

# The Role of University Counselors in Fostering College Students' Innovation and Entrepreneurship Education under the Background of New-type Productivity and the Path to Role Realization

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## Abstract

In the context of rapid socioeconomic development, universities, as frontiers of scientific and technological innovation and important bases for talent cultivation, shoulder the dual mission of promoting scientific and technological progress and cultivating high-quality talents. New-type productivity has become the core driving force of the new era. As front-line personnel in student affairs, university counselors play an irreplaceable role in promoting the all-round development of college students, cultivating their innovation capabilities, and accelerating the formation of new-type productivity. Counselors are not only the life mentors of students but also their guides in academic, psychological, and career planning. Under the requirements of these multiple roles, it is particularly important for counselors to comprehensively improve college students' performance in innovation and entrepreneurship competitions under the background of new-type productivity. This paper explores how to effectively leverage the unique advantages of counselors under the background of new-type productivity, comprehensively enhance college students' capabilities in innovation and entrepreneurship competitions, and assist universities in fulfilling their dual missions of talent cultivation and scientific and technological innovation.

## Keywords

Innovation and Entrepreneurship; Education; New-type Productivity.

## 1. The Relationship between New-type Productivity and Innovation and Entrepreneurship Education

### 1.1. The Connotation of New-type Productivity

New-type productivity represents the development direction of advanced productivity. It is an advanced productivity state that results from revolutionary technological breakthroughs, innovative configuration of production factors, and deep transformation and upgrading of industries[1]. It emphasizes the improvement of the quality of laborers, requiring strategic talents and applied talents to possess higher levels of knowledge and skills; relies on labor tools with high technology content, and through the integrated application of new-generation information technology, advanced manufacturing technology, and new material technology, it gives birth to intelligent, efficient, low-carbon, and safe new-type production tools; covers a wider range of labor objects, benefiting from the extension of the breadth, depth, and precision of scientific and technological innovation, such as data becoming an important production factor; and focuses on the efficient coordination of various elements of productivity, requiring laborers, labor tools, labor objects, and elements such as science and technology and management to achieve efficient coordination, promoting the transformation and adjustment

of production entities, production tools, production objects, and production methods, and improving resource allocation efficiency and total factor productivity. In short

## **1.2. Significance of Innovation and Entrepreneurship Education**

In the context of new-type productivity, innovation and entrepreneurship education appears particularly crucial. Through systematic education and teaching activities, it endeavors to cultivate students' innovative spirit, entrepreneurial awareness, and practical abilities. Such education not only enhances students' comprehensive quality, promoting their all-round development, but also effectively drives the transformation of scientific and technological achievements and the innovation of business models, serving the sustainable development of the social economy. The core of innovation and entrepreneurship education lies in inspiring students' creativity, cultivating their ability to identify and solve problems, while learning to integrate resources and carry out organizational coordination. By participating in competitions such as "Challenge Cup", "Climbing Program", "Innovation Competition", and "Innovation and Entrepreneurship Program", students can not only apply theoretical knowledge to practice, but also exercise teamwork and leadership abilities in the competition, and enhance their business acumen. These abilities are highly consistent with the requirements of new-type productivity, emphasizing the improvement of production efficiency and product quality through innovation and intelligence. In addition, innovation and entrepreneurship education also promotes the reform of education and teaching, and the transformation of talent cultivation models in universities, improving the quality and efficiency of education, making it more in line with the needs of modern society.

## **2. The Role of University Counselors in Innovation and Entrepreneurship Education under the Background of New Productivity**

### **2.1. The Integration of Ideological and Political Education and Innovation and Entrepreneurship Education**

Under the background of new productivity, the integration of ideological and political education and innovation and entrepreneurship education is one of the core responsibilities of university counselors. Counselors should make full use of the advantages of ideological and political education to help students establish firm values and correct concepts of innovation and entrepreneurship competitions. Through this educational approach, counselors guide students to deeply understand the importance and social significance of innovation and entrepreneurship competitions, thereby inspiring students' sense of social responsibility and mission, and motivating them to actively participate in the competition practice. Counselors effectively combine ideological and political education with innovation and entrepreneurship education through diversified approaches such as organizing theme class meetings, special lectures, and practical activities, guiding students to form a sound outlook on life, values, and worldview. In addition, by analyzing specific innovation and entrepreneurship competition cases, counselors help students understand the relationship between personal growth and social development, and inspire their innovative passion and competitive drive. Counselors not only encourage students to establish correct values, but also encourage them to view innovation and entrepreneurship competitions as an important platform for realizing personal and social value, motivating students to continuously explore and innovate during the competition process and become a key force driving social progress and economic development.

