

# ***Research on the Current Situation and Countermeasures of Higher Vocational Students under the Background of "Mass Entrepreneurship and Innovation"***

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**Keywords:** Mass entrepreneurship and innovation education; professional literacy education; opportunities and challenges; existing problems; and optimization countermeasures

**Abstract:** In the new educational environment, the mode of entrepreneurship and innovation education has become a highlight of the reform and development of vocational education. In this process, the implementation of students' professional quality education has aroused great attention from the society. The implementation of vocational literacy education has a positive impact on improving the quality of personnel training and promoting the development of higher vocational education. In this paper, the connotation of entrepreneurship and innovation education and professional quality education are expounded in detail, and the problems existing in the training mode and training process are analyzed. On this basis, the optimization countermeasures of vocational quality education are discussed.

## **1. Related concepts of mass entrepreneurship and innovation education, professional quality and professional quality education**

### **1.1 Mass entrepreneurship and innovation education**

The mode of mass entrepreneurship and innovation education reflects the unique characteristics of vocational education. Mass entrepreneurship and innovation education is short for innovation and entrepreneurship education. In essence, mass entrepreneurship and innovation education is spiritual education and quality education. In the process of carrying out a teaching activity, teachers should not only focus on the students' knowledge education, but more importantly, cultivate the students' innovative and entrepreneurial thinking and innovative and entrepreneurial ability through the transmission of knowledge. Teachers can allow students to expand new knowledge, stimulate new thinking and enhance new abilities through textbooks, ensuring that students can use this ability to achieve innovative development in employment, create value for the society, occupy a place in their professional field and play an important role.

## **1.2 Professional quality**

Professional quality is a kind of excellent quality gradually established and developed by human beings after acquired learning and precipitation. It is mainly manifested as good professional ethics, rich cultural knowledge, excellent professional technology, strong psychological ability to resist pressure, and a positive attitude towards life and work. Higher vocational students' professional quality refers to the respect for students' law of physical and mental development, in schools, society, enterprises and institutions training places for students in all aspects of the education practice, help students to form a good physical and mental quality, professional skills, scientific and cultural quality, professional ethics and professional skills<sup>[1]</sup>.

## **1.3 Professional quality education**

Professional literacy education is an educational form and teaching activity focusing on the cultivation and promotion of students' professional quality. The focus of professional quality education is the vocational values and professional ability of higher vocational students. Schools can start from the perspective of improving vocational skills, and educate students' comprehensive ability, practical ability and practical ability. In this process, the students' professional ethics quality education is the implicit education content, which is the most basic professional ethics and professional characteristics that every vocational student should have. For any employer, we hope that the appointed personnel can stick to the bottom line, follow the principles, work hard, positive, face difficulties, diligent in peace, such quality is the need to focus on cultivation. Vocational skill education is explicit education. Higher vocational colleges, as the main position of cultivating technical talents, should impart all professional knowledge and skills to students, so as to lay a foundation for students' employment after graduation. Therefore, vocational skills education is also an essential content of professional quality education <sup>[2]</sup>.

## **2. The model characteristics of higher vocational colleges in cultivating students' professional quality based on "mass entrepreneurship and innovation" education**

### **2.1 Take the complete project as the carrier to emphasize the innovation of the project**

In the "mass entrepreneurship and innovation" education, it not only requires students to rely on the implementation of the project, but also requires students to play their subjective initiative to process and create the project. Therefore, with the "mass entrepreneurship and innovation" education as the carrier, we can effectively solve various problems brought by the traditional model. For example, in innovation and entrepreneurship, students will analyze their respective professional advantages, and on this basis, determine the project, complete the project design scheme, and produce real objects. At the same time, students also need to borrow the operation mode of venture capital to complete a business plan and conduct entrepreneurial practice activities. From this perspective, the cultivation mode of students' professional quality must have a complete, scientific, innovative and practical projects as the carrier<sup>[3]</sup>.

### **2.2 Students' self-study is the leading role and emphasize the initiative of learning**

The essence of mass entrepreneurship and innovation education is to highlight the main position of students in teaching, so that they can actively and actively participate in teaching and project development under the guidance of teachers, so as to continuously improve their independent learning ability, thinking ability, practical ability and teamwork ability. The education emphasizes

that students should take an independent, conscious and voluntary attitude towards learning. In higher vocational colleges, there is no limitation of mass entrepreneurship and innovation education. Students of different majors and grades can become a team based on their common interests, hobbies and hobbies, and then release each other's ideas around the projects recognized by everyone, and complete the projects with joint efforts. The team will divide the tasks according to the actual ability and advantages of each team member. A clear division of labor can improve the completion efficiency of the project and ensure that the implementation of the project is always in an orderly and stable state<sup>[4]</sup>.

