

## **Research on the Construction of College Students' Innovation and Entrepreneurship Education and Guidance Service System Based on School-Enterprise Cooperation Model**

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**Keywords:** School-enterprise cooperation; College students; Innovation and entrepreneurship; Education and guidance

**Abstract:** In the new era, the higher education has ushered in a new development trend. The development measures proposed by the CPC Central Committee, such as changing the mode, adjusting the structure and promoting the upgrading, put forward new demands for the innovation and Entrepreneurship of colleges and universities. Under the mode of school-enterprise cooperation, enterprises, as an important part of innovation practice activities in Colleges and universities, have become the development channels to improve students' innovation ability and practice level. It is an inevitable choice for higher education reform and development for college students to carry out entrepreneurship education centered on innovation and entrepreneurship, vigorously cultivate students' innovative ability and practical ability, and improve the market competitiveness of graduates' employment and entrepreneurship. The market environment has gradually developed and competition has become increasingly fierce. In the gradual development of the market economy, economic development requires that college students be linked to the needs of enterprises. This paper explores the development significance, main problems and strengthening strategies of the innovation and entrepreneurship education model of colleges and universities under the school-enterprise cooperation mode.

### **1. Introduction**

The innovation and entrepreneurship education system for college students based on school-enterprise cooperation is an educational model and practical framework aiming at cultivating innovative and entrepreneurship talents. It integrates multiple entrepreneurship resources and entrepreneurship platforms and plays an active role in promoting the reform and development of higher education [1]. The school-enterprise cooperation mode not only strengthens the internal connection between educational development and social demand for talents, but also helps to innovate and improve the long-term mechanism of cultivating innovative and high-quality talents. It has become an urgent need for the reform and development of colleges and universities to cultivate college students' innovative spirit and entrepreneurial ability and to provide high-level talents for serving regional economic development [2]. Made clear that the party's 18 scientific and technological innovation in the core position of national development, adhere to the road of independent innovation with Chinese characteristics and implement innovation-driven development strategy, the ministry of education has issued "Opinions on Vigorously Promoting Innovation and Entrepreneurship Education in Colleges and Universities and College Students' Independent Entrepreneurship Work" and "Basic Requirements for Teaching Entrepreneurship Education in General Undergraduate Schools (trial implementation)" more files, such as for university-enterprise cooperation, pointed out the direction of guiding college students' innovative undertaking and work key [3]. College students' innovation and entrepreneurship education is an important measure to comprehensively deepen the reform of higher education and further implement the idea of "innovation leads entrepreneurship and entrepreneurship leads employment" [4]. Its fundamental purpose is to cultivate the innovative spirit and entrepreneurial ability of college students. The idea of innovation and entrepreneurship education is the direction of the reform and development of

higher education at the present stage, which reflects the transfer of the focus of talent cultivation in higher education [5].

Under the support of the school-enterprise cooperation model, the implementation of the college students' innovation and entrepreneurship education system, its fundamental goal is to cultivate innovative entrepreneurs. This kind of teaching mode can integrate diversified entrepreneurial resources and build a platform for entrepreneurship, which is of great significance for promoting education and teaching reform [6]. School-enterprise cooperation effectively promotes the development of education and meets the needs of social talents. It also helps to cultivate talents. In the education and teaching activities, cultivating college students' innovative spirit and entrepreneurial ability can provide more complex talents for the economic development region, and this has gradually become the need of school reform and development [7]. Fundamentally speaking, the light and theoretical education model is not enough to improve the innovation and entrepreneurship of college graduates. The school-enterprise cooperation education model can better compensate for the lack of education. Institutions of higher learning fully incorporate the credit assessment mechanism by offering innovative courses, employing skilled craftsmen from enterprises to expand the part-time team of teachers in order to broaden their horizons and strengthen their skills for college students [8]. For higher education in China, innovation and entrepreneurship education for college students based on school-enterprise cooperation has become a "win-win model" for training high-level talents, which is mainly embodied in two aspects of "educating" and "employing". On the one hand, the combination of school and enterprise is conducive to the improvement of College Students' innovative quality and entrepreneurial ability, and reasonably solve the problem of "secondary entrepreneurship" of cooperative enterprises [9]. On the other hand, the combination of school and enterprise provides students with venture capital, project support and technical support to solve the problem of the source of funds for college students to start their own businesses [10].

