

# Research on The Path of Enhancing College Students' Employability Based on Innovation and Entrepreneurship Competition

Jimiao Tan, Zhiyong Xiang, Yantao Zhang, Xi Hu, Mengxin Wang  
*Shaanxi University of Science and Technology, Xi'an, Shaanxi, China*

**Abstract:** Employment is the most basic people's livelihood. Improving the employability of college students is an important mission of colleges and universities. Based on analyzing the mismatch between college students' employability and market demand under the new situation, this paper discusses the effective path to improve college students' employability through innovation and entrepreneurship competition. On the basis of empirical research for college students, combined with the research results, this paper proposes to explore the path of promoting employability through the cultivation of students' innovation and entrepreneurship awareness, innovation and entrepreneurship spirit, innovation and entrepreneurship skills and innovation and entrepreneurship practice, so as to improve the effect of college students' innovation and entrepreneurship management in promoting employment and cultivate high-quality talents that meet the market demand.

**Key words:** Innovation and Entrepreneurship; Employability; Promotion Path

## 1. Limiting Factors That Restrict the Integration and Development of College Students' Innovation and Innovation Competition and Employability Improvement

The goal of college talent training is based on vocational post groups, focusing on high-quality innovative composite talents needed by the country and society. Innovation and entrepreneurship education is an important way to train innovative talents to meet the needs of the Times. Colleges and universities need to comprehensively cultivate students'

consciousness of scientific and technological innovation and application ability, cultivate students' consciousness of innovation and improve students' innovation ability through course teaching and participation in competitions, so as to accumulate strong competitiveness in job hunting and career selection and accumulate skills capital of higher quality employment.

### 1.1 Competition Education Has Low Correlation with Students' Employment and Entrepreneurship

The questionnaire shows that students believe that participating in mass entrepreneurship and entrepreneurship competitions has no substantive help to employment. From the perspective of fresh graduates, although some fresh graduates have won awards, they are still on the same level as all graduates when they are interviewed. In essence, this is the reality that competition is disconnected from employment and entrepreneurship education.

### 1.2 It Violates the Purpose of Education and Overemphasizes the Ranking of The Competition

At present, many colleges and universities overemphasize the ranking in the competition, and strive to win gold and silver in the competition, and this only "gold" theory of the concept, in practice, the performance is that there is no relevant systematic training before the competition, after the competition also failed to have a rational understanding of the benefits of the competition, ignoring the purpose of education, there is a "utilitarian" to participate in the double innovation competition. This also leads to the double innovation competition's education effect is difficult to be effective.

### 1.3 Innovation and Entrepreneurship

### **Projects Are Mostly in The Theoretical Stage, And the Conversion Rate of Results Is Low**

Most of the team members participating in the entrepreneurship and entrepreneurship competition are college students. Students have an obvious feature, that is, they have solid theoretical knowledge, but lack practical ability. At the same time, they have a biased cognition of the employment and entrepreneurship environment in the society, which makes it difficult for the entrepreneurial business plans designed by them in the entrepreneurship and entrepreneurship competition to meet the current market development status and have few opportunities to enter the implementation stage.

## **2. The Significance of Innovation and Entrepreneurship Competition in Promoting Graduates' Employment**

### **2.1 Promoting the Cultivation of Students' Comprehensive Quality**

University is the last stage for college students to enter the society. In this stage, students should not only learn professional knowledge, but also improve their employability, such as resource coordination and application ability, interpersonal skills, ability to acquire and process information, logical thinking ability, and ability to deal with problems [1] systematically. And these abilities can be significantly improved in the innovation and entrepreneurship competition.

### **2.2 Help Enterprises Accurately Match Target Talents**

The reason why it is difficult to find employment is that the matching degree of people is not high, enterprises are the main body of the market, innovative talents who can capture the market demand are the target groups of enterprise recruitment, the goal of innovation and entrepreneurship education should also be to cultivate the target talents of enterprises, vigorously promote the deep integration of innovation and entrepreneurship education and enterprises, on the one hand to solve the problem of difficult employment, On the other hand, it can also solve the dilemma of difficult recruitment [2].