### **2.3 Assist with teacher guidance, and emphasize the difference of guidance**

In the background of mass entrepreneurship and innovation education, teachers are no longer the leaders of teaching, but should act as the guides to guide students on how to master learning methods and cultivate comprehensive ability. In the face of a certain project, teachers should give appropriate guidance, and let the students set up a project team, declare the project, determine the project, the implementation plan and the evaluation of the results. Teachers should be familiar with the market operation rules of the major, the development status and trend of the industry, the adjustment and optimization direction of the industry structure, etc. From the perspective of the industry development, according to the nature of students' innovation and entrepreneurship projects, teachers grasp the general direction of the whole project, provide forward-looking and comprehensive guidance to students, and help students avoid various potential risks. Compared with traditional education, mass entrepreneurship and innovation education embodies the teaching concept of "teaching students in accordance with their aptitude", and provides targeted guidance for the personalized differences of students' participation in innovation and entrepreneurship projects<sup>[5]</sup>.

## **3. Current situation of vocational literacy education for higher vocational students under the background of "mass entrepreneurship and innovation"**

### **3.1 Opportunities**

Under the influence and requirements of the new education policy, higher vocational colleges should always carry out the teaching task of cultivating talents in the process of cultivating talents, cultivate students' knowledge, moral character and skills, and constantly explore the methods and approaches of vocational education literacy. In the current society, the factors that affect the competitiveness of enterprises are not only the production of high-quality products, but also whether enterprises have good reputation and honest quality. To achieve this goal lies in whether the appointed personnel have good professional quality, so the higher vocational students need to receive the corresponding education during the school period. As cultivating high-quality technical talents, higher vocational colleges have unique advantages in the implementation of professional quality education, and also create a good environment for the implementation of professional quality education.

### **3.2 Problems**

#### **3.2.1 Lack of correct cognition**

The school's understanding of the connotation of "mass entrepreneurship and innovation" education and professional literacy education is not profound, which affects the in-depth development of the education. For schools, it is concerned about the completion of students in the

whole stage of higher vocational education and the graduation rate of students. As for the subsequent employment situation of students, the school will not deliberately track and feedback. However, when the students study in school, the teachers will make certain guidance in career planning and employment. Therefore, schools usually arrange professional literacy education in the final learning stage, and students have a limited understanding of career development, which makes students unable to adapt to the needs and pace of work in the process of employment. This is extremely unfavorable to the development of students and the development of employers.

### **3.2.2 Deviation in education priorities**

Skill education over moral education is a common problem in the implementation process of vocational literacy education in higher vocational colleges, and it is also an important factor affecting the overall level of education. First of all, teachers in higher vocational vocational quality education often focus on teaching and scientific research, and pay more attention to the "professionalism" of education. That is, what professional knowledge and skills do the students need to master in order to obtain the opportunities in the subsequent employment. Therefore, there is not much attention to moral education, and there is no awareness of integrating mass entrepreneurship and innovation education with professional quality education. As a result, the development of teaching activities cannot meet the learning and development needs of students. The content of innovation and entrepreneurship often lags behind, and teachers deviate from the requirements of "mass entrepreneurship and innovation" in the process of education, teaching, practice and training. First of all, the teaching of specialized courses, and some active measures are rarely used to optimize the teaching content, and the educational idea of "mass entrepreneurship and innovation" is not obvious. Secondly, in the specific practice, in higher vocational education teaching, teachers usually do not explain in detail about moral education in detail, most of them are to inform students not to love their jobs in their work. However, the teacher will not explain it too much, so the students just regard it as a theoretical thing to remember, do not care about how to use it, and some students even sneer at it.

### **3.2.3 The education mode is relatively single**

In the process of developing professional literacy education, the education mode and method adopted by most teachers are relatively single. The course usually focuses on a real case in the professional field, analyzes to students, and expounds the standards for talents and the requirements for professional quality. The whole process is the teacher one-way explanation to the students, the students are always in a passive state. Such a model cannot help students build a practical impression of "professionalism". Not only that, students in such a boring atmosphere is not interested in educational activities.