### **2.2. Integration of Academic Advising and Innovation and Entrepreneurship Education**

Under the influence of new-quality productivity, academic advisors play a critical role in students' academic advising, committed to improving students' innovation and

entrepreneurship abilities. They actively encourage students to participate in innovation-related courses and activities, providing practical opportunities to deepen the application of theoretical knowledge. In order to broaden students' horizons and enhance their practical skills, academic advisors organize special academic seminars and innovation and entrepreneurship workshops, inviting industry experts and senior competition winners to share their experiences and insights. These activities not only enrich students' learning content, but also help them establish necessary professional connections. In addition, academic advisors develop personalized academic plans based on students' personal interests and professional orientations, focusing on cultivating students' critical thinking, problem-solving abilities, and teamwork spirit. This systematic advising approach ensures that students can achieve excellent results in various innovation and entrepreneurship competitions, and demonstrate their unique competitive advantages in their future careers.

### **2.3. Psychological Counseling and the Support of Innovation and Entrepreneurship Education**

Driven by the new quality productivity, the combination of psychological counseling and innovation and entrepreneurship education is crucial for university counselors. In the process of innovation and entrepreneurship, students not only face the challenges of knowledge and skills, but also the test of psychological endurance. Counselors help students build strong psychological resilience and stress resistance by providing timely psychological support and counseling. The encouragement and support of counselors are particularly critical when students encounter setbacks and frustrations, helping them regain confidence and move forward. Furthermore, counselors organize mental health education lectures to improve students' psychological qualities and coping skills, enabling them to maintain a stable mental state in the fierce innovation and entrepreneurship competition. The goal of such psychological counseling is not only to focus on students' mental health, but also to cultivate their positive attitude and perseverance, encouraging them to continuously explore and innovate in the face of challenges and difficulties, and to cultivate innovative talents that meet the requirements of new quality productivity.

### **2.4. Integration of Internal and External Resources and Promotion of Innovation and Entrepreneurship Education**

Counselors in universities play a crucial role in promoting the development of new quality productivity, especially in integrating internal and external resources[2]. They collaborate closely with the university's innovation and entrepreneurship centers, research laboratories, and various academic projects to provide students with a wide range of practical operations and research opportunities. Additionally, counselors establish partnerships with external companies, government departments, and professional associations to arrange for students to participate in field visits and internship programs, significantly enhancing students' practical skills and industry adaptability. Counselors also actively promote university-enterprise cooperation by creating diverse platforms such as innovation and entrepreneurship competitions and corporate internships, allowing students to hone their innovative and technical skills in real work environments. Through these strategies, counselors not only expand students' knowledge and skill domains but also lay a solid foundation for their future career development.

### **3. The Path to Achieving the Role of University Counselors in Innovation and Entrepreneurship Education in the Context of New Productivity**

#### **3.1. Establishing a Circle of Innovation and Entrepreneurship Education**

In the context of new productivity, university counselors play a crucial role in promoting innovation and entrepreneurship education. By establishing a "circle of innovation and entrepreneurship education," counselors can greatly facilitate resource sharing and knowledge exchange among students, teachers, entrepreneurs, investors, and industry experts. This WeChat circle not only connects various stakeholders but also facilitates information and experience sharing through organizing online and offline lectures, workshops, and seminars.

Moreover, counselors utilize the WeChat circle to provide diverse learning opportunities, including sharing links to massive open online courses (MOOCs) and professional websites, as well as connecting students with experts and successful entrepreneurs in the industry through mentorship programs to offer practical guidance and advice. The WeChat circle also emphasizes the importance of hands-on experience. Counselors inspire students' entrepreneurial enthusiasm by promoting various innovation competitions and challenge activities, while encouraging interdisciplinary collaboration to enrich students' entrepreneurial projects with diverse expertise and perspectives.

This approach not only provides students with abundant learning resources and practical opportunities but also significantly enhances their competitiveness and practical skills, enabling them to continuously explore and grow in practice.

#### **3.2. Deepening Ideological and Political Education**

In the context of new productivity, university counselors bear the core responsibility of deepening ideological and political education, crucially assisting students in establishing and maintaining correct values and life perspectives amidst rapid social and economic changes. Counselors achieve this by integrating ideological and political education content into students' daily learning and preparation for innovation and entrepreneurship competitions, ensuring that students can practice these values when solving real-world problems. Furthermore, by organizing practical case analyses and online forum discussions, counselors enhance students' understanding of the relationship between national development strategies and personal career planning, encouraging them to explore the alignment of personal goals with national needs. This approach not only improves students' problem-solving and critical thinking abilities but also fosters their sense of social responsibility and innovative spirit. Through this method, counselors effectively integrate ideological and political education with innovation and entrepreneurship education, cultivating a new generation of youth with a sense of social responsibility and innovative capabilities to meet the needs of new productivity development and nurture key talents for the country's social and economic progress.

#### **3.3. Optimizing Academic Guidance**

In the context of new productivity, counselors have carefully optimized the strategic implementation of academic guidance to systematically enhance students' performance in innovation and entrepreneurship competitions[3]. Counselors not only help students develop detailed study plans but also recommend relevant courses and encourage students to participate in various innovation and competition projects to enhance their practical skills and career adaptability. Counselors also regularly organize professional development seminars, inviting experts and pioneers from the industry to share the latest research findings and industry trends, thereby inspiring students' innovative thinking and competitiveness.

