

Study on the Strategy of Improving Students Employment Ability in Private Colleges from the Perspective of Innovation and Entrepreneurship

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Abstract: The difficulty of college students employment is not only a realistic problem in front of them, but also a social problem. At present, the job-seeking ability or post adaptation ability of college graduates needs to be improved. On the one hand, the employment pressure of college students is increasing day by day, on the other hand, the employers are struggling to find satisfactory graduates. However, the employment pressure of private colleges and universities is greater than public universities. Therefore, improving the employment ability of students in private colleges and universities, which is an important topic in the current study of private colleges and universities.

1. Introduction

In this paper, we dedicate to strengthen the innovative and entrepreneurial education of college students, cultivate their innovative entrepreneurial spirit and practical ability, and take improving the employment ability of private college students as the starting point, and make great efforts to reform the current mode of education in civilian-run colleges and universities. The main purpose of this paper is how to improve the employment ability of college students, how to carry out innovative and entrepreneurial education, promotes the innovative spirit of college students and the comprehensive quality of all aspects of the students in private colleges and universities, and through constructing a proper guarantee system of teaching quality, so as to get the strategy of improving the employment ability of college students.

2. Investigation and Analysis on the cultivation of students Innovation and Entrepreneurship ability in Private Universities

This article adopts the questionnaire survey method and the interview method, Through the investigation of teachers and students of computer major in Nanchang Institute of Technology, the author finds out the teachers' understanding and views on how to carry out innovative and entrepreneurial education in the school. To understand students' views on innovative entrepreneurial activities and their innovative entrepreneurial intention, the current situation of innovative entrepreneurial ability level, and the factors that may affect the entrepreneurial activities of college students in the entrepreneurial environment. This paper reveals the internal causes of the cultivation of the students creative and entrepreneurial ability in the private university, and analyzes the factors that affect the innovation and entrepreneurship of the students in the private colleges and universities.

The results of the survey show that most teachers know about innovative entrepreneurship education, among them, 98% of teachers know about innovative entrepreneurship education, 95% of teachers believe that professional education should be integrated with innovative entrepreneurship education. 8% of teachers have undertaken the classroom teaching of innovation and entrepreneurship, and 98% of teachers think that the mechanism of innovation and entrepreneurship in private colleges is not sound enough at present.

The results of the survey show that 53% of students do not know about innovation and entrepreneurship, 43% of students believe that the implementation of innovation and

entrepreneurship education in colleges and universities is not very effective, and 57% of students are interested in innovation and entrepreneurship. 46% of the students thought that the series competition activities had a significant effect on improving the ability of innovation and entrepreneurship, 59% thought that the teachers of innovation and entrepreneurship were weak, and 63% of the graduates thought that the education of innovation and entrepreneurship carried out in the school was helpful to the work.

3. The Strategy of Improving the Employment Ability of Private University Students from the Perspective of Innovation and Entrepreneurship

3.1. Transforming the teaching concept and constructing the training mode of innovative and entrepreneurial talents

In order to solve the employment problem of private college graduates, we should adhere to the employment-oriented concept of running a school and focus on employment to carry out meaningful activities. The idea of running a school in a private college and the final orientation of the school-running process is to ensure that graduates can be employed smoothly and whether they can be further developed after employment. As the leader in implementing innovative entrepreneurship education, college teachers are the key to cultivating innovative and entrepreneurial talents. Teachers should make three changes in teaching philosophy: one is to cultivate students' self-learning ability; the other is to change from teacher-centered to student-centered. To give full play to the subjective status of students and cultivate their sense of innovation; the third is to build an innovative teaching system that emphasizes the combination of professional learning and multidisciplinary knowledge learning.