## **4. Optimization countermeasures of vocational literacy education for higher vocational students under the background of "mass entrepreneurship and innovation"**

### **4.1 Optimize the educational structure**

Under the background of mass entrepreneurship and innovation, higher vocational colleges should adjust and optimize the educational structure based on the actual education, and improve its scientific and targeted nature. The optimization of the educational structure can present the maximum educational effect. Schools and teachers should reform the professional curriculum system on the basis of in-depth analysis of the background of entrepreneurship and innovation

education, so that the curriculum can reflect the core value of entrepreneurship and innovation education. On the one hand, professional courses should be used to enlighten students' awareness of entrepreneurship and innovation, and help students to think about professional problems with the thinking of entrepreneurship and innovation. For example, the course content of the first and second semesters should be based on professional core courses, learning basic knowledge and thinking training, so that students can have a preliminary understanding of mass innovation; the second stage should pay attention to the cultivation of students' perception of entrepreneurship and innovation, and improve the basic skills of innovation and entrepreneurship. In the third and fourth semesters, courses directly related to mass entrepreneurship and innovation, such as innovation methods and basic skills of entrepreneurship, etc. Students will gradually deepen their understanding of mass entrepreneurship and innovation and professional literacy education, so as to build an ability system with personalized characteristics. Finally, I entered the practice stage, that is, entrepreneurship simulation in the fifth and sixth semesters to help students implement abstract knowledge and skills into real entrepreneurial projects, and at the same time, I can effectively realize the significance and value of professional quality education in practice.

#### **4.2 Innovative education mode**

The diversity of education mode has great attraction to students. Therefore, teachers need to carry out professional literacy education based on the mode of mass innovation education from the actual development of students and adopt some measures to integrate the two, especially the integration with professional ethics education. On the one hand, teachers should collect the corresponding valuable materials, cases and other resources based on the professional course content, and insert them into the conventional teaching content, so as to make the content richer and more compatible, and deepen students' cognition of the integration of the two through interaction. It can not only improve the pertinence and practicability of education, but also meet the employment and development needs of students to the greatest extent. For example, the school should cooperate with the corresponding enterprises or other employers of each major, and formulate the corresponding talent training plan according to the employment requirements and needs. The school will carry out professional literacy education activities in a plan according to the content requirements, professional curriculum, employment direction in a planned, step-by-step and goal.

#### **4.3 Strengthen team building**

Teachers are the main organizers and implementers of professional quality education. Their comprehensive ability and quality are directly related to the quality and effect of professional quality education. Therefore, in the face of the current new educational environment and the educational background of mass entrepreneurship and innovation, higher vocational colleges should strengthen the construction of teachers and focus on cultivating high-quality double-qualified teachers. Only in this way can we ensure that teachers can not only realize the efficient dissemination of professional knowledge and technology, but also make them play a guiding role and use their accumulated front-line experience to help students understand the employment situation and needs, so as to realize the comprehensive development of students and become talents that meet the real needs of modern employers. On the one hand, the school should carry out special training for the team, the content of which includes professional strengthening, related professional practice, etc., so that teachers can have a substantial breakthrough in teaching ability and professionalism. On the other hand, we should focus on cultivating teachers' awareness and enthusiasm of "entrepreneurship and innovation", so that teachers can design and implement corresponding teaching activities and improve teaching methods based on the actual needs of

students and the requirements of entrepreneurship and innovation education, so as to constantly inspire students in specific teaching, and cultivate their innovative and entrepreneurial thinking and ability. Teachers can also be encouraged to study in enterprises to understand the new trends of market development, so that they can have the ability to combine innovation and entrepreneurship with the market, and transform resource advantages into economic advantages, and further enhance teachers' experience in mass entrepreneurship and innovation.

## 5. Conclusion

To sum up, the implementation of vocational literacy education for students in higher vocational colleges under the background of mass entrepreneurship and innovation plays an extremely important role in the sustainable development of higher vocational colleges and the employment and development of higher vocational students. Therefore, schools and teachers should have a clear understanding of the connotation of "mass entrepreneurship and innovation" and professional literacy education, comprehensively analyze the existing problems, constantly optimize the teaching content and innovate the teaching mode based on the teaching practice, and create good conditions and environment for the effective development of professional literacy education and the improvement of professional literacy education.

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