Furthermore, through continuous interaction and in-depth communication with students, counselors understand students' needs and expectations, providing tailored guidance and

support based on this understanding. This in-depth academic guidance strategy not only improves students' academic performance but also plays a crucial role in developing their ability to face future workplace challenges. Through this approach, students are nurtured to become versatile talents with both innovative spirit and practical experience, enabling them to gain a competitive edge in the increasingly fierce global competition.

### **3.4. Strengthening Psychological Counseling**

In the context of new productivity, it is particularly important for university counselors to provide psychological counseling to students participating in innovation and entrepreneurship competitions and activities. To enhance students' resilience and mental toughness, counselors can employ a range of innovative and non-traditional methods, such as organizing relaxed social activities and support groups to help students build a solid social support network and share effective coping strategies. For example, by regularly hosting mental health tea parties or team-building games, students can exchange stress management techniques in a relaxed and enjoyable environment.

Additionally, counselors can guide students to engage in activities like nature walks or artistic pursuits such as hiking, gardening, painting, or attending music concerts, leveraging the healing power of nature and art to help students alleviate stress. By strengthening psychological counseling, counselors can assist students in developing good mental qualities and coping abilities, enhancing their psychological resilience and stress resistance during innovation and entrepreneurship competitions. Psychological counseling should not only focus on students' mental health but also help them cultivate a positive mindset, foster perseverance, and encourage them to bravely face challenges and overcome difficulties during innovation and entrepreneurship competitions, becoming innovative talents with strong mental resilience and coping abilities.

### **3.5. Promoting University-Enterprise Cooperation**

Counselors should actively promote university-enterprise cooperation to provide students with more practical opportunities and platforms, thereby supporting the development of new productivity. This can be achieved through organizing company visits, internships, project collaborations, and other activities to enhance students' practical skills and social adaptability. Counselors should also actively explore new models of university-enterprise cooperation, building diverse platforms for innovation and entrepreneurship competitions through deep collaboration with enterprises.

By organizing innovation and entrepreneurship competitions, competition training camps, corporate internships, and other activities, counselors can provide students with real competition scenarios to help them enhance their innovation abilities and competition skills through practice. Additionally, counselors can invite successful entrepreneurs and industry experts to serve as competition mentors, providing professional guidance and sharing experiences to help students better achieve their innovation and entrepreneurship competition goals.

Promoting university-enterprise cooperation not only provides students with more practical opportunities but also enriches their learning content and forms, enhancing their competition capabilities and practical levels. Counselors should actively build platforms for university-enterprise cooperation, promote the deepening of innovation and entrepreneurship education, and help students continuously grow and improve through practical experiences.

### **3.6. Improving the Evaluation System**

In the context of new productivity, university counselors must establish and continuously improve the evaluation system for innovation and entrepreneurship education to ensure that students' performances in innovation and entrepreneurship competitions are timely

summarized and objectively assessed. This includes implementing semester summaries, project evaluations, outcome displays, and various forms of evaluation aimed at motivating students to continue progressing and enhancing their innovation abilities. Counselors should also inspire student participation and competitive spirit by sharing typical cases of innovation and entrepreneurship competitions and commending outstanding teams.

It is crucial to actively develop diverse evaluation methods to ensure that students' performances are fairly assessed, identifying excellent performances and pointing out challenges and issues students face during the competition process to provide guidance and improvement suggestions. Through this systematic evaluation system, counselors can adjust educational strategies in a timely manner, optimize teaching content and methods, improve the quality and effectiveness of education, and promote the growth of students' practical skills and the cultivation of their innovative spirit. This, in turn, meets the high standards of talent required by new productivity.

#### 4. Conclusion

Against the backdrop of new-type productivity, university counselors play a significant role in college students' innovation and entrepreneurship education. By establishing innovation and entrepreneurship education circles, deepening ideological and political education, optimizing academic guidance, strengthening psychological counseling, promoting school-enterprise cooperation, and improving the evaluation system, counselors can effectively cultivate students' competition capabilities and promote the formation and development of new-type productivity. In the future, counselors should continue to explore and practice to provide better support and services for college students' innovation and entrepreneurship education, contributing to the high-quality development of China's economy and society. Counselors play an important role in innovation and entrepreneurship education. They are not only the guides and supporters of students but also the promoters and practitioners of innovation and entrepreneurship education. Through continuous exploration and practice, counselors can provide more comprehensive and systematic support and services for college students' innovation and entrepreneurship education, helping them achieve their competition dreams and contribute to the high-quality development of China's economy and society in the context of new-type productivity. The role of counselors in innovation and entrepreneurship education and the paths to achieving it are not only related to students' personal development but also to the quality of talent cultivation in universities and the sustainable development of the social economy. In the future, counselors should continuously improve their professional quality and ability, actively explore new methods and models of innovation and entrepreneurship education, and provide more comprehensive and high-quality services for college students' innovation and entrepreneurship education, contributing to the high-quality development of China's economy and society.

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