3.2. Improve the system of training innovative college students' ability of innovation and entrepreneurship

3.2.1. Reconstructing the education system

In order to adhere to the development of connotation, private colleges and universities must deepen comprehensive reforms and reform the training model for talents. Especially in the innovation and entrepreneurship education, it is necessary to focus on the cultivation of students' innovative and entrepreneurial abilities, clarify the goal of talent training, refine the training standards for talents, attach importance to the cultivation of applied talents, and build a diversified talent training model. In professional construction and reform, innovation and entrepreneurship education should be compatible with professional settings, establish a scientific and standardized curriculum system, strengthen innovation and entrepreneurship training on the basis of broadening disciplines, and pay attention to students' independent thinking ability, critical ability, analytical ability and problem solving. The cultivation of abilities makes the educational curriculum system forward-looking, systematic and practical. Strengthen the curriculum of innovation and entrepreneurship education, the team of innovation and entrepreneurship instructors, the platform of innovation and entrepreneurship practice education and the construction of science and technology innovation platform, the concept of innovation and entrepreneurship is integrated into the whole process of talent training, which forms a good situation of leadership attention, sound organization, teacher support, student participation and professional support.

3.2.2. Innovative teacher performance evaluation

In order to appeal to the national policy of “mass entrepreneurship and innovation”, the focus is on cultivating students' ability to innovate and innovate. Private colleges and universities should make new demands on the teacher evaluation system. Therefore, when formulating the teacher evaluation system, the only criterion for evaluating teachers cannot only considering the academic achievements of the students, it is necessary for the teachers to correctly understand themselves, evaluate

themselves, correct their work attitudes, improve their work style, have clear goals for their efforts, we should take the development of students' ability of innovation and entrepreneurship as the standard for performance appraisal, improve the teaching level of teachers, and promote the development of teachers through evaluation, thereby enhancing the overall cohesiveness and combat effectiveness of the teaching staff.

3.2.3. Optimize policy support mechanism

College students are known as the reserve army of “innovation and entrepreneurship” and the main body of “mass entrepreneurship and innovation”. As a private school, if you want to smooth the last half-mile of college students' innovation and entrepreneurship, various departments need to do a good job in coordinating, researching and improving the policies of colleges and universities , increase policy implementation, and strengthen the capacity building of innovation and entrepreneurship. Continue to promote the implementation of college students' innovation and entrepreneurship leading plan, build college students' innovative and entrepreneurial guidance service institutions, provide assistance to self-employed students, provide full-course counseling, one-stop service, provide students with national policies and market trends in a timely manner, and guide university students to formulate business plan. The school should guide college students to make entrepreneurial plans and road maps, organize entrepreneurs to impart entrepreneurial experience to college students, and carry out pairing assistance.

3.3. Optimizing the Process of Cultivating Innovation and Entrepreneurship Ability of Private University Students

3.3.1. Professional education penetrates into innovation and entrepreneurship

Strengthen the integration of innovation, entrepreneurship education and professional education. In the teaching activities, teachers should take the professional theory as the basis and take the entrepreneurship as the orientation, integrate the innovation and entrepreneurship education with the professional education, let the innovation and entrepreneurial ideas penetrate into the professional teaching process, cultivate the solid professional knowledge and skills, and have double Create innovative and entrepreneurial talents with comprehensive quality.

3.3.2. Improve the teaching of innovation and entrepreneurship

(1) Optimize the curriculum. The key to the reform of innovation and entrepreneurship courses in private colleges and universities should focus on the training objectives of applied talents in schools. First of all, we must optimize the integrated curriculum system to build an innovative entrepreneurship education curriculum system, with the "Innovation and Entrepreneurship Foundation Course + Innovation Entrepreneurship Development Course + Innovation and Entrepreneurship Pioneer Course" as the education curriculum system. Among them, the “Innovation and Entrepreneurship Foundation” mainly emphasizes the importance of the cultivation of innovative entrepreneurship, which enables students to have the awareness of innovation and entrepreneurship; while the innovation and entrepreneurship development curriculum includes entrepreneurship training and related entrepreneurship management courses; the innovative entrepreneurship pioneer course is for students who really want to start a business. Opened and established innovative and entrepreneurial education courses that are progressive, organically connected, and scientifically sound.

(2) Innovative teaching methods. The teaching method should focuses on the transformation of student interest training. Carry out case teaching, heuristic teaching, simulation experiments, encourage students to use the holidays to go to the society to conduct field research or visit the company to practice teaching, and highlight the students' ability to innovate and start a business. In the true sense. Students can really learn knowledge well, use it flexibly and assimilate it, and ultimately improve their employability.

