

# Elements and Tactics Analysis of College Students' Employment and Entrepreneurship Practice Education

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**Abstract:** In the past ten years, with the continuous expansion of higher education in my country, the number of newly graduated college students is also increasing year by year, which has led to the employment situation of college students in my country is facing very serious challenges. If it is not good, it will cause a series of social problems. Therefore, in university-based higher education, it is already an issue that every university must seriously consider to carry out certain entrepreneurial practice ability training, so as to obtain better employment. In response to these problems, this paper will discuss from four aspects: students themselves, teachers' factors, carrier factors and professional environment, and give targeted strategies to explore.

**Keywords:** College Students; Employment and Entrepreneurship; Practice; Elements; Strategy

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## Introduction

In recent years, with the “mass entrepreneurship and innovation” advocated by the Chinese government has gradually entered a more intense stage, stimulating and guiding college students to carry out entrepreneurial practice has been included in the training plan of students by more and more colleges and universities. And based on years of practical experience, a set of practical employment and entrepreneurship guidance methods have been summarized, which has provided a great help for students' future career development. However, in addition to these good measures, there are still forms of entrepreneurial practice activities. Problems such as transformation, utilitarianization, and emphasis on speed over quality have greatly restricted the further development of entrepreneurial activities. In response to these problems, each university should summarize past experience, proceed from reality, and reform and innovate the existing employment and entrepreneurship practice mechanism to help college students' employment and entrepreneurship work.

## 1. The main factors affecting the employment and entrepreneurship practice education of college students

### 1.1 The students themselves

Before university, most of the education our students received was exam-oriented teaching with exams as the ultimate goal, which caused students to think that all the work done in school was ultimately for a good score in the exam, and could not be directly connected to the future. Career development, especially for students who are just entering university. For the learning of professional knowledge in school, it is also to cope with the exams in each semester, rather than thinking about how to turn these professional knowledge into a powerful help in the future career path. Therefore, it is necessary for the school to guide the career concept according to the psychological state of students' “examination-oriented”, so as to help students realize the close connection between professional knowledge and career path, so as to better enlighten students psychologically.

## **1.2 Teachers**

For many college teachers, their traditional social positioning is still a teacher who imparts professional knowledge, rather than a professional designer who guides students' future career planning. There is a very obvious difference between this positioning and the current national requirements. In fact, from a practical perspective, what many students in colleges and universities lack is not the enthusiasm to study professional courses, but the understanding of the relevant occupational market, and for many liberal arts majors, the vagueness of the career future will greatly affect students' enthusiasm for learning. Therefore, under the requirements of this new era, teachers should allocate more energy to the design of students' career planning, and lead students to explore longer-term career planning directions on the basis of following the national policy. In fact, it can better serve the life-long development of students.

## **1.3 Knowledge of employment and entrepreneurship**

Relevant vocational knowledge is the key to promoting college students' employment and entrepreneurship. For college students, perfect employment and entrepreneurship knowledge is like a guiding light on the road of career development, guiding students to achieve their career goals through the correct path. Employment and entrepreneurship knowledge mainly includes the analysis of the market environment, professional skills and insight into the relevant market. These professional knowledge must be educated and popularized to students through the entrepreneurial practice activities organized by the school. For employment and entrepreneurship-related knowledge, the main problem it solves is to help students how to smoothly combine professional knowledge with career planning, and how to use appropriate theoretical knowledge to guide students when faced with an unfamiliar market environment, seize the key nodes, so as to achieve the success of entrepreneurship. These all require school organizations to arrange appropriate targeted education and guidance to educate students.

## **1.4 Professional environment**

Any employment and entrepreneurship practice education achievements need to be effective in the actual job market. If employment and entrepreneurship education is carried out of the market environment, it will inevitably be out of touch with the actual situation, which will lead to employment difficulties and affect people's future career paths for students. In order to help students better understand and adapt to the actual occupational environment, schools need to use their own resources and mature concepts to help students analyze the occupational status and future development direction of relevant majors, so as to guide students to carry out corresponding training and change. If students only rely on their own research in this area, due to the limitations of social experience and vision, it is impossible to clearly observe the impact of the large employment and entrepreneurship environment on their own development.

