

Research on the Integrated Training System of College Students' Entrepreneurship and Employment Based on the Perspective of Entrepreneurial Willingness

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Abstract: With the country's economic development entering the new normal, college students are also facing huge difficulties in employment and entrepreneurship. The disadvantages hidden behind the traditional employment education have emerged one by one, and can no longer meet the social demand for talents, and the “supply-side” reform of higher education is imminent. In the supply-side reform, colleges and universities that have cultivated talents must start from the education path to build a diversified resource-sharing platform and entrepreneurial base, which can effectively enhance the ability of college students to gain employment and start their own businesses. For college students, the supply-side reform of higher education is both an opportunity and a challenge. This article starts with the introduction of employability and analyzes the perspective of college students' entrepreneurial willingness in the current environment, so as to broadly cooperate with the industry and the business community, with the aim of putting forward relevant suggestions and effectively improving college students' employability.

1. Introduction

With the continuous acceleration of the construction of China's innovative country, the innovation and Entrepreneurship of college students has become an important force to promote the vitality of regional economic development, and the research on the willingness to start a business and the evaluation of the effect of entrepreneurship education and its impact has continued to become a hot topic [1]. Entrepreneurial willingness is the power source of entrepreneurial action, which not only involves the psychological, comprehensive quality, entrepreneurial ability and other heterogeneous factors, but also is affected by social and economic policies, campus culture and other large and small institutional environment [2]. Entrepreneurial behavior is an important way to stimulate the innovation and creativity of young students, especially college students. It is also an important process to improve college students' access to society and workplace, meet difficulties and challenges, and be familiar with business operation and mode. It is of great significance to improve the comprehensive quality and employment ability of college students [3].

On November 10, 2015, General Secretary Xi Jinping proposed to “strengthen the supply-side structural reforms while modestly expanding aggregate demand”, thus kicking off the prelude to supply-side structural reforms. The training of talents in colleges and universities cannot be separated from the needs of society. The supply-side reform has a profound impact on the cultivation of talents in colleges and universities, and also poses new challenges to employment and entrepreneurship education in colleges and universities [4]. The Impact of Supply-Side Reform on Talent Cultivation While China's economy is strengthening supply-side structural reforms, colleges and universities that are talent training and technology innovation bases are also facing the challenge of supply-side reform in higher education. Compared with the demand side reform, the supply side reform of higher education starts from the supply side of talents. That is to say, through the re allocation of educational resources, the re adjustment of educational structure, the re deconstruction of teaching quality and personnel training quality, the re construction of evaluation system and the re establishment of innovation mechanism, we can promote the fair development of

education, improve the quality of education, and cultivate high-quality talents that meet the needs of the society [5]. For college students, the supply side reform of higher education is not only an opportunity, but also a challenge.

2. Related Phenomena of College Students' Entrepreneurship

2.1 Good Opportunity

As China's economy strengthens supply-side structural reforms, colleges and universities serving as talent training and technology innovation bases are also facing the challenge of higher education supply-side reforms. The supply-side reform of higher education is relative to the demand-side reform. It is a reform that starts with the supply of talents. For college students, the supply-side reform of higher education is both an opportunity and a challenge. At present, under the background of the new normal of economy, there are many problems in college students' independent employment and entrepreneurship, and the "supply-side" reform in colleges and universities can effectively solve these problems, improve college students' employment and entrepreneurship ability, and promote the healthy development of college students' employment and entrepreneurship [6].

2.2 Entrepreneurship Education and Insufficient Ability of College Students

There is a strange circle in the market of contemporary society. Every year, there are a large number of fresh graduates, and the remaining graduates of previous years need jobs; however, some employers face the dilemma of no one can recruit. The reason is that in addition to the rigorous work experience of the employer, in the final analysis, it is because the employment team is large, but its employability is insufficient, and it cannot meet the needs of the employer. With the transformation of China's higher education to popular education and the changes in the employment mechanism, the employment problem of college students has also become increasingly prominent and has become an important issue of general concern to society. Realizing the full employment of college graduates is the need for social stability and development. To solve the employment problem of college students is not only the responsibility of the government and society, but also the responsibility of colleges and universities as the supply side of talents. In the process of talent training, how to improve the employability of college students and meet the needs of employers is a problem that colleges and universities should think about and try their best to solve. In order to do a good job. With the continuous promotion of supply side reform, the hidden problems of traditional employment education are increasingly exposed. The limitations of traditional employment education, the solidification of students' old ideas, the shortage of teachers and the weakness of the curriculum system of employment and entrepreneurship all show that traditional employment education can not adapt to the current situation of social demand in the supply side reform. Thus, the improvement of entrepreneurship education under supply side reform is imminent.

3. Path to Entrepreneurship Education for College Students

3.1 Improve the Institutional Guarantee for College Students 'Innovation and Entrepreneurship and Improve the Curriculum System for College Students' Innovation and Entrepreneurship Education

