

Research on Improving the Strategy of College Students' Employment and Entrepreneurship Ability

Wei Bao

Xi'an Peihua University, Xi'an Shaanxi 710125

Abstract: College students' employment situation is not optimistic in the new era, various colleges and universities to deepen the reform of talent training mode, innovative talent training concept, build a new employment entrepreneurship ability promotion system, pay attention to curriculum reform, teacher training, career planning education, innovation entrepreneurship education, etc., comprehensive, whole process, fully training college students' employment entrepreneurship ability. This paper first analyzes the realistic value and strategic significance of the improvement of college students' employment and entrepreneurship ability, then analyzes the current situation and existing problems of college students' employment and entrepreneurship ability, and focuses on the strategies of improving college students' employment and entrepreneurship ability.

Keywords: College students; Employment and entrepreneurship; Employment and entrepreneurship ability

Introduction

Li Gaomin (2022) pointed out that in the Internet era, college students can obtain employment and entrepreneurship information services, and college students have more advantages in employment and entrepreneurship. In the Internet era, it is necessary to enhance the employment and entrepreneurship awareness of college students, and improve the employment and entrepreneurship ability of college students^[1]. Xie Honglang (2022) pointed out that the employment and entrepreneurship ability of college students cannot be separated from the scientific policy environment, the introduction of enterprise strength to the whole process of talent training, do a good job in the career planning and employment and entrepreneurship guidance of college students^[2]. Liu Fan (2022) pointed out that college students lack a correct understanding of employment and entrepreneurship, have not formed a correct concept of employment and entrepreneurship, and the university has not provided effective support for college students to start their own businesses and employment. Colleges and universities should enhance the awareness of employment and entrepreneurship of college students, pay attention to the guidance of employment and entrepreneurship, constantly optimize the improvement plan of college students' employment and entrepreneurship ability, and optimize the employment and entrepreneurship service system^[3]. The existing literature analyzes the necessity and importance of college students' employment and entrepreneurship ability training, and also puts forward the specific countermeasures to improve college students' employment and entrepreneurship ability, which has certain reference value for this paper.

1. The practical value and strategic significance of the improvement of college students' employment and entrepreneurship ability

1.1 To alleviate the social difficulties of the current employment difficulties of college students

The number of college graduates will reach 11.74 million in 2023, which is highest in history. The employment situation of college graduates is not optimistic. At the same time, deeply affected by the epidemic, many micro, small and medium-sized enterprises have fallen into business difficulties, and the number of jobs they can provide has been reduced. Therefore, colleges and universities should pay attention to the improvement of college students' employment and entrepreneurship ability, pay attention to students' career planning and employment guidance, strengthen students' innovation and entrepreneurship education, build a comprehensive employment and entrepreneurship ability improvement system, and alleviate the problem of employment difficulties for college

students after graduation ^[4].

1.2 To enhance the comprehensive quality of college students to form a competitive advantage in employment

With the expansion of colleges and universities, the number of college students is huge, the quality of talent training in colleges and universities has declined, college students have not formed an effective employment competitive advantage in comprehensive quality, lack of job cognition, career planning, collective concept, etc., weaken their interpersonal skills, poor psychological quality. Colleges and universities should strengthen the training of college students' employment and entrepreneurship ability, pay attention to the training of professional quality, ideological and moral quality, psychological quality, enhance social practice ability, strengthen job-hunting ability and other ^[5].

2. The current situation of the ability of employment and entrepreneurship of college students and its existing problems

Colleges and universities have deepened education reform in recent years, paid attention to innovation and entrepreneurship education, strengthened career planning education, and enhanced employment and entrepreneurship guidance, which to a certain extent has a positive impact on improving the employment and entrepreneurship ability of college students. However, through relevant surveys, there are some problems in the employment and entrepreneurship ability of college students in China.

2.1 Lack of career cognition and planning ability of college students

There are a large part of college graduates did not conduct a comprehensive and detailed assessment of themselves, lack of corresponding cognitive ability, lack of self-correct professional cognition, not fully consider oneself for what kind of work, want to develop in which field, also unable to analyze the environment is adapted to their own conditions, only consider immediate interests without the pursuit of long-term development, affect the long-term healthy development of individuals.

2.2 Lack of collective concept and team cooperation spirit

Students from all over the world, in habits, cultural background may exist larger differences in college students, at the same time, as the growth environment is superior, many students self-consciousness and private space consciousness, pay attention to self-protection, when communicating with classmates are often careful, lack of collective concept and group cooperation consciousness, lack of thought for the social adaptability, affected its own ability to work independently and team cooperation ability.

