

Analysis on the Cultivation of College Students' Entrepreneurship and Employment Ability

Shuxin Wang

Yingkou Institute of Technology, Yingkou 115014, China

275718572@qq.com

Abstract. With the continuous development of higher education and the continuous advancement of market economy, the pressure of life faced by college students also increases, and the pressure of employment faced by college students is also growing. Therefore, the ideological and political education of college students in our country is also facing a new classroom and new environment. This thesis mainly expounds the current situation of college students' entrepreneurship, and systematically analyses the characteristics of current college students' employment, so as to discuss a series of problems faced by college students' entrepreneurship and employment, and correspondingly points out the Optimization Countermeasures of College Students' entrepreneurship and employment ability.

Keywords: College students, entrepreneurial employability, countermeasures.

1. The Characteristics of College Students' Entrepreneurship and Employment

In the current increasingly severe employment situation, the ideological and political education and employment problems of college and university students have also aroused social concern. Therefore, the current focus of Ideological and political education for college students is to strengthen their entrepreneurial and employment ability, so as to promote the organic combination of career planning education and ideological and political education more scientifically and effectively, and improve their career planning ability.

At present, with the continuous development of higher education in China, the number of university graduates is also increasing year by year. On the one hand, the number of university graduates keeps increasing, on the other hand, the industry is also upgrading, and the speed of social transformation is also accelerating. This thesis finds that the employment situation of college students has the following characteristics:

1.1 The Employment Market of College Students has Changed from "Seller's Market" to "Buyer's Market"

In the last century, university graduates are scarce resources of society. Therefore, when they graduate, they do not need to consider the problem of employment. They are directly arranged by the state for employment and do not need to bear employment pressure. At present, the number of university graduates is increasing, and the employment competition among university graduates of different universities and degrees is becoming more and more fierce. Many high-paying jobs have a large number of university graduates queuing for competition.

1.2 There are Regional Differences in the Flow of Graduates

Because of the vast territory of our country and the great differences between different regions, the regional economic development of our country presents an unbalanced situation, especially in urban and rural areas, coastal and inland areas, eastern regions and central and western regions. Therefore, most college graduates focus their career choices on big cities, coastal areas or special economic zones because of their strong economic strength and strong demand for talents. At the same time, those college graduates from remote and impoverished areas in China would rather pay thousands or even tens of thousands of yuan of education compensation fees than return to their places of origin for employment, which also leads to the concentration of employment areas of university graduates, resulting in significant structural contradictions.

1.3 Advocating the Coexistence of Self-Employment and Employment Dependence

Although most graduates can deeply realize that employment is not only their own business, but also related to parents, schools, and even national events. After four years of study and growth, all aspects of college students are gradually mature, such as thought, cognition and psychology. Most college students have the ability to think independently and judge independently, so that they can make plans for their own future and realize their personal value. However, after investigation and research, the author also found that some college students' minds are still not fully mature, so when they face different opinions from all sides, they will have hesitation and confusion, and then cannot make up their minds.

2. The Problems Faced by College Students in Entrepreneurship and Employment

2.1 Insufficient Severe Vision in Colleges and Universities

At present, in many colleges and universities, the entrepreneurship and employment education are included in the teaching curriculum, but in the actual teaching process, it has not been attached importance to with professional education, so it has been in an embarrassing state of marginalization. At present, entrepreneurship employment education in many universities is only a tool to guide students' employment. Usually, many universities only offer entrepreneurship courses and career guidance courses, or use elective courses to build up students' awareness of entrepreneurship and employment. Influenced by traditional concepts, in the teaching process, some educators only teach in a task-oriented manner. Most of them attach importance to superficial forms. Therefore, the teaching quality of these educators is low, which also makes some college students less interested in Entrepreneurship and employment, and lack the ability of independent thinking and innovation.

