

Research on the Problems and Countermeasures of Innovation and Entrepreneurship Education for Higher Vocational Students under the Epidemic Situation

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Abstract: Higher vocational schools should not only cultivate high-quality skilled talents for the production line, but also give priority to the cultivation of students' innovative and entrepreneurial ability, and cultivate their innovative consciousness, innovative quality and entrepreneurial ability. Only by vigorously implementing the reform of "Shuangchuang (innovation and entrepreneurship)" education can the cultivated students better adapt to the needs of independent and innovative society and their own development, and vocational schools can run schools with greater vitality. Vocational schools are essentially different from ordinary colleges in talent training objectives. They are employment-oriented and cultivate comprehensive applied talents that meet the needs of society. Deepening "Shuangchuang" education in colleges is the need for the country to implement innovation strategy and promote economic development, and it is also a measure to promote the reform of tertiary education and improve the quality of entrepreneurship and employment of college students. Starting with the problems faced by "Shuangchuang" education during the epidemic period, this article discusses the new mode and practice of "Shuangchuang" education during the epidemic period, and provides reference for the reform of "Shuangchuang" education in vocational schools.

1. Introduction

Vocational schools are the main positions for the training of applied talents and skilled talents in China. In recent years, with the expansion of the scale of running schools and the continuous improvement of the requirements for the quality of personnel training, the emphasis on "Shuangchuang" education is also increasing, and beneficial explorations have been made in education modes, methods and curriculum systems, and certain achievements have been made [1]. But on the whole, there are still some unsatisfactory places, and the existence of some problems affects the effectiveness and effectiveness of "Shuangchuang" education. "Shuangchuang" education for college students is the need of the times, economic and social growth, the inevitable choice to solve the employment difficulties of college students, and also the trend and goal of tertiary education reform. At the end of 2019, countries all over the world suffered from the COVID-19 epidemic [2]. "Shuangchuang" education, as an important starting point for personnel training, has improved the quality of professional teaching, responded to the national strategy of "mass entrepreneurship and innovation" and improved the "Shuangchuang" literacy of the whole nation [3]. College teachers actively explore methods in the epidemic, and apply the concept of "Shuangchuang" to new ways and means to cultivate students' application ability, enhance students' entrepreneurial meaning and creativity, and provide talent support for the development of the country [4].

With the advent of the post-epidemic era, "Shuangchuang" education is bound to present some new features. From the perspective of vocational schools, increasing students' "Shuangchuang" education can effectively help students improve their entrepreneurial ability, but also avoid the possibility of problems in the process of entrepreneurship [5]. The most important thing is to improve the employment rate of students and comprehensively improve the cultivation of students' quality. The advent of the "internet +" era has challenged the work of vocational schools. It is an

inevitable trend to use the Internet to carry out education and teaching. If you want to occupy a favorable position in the fierce competition in colleges, you must actively integrate into this trend, and use the Internet to reform and innovate educational activities, and the reform of "Shuangchuang" education is the most important [6]. It is an inevitable requirement to enrich the level of "Shuangchuang" education, expand its development space and speed up its development. Innovation is the soul of education and entrepreneurship is a direction of education and training. Under the background of deepening the reform of "Shuangchuang" education in colleges, higher requirements are put forward for vocational schools [7]. Starting with the problems faced by "Shuangchuang" education during the epidemic period, this article discusses the new mode and practice of "Shuangchuang" education during the epidemic period, and provides reference for the reform of "Shuangchuang" education in vocational schools.

2. Connotation of "Shuangchuang" education

Innovation is to use the existing theoretical knowledge to complete new creation and discovery, including creative thinking and practical ability, and it is a value-oriented education to cultivate students' innovative ability. Entrepreneurship refers to the new methods and achievements produced by solving problems in a novel and unique way through accumulated experience and knowledge in various innovative activities [8]. "Shuangchuang" education combines entrepreneurship and innovation. Entrepreneurship is based on innovation and is the result of innovation. The goal of "Shuangchuang" education is to cultivate talents with entrepreneurial literacy, which requires students to have innovative spirit, entrepreneurial awareness and innovative entrepreneurial ability [9].

Consciousness cultivation is to enlighten students to have innovative consciousness and spirit, so that students can understand the basic requirements of innovative talents, the concept of entrepreneurship and the basic knowledge they need. "Shuangchuang" education can certainly enhance college students' enthusiasm and enthusiasm for starting a business, and promote the structural improvement of China's job market, but entrepreneurship needs to improve its success rate and quality, so as to really promote college students' employment. In the context of intensified competition in the market economy, personnel training is also facing many challenges. "Shuangchuang" education has been continuously carried out in colleges and has achieved certain results. As an important part of tertiary education, in the current economic environment, it is very important for vocational schools to explore the entrepreneurial education model that conforms to their own college training characteristics.