## 2. Materials and Methods

For many years, the innovation of entrepreneurship education in colleges and universities is education system of the target is not comprehensive enough, formalism is more serious, not to build innovative quality education and entrepreneurship practice of carrying out the integrated course system and teaching mode, in addition, because the management is not perfect, financing system, inadequate infrastructure, such as the restriction of the objective factors, to solve the problems existing in the college students' innovative entrepreneurial education increasingly limited. With the development of national innovation strategy and the progress of educational reform, the severe situation of college students' innovation and entrepreneurship education has aroused the resonance of college educators and the widespread concern of all sectors of society. In order to realize the sustainable development of school-enterprise cooperation, the innovation and entrepreneurship resources of both sides should be maintained and scaled. The college students' innovation and entrepreneurship education started late and the scale was small. The awareness of college students' innovation and entrepreneurship training in college education was still relatively weak, which led to the lack of resources in the school and the shortage of teachers. Enterprises aim at achieving social and economic benefits. Balancing the proportional relationship between technological innovation and product production is the key to whether enterprises can maximize their sustainable economic benefits. To this end, this paper introduces the gray correlation degree to analyze the factors affecting college students' innovation and entrepreneurship (Table 1). In actual production, most enterprises invest more resources in product production than in technological innovation. How to make enterprises invest more resources and energy in university-enterprise cooperation has become the key to achieve school-enterprise cooperation mode.

Table 1 Grey relevance degree of influencing factors of college students' innovation and entrepreneurship

Factor	Correlation degree	Relational order
Demand of Talent Market	0.79	3
Economic/Industrial Structure Adjustment	0.56	7
Service System of School Promoting Innovation and Entrepreneurship	0.47	10
Comprehensive Quality and Ability	0.95	2

In fact, college students are the dominant group in the whole employment army and should give full play to their advantages. While solving their own employment problems, they should also promote the employment of other groups. Therefore, the Party Central Committee and the State Council attach great importance to guiding and encouraging graduates to find jobs at the grass-roots level, and actively support and encourage graduates to start their own businesses. This is not only a major strategic decision of the Party Central Committee and the State Council, but also two important channels for graduates to obtain employment. Developing entrepreneurship education, developing and improving students' entrepreneurship quality, cultivating and improving students' survival ability, competitiveness and entrepreneurship, from "job seekers" to "entrepreneurs" and "entrepreneurs", to become the creators of employment posts, is not fashionable, but pragmatic. It can be seen from Figure 1 that the entrepreneurial courses in colleges and universities are carried out in various forms, but the main forms are still mainly elective courses. It is not difficult to find from Figure 2 that new entrepreneurial education has received more respect than traditional entrepreneurship education. Therefore, it is necessary to carry out general entrepreneurship education for college students, and provide entrepreneurial training, guidance and policy support to some students who have strong entrepreneurial inclinations and self-employment conditions, so that they can embark on the road of self-employment.