2.2 There are Loopholes in the Entrepreneurship and Employment Education System

Due to the influence of many factors, such as time, funds and venues, some colleges and universities invest less teachers in entrepreneurship and employment education. Moreover, most of the teachers of entrepreneurship and employment courses lack practical experience, so most of them cannot impart rich practical experience to the students. Therefore, the teaching quality of this course is relatively low. On the other hand, because the content of the course is more traditional and there are no corresponding practical tools, it is difficult for teachers to teach. At the same time, due to the introduction of entrepreneurship and employment education in China for a short time, the corresponding educational facilities have not yet met the needs of the current curriculum, so the teaching content is relatively lagging behind, not keeping pace with the times. At present, China's entrepreneurship and employment education personnel training system is still not sound enough, the ideological awareness of college students in four years will undergo great changes. However, entrepreneurship and employment education mostly only stay at the theoretical level, but also fail to closely integrate with students' professional courses. Therefore, it is impossible for students to apply the theoretical knowledge of entrepreneurship and employment learned in the classroom to real life. In a word, it is difficult for students to make a breakthrough in Entrepreneurship and employment ability.

2.3 Imperfect Employment Practice Platform in Colleges and Universities

The platform of college students' entrepreneurship and employment practice aims to provide theoretical guidance for students and closely integrate with their professional courses, so as to promote students to combine theory with practice. Most colleges and universities offer entrepreneurship and employment education courses late, and have not yet formed a perfect education system. At the same time, many colleges and universities' education bases are also well established. Therefore, the process of building entrepreneurship and employment practice in these universities is

very slow, which also leads to the students' practice effect in Entrepreneurship and employment is not significant.

2.4 Professional Restrictions on School-Enterprise Cooperation and Inadequate Reform Efforts

In order to fundamentally improve the professional quality of College students, it is one of the most effective means to adopt the way of school-enterprise cooperation and the combination of work and learning. Through investigation and analysis, in recent years, many colleges and universities actively promote school-enterprise cooperation, and have obtained a good trumpet. However, from the current specific situation, college students are facing a severe employment situation. Because of various restrictions in professional construction and teaching reform, school-enterprise cooperation also causes the problem of employment difficulties for college students when they graduate.

2.5 Some College Students' Values Deviation

The choice and formation of entrepreneurship and employment values is an important part of college students' socialization. In addition, the combined effect of multiple factors has caused a series of problems and difficulties in employment and entrepreneurship for college graduates, which are mainly reflected in the following three aspects: firstly, there is a great degree of deviation between the goal of entrepreneurship and employment of many university graduates and reality; secondly, whether for entrepreneurship or employment, many college students have strong utilitarian psychology; thirdly, some college graduates are over-entangled with the matching degree of their major and hobbies with their future career, which leads to the failure of entrepreneurship or employment.

3. The Suggestions on Optimizing College Students' Ability to Start a Business and Employ

3.1 Innovating the Concept of Entrepreneurship Education

Entrepreneurship education is not only the reform of methods, but also the reform of educational contents. At the same time, it is also the re-establishment of educational values and the transformation of education. It points out the real value of human creative education. The focus of entrepreneurship education is mainly to change the drawbacks of the times, society and market, so as to make education more scientifically and effectively adapt to the needs of social, economic and cultural development, and make education closer to market economy and social environment, effectively embodying human personality and talent. In addition, entrepreneurship education can also enable college students to have a strong creative thinking, so that students can continue to move towards their goal personality, and then become the pillar of our country's talent.

3.2 Promoting the Reform of Teaching Content and Improving Students' Comprehensive Ability

For a long time, the core of education and teaching reform is the adjustment and optimization of teaching content. Colleges and universities must constantly adhere to the joint development of professional theoretical knowledge, professional skills and students' comprehensive quality, and constantly deepen the teaching content, adjust the teaching mode and construct a perfect curriculum system, so as to fundamentally realize the tremendous change from attaching importance to the teaching of textbook knowledge to the cultivation of professional energy-saving and comprehensive ability. From the point of view of private colleges and universities, we should constantly combine the needs of the current talent market and the specific situation of social development, and build a perfect curriculum system guided by entrepreneurship and employment, so as to cultivate a large number of excellent applied talents. In the current systematic and comprehensive professional training curriculum system, colleges and universities must coordinate the links between professional

education, general education, vocational education and elective courses, compulsory courses, social needs and teaching modes, and establish a scientific and effective curriculum system, so as to significantly improve the employment rate and entrepreneurship rate of students.