(3) Open up the second class. Practical teaching is an important part of the teaching process. As the effective way and carrier of innovation and entrepreneurship education, "Second Classroom" highlights its advantages by the flexibility of its teaching organization, the autonomy of resource allocation, and the extensiveness of resource integration. Through a variety of activities to build a platform for students to show their self, stimulate students' awareness and interest in innovation and entrepreneurship.

3.3.3. Consolidate school-enterprise cooperation relationship

School-enterprise cooperation focuses on school learning and corporate practice, focusing on school, corporate resources and information sharing. Enterprises can provide internship venues and equipment to schools to improve students' internship training conditions. Entrepreneurs have rich entrepreneurial experience and can provide guidance for students to innovate and start businesses. Therefore, all private colleges and universities should take the initiative in innovating and enrolling college students. Enterprise cooperation, through the feedback and needs of enterprises, targeted training of talents, paying attention to the effective combination of students' theoretical knowledge and practical skills, and cultivating talents that meet the needs of society.

3.3.4. Creating an innovative and entrepreneurial campus culture

Campus culture is an important way for college students to recognize, understand and accept the reform ideas of innovation and entrepreneurship education in colleges and universities. In the reform and construction of innovation and entrepreneurship education in colleges and universities, colleges and universities must give full play to the braking power of campus culture, improve various campus culture systems, update campus cultural activities, form a more intense entrepreneurial culture atmosphere and a more distinctive innovative entrepreneurial cultural environment for college students. Innovative entrepreneurship provides strong ideological assurance, spiritual motivation and cultural support.

3.4 Increase investment in innovation and entrepreneurship education, and build a graduate tracking and evaluation mechanism

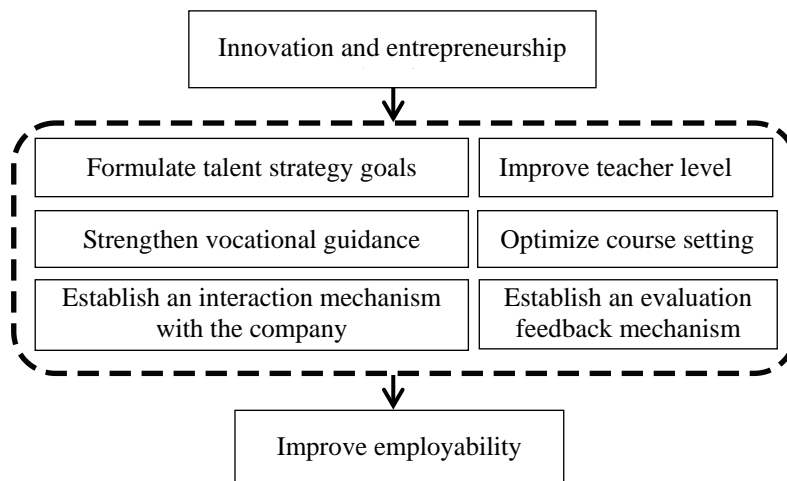


Figure 1. Teaching system to improve employability

In order to ensure that innovative entrepreneurship education has sufficient, stable and sustainable funding support in curriculum development, curriculum construction, textbook construction, resource construction, teacher training and development, and training programs, private colleges and universities should set up special funds for innovation and entrepreneurship education. In addition, we must actively explore the establishment of a benign fund recycling cycle mechanism, and sign an agreement with innovative and entrepreneurial students within the scope of policies and regulations, requiring students who succeed in innovation and entrepreneurship to feed back the fund, continuously expand the strength of the fund and expand the source of the fund, at the same time

establish a graduate tracking mechanism, based on the long-term development of students, and effectively implement the "student-centered" concept. To this end, the establishment of a sound follow-up feedback mechanism for graduates needs to focus on organizational system construction, institutional system construction, and personnel funding protection. Through the establishment and continuous updating of the graduate information database, follow-up investigations at multiple levels and in multiple ways. Do a good job of two-way information feedback to promote student development. Teaching system to improve employability Figure 1.

4. Summary

Based on the current analysis of employment status and employability of private college students, this paper takes the current implementation of innovation and entrepreneurship education as a breakthrough, and optimizes the talent training strategy objectives, professional settings and courses according to the needs of local social and economic development and human market development. system. It focuses on how private colleges and universities combine their own advantages, change employment guidance concepts and talent training models, and proposes relevant countermeasures and feedback mechanism for talent training in private colleges and universities.

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