

Enhancing Career Planning and Employability Skills of College Students through Entrepreneurship Education

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Received: 15 March 2026; Accepted: 5 April 2026; Published: 20 April 2026

Abstract:

This paper aims to explore the cultivation of career planning and employability skills of college students through entrepreneurship education. The influence of entrepreneurship education on college students' career planning is discussed, including providing practical opportunities and entrepreneurial experiences, fostering innovative thinking and entrepreneurial mindset, and helping students understand career development paths and opportunities. In addition, the development of employability skills through entrepreneurship education is also studied, including cultivating entrepreneurial skills and professional qualities, enhancing teamwork and communication abilities, and strengthening self-directed learning and problem-solving skills. However, there are challenges in incorporating entrepreneurship education into college students' career planning and employability skills development, such as insufficient educational resources and environment, students' understanding and attitudes towards innovation and entrepreneurship, and opportunities and challenges in school-business cooperation. Therefore, this paper concludes by proposing recommendations to improve entrepreneurship education to enhance the guidance and support for college students' career planning and employability skills development.

Keywords:

Entrepreneurship Education, College Students, Career Planning, Employability Skills, Cultivation

1. Introduction

With the rapid development of the social economy and the rise of the knowledge economy, college graduates are facing increasingly fierce employment competition and a complex and ever-changing professional environment. In this context, how to cultivate college students with good career planning abilities and employability has become an urgent and important issue in the field of education. Entrepreneurship education, as a new educational model, is considered an effective approach to enhancing college students' career planning and employability due to its emphasis on practice and the cultivation of innovative and entrepreneurial abilities. This paper aims to explore the impact of entrepreneurship education on college students' career planning and employability, and analyze its role and significance in the career development of college students. By researching the relevant theory and practice of

entrepreneurship education, a better understanding of the value and significance of entrepreneurship education for college students can be obtained, providing theoretical support and practical guidance for enhancing college students' career planning and employability.

2. The Impact of Entrepreneurship Education on College Students' Career Planning

The Dual Innovation Education, as an educational model emphasizing practical experience and cultivating abilities in innovation and entrepreneurship, has a profound impact on college students' career planning. In today's society, with the continuous adjustment of the economic structure and the accelerated development of technological innovation, college students face both more challenges and opportunities in their career development and life planning [1]. Dual Innovation Education provides college students with increased opportunities for practice, fosters innovative thinking and entrepreneurial awareness, thereby influencing and guiding their career planning.

Firstly, Dual Innovation Education emphasizes the cultivation of practical skills and innovative abilities, offering college students a broader platform for growth. Through participation in entrepreneurial practices, innovative projects, internships, and other activities, students can gain firsthand experiences of various aspects of professional life, understanding industry trends and demands. This practical experience provides college students with a more tangible and realistic reference for career planning, helping them to better understand their interests, abilities, and career objectives, thus enabling them to chart a clearer course for their future development.

Secondly, Dual Innovation Education nurtures students' innovative thinking and entrepreneurial spirit, inspiring creativity and a willingness to take risks in their career planning. Entrepreneurship and innovation are key drivers of contemporary social development, and Dual Innovation Education is specifically designed to cultivate such capabilities in students. By engaging in startup projects, innovation competitions, and similar events, students not only hone their problem-solving and teamwork skills but also develop a proactive attitude and coping abilities when facing challenges in their careers [2]. This cultivation of innovative thinking and entrepreneurial consciousness equips college students to confront future career challenges more bravely and pursue their dreams and goals with greater confidence.

Moreover, Dual Innovation Education promotes comprehensive reflection and in-depth exploration of career planning among college students. During the process of participating in entrepreneurial practices and innovative projects, students must conduct market research, competitive analysis, resource integration, and so forth. These experiences not only refine their professional knowledge and skills but also give them a more holistic understanding of the various factors and challenges within their careers. Through these practical exercises and explorations, college students can gain clarity about their strengths and weaknesses, comprehend the needs and trends in the job market, and thus make their career plans and occupational choices more purposefully.

In summary, the influence of Dual Innovation Education on college students' career planning is multifaceted. It not only furnishes them with more practical opportunities and innovative platforms to better understand themselves and the job market but also cultivates their innovative thinking and entrepreneurial mindset, igniting their

exploration and pursuit of the future. Guided and nurtured by Dual Innovation Education, college students can confidently confront the challenges of their careers, articulate their life plans more clearly, and ultimately achieve their individual professional development goals while meeting societal needs. Therefore, Dual Innovation Education plays a significant role in the career planning of college students, exerting a positive and far-reaching impact on their future development.

3. The Training of College Students' Employability by Mass Entrepreneurship Education

As the pace of societal development accelerates and the economic climate evolves, college students increasingly face mounting employment pressure and heightened requirements for job readiness. Within this context, Dual Innovation Education, an educational approach that focuses on practical experience and cultivating innovation and entrepreneurship abilities, exerts a positive and promoting influence on the employment capabilities of college students. Through participation in entrepreneurial endeavors, innovative projects, internships, and other activities, Dual Innovation Education offers college students a diverse platform for skill development, aiding them in enhancing their professional competence, expanding job prospects, and boosting competitiveness, thereby better adapting to the demands of the workplace and achieving smooth employment [3].