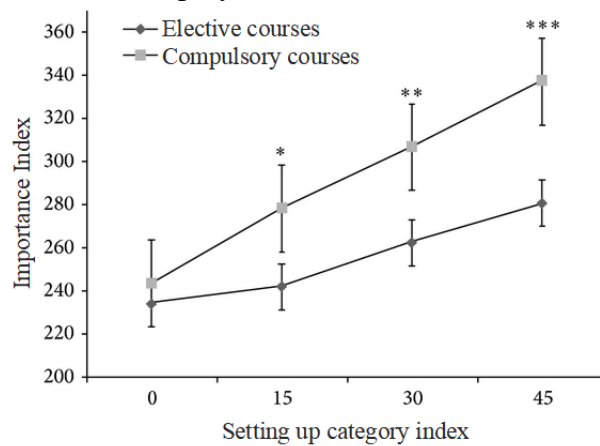


Fig.1. Entrepreneurship course opening

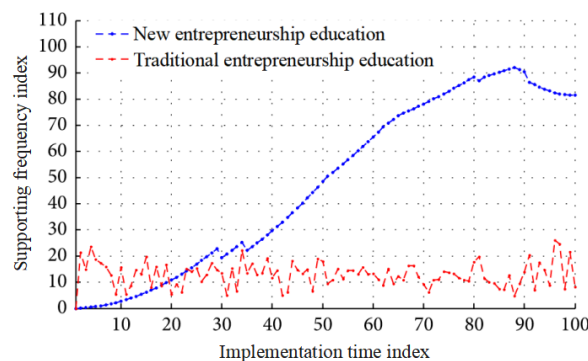


Fig.2. Comparison of entrepreneurial education methods

### 3. Results

In the process of the continuous improvement of mass literacy, the national quality has been improved significantly. Colleges and universities are facing great employment pressure, and enterprises' demand for innovative talents is more obvious. In the school-enterprise cooperation mode, it is particularly important to optimize the innovation and entrepreneurship education system for college students. In essence, practicality is the fundamental ability to improve students' entrepreneurship level and quality. As the saying goes, "true knowledge comes from practice". Only by constantly improving the entrepreneurial consciousness, can schools and enterprises unite with each other and establish a scientific entrepreneurship education and training base. Scientific management should be carried out in the mutual integration of institutions of higher learning and enterprises, and service objectives should be established to enable students to master more enterprise technologies. In the team building of school-enterprise cooperation, the management team of colleges and universities should be efficiently cultivated to gradually realize the planning and implementation of school-enterprise cooperation, so as to realize complementary advantages and resource sharing. In the process of imparting theoretical knowledge, students' professional ability and development orientation should be fully considered. Whether in the development of higher education institutions or enterprises, it is necessary to establish objective development thinking and awareness. Promote the close integration of enterprises and schools at the beginning of the alliance, so that enterprises can better cultivate students' sense of innovation and innovation. In the management of the company, it has always been industrialized, managed and produced. In the specific development process, it is necessary to make rational use of the various resources of the enterprise, and to conduct in-depth research on the students' innovative and entrepreneurial capabilities in terms of machinery and equipment, innovation and entrepreneurship education risks, and encourage students to get sufficient exercise in the practice of innovation and entrepreneurship.

In the process of promoting innovation and entrepreneurship education, in addition to emphasizing the ability to cultivate innovative talents for innovation and entrepreneurship, it is also necessary to promote the knowledge imparted by higher education institutions to keep up with the development of technology and further embody the technological application of innovation and entrepreneurship education. Therefore, in the process of formulating the training program, further develop the practical education link, construct a task education system of "experiment, simulation, training and system", and integrate all the development links to form a systematic innovation and entrepreneurship practice ability. Cultivate and construct an innovative structure with a characteristic practical education system to enhance the construction of the task education system. At the same time, university managers should step by step carry out talent demand research and promote college students to participate actively in the construction of the initiative education model through regular exchanges between enterprises and industries. In addition, in terms of enterprise development measures, efforts should be made to excavate jobs suitable for the joint work of colleges and universities and enterprises, and to enhance the docking practice of professional courses as far as possible, so as to create more favorable conditions for the development of high-tech research and development, and to enhance the opportunities for the development of training for students and employees of enterprises. Enterprises can appropriately increase the "school-enterprise on-site training and education mode" to improve students' awareness of the corresponding jobs. It can also adopt the means of equipment investment and technology management, through joint plant-running and interactive school-running, to achieve the development and integration of enterprise scientific research projects and school professional courses.

### 4. Conclusion

School-enterprise cooperation is an embodiment of the adaptation of educational and teaching activities to social development. Cooperation between universities and enterprises should be carried out to optimize the innovation and entrepreneurship education system for college students, which is

conducive to cultivating innovative talents. At present, the construction of innovation and entrepreneurship education practice system in colleges and universities in China is still in the exploration stage. The construction of innovation and entrepreneurship education practice system based on school-enterprise cooperation is an important approach, which needs to continuously expand the carrier of practical education, develop more practical education resources, and enrich the connotation of school-enterprise cooperation. The university and the enterprise should focus on the requirements of cooperative training of innovative and entrepreneurial talents, take measures according to the school conditions, adjust measures to local conditions, integrate resources scientifically, construct a multi-level education system of innovation and entrepreneurship practice, and constantly improve the connotation of innovation and entrepreneurship education in colleges and universities. Therefore, it is necessary to create a "fashion of entrepreneurship" in the most sensitive and avant-garde universities. Through the entrepreneurship education of universities and the support of the government, college students take the lead in raising the banner of entrepreneurship. Through the example strength of successful entrepreneurs among them, entrepreneurship becomes the most respected career choice in society, and entrepreneurship becomes an advanced culture and is accepted by the public.

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