### **2.3 Optimize the Curriculum System of**

## **Innovation and Entrepreneurship in Colleges and Universities**

The continuous changes in the employment environment and employment demand have brought with it the importance of innovation and entrepreneurship in all aspects, which has also promoted the reform of innovation and entrepreneurship education in colleges and universities. In the future, colleges and universities will increase their investment in the human, material and financial resources of entrepreneurship and innovation education, improve the education environment of entrepreneurship and innovation, and promote the improvement of the innovation and entrepreneurship curriculum system [3].

## **3. Research on The Influencing Factors of The Cultivation OF Innovation and Entrepreneurship Ability in Colleges and Universities to Promote College Students' Employment**

### **3.1 Research Object and Method**

#### **3.1.1 Research object**

This survey adopts online questionnaire to carry out empirical research on 841 students from provincial universities and 32 enterprises. Current students, fresh graduates and previous graduates with different academic and professional backgrounds were selected for the survey. 900 questionnaires were issued formally, a total of 854 questionnaires were recovered, and 841 were valid.

#### **3.1.2 Research Methods**

Through the questionnaire survey method, the empirical research was carried out by developing questionnaires from four dimensions of teaching measures, practical measures, supporting measures and management measures. the influence factors of 10 indicators related to innovation and entrepreneurship education on graduates' employability were investigated.

### **3.2 Research Results**

Take the author's school as an example, in the past five years, a total of 297 project teams have won provincial or higher honors in different groups of the 6 track. Based on the data analysis and investigation of the employment destination of these participating students, the explicit index of the improvement of employability through the cultivation of

mass innovation and innovation ability is extracted. Based on the survey results, teaching measures, practical measures, support measures, Among the four indicators of management measures, teaching measures and practice measures show a clear correlation on

the influence of college students' employability, the influence of support measures is weak, and the influence of management measures on the employability of college students is not significant, as **Table 1**.

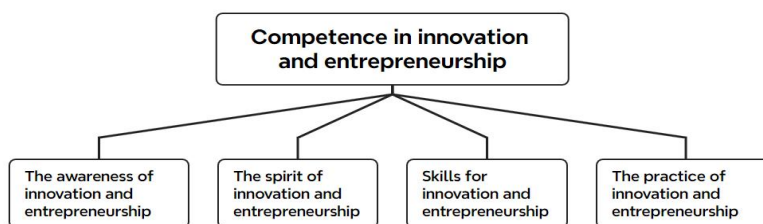
**Table 1. Indicators of The Impact of Entrepreneurial Ability Training on College Students' Employability**

Influencing factor	Closely related	General lyrelated	Less relevant	Not relevant
Entrepreneurship education coverage	521	230	73	17
Related Mentor Resources	306	200	235	100
School-enterprise cooperation projects	387	394	19	41
Policiesto support innovation and entrepreneurship	407	200	150	84
Building an innovation and entrepreneurship culture	599	201	141	100
Student entrepreneurial success stories	300	307	99	135

**4. Explore Ways for Fostering Innovation and Entrepreneurship Ability to Improve College Students' Employability**

Based on the questionnaire and current situation of entrepreneurship and innovation ability in some colleges and universities, this paper comprehensively analyzes the effect of innovation and entrepreneurship ability training in colleges and universities to promote employment. We explore the path of

entrepreneurship and innovation ability to promote employability according to the four aspects of innovation and entrepreneurship ability cultivation. As can be seen from the figure below, innovation and entrepreneurship ability should be cultivated mainly from the following aspects, and the promotion and impact of mass entrepreneurship ability on employment should also be focused on the following aspects: **Figure 1**.



**Figure 1: Innovation and Entrepreneurship Ability to Promote Employability Training Path**

**4.1 Create a Platform to Display Cases of Innovation and Entrepreneurship and Stimulate Students' Awareness of Innovation and Entrepreneurship**

At present, the activities of innovation and entrepreneurship in colleges and universities fail to arouse the interest of college students, resulting in the overall low entrepreneurial quality of students. College students do not take into account the actual situation in employment and entrepreneurship, do not understand the basic laws of the market, and do things according to their own ideas. Therefore, college students should change and improve the consciousness of operation and management, so as to solve the problems they face. Therefore, in the teaching of new entrepreneurship courses, teachers guide students to get closer to the correct employment concept, cultivate the correct

innovation consciousness, and share their successful experience with students through excellent role models, so as to create a good atmosphere for innovation and entrepreneurship [4]. In order to attract more college students to take the initiative to participate in the process of innovation and entrepreneurship, we should stimulate and improve students' innovative and entrepreneurial spirit and consciousness in thought.

