

# Research Requirements on the Influence of Career Planning and Innovation and Entrepreneurship Courses on College Students' Willingness to Start a Business



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**Abstract:** As the world's largest developing country, China is facing increasingly fierce economic competition and employment pressure. In such a context, it becomes especially important to improve college students' willingness to start a business. Many factors influence college students' willingness to start a business, and this paper focuses on the influence of both career planning and innovation and entrepreneurship courses on college students' willingness to start a business and proposes corresponding strategies. By integrating career planning and innovative entrepreneurship courses, students can see entrepreneurship as a way to achieve their career goals and gain real-life entrepreneurial experience through the practical opportunities provided by innovative entrepreneurship courses. Providing career-oriented innovation and entrepreneurship education can help students clarify the place and value of entrepreneurship in their personal career development and foster innovative thinking and entrepreneurship. Emphasizing hands-on and internship opportunities will allow students to learn and grow in a real-world entrepreneurial environment and develop entrepreneurial skills and teamwork abilities. The implementation of these strategies will help stimulate college students' willingness and ability to start their businesses. Help college students overcome the challenges of the entrepreneurial process.

**Keywords:** career planning; innovation and entrepreneurship curriculum; college students; willingness to start a business

## Introduction

As one of the largest developing countries in the world, China has been committed to cultivating innovation and entrepreneurship among the younger generation. As the backbone of social development, college students' willingness to start a business plays an important role in the prosperity of our economy and the promotion of innovation. In recent years, our government has actively promoted innovation and entrepreneurship policies and established a series of policies and business incubation platforms to support entrepreneurship. At the same time, China's market

potential and consumer demand also provide entrepreneurs with enormous room for development. However, despite the favorable conditions of the entrepreneurial environment and opportunities, there are still some challenges and obstacles to the current situation of college students' entrepreneurship. Among them, the influence of career planning and innovation and entrepreneurship courses on college students' willingness to start a business stands out, and it is necessary to conduct an in-depth exploration to gain useful insights and thus promote the flourishing of entrepreneurial culture in China.

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## 1. The Importance of College Students' Willingness to Start a Business

As the world's largest developing country, China is facing increasingly fierce economic competition and employment pressure, and the importance of college students' willingness to start a business is self-evident. First of all, the willingness to start a business is one of the key factors to cultivate the innovative spirit and creativity of college students. In the process of entrepreneurship, college students need to face various challenges and opportunities, stimulate their innovative thinking, and be brave to try new ideas and methods. This innovative spirit not only has an important influence on personal career development but also has a positive impact on the development of the social economy. Secondly, college students' willingness to start a business is an important driving force to promote social innovation and economic development. Entrepreneurship can promote the rational allocation of resources, cultivate the development of innovative enterprises and industries, and create more employment opportunities and economic growth points for society. The high willingness of college students to start a business will drive the improvement of the entrepreneurial environment and attract more investment and resources into the field of innovation and entrepreneurship, thus promoting the innovation and development of the whole society. In addition, the willingness of college students to start a business is also an important way for personal growth and self-realization. Entrepreneurship is not only an opportunity to pursue wealth and success but also a platform to realize personal dreams and pursue self-worth. Through entrepreneurship, college students can accumulate valuable experience and skills, develop their leadership and teamwork skills, and improve their problem-solving and decision-making abilities. The entrepreneurial experience can help college students realize their growth and development and shape a positive attitude toward life.

## 2. Comprehensive influence of career planning and innovation and entrepreneurship courses

### 2.1 The Influence of career planning on college students' Willingness to Start a Business

Career planning refers to the planning and planning of one's own career development goals, which covers one's values, interests, abilities, and future career goals, and it has a significant impact on college students' willingness to start a business. Career planning helps college students clarify their career identity, that is, their sense of identity for the career role and identity they pursue. When college students have a clear perception of their career goals and ideals, they are more likely to see entrepreneurship as one of the ways to achieve these goals, thus enhancing their willingness to start a business. Career planning can help college students recognize their potential and abilities and target the development of skills and knowledge related to entrepreneurship. Through clear career planning, college students can enhance their leadership, teamwork, and innovation skills needed for entrepreneurship. This enhancement can increase their self-confidence in the success of entrepreneurship, which in turn promotes the formation of entrepreneurial intentions. Career planning helps college students have a more comprehensive knowledge of the risks of entrepreneurship. By understanding the challenges and risks of entrepreneurship, college students can make more informed decisions in their career planning, choose a suitable entrepreneurial path for themselves, and be well-prepared. With a clear understanding of and preparation for the risks of entrepreneurship, college students are more likely to overcome difficulties and persist in their determination to start a business. Career planning can help college students identify and access the social resources needed to support entrepreneurship (Jiang & Dong, 2022). Through mentorship, campus entrepreneurial resources, and network development in the career planning process, college students can build up a social support network related to

entrepreneurship and acquire the funds, technical support, and market resources needed for entrepreneurship. This ability of social support and resource acquisition will enhance college students' willingness to start a business because they realize that entrepreneurship is no longer an individual act, but a business that can be supported from outside.

