

Research on Employment and Entrepreneurship Education of College Students from the Perspective of New Quality Productivity

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Abstract: New technologies such as artificial intelligence, big data and blockchain continue to emerge, which continue to empower new industries, spawn new business forms, accelerate the formation and development of new quality productivity, and bring profound impact on college students' employment and entrepreneurship opportunities and the environment. From the perspective of re-quality productivity, the reform of college students' employment and entrepreneurship education and the improvement of educational practicality and effectiveness have become an inevitable choice for college education to link up with social development. Therefore, on the basis of analyzing the connotation of the new quality productivity and its specific impact on the employment and entrepreneurship education of college students, this paper discusses the feasible path to carry out the employment and entrepreneurship education of college students from the perspective of the new quality productivity, aiming to offer suggestions for accelerating the training of compound talents and consolidating the talent base for the development of the new quality productivity.

Keywords: New quality productivity; College students; Employment and entrepreneurship education

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1. Introduction

In the era of accelerating development and evolution of new quality, innovative allocation of production factors is gradually realized, industrial transformation and upgrading is gradually realized, and revolutionary breakthroughs are gradually achieved in technology. The supply of human capital needs to improve "quality" and "quantity," and college students need to seize the opportunities of "reaching" and "broad" in employment and entrepreneurship. In the face of the new needs of development in various fields, college students' employment and entrepreneurship education need to pay attention to industrial upgrading and scientific and technological innovation, accelerate the transformation of talent training mode around new quality productivity, and increase talent reserve for the production and development of new quality productivity.

2. Connotation of new quality productive forces

The concept of new quality productivity is an innovative concept arising from the background of the new era. It is the development and inheritance of traditional productive forces. It is a new form of productive forces emphasizing the optimization of forms, the application of new technologies and the integration of new factors. In the process of the generation and development of the new quality productivity, scientific and technological innovation is at the core position and plays a leading role. Its theoretical framework includes the meaning, basic connotation, generation conditions, essential attributes and performance characteristics, etc., which can provide theoretical compliance for the high-quality development of the new quality productivity and the development of productivity^[1]. In essence, the new quality productivity belongs to the technology-driven production mode, with data as the key production factors, supported by the technology integration of different industries and fields and the concept of green and low-carbon development, intelligent technology as the starting point, exploration in frontier fields, and reshaping of the basic factors of productivity. To promote productivity to more advanced and more advanced quality evolution, talents continue to achieve comprehensive development. Its proposal reflects people's new requirements and new understanding of the development of productive forces in the globalization and information age, provides directional guidance for people to promote high-quality economic development by relying on innovation-driven and scientific and technological progress, and puts forward new requirements for college students' employment and entrepreneurship education^[2].

3. The impact of new quality productivity on college students' employment and entrepreneurship education

3.1. Demand the improvement of “quality” and “quantity” in the supply of human capital

The new quality productivity is guided by the new development concept. Compared with traditional productivity, the new quality productivity emphasizes the fundamental driving force of scientific and technological innovation. It has the characteristics of new fields and high technology content, and requires the supply of human capital to improve both quality and quantity^[3]. First of all, this is reflected in the demand for the quantity of innovative talents. From the perspective of new quality productivity, various fields need to accelerate the transformation of quality, efficiency and momentum to effectively solve the structural, cyclical and institutional problems formed in country's economic development and make it better adapt to the changing external environment. In this process, science and technology have developed rapidly, and many new industries have emerged. At the same time, there is strong demand for specialized and diversified talents. In order to adapt to the new situation and the new era, more innovative and applied talents need to be introduced in various fields, and corresponding adjustments are required in the training methods and methods of college students' employment and entrepreneurship education^[4]. Secondly, it is reflected in the quality requirements of talent training. In the process of accelerating the formation and development of new quality productivity, people need to regard scientific and technological innovation as a driving force and constantly increase investment in the field of scientific and technological innovation. Among them, talent is the key factor to determine scientific and technological innovation. In order to realize scientific and technological innovation, employers will pay more and more attention to the comprehensive abilities of employees, such as information processing, technology application and innovation ability. At the same time, in the process of the development of new models and new technologies, there will be more new entrepreneurial fields and vocational positions, which on the one hand will bring more possibilities and more choices for the future development of college students, and on the other hand, it is necessary to put forward higher requirements for skills and quality^[5].