3. Problems faced by "Shuangchuang" education during the epidemic period

3.1. Unable to provide scientific and effective guidance

The traditional business majors are outdated, and the development of different majors is very uneven. Moreover, with the development of society, industrial transformation is inevitable, and there are many new jobs in the market. However, the business majors have not been updated in time, which leads to the dislocation between the established majors and the post demand of the society, and it is difficult for the talents trained by vocational schools to fill the gap in the market. At present, the social demand is undergoing profound changes, and the change in the nature of business competition poses a severe challenge to traditional business education. Under the background of digital industrial transformation, enterprises need more comprehensive talents, requiring talents to have both technology and management [10]. In some colleges dominated by science and engineering, students' "Shuangchuang" practice depends on the necessary hardware conditions such as laboratories and equipment. In addition, the "Shuangchuang" instructors rarely have online counseling, or do not have the experience and ability to guide students' "Shuangchuang" remotely, and they are not prepared in all aspects. At the same time, students who have completed the early stage of entrepreneurship encounter the risk that the entrepreneurial project will be terminated in the

bud. In the post-epidemic era, it is relatively difficult for college students to find employment. Improving the employment rate of college students through entrepreneurship is an important measure to stabilize employment. It is necessary for the times to appropriately increase the proportion of "Shuangchuang" education for college students. Online teaching mode can greatly expand the time and space for cultivating college students' "Shuangchuang" ability, and students can obtain resources for virtual simulation "Shuangchuang" practice activities anytime and anywhere through mobile terminal, PC terminal and cloud, thus effectively promoting the multi-dimensional development of college students' "Shuangchuang" education.

3.2. The willingness to innovate and start a business is greatly reduced

The digital economy represented by "internet +" is developing vigorously, changing people's behavior, business model and industrial structure. The change of industrial structure will bring about social change, which will produce a large quantity of new occupations and jobs and bring new opportunities for career development, which requires that education should also be changed. Under this mode, the effect of school-enterprise cooperation is not obvious. First of all, from the perspective of enterprises, large-scale investment will not be made in the professional construction of vocational schools.

From the perspective of vocational schools, the support for enterprises is only manifested in conveying graduates for enterprises [11]. However, the current school-enterprise cooperation has not yet formed a unified and coordinated systematic promotion trend, so the talent training mechanism of school-enterprise cooperation is only in its infancy, and the industry has not fully integrated the whole process of talent training, which makes the specialty setting, training mode, curriculum setting, teaching methods and talent training quality of vocational schools unable to fully meet the needs of enterprises. At present, industries in China are changing from traditional labor-intensive to labor-knowledge-intensive industries, and the proportion of high-end manufacturing and new service industries in economic development continues to grow, so the gap of high-quality applied talents for enterprises is also growing. The new business education strives to cultivate interdisciplinary and compound talents based on industry orientation. However, compared with the speed of market transformation, the transformation and upgrading of business majors are always slow, which also leads to the difficulty in meeting the needs of social posts.

4. Innovation of "Shuangchuang" education model for college students under the influence of epidemic situation

4.1. Update educational concepts

Compared with the traditional employment mode, with the support of network information technology, the modern employment relationship is more flexible, and both the work content and the work mode have obvious dynamic characteristics. Digitalization, informationization and intelligence drive industrial transformation, enterprise re-starting and management re-innovation, which fundamentally changes the business environment and competitive situation and puts forward new requirements for new business talents. While using the "internet +" entrepreneurial model to promote a large quantity of employment projects, Internet management mode, Internet production scheduling mode and Internet marketing mode will also become new formats. "Shuangchuang" education in colleges must quickly adapt to this new format and strengthen "Shuangchuang" education in the Internet working environment. The core composition of cultivating students' innovative ability is shown in Figure 1.

It is generally believed that the core value of the concept of "Shuangchuang" education is to cultivate college students' innovative spirit and entrepreneurial consciousness, and it can't be just positioned as a way to solve college students' employment and improve their employment rate. However, in the face of the difficult employment situation of college students in the post-epidemic era and the determination of the country to stabilize employment, "Shuangchuang" education should update its concept and keep pace with the times, not only to cultivate college students'

entrepreneurial awareness, but also to further improve the cultivation of college students' entrepreneurial ability and further strengthen the guidance of college students' entrepreneurial practice.