## **2.2 The Influence of Innovation and entrepreneurship courses on college students' Willingness to Start a Business**

Innovative entrepreneurship courses aim to cultivate students' innovative thinking, entrepreneurial spirit, and entrepreneurial skills, and provide them with the knowledge and experience they need to start their businesses. These courses can improve college students' awareness and consciousness of entrepreneurship. By learning the theoretical and practical examples of innovative entrepreneurship, college students gain a deeper understanding of the entrepreneurial process, the role of the entrepreneur, and the competencies needed to start a business. This increased awareness and consciousness can stimulate college students' interest in entrepreneurship and enhance their willingness to start a business. Innovative entrepreneurship courses focus on developing students' entrepreneurial skills, such as business plan writing, market analysis, idea generation, and team management. Through practical exercises and case studies, college students can master the practical skills required for entrepreneurship and enhance their ability and self-confidence in the entrepreneurial process. This skill development plays a positive role in promoting the formation and practice of college students' willingness to start a business. Innovative entrepreneurship programs provide college students with access to entrepreneurial resources and support. Courses often include interactions with entrepreneurs and industry experts, field trips and internship opportunities, and exposure to entrepreneurial platforms such as entrepreneurial competitions and incubators. Through the resources and support provided by these courses, college students can better understand the entrepreneurial ecosystem and build

connections and partnerships related to entrepreneurship. This access to resources and support can enhance college students' willingness to start a business and provide them with strong support for their entrepreneurial journey. Innovation and entrepreneurship courses focus on developing students' innovative thinking and problem-solving skills. The development of such skills helps college students to identify and create business opportunities and solve challenges and problems in the entrepreneurial process (Wu , 2020). By developing innovative thinking and problem-solving skills, innovation and entrepreneurship courses can stimulate the entrepreneurial potential of college students and enhance their willingness and ability to start a business. Therefore, college students should actively participate in the innovation and entrepreneurship courses during their study and apply what they learn to the actual entrepreneurial practice, to enhance their entrepreneurial willingness and entrepreneurial ability.

## **3. Strategies to enhance college students' entrepreneurial willingness by combining career planning and innovation and entrepreneurship courses**

### **3.1 Integrating Career Planning and Innovation and entrepreneurship courses**

Integrating career planning and innovation and entrepreneurship courses can be done in various ways. The elements of career planning are introduced in the innovation and entrepreneurship course to help students better integrate entrepreneurship with their personal career development goals. In the course, students can be guided to clarify their interests, values, and career visions through class discussions, personal reflections, and career exploration activities. Educators can provide career planning tools and techniques, such as career goal setting, personal SWOT analysis, and career planning guidance, to help students better understand their strengths, interests, and career preferences. At the same time, innovative entrepreneurship courses can provide hands-on opportunities for students to combine

career planning with entrepreneurial practice. This can be achieved by organizing entrepreneurial projects, internship opportunities, and interaction with actual entrepreneurs. Through this integration, students can learn entrepreneurial knowledge and skills in an innovative entrepreneurship course while seeing entrepreneurship as a powerful way to achieve their personal career goals (Peng & Yang , 2019). This integrated approach helps to stimulate students' entrepreneurial intentions, develop their innovative thinking and entrepreneurial skills, and provide them with useful support and guidance for their career development and entrepreneurial paths.

### **3.2 Providing career-oriented innovation and entrepreneurship education**

Providing career-oriented innovation and entrepreneurship education aims to organically integrate students' career development with their entrepreneurial aspirations and help them see entrepreneurship as an effective way to achieve their personal career goals. This educational approach focuses on developing students' awareness and consciousness of entrepreneurship by introducing elements of career planning so that students can actively think about their career goals, interests, and values in the context of innovative entrepreneurship courses. Educators can provide one-on-one career planning guidance to students to help them clarify their career goals and explore how entrepreneurship can be linked to these goals (Xu , 2019). In innovation and entrepreneurship courses, educators can guide students to apply the knowledge and skills they have learned to the entrepreneurial field in their personal career development and to develop the leadership, teamwork, and innovation skills they need in the entrepreneurial process. This career-oriented innovation and entrepreneurship education not only helps students better understand the opportunities and challenges of entrepreneurship, but also stimulates their interest in entrepreneurship, enhances their willingness to start a business, and provides them with practical guidance and support for their career development. Through this educational approach, students can explore their

potential in the field of innovation and entrepreneurship and make informed decisions about their future career paths.

