



Practical Research on the Innovation and Entrepreneurship Education in Colleges and Universities by Improving the Ability of Counselors

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Abstract: With the constant acceleration of the pace of reform in China, the employment situation in China is also facing new problems. Some college graduates have become industry elites, while some are gradually away from their own employment track. In order to improve the employment rate of college graduates, colleges and universities in China must broaden the employment channels of the majority of graduates from various aspects, laying a solid foundation for their formal entry into society. As the teaching staff who have been in contact with the majority of graduates for the longest time in school, counselors' own employment guidance teaching ability has played a decisive role in their employment. This paper discusses the improvement of college counselors' innovation and entrepreneurship education and employment guidance teaching ability.

Keywords: *Innovation and Entrepreneurship Education, Ability of Counselors*

I. INTRODUCTION

Colleges and universities are the main personnel training institutions in all walks of life in China, which have provided many talents for the society. Whether the graduates can obtain employment smoothly and realize their own self-worth has become one of the most concerned topics of colleges and universities in China. As the main "tutor" of college graduates' life path, college counselors play an important "role" in the career planning of college graduates. Especially in recent years, the market competition has become increasingly fierce, making the employment problem of college graduates seriously threatened.

At the beginning of their work, young college counselors often focus on getting familiar with the management and administrative functions of student work as soon as possible, are eager to carry out student life guidance and academic guidance, pay little attention to innovation and entrepreneurship education, and lack employment experience. In addition, many college counselors will choose to continue their academic career or change their posts to improve their working environment. The counselors actively organize and encourage college students to participate in the training and learning of independent entrepreneurship, invite successful people to hold lectures for college students, share the experience of successful entrepreneurship, organize and guide college students' innovation and entrepreneurship, and urge college students to make full use of campus practice activities to improve their ability.

It can be said that the counselor team, like professional teachers, plays a certain role in the innovation and entrepreneurship education of college students. However, the counselor team focuses on extracurricular activities for college

students' innovation and entrepreneurship education, and promotes college students' innovation and entrepreneurship ability by guiding them to participate in extracurricular innovation and entrepreneurship activities. Through daily contact and communication with college students, college counselors gradually understand their personality, talents, interests and other characteristics, and carry out accurate cultivation of innovation and entrepreneurship ability. For students with inactive thinking, it is necessary to cultivate their ability to analyze and solve problems dialectically; For students with strong intentions, focus on market analysis, risk crisis awareness training and response; For students with clear planning, cultivate their insight, decision-making, organization and coordination, and ability to control changes. College counselors also need to actively cooperate with teachers to urge students to learn and use flexibly on the basis of consolidating professional knowledge.

II. THE PROPOSED METHODOLOGY

Some college counselors with shallow qualifications and insufficient experience are eager to carry out employment guidance for students, so they cannot give consideration to innovation and entrepreneurship education and employment guidance teaching ability in their daily administrative work, so they often care about one thing and lose the other. At the same time, some college counselors, considering their own future, will choose to study during their tenure, which has a certain negative impact on the stability of college counselors. Based on this, there are few plans for the employment of graduates. College counselors are much more familiar with students than other staff members.

In the long-term contact and communication, college counselors can clearly understand the students' academic status, personality characteristics and ideological psychology. This information can help counselors to carry out targeted employment guidance and innovation and entrepreneurship education, strengthen educational achievements and achieve educational goals. The ability of ideological and political education of college counselors is an important factor that affects counselors' guidance on entrepreneurship education for students. In the process of work, counselors need to master the skills and methods of ideological and political education through continuous learning, and also be good at using various information media tools to communicate with students, and always pay attention to the ideological trends and entrepreneurial footprints of entrepreneurial students. The purpose of innovation and entrepreneurship education is the ideological and political education of college students, which focuses on cultivating college students' innovation awareness and entrepreneurship, and improving their innovation and entrepreneurship ability.



Most of the counselors can not find the starting point, lack the necessary methods and approaches, and are often powerless. Innovation and entrepreneurship education can be implemented and developed in colleges and universities, and its essence is caused by strong policy guidance. At present, almost all colleges and universities in China have carried out innovation and entrepreneurship education, but it is often positioned in the classroom education, that is, to enhance students' innovation and entrepreneurship ability through classroom education and teaching, and its implementation subject is professional teachers by default. This misunderstanding is just a common problem in the current innovation and entrepreneurship education in colleges and universities. However, there is often a shortage of words in the classroom teaching of innovation and entrepreneurship education. In the process of innovation and entrepreneurship education, college counselors should not only guide students to accumulate knowledge and improve their ability as "preachers", but also pay attention to the cultivation of practice.