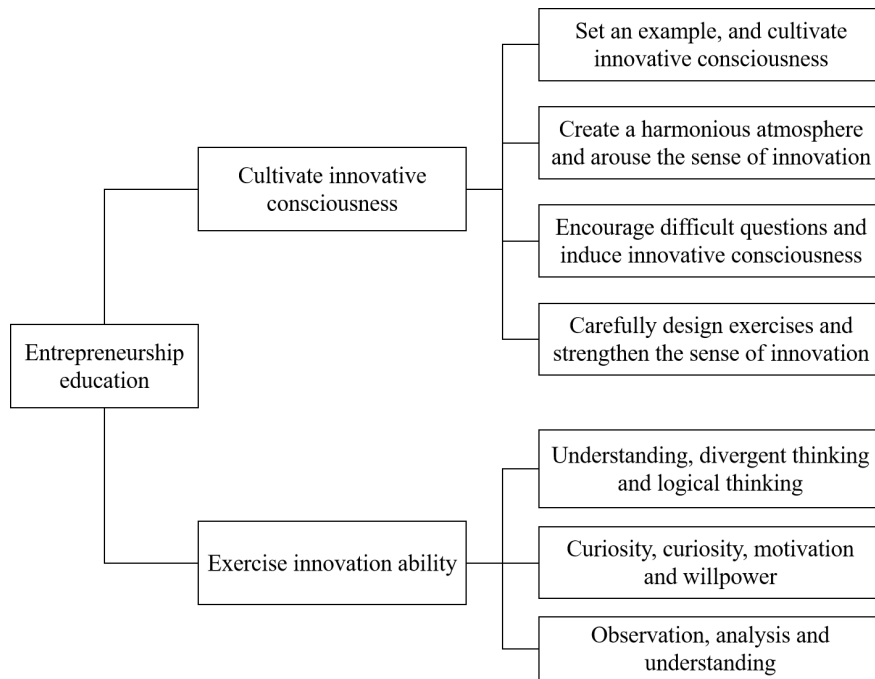


Figure 1 The core composition of cultivating students' innovative ability

4.2. Innovative teaching methods

"Shuangchuang" education is a new educational concept and model with the goal of cultivating talents with entrepreneurial awareness and pioneering spirit, which includes and integrates two aspects: innovation education with the goal of cultivating talents with innovative spirit and innovative ability and "Shuangchuang" education with the goal of cultivating talents with entrepreneurial awareness and entrepreneurial ability. The composition of enterprise's independent innovation capability is shown in Figure 2.

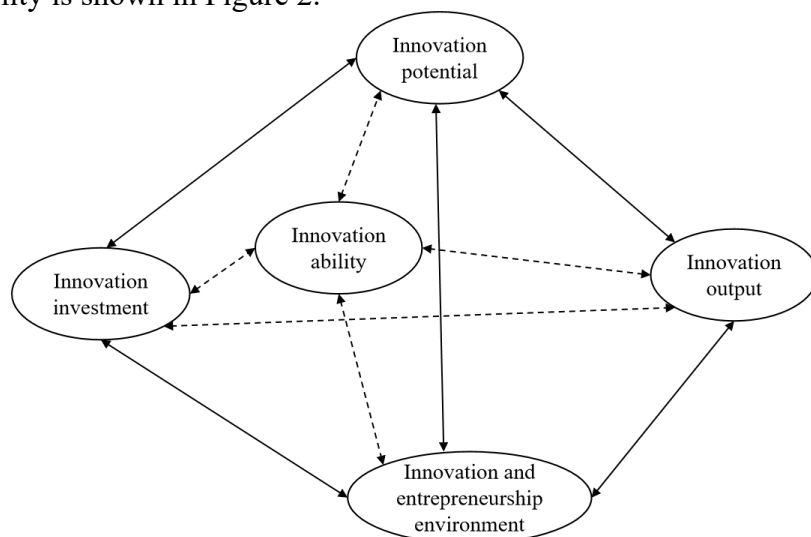


Figure 2 Composition of independent innovation capability of enterprises

"Shuangchuang" education under the epidemic situation requires students to have more systematic knowledge and comprehensive ability of "Shuangchuang". Therefore, it is need to strengthen the systematic, hierarchical and networked construction of "Shuangchuang" practice platform to meet the needs of students' learning and development at all stages.

5. Conclusions

Under the background of modern information technology, the construction of "Shuangchuang" education system is a process of continuous exploration and improvement. "Shuangchuang" education is an important topic faced by vocational schools at present, which is the demand of talent training and the requirement of economic and social growth for talents. "Shuangchuang" education can not only cultivate students' innovative consciousness and entrepreneurial spirit, enhance students' competitiveness and relieve employment pressure, but also deliver high-quality talents for enterprises and meet the demand for talents in China's economic construction. Vocational schools need to strengthen the reform of "Shuangchuang" education, realize the shortcomings in education and teaching, actively use the internet to carry out their work, let teachers sort out the correct educational ideas, and change the education and teaching mode.

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