# **2. Effective strategies to promote the employment and entrepreneurship**

## **practice activities of college students**

### **2.1 Enrich entrepreneurial practice and build a competition platform**

In order to better help students in their entrepreneurial practice, the most direct way is to build a sufficient entrepreneurial practice platform to guide students to accumulate experience in practice, exercise their entrepreneurial ability, and lay a solid foundation for future practical entrepreneurial work. In order to better exercise the students' entrepreneurial ability, the entrepreneurial practice competitions established by colleges and universities mainly meet the following characteristics: First, the participants should be faced with a wide range, not only including undergraduates and junior college students. And graduate students can participate, regardless of their specific status, they can get their own seats in the competition. Secondly, the types of projects included in the competition should be rich enough, not only a few popular professional projects, but also some less popular marginal disciplines, and should also pay attention to them in time, and

organize them to participate in the competition practice. Finally, it is about the establishment of competition awards. Since this kind of entrepreneurial practice competition is not purely for economic interests, it contains a lot of educational components, so the awards can be set up a little more, and try to encourage and take care of more participating students, so as to encourage students' innovative and entrepreneurial spirit through these awards, and provide a strong boost for the future entrepreneurial path.

## **2.2 Improve the guarantee mechanism to help students start their own businesses**

Different from traditional professional knowledge learning, innovation and entrepreneurship requires students to be exposed to more fields that they have never been exposed to before, mainly including address selection of entrepreneurial projects, approval of entrepreneurial economic loans, and government business registration. Unfamiliar practical elements will inevitably bring great resistance to students' entrepreneurial careers. In order to help students solve this problem, schools should provide targeted in-school policy support, and arrange designated teachers to help students solve different problems together. For example, when registering for industry and commerce, it is necessary to deal with relevant government departments. The complicated approval procedures may be something that many students have never contacted before. At this time, the school can arrange teachers who are familiar with relevant business processes to help students together. We carry out material preparation and achieve efficient process scheduling.

## **2.3 Organize relevant teams and strengthen team building**

Organizing relevant teams means that the school level should set up a corresponding management mechanism for the entrepreneurial teams of college students to help supervise and guide the actual entrepreneurial situation of college students. From policy assistance to the use of related funds, we conduct daily guidance and research, and regularly unify the team of college students to avoid internal conflicts. In order to better achieve this, two aspects should be considered. First, to form a professional team to authoritatively evaluate and guide the entrepreneurial projects of college students. In this regard, schools need to hire professional experts and scholars to be responsible for the role, can better be responsible for the future of the students and ensure the feasibility of the project.

## **2.4 Strengthen student training and improve entrepreneurial quality**

In order to better carry out entrepreneurial practice, good entrepreneurial literacy is naturally indispensable. As an entrepreneur, it is naturally indispensable to have good entrepreneurial ideas and technologies, but at the same time, how to get investors It is the direct determinant of whether these excellent ideas can truly be implemented, and in order to better achieve this goal, a detailed and comprehensive business plan is inseparable. Every mature investor needs the entrepreneur to present a comprehensive business plan and analyze whether to invest in the project accordingly. Therefore, the school must formulate relevant courses to guide students how to make a qualified project plan, so as to attract the attention of investors and realize the implementation of their own projects.

## **3. Conclusion**

All in all, under the current policy and market environment, the cultivation of students' employment and entrepreneurial ability has increasingly become an important subject of university education. Every university should establish a perfect entrepreneurship practice platform to help students cultivate their entrepreneurial ability, innovate and reform related courses, and provide enough resources for employment and entrepreneurship, so as to promote the effective employment of college students and their future career. A solid foundation for career path development.

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