Facing the employment guidance teaching based on ideological and political education, even the highly educated counselors are helpless because they do not have strong teaching experience. Colleges and universities also need to increase the knowledge training on the current situation and development trend of the industry, national policies and social needs while providing ability training for counselors. These are also inseparable from the counselors' employment guidance and innovation and entrepreneurship education abilities. Only when they master professional skills and knowledge can they help counselors better carry out employment guidance and innovation and entrepreneurship education. The counselors lack a complete theoretical knowledge system of innovation and entrepreneurship education for college students. When they conduct independent innovation and entrepreneurship education for college students, they inevitably face some confusion, so it is difficult to propose effective solutions to some problems faced by college students.

Only with strong self-study ability and independent innovation spirit, can counselors help and guide students' innovation and entrepreneurship activities in their work. Among them, there is a career planning and employment and entrepreneurship guidance team. Under the team, a counselor's studio for in-depth discussion of individual work - Innovation Studio has been established; According to their own nature, responsibilities and tasks, the professional team of counselors and the counselor studio carry out theoretical discussion and practical innovation at different levels, cooperate with each other, commit to improving the quality and ability of the professional team of counselors, and guide students' career planning and innovation and entrepreneurship. At present, many college counselors are employed directly from excellent graduate students to work. Not only do they lack the most basic work experience of counselors, but also have no social experience of innovation and entrepreneurship. Some counselors even have no work experience from "school" to "school".

However, the innovation and entrepreneurship education of college students requires higher quality of educators, which is different from other university courses in that: innovation and entrepreneurship education is not a single subject, but a comprehensive education type that integrates marketing, psychology, success and other disciplines. Therefore, a series of knowledge such as law, finance, marketing, management, and professional technology are often involved in the process of

education, teaching, and counseling. However, highly effective instructors are generally professional talents, lacking systematic training in innovation and entrepreneurship, which leads to incomplete structure of their professional knowledge. College counselors should actively organize and carry out various grade work, be close to students, understand students, cultivate students' interest in innovation and entrepreneurship, and encourage them to participate in social practice activities.

The innovation and entrepreneurship education should be run through every stage of students' growth. Analyze the characteristics of students of different grades and majors, and formulate an advanced training program. The junior students are guided by improving the comprehensive quality of innovation and entrepreneurship to guide students to establish a reasonable knowledge and ability structure; Senior students focus on innovation and entrepreneurship experience, lead students to understand the market and entrepreneurship projects, and educate students to combine personal development with social needs. Career is the ultimate goal that everyone strives for. Everyone is eager to have a stable career and a fixed job. However, the majority of graduates will have many doubts about how to find the job they want and how to make full preparations for employment before they really enter the job market.

At this time, most graduates will think of seeking help from counselors the overall atmosphere of employment guidance and innovation and entrepreneurship education in colleges and universities in China is not very strong. Colleges and universities pay more attention to the academic performance of students, but pay less attention to employment guidance and innovation and entrepreneurship education. The proportion of employment guidance and innovation and entrepreneurship education responsibilities in the work responsibilities of counselors is very small. The education work is mainly undertaken by public course teachers, the education system is not perfect, and the teaching mode is mainly based on curriculum content, supplemented by competition activities. The teaching content is single, unattractive, not highly integrated with the major, or even disconnected, lacking pertinence.

College counselors are a management group that directly contacts with students. Their workload is heavy. They not only need to carry out ideological education for college students, but also cultivate them to form a correct world outlook, values and outlook on life. To improve the innovation and entrepreneurship education ability of counselors, colleges and universities can simulate innovation and entrepreneurship activities and design entrepreneurship activities from the aspects of entrepreneurship planning book design, shop design, market research, etc.

CONCLUSION

With the demand of social development for innovative and entrepreneurial talents, cultivating "mass entrepreneurship" talents has become one of the important contents of college education reform, which has also become the future development trend of higher education. College counselors should focus on the training of "mass entrepreneurship and innovation" talents, actively carry out innovation and entrepreneurship education activities for college students, and guide college students to conduct independent entrepreneurship activities in combination with their own majors. College counselors should have an active sense of responsibility, recognize the new situation, face difficulties directly, fully master the knowledge and skills of college students' innovation



and entrepreneurship education, so as to guide college students to carry out innovation and entrepreneurship activities, provide guidance and help for college students to start their own businesses, and make contributions to the real realization of a harmonious society of "national innovation and mass entrepreneurship".

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