Primarily, Dual Innovation Education underscores the cultivation of practical skills by involving students in entrepreneurial practices and practical projects, providing real-world opportunities and platforms where they learn, apply, and grow through practice. This hands-on experience sharpens essential workplace skills like teamwork, communication, coordination, and problem-solving, allowing students to excel in actual work scenarios. During these practical exercises, students not only apply theoretical knowledge learned in class to real-life situations but also innovate and improve based on practical circumstances, fostering graduates who possess substantial practical experience and practical capabilities sought after by employers.

Secondly, Dual Innovation Education nurtures students' innovation and entrepreneurial awareness, stimulating their creativity and entrepreneurial spirit. Innovation and entrepreneurship are vital engines driving societal progress and economic growth, and Dual Innovation Education is designed precisely to cultivate talents with such abilities. Via engagement in startup ventures, innovation contests, and related events, students garner entrepreneurial experience, grasp market demand, and develop an entrepreneurial mindset and risk-taking spirit. This cultivation of an entrepreneurial and innovative consciousness equips students with the ability to break new ground and embrace challenges in the workplace, thus setting them apart in the highly competitive job market.

Additionally, Dual Innovation Education elevates students' overall qualities and enhances their professional competitiveness. Students participating in Dual Innovation Education programs generally exhibit strong teamwork skills, innovative thinking abilities, and problem-solving capabilities, all of which are critical competencies in the professional world. Furthermore, through internships and involvement in innovative projects, students can establish broader networks, expand job channels, and increase their visibility and competitiveness in the job market [4]. This enhancement of overall quality and improvement in professional competitiveness enables students

to better adapt to professional challenges, seize job opportunities, and lays a solid foundation for their successful employment.

In conclusion, Dual Innovation Education plays a significant role in developing the employment capabilities of college students. Through fostering practical skills, nurturing an entrepreneurial and innovative mindset, and improving overall qualities, Dual Innovation Education provides a rich platform for enhancing the employability of college students. It also cultivates essential attributes such as their innovative spirit, team collaboration, and problem-solving skills, empowering them to meet the demands of the workplace and cope effectively with competitive pressures. Therefore, Dual Innovation Education plays a pivotal role in upgrading the employment capacity of college students and facilitating their smooth transition into successful careers, laying a robust foundation for their professional development and job success.

4. Challenges of Mass Entrepreneurship Education in College Students' Career Planning and Employability Training

As an education mode that focuses on practice and the cultivation of innovation and entrepreneurship ability, mass entrepreneurship education has an important impact on college students' career planning and employability training. However, entrepreneurship and innovation education also faces some challenges in the implementation process. These challenges may involve many aspects such as educational resources, practice environment, and student awareness [5]. Understanding and dealing with these challenges can better promote the development of entrepreneurship and innovation education and provide better support for college students' career planning and employability.

First of all, the educational resources and practice environment required for entrepreneurship and innovation education are relatively limited. In some schools and regions, the curriculum, teaching staff and practice base of entrepreneurship and innovation education may not be sufficient. This has provided certain restrictions to the mass innovation education of college students, resulting in their practice and innovation ability training to face certain challenges. Therefore, it is necessary to increase the resource investment in entrepreneurship and innovation education, provide better practice environment and learning conditions, provide more opportunities and platforms for college students, and promote their career planning and employability training.

Secondly, there are certain challenges in the training of students' consciousness and ability. Some college students lack the awareness and interest of innovation and entrepreneurship, and lack the correct knowledge and understanding of innovation and entrepreneurship. In addition, since mass entrepreneurship education focuses on the cultivation of practical ability and innovative ability, there may be a certain compression on the learning and mastering of traditional subject knowledge. This requires educational institutions and teachers to strengthen the publicity and training of students' awareness of innovation and entrepreneurship during the implementation of mass entrepreneurship education, and pay attention to the teaching of traditional subject knowledge to ensure the comprehensive development of students' comprehensive quality and employability.

In addition, entrepreneurship and innovation education also faces the challenge of docking with the demand of the job market. With the rapid development of the social economy, the demand of the job market is constantly changing. The key issue is

whether the practice and innovation ability training emphasized by mass innovation education can match the demand of the job market and provide practical employment opportunities for students. Therefore, when designing courses and practical projects, entrepreneurship and innovation education needs to pay more attention to the needs of the job market and carry out accurate docking, providing training programs that meet the needs of the market, so that students can successfully find jobs and realize their career planning.

In short, mass entrepreneurship education faces some challenges in the career planning and employability training of college students. To deal with these challenges by increasing the investment in educational resources, strengthening the cultivation of students' awareness and ability, docking with the needs of the job market, and differentiated training, we can better promote the development of mass innovation education and provide better support for college students' career planning and employability.

5. Conclusions

This paper summarizes the importance and influence of entrepreneurship and innovation education on college students' career planning and employability. At the same time, the author puts forward some suggestions to improve the education of entrepreneurship and innovation in order to better cultivate the career planning and employability of college students. The government, schools and enterprises should strengthen cooperation and support to provide more opportunities and resources for entrepreneurship and innovation education for college students. Only by comprehensively promoting mass innovation education can we better cultivate college students' career planning and employability and pave the way for their future development.

Conflicts of Interest

The authors declare that there is no conflict of interest regarding the publication of this article.

Funding

This research received no specific grant from any funding agency in the public, commercial or not-for-profit sectors.

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