2.3 Poor psychological quality

In the existing education mode, the lack of education on the psychological quality of the main students leads to the poor psychological quality of many college students, who are unable to effectively control their own emotions at work, which affects the quality and efficiency of their work. At the same time, some students lack of professional ethics awareness and self-confidence, mentality is more impetuous, lack of entrepreneurial spirit, not adhere to the effective work, for the work resistance is poor, it is difficult to be welcomed by employers.

2.4 Lack of entrepreneurial ability

College students lack entrepreneurial experience in college career, and the success rate is low, mainly due to the lack of entrepreneurial ability. Most college students can start a business without an awareness of the world. College students lack of experience and resources, college students just out of school, often lack of social experience and professional experience, especially the lack of interpersonal relationship and business network. Therefore, it is difficult to get enough trust and support in the process of starting a business, and it is easy to hit a wall at first. The psychological endurance of college students needs to be improved. Due to the lack of opportunities to face the complex society in the process of school study, many college students have poor psychological endurance and give up when they encounter setbacks.

3. Strategic analysis of the improvement of college students' employment and entrepreneurship ability

3.1 Colleges and universities should deepen the reform of talent training mode

As the society is constantly developing and the industrial structure is constantly adjusted, universities need to actively adapt to the needs of local and industrial economic development in the new era. First of all, we should innovate the mode of talent training, which should focus on personalized education, respect the uniqueness of individual students, and help every student to grow into an adult. In recent years, colleges and universities need to explore an innovative talent training system by combining the

regional development goals and their own positioning. The core element of cultivating innovative talents and enhancing the ability of independent innovation is talents. Colleges and universities need to further focus on the fundamental task of cultivating moral education, consciously fulfill the mission of serving high-level science and technology for self-reliance and self-improvement, provide strong support for Hainan's comprehensive deepening of reform and opening up and the construction of a free trade port with Chinese characteristics, and make due contributions to accelerating the construction of a strong country in education, science and technology, and human resources.

3.2 Pay attention to all kinds of training and practice of college students' employment and entrepreneurial ability

College students are encouraged to actively participate in the school's scientific research projects to gain practical experience. On the one hand, the students who participate in the school research projects have more opportunities to have contact with the project instructors. Project instructors often have close contact with companies in the society, and students can learn a lot of valuable practical experience from their mentors. On the other hand, college students who participate in scientific research projects can fully exercise their hands-on and brain abilities in this process, and improve their organizational and planning ability. College students should be encouraged to actively participate in club activities and use university clubs to get practice. College students' active participation in club activities plays a positive role in promoting future entrepreneurship. College students using vacation internship is a good opportunity to participate in social practice and improve their ability [5].

3.3 Implement whole-process students' career design and employment and entrepreneurship guidance

First of all, should deeply realize that good complete career planning for college students' employment entrepreneurship ability promotion has a very big help, he can make college students have a clear cognition for the future, to realize what they really want in the future career development, and combined with their own ability and demand, scientific and reasonable choice of career, the future has a more good career prospects. Therefore, it is necessary for colleges and universities to pay more attention to employment guidance, increase the proportion of employment guidance courses, give college students targeted employment guidance, and constantly improve their employability and entrepreneurial ability. Secondly, employment guidance course is a strong professional work, therefore, in the process of actual employment guidance. We should also pay attention to improve the improvement of career and employment guidance mechanism of college students, based on the whole learning career of college students, strengthen the whole process of career planning and employment guidance.

4. Conclusion

To sum up, the college graduates employment situation is not optimistic under the new situation of economic development, colleges and universities in China have to improve students 'employment entrepreneurship ability, deepen the fusion, innovative talent training mode, accelerate the innovation of entrepreneurship education reform, strengthen university and government, society, enterprises, association theme cooperation, build a new talent cultivation, pay attention to students theory education, time education, comprehensive training comprehensive quality, vigorously promote the construction of college students' employment entrepreneurship ability training system.

References:

- [1] Li Gaomin. Analysis of college students' employment and entrepreneurship ability improvement strategy under the background of "Internet +" [J]. Chinese and foreign corporate culture, 2022 (11): 235-237.
- [2] Xie Honglang. Strategies to improve the employment and entrepreneurship ability of college students in the new era [J]. Industrial Innovation Research, 2022 (21): 196-198.
- [3] Liu Fan. Strategy for improving the employment and entrepreneurship ability of college students in the new period [J]. Investment and Entrepreneurship, 2022,33 (16): 27-29.
- [4] Song, Yuan, Yuan and Ming dynasties. Research on the improvement strategy of college students' employment and entrepreneurship ability based on the "dual system" talent training mode [J]. Employment of Chinese College Students, 2022 (14): 39-47.
- [5] Tao Huijun. Research on the improvement of college students' employment and entrepreneurship ability oriented by human resource demand [J]. Heilongjiang Human Resources and Social Security, 2022 (16): 71-73.