

Research on the Employment Oriented Cultivation Mode of Innovative and Entrepreneurial Talents

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Abstract— Employment has recently emerged as a critical issue in the cultivation of talents at Chinese application-oriented universities. Traditionally, an application-oriented university aims to cultivate students' social and practical skills. In societies in high demand for innovative talents, the orientation of the training of applied talents is tilting towards the cultivation of innovative capabilities. Taking the current employment market demand as a premise, this thesis analyses the mechanism and guarantee of employment-oriented innovative talents cultivation to provide reference for the talents training mode of Chinese universities.

Index Terms— China, innovation and entrepreneurship education, talents training in colleges and universities, employment of graduates

I. INTRODUCTION

Global economic slowdown and deteriorating employment conditions make it hard for universities to cultivate the innovative talents needed by the market, while a high proportion of graduates have encountered difficulties in employment^[i]. In this context, universities should take employment as the guide to optimize the construction of university talents training system, and actively carry out the analysis of employment market demand, while integrating the teaching reform with market demand closely, so as to put the cultivation of innovative talents into practice^[ii].

II. MARKET-BASED RESEARCH

The universities should formulate a research plan of employment market demand, allocating and executing it, and launch a demand analysis after obtaining the data. Penetrating into industry and market realistic talent demand from macro policies, industry trends and internal market interviews, through the research, we will integrate the market demand and examine the changes in talents demand under the current industrial development that draft the corresponding talents training system^[iii]. Universities must investigate the market demand as well as the internal and external environment by analyzing their own strengths and weaknesses to find their positioning, which provides the foundation for establishing an effective talent training system that finally integrate multiple research reports to form a sound reform proposal.

III. Restructure the Organization as Required

As part of the existing organization structure, it is important to properly combine it with the market demand to enhance the universities' comprehensive services, such as the sound

teaching management, administration and instructional affairs and etc. Its main function is to cultivate innovative talents for the market. When formulating talents training programs, universities should thoroughly listen to the research opinions of disciplinary colleges, and strongly associate predominant disciplines with talents training to develop other integrative curriculum, incorporating market quality resources into the talents training system.

III. BRAINSTORM TO FORGE A QUALITY TEAM

Developing a talent training program will require the universities to train their teaching staff and management team in innovative thinking, and to expand the scope of talents during the training process by equipping them with excellent professional proficiency, rich knowledge and powerful innovation, which ensures that there are quality resources in the innovative talents training team. Simultaneously, the universities should increase the intensity of cooperation and external communication training, which gives the talents training team sufficient environment for self-improvement, so as to improve the level of our team and ultimately achieve the improvement of talents training. The universities should vigorously introduce talents and strive to cultivate the mainstay, bringing in brilliant talents from enterprises, scientific research and other sources of external talents, with the intention of achieving the overall improvement of the talents training in the university through a complementary approach^[iv].

IV. LEAD THE INTEGRATION OF SOCIAL RESOURCES

Incubator centers for Industry-University-Research integration are expected to be established within universities to train students from angles of elementary knowledge teaching to professional discipline research to professional practice and career planning, forming learning service systems on learning needs, curriculum development, educational platforms, demand-based services and social practice platforms. Universities should implement relevant teaching or practical activities to enable students to improve their innovative abilities while mastering professional knowledge and skills^[v]. Universities can make use of external resources to cultivate students, which solves the problem of professional training of students being detached from the market, while providing external parties with the talents to realize employment-oriented training of innovative talents.

V. ESTABLISH AN ACCURATE EVALUATION SYSTEM

Universities can establish a bidirectional talent-training system evaluation mechanism with the objective of cultivating innovative talents, and with the dynamic adjustment of market demand. Through the changes in market demand promptly, it influences the weight of evaluation

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indicators of talents training system and indicates the importance of each link and stage of talents training work, so that resources can be dynamically adjusted throughout the talents training process, which can promote the reform of university education in the right direction steadily^[vi].

VI. CONCLUSION

In a word, innovation and entrepreneurship education is a complex systematic project, which requires universities to continuously cultivate students with innovation ability, entrepreneurship and high comprehensive quality. In order to cultivate innovational and enterprising talents, governments, universities and enterprises need to cooperate to create a good environment for talent cultivation.

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