**4.2 Foster Innovation and Entrepreneurship**

Colleges and universities should establish a scientific and reasonable curriculum system of innovation and entrepreneurship education to meet the teaching needs according to the actual situation. the course of innovation and entrepreneurship should include theoretical knowledge, forum lectures, entrepreneurial

experience sharing, entrepreneurial knowledge competitions and other aspects. Only by integrating the spirit of innovation and entrepreneurship into daily life can students be excited about entrepreneurial activities. So as to improve their entrepreneurial ability. As a student, the party should take a positive attitude and enhance their employability through systematic learning, and sublimate the spirit of innovation and entrepreneurship.

#### **4.3 Improve the Mechanism of College Students' Mass Innovation Competition and Enhance Their Innovation and Entrepreneurship Skills**

First, we should start with basic teaching, carry out multi-level teaching, and guide students to cultivate the quality of innovation and entrepreneurship with innovative thinking and consciousness in the course. Second, it starts with the theoretical system of innovation and entrepreneurship, that is, the curriculum system, and integrates innovation and entrepreneurship into professional teaching, so as to highlight students' professional ability to keep pace with the Times, so that students can have a more profound and professional understanding of innovation and entrepreneurship on the basis of professional knowledge. the third is to attract college students to participate in various competitions related to innovation and entrepreneurship. By integrating teaching into the competitions, college students can also learn a lot of knowledge in the competitions. Further enhance the ability of innovation and entrepreneurship, which will stand out in the future job hunting.

#### **4.4 Organize and Plan Students' Practical Activities with Mass Innovation and Innovation as The Core to Enrich Innovation and Entrepreneurship Practice**

By carrying out summer internship, social practice, campus ambassador and other activities, on the basis of actively expanding external enterprise resources, the use of internship practice platform to expand social practice activities to achieve the feedback effect of theoretical education [5]. In order to make students have a more profound experience, practice is an indispensable part. Online colleges and universities can link up with enterprises to carry out innovative

practical training through wechat, QQ, Weibo, Douyin and Xiaohongshu, which are active social platforms for college students, so as to impart entrepreneurial knowledge and promote innovative and entrepreneurial projects in an easy-to-understand, lively and interesting way. Offline colleges and universities can also make use of alumni and other resources to seek cooperation with off-campus enterprises, providing more practical opportunities for students and bringing more profits to enterprises. They can also hold innovation and entrepreneurship competitions to give financial support to outstanding projects, so as to stimulate students' enthusiasm and motivation for innovation and entrepreneurship.

#### **Acknowledgments**

Research results of the 2023 Innovation and Entrepreneurship Training Program for College Students in Shaanxi Province "Exploring the path to improve college Students' employability based on Innovation and Entrepreneurship Competition". (202210708035)

#### **References**

- [1] Qin Jingyi, Qiang Ma. An analysis of ways to improve college students' employability from the perspective of innovation and entrepreneurship--Take Xi 'an Foreign Affairs University as an example [J]. Employment and security, 2022, (08):127-129.
- [2] Chunlan Huang, FangWang, YI Liu. Exploration on ways to improve college students' employability in the new era [J]. Popular Standardization, 2020(14):48-49+52.
- [3] Hongbo Yi. Research on the improvement path of college students' employability training through innovation and entrepreneurship education [J]. World of labor security, 2019, (32):14+20.
- [4] Jiaqi Liu. Thinking on the path of innovation and entrepreneurship education based on the improvement of college students' employability [J]. Industrial innovation research, 2022, (14):190-192.
- [5] Yang Nan. The path to improve the innovation and entrepreneurship ability of college students guided by high-quality employment [J]. Science in Heilongjiang, 2021, 12(11):90-91.