3.3 Improving the Level of Teachers in Entrepreneurship Courses

When choosing entrepreneurship teachers, colleges and universities should consider carefully from four aspects. First, universities should carefully consider the development of teachers themselves. Qualified entrepreneurship teachers should possess superb professional knowledge and skills, and establish a scientific sense of development. At the same time, they should also be deeply aware of the importance of entrepreneurship education. Secondly, entrepreneurship teachers need to have a good mentality, and have a strong belief, and be able to transmit this belief to students. Entrepreneurial teachers should set an example so as to guide students to build up the belief of continuous struggle, so as to promote the healthy development of entrepreneurial personality of contemporary college students. Thirdly, in the process of entrepreneurship education, teachers also need to deeply understand and understand the entrepreneurial personality of each classmate, and then teach students in accordance with their aptitude, so as to fundamentally improve the entrepreneurial quality of college students. Finally, when colleges and universities choose entrepreneurship education teachers, they should also attach importance to their practical experience of entrepreneurship. Only when teachers have truly experienced entrepreneurship, can they provide scientific and effective guidance to college students.

3.4 The Importance of Strengthening Career Planning

In the process of ideological and political education, career planning is everywhere. Therefore, colleges and universities should further improve the curriculum system of professional prosperity and ideological and political education, and realize the organic integration of the two at an early date. In addition, colleges and universities should also strengthen the interaction between career planning and political education for college students. Colleges and universities should set up a sound curriculum system, so as to enhance students' abilities in all aspects, and integrate ideological and political education into career planning courses, so as to comprehensively improve college students' professional quality and morality in the future development process, so as to enhance their competitiveness in the future society. Therefore, colleges and universities should strengthen their mutual promotion and integration. At the same time, colleges and universities need to build career planning curriculum system at different stages of Wu'an University, and carry out ideological and political education according to the different majors students have learned, and combine with the specific situation of the future employment development of College students, so that in the process of career planning education, students' ideological and political quality can be continuously emphasized.

3.5 Widening the Channels of Ideological and Political Education for College Students

In the process of College Students' entrepreneurship and employment, ideological and political education is an indispensable teaching content. On one hand, colleges and universities need to expand the way of Ideological and political education. Colleges and universities need to constantly emphasize that college students should have a "fraternal" heart, and that students should establish a good humanistic spirit, and use the essence of traditional culture to infect students, so as to encourage students to develop good moral literacy and establish correct values. On the other hand, colleges and universities should adopt innovative ideological and political education to teach. On the basis of theoretical teaching, colleges and universities should continue to actively carry out practical teaching, and take moral thought as the guiding direction, and realize the students' principal position in the classroom, so as to highlight the practical value and promote students to form good habits. At the same time, in the process of Ideological and political education, schools should constantly ask students to read classical books of Chinese traditional culture and to fully appreciate the charm of

Chinese traditional culture so as to foster patriotism and make unremitting efforts to realize the great rejuvenation of the Chinese nation.

3.6 Strengthening Entrepreneurship Education for College Students

To begin with, colleges and universities should set up entrepreneurship education for college students, so as to improve their own talent training system. In addition, colleges and universities should also educate college students in entrepreneurship, guide them to establish correct entrepreneurship ideas, learn from celebrities from all walks of life and learn various entrepreneurship methods, so as to fundamentally improve college students' entrepreneurship ability and entrepreneurship level. Moreover, colleges and universities should introduce incentive mechanism. On the one hand, it is necessary to strengthen the incentives for college students, and set up the indicators of College Students' entrepreneurship when setting scholarships, so as to improve the enthusiasm and initiative of College Students' entrepreneurship and employment. On the other hand, colleges and universities also need to encourage entrepreneurship course teachers, let more entrepreneurship and employment education teachers into the course, so as to set up entrepreneurship and employment education courses in Colleges and universities, and provide high-quality teachers.

4. Conclusion

In the process of continuous development of colleges and universities, we must intensify efforts to build their own entrepreneurship and employment ability training model. Only by constantly adjusting and optimizing the personnel training mode can we promote the sound and rapid development of colleges and universities, improve their core competitiveness, promote the improvement of students' comprehensive quality, and improve their entrepreneurial and employment abilities.

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