The government should perfect the rules and regulations for college students to start their own businesses and establish a systematic training mechanism for employment and entrepreneurship. Encourage college students' entrepreneurial activities, provide corresponding funds, implement comprehensive entrepreneurship support for college students, fund entrepreneurial projects for college students, and reward entrepreneurial behaviors of college students. We should also strengthen cooperation with various colleges and universities, establish entrepreneurship education funding projects for college students, provide a systematic and complete entrepreneurship training mechanism for college students' entrepreneurship, reduce entrepreneurial risks, and enhance social

experience, so as to support college students' entrepreneurship and promote employment development. The fundamental task of colleges and universities is to train people needed for social and economic development. Colleges and universities, especially those local colleges and universities that think that local economic development trains people, should adapt to the needs of regional and local social and economic development in the governance structure, and improve the employability of college students through the reform of the governance structure of colleges and universities. Optimizing the management system of colleges and universities. The improvement of college students' employability runs through the cultivation of college students throughout the school. The training of college students not only requires organic and efficient coordination among various departments within the school, but also requires teachers who are directly engaged in talent training to have advanced education concepts and a high academic and professional level. With the rapid development of higher education and the deepening of supply-side reforms, universities must deepen the reform of management mechanisms, innovate management concepts, and encourage teachers to devote their energy to the process of education and teaching reform and personnel training. Especially the enthusiasm of young teachers [7]. Deepen the reform of talent training model. The employer's requirement for college students' employability is a dynamic process that changes continuously with the development of society and economy. Colleges and universities should innovate development ideas, deepen the reform of talent training models, establish a dynamic adjustment mechanism for talent training goals, and improve the employability of college students to match the needs of the job market. Colleges and universities should change the traditional closed mode of running schools, firmly establish the concept of collaborative education of production, learning and research, and establish in-depth cooperation with the industry and business community through mechanism and system innovation, taking into account the interests and demands of all parties. In this survey, 500 questionnaires were issued, 489 of which were online and offline, and 466 of which were valid. The questionnaire designed 21 questions, investigated the basic information of the research object, such as individual characteristics, professional categories, family background, and covered the relevant influencing factors, such as awareness of entrepreneurship, entrepreneurial environment, entrepreneurial motivation and entrepreneurial purpose. The basic information of the respondents is shown in Table 1.

Table 1 Basic Information Of Interviewed College Students

basic feature	Group	Number	Percentage
Gender	male	195	40.12
	Female	286	59.88
grade	Freshman	92	20.14
	Sophomore	74	16.44
	Junior	111	25.42
	Senior	185	38.00
profession	Science and Engineering	170	38.62
	Economic Management	212	45.14
	other	64	16.24
Entrepreneurship Education	Basically no	49	25.88
	general	75	57.23
	Much	9	15.90
Entrepreneurship dynamics	Always	27	14.35
	Yes, but did not	122	47.18
	No	98	38.47

3.2 Shaping University Students' Open, Diversified and Inclusive Entrepreneurship Concept

College students' entrepreneurship education itself must establish an open, diverse and inclusive education concept, and infiltrate it into all aspects of the curriculum, influencing college students' perception of entrepreneurship concepts in a subtle way. The cultivation of college students' employability is a systematic project, which involves the entire training of college students while they are in school, and also involves the comprehensive collaborative training of various departments among the internal organizations of colleges and universities. In the information age,

information resources are changing rapidly and complicated, but the information resources in each person's hands are different. Many times, the resources in your own hands are not necessarily useful to yourself, but extremely useful to others. On the contrary, the resources in the hands of others are not necessarily useful to them. Therefore, it is urgent to realize resource sharing, especially entrepreneurship, which considers its own professional ability and consciousness. The sharing of resources and the exercise of practice can create a good educational atmosphere for the employment and Entrepreneurship of college students, stimulate the subjective initiative of college students, and then realize the promotion of employment and entrepreneurship ability.

3.3 Pay Attention to the Cultivation of Professional Skills

Under the situation that the state has put forward new requirements for the reform of the supply side (especially the reform of the talent supply side), colleges and universities, as the active reformers of the talent supply side, should deepen the reform of the management system and the talent training mode of colleges and universities under the guidance of the state's macro policies, carry out in-depth education and teaching research through the cooperative innovation of production, teaching and research, and effectively enhance the employability of college students according to the law of talent growth and success. To effectively improve the employability of college students, colleges and universities must attach great importance to the cultivation of professional skills of college students [8]. Professional skills are an important part of college students' employability. The cultivation of college students' professional skills is mainly realized in the course experiment, teaching practice and practical training. Innovation and entrepreneurship education needs a professional professional teaching staff with both theoretical innovation and practical experience, combining full-time and part-time. Through their teaching activities, students' interests are enhanced, and students are motivated to actively participate in innovation and entrepreneurship activities. On the one hand, colleges and universities should actively introduce full-time teachers of entrepreneurship or related majors to carry out specialized teaching, so as to lay a good theoretical foundation for college students' entrepreneurship. At the same time, teachers should also be allowed to enter the enterprise, expand practical experience, and make professional teaching based on the reality; on the other hand, colleges and universities should invite some professionals with entrepreneurial experience to teach part-time in the school, combining full-time and part-time to realize complementary education and provide experience support for College students.

4. Conclusion

The traditional management model and talent training model of universities must be reformed. As an active reformer of talent supply-side reform, colleges and universities must deepen education and teaching reforms in accordance with the laws of higher education, systematically study the formation mechanism of college students' employability, and effectively and effectively improve their employability. With the emergence of supply-side reform, new requirements have been put forward for autonomous learning and life development of college students, so that students must not only change their original concept of learning, but also change their original concept of talent development. Faced with such a situation, college students should broaden their knowledge horizons, improve their overall quality, and constantly cultivate their ability to innovate and start a business, thereby enhancing their employability. Following the requirements of economic and social development and the changing characteristics of the labor market, the cultivation of College Students' innovation and entrepreneurship ability should focus on activating students' innovation and entrepreneurship thinking, enhancing their employment ability, improving the quality of employment, encouraging more students to participate in entrepreneurship, and achieving a happy employment and Entrepreneurship.

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An Empirical Study of the Factors Influencing College Students' Entrepreneurship--A Case

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