

# **Research on the Practical Mode of University Innovation and Entrepreneurship Education Based on Career Planning**

**Zhang Jing**

Shandong Institute of Commerce and Technology, Shandong, Jinan, 250103, China

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**Abstract:** the Ability of Innovation and Entrepreneurship is a New Requirement for the Ability and Quality of Talents in the New Era. It is Also an Important Accomplishment for Talents to Achieve Personal Development. in This Paper, We Will Analyze the Significance, Goal and Practice of Career Planning Based University Innovation and Entrepreneurship Education, in Order to Explore the Specific Practice Mode of Career Planning Based University Innovation and Entrepreneurship Education, So as to Improve the Effect of Innovation and Entrepreneurship Education.

## **1. Introduction**

College innovation and entrepreneurship education based on career planning is an important task for colleges and universities in China to further improve the quality of higher education talents under the background of the new era. However, at present, some colleges and universities in our country pay more attention to theoretical education than guide students to actively participate in practice when carrying out innovative entrepreneurship education for students. Therefore, it is necessary to carry out research according to the characteristics of university innovative entrepreneurship education in order to broaden its practical mode.

## **2. The Significance of University Innovation and Entrepreneurship Education Based on Career Planning**

With the development of quality-oriented education in our country, it is necessary to develop the university's innovation and start-up education based on the career planning in the university education. And with the development trend of the economic and cultural globalization, the personnel training model of the modernization, the popularization and the diversification has been in-depth into the university education of our country. Besides, it is not only the basic quality and ability to carry out the innovation and start-up, but also the spirit and consciousness of innovation and start-up. In the future of the social development, the talented person occupies an obvious power advantage. At the same time, through our country With the continuous improvement of the understanding of the university's innovation and entrepreneurship education based on the career planning, the continuous improvement of the content of the university can more efficiently realize the training of the students' career planning and the innovative starting-up attitude [1]. In addition, the innovative start-up talent is the key factor to promote the continuous improvement of the international competitiveness of a country and the nation, which also shows that the development of the university's innovation and start-up education based on the career planning can not only promote the development of the talents, but also promote the development of the country.

## **3. The Goal of the University's Innovation and Start-Up Education Based on the Plan of the World**

For the university innovation and entrepreneurship education based on career planning, its educational goal is to respect the individual choice and individualized development of college students, and at the same time, according to the choice of students, to construct a teaching

curriculum planning with diversity and whole process, and to promote the development of students on the career path of their own choice through education, and on this basis, Make college students invest in innovation and entrepreneurship aimed at their own career planning. At the same time, by using the guidance and education in the study of colleges and universities, we can also realize the cultivation of college students' entrepreneurial spirit and enterprising spirit, so that they can actively participate in the innovation and entrepreneurship [2]. In addition, career-based The planned university innovation and entrepreneurship education also pays more attention to the cultivation of college students' sense of social responsibility, so that after the end of university education, it can give full play to its own personal value in the society and contribute to the development of the country in the economic, social, cultural, technological and other levels.

#### **4. On the Basis of the Practice of the University's Innovation and Entrepreneurship Education Based on the Career Planning**

The adjustment of curriculum system is an important foundation for university innovation and entrepreneurship education based on career planning to ensure that its practice mode can be launched. At present, some colleges and universities often lack the support of the teaching system when they launch the classroom teaching of university innovation and entrepreneurship based on career planning, which makes it difficult for students to correctly grasp their own career planning in the process of participating in practice, and lack the understanding of the concept of innovation and entrepreneurship, which leads to the difficulty of ensuring the effect of practical activities. Therefore, in the process of constructing the curriculum system, we need the teaching needs of innovative entrepreneurship education based on career planning to complete the integration and decomposition of classroom content [3]. On this basis, we should actively guide students to participate in the course of career planning, establish a scientific concept of innovation and entrepreneurship, establish a correct understanding of career planning, and on this basis, deepen students' understanding of innovative and entrepreneurial knowledge and realize the improvement of their innovative and entrepreneurial quality. In addition, when constructing the classroom system, we should not only perfect and integrate the content of classroom education, but also pay attention to the expansion and improvement of online education ability, bring the innovation and entrepreneurship education curriculum into the learning network learning platform, and through the integration of online teaching resources, so that students can complete the creation both offline and online. The study of the content of new entrepreneurship education makes the improvement of its ability and quality more perfect and perfect [4].

#### **5. The Concrete Practice Mode of University Innovation and Entrepreneurship Education Based on Career Planning**

In the practice model of the university's innovation and start-up education based on the plan of the world, the carrier is the important content of promoting the active participation of the students in the practice activity, and the students' choice of the practical carrier is the choice of the practice mode in practice. In the course of the construction of the practice model, the university should choose the form of the students' love and love to attract the students to participate in the practice of innovation and start-up. In the current practice model of the university's innovation and start-up education based on the career planning, the following three practical models are more common:

##### **5.1 Entrepreneurship Competition**

The most important of the university's innovation and start-up education based on the career planning is to provide the students with the practical carrier. through various entrepreneurial competitions, the students can lead the students to enter the start-up practice, so that the students can improve their own entrepreneurial practice ability during the fierce competition process, and realize the multiple cultivation of the students' innovative and entrepreneurial thinking and the innovation and entrepreneurship ability, It also makes the students understand the shortcomings of

their current ability of innovation and entrepreneurship through practice, so as to adjust and strengthen the study, and constantly optimize their own innovative and entrepreneurial abilities. And, by practicing the competition in the exercise, not only can the students improve their ability in this process, this is the same. The competition among the class talents can also simulate the fierce competition environment in the current market and temper their own sense of innovation and entrepreneurship competition [5]. At the same time, this kind of practice mode of fair competition can also stimulate the sense of achievement of the winning students, make other students actively participate in the activities in order to compete for honor, promote the enthusiasm of students to participate in the study of innovation and entrepreneurship, and realize the practice of students' own comprehensive innovation and entrepreneurial accomplishment.

## **5.2 Planning Book Competition**

In the course of class education, the teacher is to explain to the students the problems that should be paid attention to in the career planning of the students, so as to make the students more reasonable to complete the planning idea of their future occupation, so as to make the students clear their own development direction in the course of practice, and integrate the start-up and the plan. To ensure the rationality of its own career planning.

## **5.3 Construction of the Presentation Platform**

Entrepreneurial competition, planning book competition and other practical models all organize students to participate in practice at a specific time, and through the construction of practical display platform, students can participate in innovative entrepreneurial practice activities based on career planning at any time. And when colleges and universities construct the practice achievement display platform, they should pay more attention to the two-way construction of the platform, so that students can not only display their own practical results through the platform, but also provide students with the path to participate in the practice through the platform. For example, when a university in Tianjin constructs the exhibition platform of innovation and entrepreneurship, it sets up the practice information of innovation and entrepreneurship in the platform.

## **6. Conclusion**

To sum up, college innovation and entrepreneurship education based on career planning is of great significance to promote the personal development of college students and improve their personal quality. In the process of practice, first of all, through the adjustment of the classroom system to build a practical basis for it, and through the construction of entrepreneurship competition, planning book competition, display platform, to exercise students' practical ability, to achieve the cultivation of college students' innovative entrepreneurial thought and the improvement of their ability.

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