### **3.3 Emphasis on Practice and internship opportunities**

The emphasis on practice and internship opportunities is intended to enable university students to gain real practical experience in the field of innovation and entrepreneurship. The innovation and entrepreneurship curriculum focuses not only on imparting theoretical knowledge but also on integrating learning with practice. By providing a wealth of hands-on and internship opportunities, students have the opportunity to learn and grow through hands-on involvement in the entrepreneurial process. These practice and internship opportunities can be projects with entrepreneurial companies, entrepreneurship competitions, entrepreneurship labs or incubators, etc., providing students with the opportunity to interact and collaborate with actual entrepreneurs. Through exposure to real-world entrepreneurial environments, students learn about the challenges and opportunities of entrepreneurship, learn how to respond to real-world problems and develop the skills and competencies needed in practice (Li & Yu , 2019). The emphasis on practice and internship opportunities not only develops students' entrepreneurial skills and experience, but also their teamwork, communication, and problem-solving skills.

In an innovative entrepreneurship class, educators can design a hands-on project that simulates a company. Students play different roles, such as founders, executives, marketing managers, product development leaders, etc. Student teams are faced with a variety of challenges and tasks, including creating a business plan, developing a product or service, developing a marketing strategy, and conducting sales and financial management. Educators can provide guidance and support to help students analyze market conditions, make strategic decisions, solve problems, and collaborate or compete with other teams. Through this hands-on program, students will learn to lead teams,

communicate effectively, collaborate on problem-solving, and develop their creative skills in the process of innovation and entrepreneurship. Such a simulated company program allows students to experience the challenges and opportunities of entrepreneurship in a safe environment, developing their entrepreneurial spirit and practical skills. Through this educational approach, which emphasizes practical and internship opportunities, students can learn and apply their knowledge of innovation and entrepreneurship in a practical context, gain valuable practical experience, and build a solid foundation for future entrepreneurial development (Xiong , 2018).

### **3.4 Cultivating innovative thinking and Entrepreneurship**

Cultivating innovative thinking and entrepreneurship is an important goal of the innovation and entrepreneurship curriculum. Through course education and practical activities, students can develop innovative thinking that is independent and brave to challenge traditional ideas. They will learn to come up with novel ideas and solutions, explore business opportunities, and continuously pursue innovation and improvement. At the same time, the Innovation and Entrepreneurship program is dedicated to developing students' entrepreneurial spirit, including positive initiative, risk-taking spirit, and the ability to cope with adversity. Students will learn to learn from failures, pursue goals consistently, and dare to face risks and uncertainties (Hu & Li & Wang , 2022). Innovative entrepreneurship courses stimulate students' entrepreneurial potential by fostering innovative thinking and entrepreneurship and laying the foundation for the development of their entrepreneurial intentions and abilities. This cultivation process will stimulate students' entrepreneurial passion, enhance their self-confidence in the face of challenges and competition, and make them sharper in capturing business opportunities, promoting innovation, and injecting new vitality into social and economic development ( Wang , 2022). Through this training,

students will not only be equipped with innovative thinking and entrepreneurial spirit but also be able to apply these abilities to create value and achieve personal and social success.

### **Conclusion**

In summary, this paper has explored the impact of career planning and innovation, and entrepreneurship courses on college students' willingness to start a business and has proposed corresponding strategies. The implementation of these strategies will help stimulate college students' willingness and ability to start a business. Through the integration of career planning and innovation and entrepreneurship courses, students can better understand their career goals and see entrepreneurship as a way to achieve these goals. At the same time, through the provision of practical and internship opportunities, students can gain real-world entrepreneurial experience and develop the skills and competencies needed to start their businesses. In addition, the availability of entrepreneurial support and resources will provide students with practical guidance and support to help them overcome the challenges of the entrepreneurial process. In summary, integrating career planning and innovative entrepreneurship courses is the key to enhancing college students' willingness to start a business. This integration and implementation of appropriate strategies can stimulate students' interest in entrepreneurship, foster their innovative thinking and entrepreneurial spirit, and provide them with practical opportunities and entrepreneurial support and resources to help them successfully realize their entrepreneurial dreams.

### **Conflict of Interest**

The authors declare that they have no conflicts of interest to this work.

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