

# Research on the Strategy of Counselors' Guidance to College Students' Employment and Entrepreneurship in the New Era

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**Abstract :** Since 1999, China's colleges and universities began to implement enrollment expansion. The increase in the number of college students brought by enrollment expansion has made the employment problem of college students more and more prominent. Some students with weak employment competitiveness are difficult to find suitable jobs in the graduation season. Therefore, the employment problem of college students even once became one of the factors restricting the development of China's higher education. As the school administrators most often contacted by students, counselors play an important role in the process of students' employment and entrepreneurship guidance and education. This paper will think about the role of counselors in the process of college students' employment and entrepreneurship from the perspective of counselors, and how counselors should guide college students to carry out employment and entrepreneurship.

**Keywords :** Counselor Guidance; College Student; Employment and Entrepreneurship

## 1. Introduction

As China's future social builders, college students have always been the main force of national progress and development. However, with the deepening of China's economic transformation and industrial reform, coupled with the increasing number of college students graduating every year, and the employment situation of college graduates is not optimistic. This means that schools should pay attention to cultivating students' employment competitiveness, so that students can be ready to enter the society in school, and help students adapt to the transformation from school to society as soon as possible. As one of the school managers most often contacted by students, counselors can help students establish correct professional values, cultivate students' correct employment and entrepreneurship concepts, and provide whole process employment and entrepreneurship guidance, so as to achieve the purpose of improving college students' employment competitiveness.

## 2. The role of counselors in the process of college students' employment and entrepreneurship

### 2.1 It is conducive to improving the effectiveness of students' employment and entrepreneurship

Because the main job of counselors is to manage students' daily life and learning in colleges and universities, counselors have greater management authority over students. In order to better cultivate college students' employment and entrepreneurial ability, they can follow the development strategies given by the university and combine the actual situation of the students they manage, build a practical mechanism that is more compatible with students' social practice and professional ability, and make use of students' winter and summer vacation time to formulate a time plan according to students' actual situation, so that students can get the training of employability and the improvement of employability in school, so as to help students have stronger employment competitiveness in the future employment market. Therefore, from the perspective of counselors to guide the employment and entrepreneurship process of college students, compared with other teachers, the timeliness will be more obvious, and the effect of cultivating students'

comprehensive ability will be better.

## **2.2 It is conducive to improving students' sense of trust in employment and entrepreneurship**

The main reason why most college graduates have all kinds of difficult problems in the process of employment or entrepreneurship is their lack of experience. For example, there will be professional mismatches, it is difficult to achieve the expected employment prospects, and the geographical location of employment is far from the living location, etc. In view of the above problems, most students will choose to ask for help from teachers or parents, but parents or other teachers do not understand students' actual life and learning in school, so the employment suggestions given may not be in line with students' actual employment situation, which has a great impact on students' later life planning and life development. However, as counselors are managers who directly manage students' daily school life and school learning, they have been accepted for a long time, have a thorough understanding of students' actual situation, and have established a high trust relationship with students. Therefore, they can give extremely valuable opinions on students' employment and entrepreneurship guidance. It provides favorable conditions for the smooth progress of students' subsequent employment and entrepreneurship.

## **3. Strategies for counselors to guide college students' employment and entrepreneurship**

### **3.1 Cultivating students' correct concept of employment and entrepreneurship**

In the process of college students' employment and entrepreneurship guidance, the first step is to cultivate students' correct employment and entrepreneurship concept, that is, to help students make an accurate positioning of their own employment or entrepreneurship. Generally speaking, this positioning is composed of three parts, namely self, career and value.

Among them, "self" refers to counselors, who should let students know themselves correctly, because cognitive self is not only an ability for students, but also the primary condition for realizing their own life goals and values. In the new era, most college students have better living conditions, so although they can understand that they need their own efforts to obtain wealth, they do not understand and have no deep experience of failures and setbacks. Therefore, once they encounter setbacks or failures in the process of employment and entrepreneurship in the future, it will be a great blow to them. In order to avoid this situation, we should correctly position ourselves during school, so as to effectively avoid all kinds of bad mentality in the follow-up employment and entrepreneurship process.

The "occupation" in the positioning refers to the need for students to have an in-depth understanding of the occupation they are interested in, because most students have never worked in society, so their impression of many occupations is to stay on the surface. In this case, employment and entrepreneurship may have a psychological gap because they do not understand the actual situation of the occupation, or an unacceptable situation. Therefore, as a counselor, we should have a systematic understanding of the current employment market and various employment industries, so that students can fully understand the current situation of various industries, and help students formulate career plans in line with their life development.

Finally, in terms of "value", when guiding college students' employment and entrepreneurship, counselors should make college students realize that in the process of employment and entrepreneurship, in addition to the material needs such as wages and salaries, it is more important to pursue spiritual needs other than materials.

### **3.2 Establishing students' correct professional values**

The job responsibility of counselors is not only to manage students' daily life and daily learning, but also to provide guidance on students' ideological and political education. Therefore, in order to effectively guide college students' employment and entrepreneurship, counselors can guide college students to establish correct professional values through ideological and political education in colleges and universities, and avoid the misunderstanding of professional values in college students' personal thoughts. Specifically, when establishing students' correct professional values, counselors can adopt the following guiding measures: The first guiding measure is to use the campus environment to imperceptibly affect students' professional values. For this, counselors can introduce some correct and healthy professional values into students' daily life on campus, and make use of campus culture to create a campus environment with strong learning atmosphere and employment atmosphere for students. The second guiding measure is to consider that with the development of society, the employer's demand for talents and the society's standards for independent entrepreneurship are constantly changing. Therefore, counselors should add the new demand for talents in the new era to the cultivation of college students' professional values, so as to help students better understand the current social demand for talents. The third point is that most college students may have some individualism. Therefore, in establishing students' correct professional values, counselors should add the educational content of patriotism collectivism, guide students to integrate the content of personal development with the development of the state, society and enterprises, and let students change from individualism to collectivism.

### 3.3 Providing whole process employment and entrepreneurship guidance

In the process of college students' employment and entrepreneurship guidance, in order to ensure that students can have correct employment and entrepreneurship concepts and establish good professional values at this stage of learning and career, counselors must follow up and coach for a long time to achieve this goal, which means that counselors should provide students with whole process employment and entrepreneurship guidance, so as to implement the education and guidance of students' employment and entrepreneurship. The so-called "whole process" employment and entrepreneurship education guidance not only means starting from the moment students enter the university, but also the moment students graduate from the university; It also means that the employment and entrepreneurship guidance that counselors should provide for students is very comprehensive, including traditional employment and entrepreneurship direction guidance, psychological guidance, career planning guidance, industry analysis guidance and so on. Only through the "whole process" employment and entrepreneurship guidance implemented by counselors can we help students clarify their future career development direction, make students aware of their shortcomings in employment as soon as possible, so as to improve it, which has a far-reaching impact on students' future life development and career development.

### 4. Conclusion

In general, after thinking and exploring from the perspective of counselors, it can be found that counselors have played an obvious role of effectiveness and trust in the process of college students' employment and entrepreneurship. In order to effectively guide college students' employment and entrepreneurship, as a counselor, we should first cultivate students' correct employment and entrepreneurship concept. Secondly, we should let students establish correct professional values and provide students with whole process employment and entrepreneurship guidance, so as to meet the needs and requirements of modern society for students in employment and entrepreneurship.

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