entrepreneurship education activities, higher vocational colleges should also change the traditional form of education, make full use of all aspects of resources, and promote innovation and entrepreneurship education forms to become more diversified, so as to cultivate students' excellent innovation and entrepreneurship awareness, fully mobilize students' enthusiasm for innovation and entrepreneurship, help more students to join the innovation and entrepreneurship team, and make contributions to China's economic development while realizing their own value.

3.3. Strive to Create Campus Innovation and Entrepreneurship Platform for Students

The cultivation and promotion of higher vocational college students' innovation and entrepreneurship consciousness are inseparable from practical activities. In the process of carrying out relevant educational activities, higher vocational colleges should integrate theoretical knowledge and practical activities into a whole. To strengthen the innovation and entrepreneurship awareness of vocational college students, vocational colleges should provide students with more diverse practical activities to help them accumulate more experience. Higher vocational colleges can provide a certain guarantee for students in the material aspect based on their own specific situation, build innovation and entrepreneurship practice base, guide students to participate to improve the students' practical ability and level. The schools can take the initiative to carry out exchanges and cooperation with social enterprises, jointly build innovation and entrepreneurship practice base to provide more guarantee for students' social practice activities. The schools can also invite social professionals to carry out organization and management training activities for students, help students have a deeper understanding of innovation and entrepreneurship activities, and make students' innovation and entrepreneurship consciousness more scientific and effective.

3.4. Carry out Overall Construction of Teaching Staff

In the innovation and entrepreneurship education of higher vocational students, the teaching staff play a vital role. All higher vocational colleges should carry out in-depth reform activities and constantly improve the current talent selection system and policy. Within the schools, the entrepreneurship tutors should not only have a certain spirit of innovation and entrepreneurship, but

also have a more systematic grasp of innovation and entrepreneurship education activities, and have more practical experience. To give full play to the role of talents, colleges can formulate relevant incentive policies to ensure that entrepreneurial tutors can devote themselves to teaching work. Meanwhile, colleges can also employ enterprisers, government entrepreneurs and other part-time professors, which can help students master more innovation and entrepreneurship knowledge.

4. Conclusion

The rapid development of the social provides more opportunities for the entrepreneurship development of higher vocational college students. Higher vocational colleges need to attach great importance to innovation and entrepreneurship education activities and seriously carry out relevant training work. Only by continuously cultivating and enhancing the higher vocational students' innovation and entrepreneurship consciousness, can they stand firm in the fierce social competition, lay a better foundation for the future development of higher vocational colleges, and promote to realize the Chinese dream of great rejuvenation.

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