3.2. College students need to seize the opportunities of “reaching” and “wide” in employment and entrepreneurship

In today’s era, the competition for global comprehensive national strength and economic strength is constantly focusing on scientific and technological innovation, and talents are the source of power to promote the process of scientific and technological innovation. Therefore, China should pay special attention to scientific and technological innovation, and take the lead in some aspects based on catching up ^[6]. The concept of new quality productive forces is innovative in the new era background, and it is an advanced concept combined with the actual needs of China’s science and technology innovation, which provides new requirements and theoretical compliance for industrial development and personnel training. From the perspective of new quality productivity, the industrial system continues to evolve to digital and intelligent, and college students’ employment channels and opportunities are more diversified, and the space for them to display their talents is broader. The continuous formation and development of new fields have brought more possibilities for them to find jobs and start businesses ^[7]. On the one hand, the new development concept is the core feature of the new quality productivity. In the process of accelerating the formation and development of the new quality productivity, people’s ideas have been continuously changed, more new occupations have been accepted and recognized by more people, and the employment pattern and environment of college students have been further changed. In this process, some ecological and green new occupations serving the development of the new era have gradually become a new platform for college students to display their talents and realize their ideal pursuit, such as drone pilots and new professional farmers. On the other hand, the wave of scientific and technological revolution has swept all fields, and digital technology continues to empower industrial development, making college students’ employment prospects broader and career development trends more diversified ^[8]. With strong coverage, penetration, and innovation, the digital economy has provided important support for industries to explore new development paths, accelerated the formation and development of new applications, new forms of business, and new technologies, and the whole chain and comprehensive upgrading and transformation of traditional industries.

4. Innovative path of college students’ employment and entrepreneurship education from the perspective of new quality productivity

4.1. Strengthen publicity and guidance to broaden the vision of employment and entrepreneurship

Compared with traditional productivity, the new quality productivity has the characteristics of new fields and high technology content, which puts forward new requirements for industrial development and talent training, provides theories to follow, and brings more new opportunities and ways for college students to find jobs and start businesses. Colleges and universities should strengthen publicity and education based on the new changes and opportunities brought by the formation and development of new quality productivity to college students’ employment and entrepreneurship, to broaden their vision of employment and entrepreneurship and promote them to find jobs through multiple channels and with high quality.

First, colleges and universities should publicize employment and entrepreneurship and typical cases in various ways to promote employment and entrepreneurship education ^[9]. For example, colleges and universities can organize innovation and entrepreneurship activities, employment and entrepreneurship competitions, and employment and entrepreneurship lectures to strengthen students’ understanding of employment and entrepreneurship, ignite their enthusiasm for employment and entrepreneurship, and enhance their attention and

awareness of employment and entrepreneurship. In related educational activities, we should avoid empty talk about theoretical knowledge, choose real and typical employment and entrepreneurship cases to integrate them, and invite entrepreneurs, entrepreneurs and outstanding alumni representatives to come to the campus to share successful entrepreneurial experience.

Second, colleges and universities should strengthen the guidance of college students' employment and entrepreneurship through career planning guidance to help them understand and adapt to the market environment in advance. "New" plays a crucial role in the connotation of new quality productivity. It includes new driving forces, new industries and new models, which can give new meaning and vitality to production and development, so that it can cut and divide the "cake" well while making it bigger and better. This determines that the employment and entrepreneurship of contemporary college students need to face a new environment, and the development of college students' employment and entrepreneurship abilities needs to meet new requirements. Colleges and universities can promote career planning guidance from the admission stage, and run it through the whole process of students' learning. Based on understanding employment and entrepreneurship and their environment, students can be guided to make career planning in combination with their interests and ability advantages, and improve their ability to actively adapt to the development trend of the industry and market demand ^[10].

4.2. Strengthen investment and create a good atmosphere for employment and entrepreneurship

With the support of "new industries", the new quality productivity has made it possible for the "cake" to be made better in various fields, and provided college students with more choices and greater space for employment and entrepreneurship. In order to improve the employment quality of college students, colleges and universities should strengthen the investment in employment and entrepreneurship education based on the new quality productivity, and create a good atmosphere for employment and entrepreneurship.

First of all, strengthening employment and entrepreneurship education is reflected in improving the construction of the tutor team. Colleges and universities need to appropriately increase the constructive input of practice-based courses and teachers, build a professional team of employment and entrepreneurship tutors with high innovation ability and rich practical experience, and provide high-quality tracking and guidance services for students' employment and entrepreneurship ^[11].

Secondly, strengthening employment and entrepreneurship education is also reflected in the introduction of external resources. Colleges and universities should attach importance to the construction of multi-party cooperation mechanisms, constantly deepen cooperation with social organizations, industries and enterprises, and create better conditions for students to carry out employment and entrepreneurship activities. For example, colleges and universities can jointly develop projects and build business incubation bases with enterprises, and provide employment and entrepreneurship environment and platform for students through some off-campus practice bases and laboratories that are closer to the market. They can work with social organizations to carry out employment and entrepreneurship education for college students, and help students in employment and entrepreneurship training, project docking, information consultation, and other aspects, to encourage them to further understand the external environment and market demand in employment and entrepreneurship activities ^[12].

4.3. Restructure the curriculum system to improve the quality and effectiveness of employment and entrepreneurship education

Under the multiplication, superposition and amplification of digital technology's ability to upgrade and transform

industries, new economic growth points will continue to be generated, which gives college students broader prospects for employment and entrepreneurship, and also puts forward more new requirements for the construction of an employment and entrepreneurship education curriculum system. In order to meet the new requirements of the formation and development of new quality productivity, the curriculum system of employment and entrepreneurship education for college students should be restructured to improve the quality and effectiveness of employment and entrepreneurship education and strengthen the supply of compound talents^[13].

First of all, college students' employment and entrepreneurship education needs to accelerate the cultivation of students' innovative spirit and innovative ability based on a full understanding of market demand. For example, innovative and practical employment and entrepreneurship courses should be designed and incorporated into the curriculum system as elective courses to expand extracurricular education and teaching and help students to improve their entrepreneurial ability and comprehensive quality in practical activities. To strengthen the understanding of market demand^[14].

Secondly, it is necessary to accelerate interdisciplinary integration according to the needs of students' personality development and practical ability training. Compared with the traditional productive forces, the new quality productive forces have undergone significant changes in terms of concept, industrial layout and fields involved, giving the industrial development interdisciplinary characteristics. This means that it puts forward higher and updated requirements for the development of talents' innovation and entrepreneurship ability. In order to meet the actual needs of industrial development, the employment and entrepreneurship education of college students needs to be integrated across disciplines. For example, through the development of international exchange and cooperation programs, students are encouraged to exercise their cross-cultural communication ability and the ability to comprehensively use knowledge of different disciplines, and to carry out interdisciplinary learning and application.

4.4. Strengthen policy support and deepen cooperation between enterprises, universities and research institutes

In order to accelerate the formation of new quality productive forces, we must make clear the historical orientation of the new development stage, take the new development concept as the guiding ideology, and build a new pattern of harmony and unity between the new quality productive forces and the new development pattern. In this process, industry-university-research cooperation can provide important intellectual support. Relevant departments and universities should guide students to participate in the cooperation through different measures such as strengthening policy support and providing guidance on employment and entrepreneurship. Based on the needs of the development of new quality productivity, relevant departments can propose a series of policies for college students' employment and entrepreneurship, such as loan support, tax incentives, entrepreneurship subsidies, etc., to reduce the risk and threshold of their employment and entrepreneurship activities and promote the deep integration of industry, university and research. Colleges and universities can cooperate with enterprises and social organizations to build entrepreneurship incubation platforms to provide targeted help and guidance for students in employment and entrepreneurship activities. Relying on the business incubation platform, as well as the support of tutors, venues and funds, students can better plan their career development path and business plan, better understand the employment environment, and thus improve the success rate of employment and business^[15].

5. Conclusion

To sum up, the accelerated development and evolution of new quality put forward new requirements on the supply of human capital from the level of “quality” and “quantity,” and brought far-reaching impact on the employment and entrepreneurship opportunities of college students and the environment. It requires that the employment and entrepreneurship education of college students pay attention to industrial upgrading and scientific and technological innovation, constantly accelerate the reform of talent training methods, and increase the reserve of compound talents. College students’ employment and entrepreneurship education should keep up with the pace of the era and conform to the tide of social development. Focusing on the new quality productivity, different measures should be taken to strengthen publicity, guidance and input, restructure the curriculum system, and promote cooperation between industry, university and research to promote the all-round development of college students, help them adapt to industrial upgrading and scientific and technological innovation, and grow into new people of the era.

Disclosure statement

The author declares no conflict of interest.

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