

New Ideas on Employment Management of Higher Vocational Students under the Background of “Mass Entrepreneurship and Innovation”

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Abstract: With the proposal of the concept of “mass entrepreneurship and innovation”, higher vocational colleges comply with the national strategy, actively meet the challenges, and pay more and more attention to the work of student employment management. Facing the current employment situation is not optimistic, as well as the problems of poor employment guidance level and imperfect employment management system in higher vocational colleges, this paper analyzes the problems of employment management of students in higher vocational colleges under the background of “mass entrepreneurship and innovation”, puts forward corresponding solutions, and strives to change old ideas, in order to widely carry out innovation and entrepreneurship activities, and explore new strategies to adapt to the development of students’ employment.

Keywords: Higher Vocational Students; Employment Management; Strategy

1. Introduction

Higher vocational colleges shoulder the burden of transporting production, management, service and construction talents for the society, and play an important role in the rapid development of society. As far as the current employment situation is concerned, it is more severe for the students of higher vocational colleges. To solve this problem, higher vocational colleges need to innovate continuously according to the social situation, respond to the national “mass entrepreneurship and innovation” strategy, and take the market as the guidance, so as to strengthen the construction of employment management, improve the quality of managers and the employment level of higher vocational students, as well as do a good job of humanistic care and meet the employment needs of students to lay a solid foundation for students’ future development.

2. Current situation of employment management of higher vocational students

2.1 The campus environment is complex and students are vulnerable to external influence

Compared with primary education, the management system of higher vocational colleges is more open. Many colleges and universities adopt open management, allowing people outside the school to enter and leave the campus at will. Campus students and social personnel are mixed, and the communication environment is complex. Compared with the personnel outside the school, the students who have not graduated from higher vocational colleges are not mature in mind and have weak preventive psychology. They are easy to be deceived by social people and have potential safety hazards. While training students, schools should also strengthen humanistic care for students, so that students can establish their own awareness of prevention, maintain sufficient vigilance and establish a correct outlook on employment and employment after entering

society in the future.

2.2 The management team lacks high quality and the level of education and guidance is low

Higher vocational colleges, as colleges and universities cultivating professional and technical talents, compared with undergraduate colleges and universities, lack of professional teachers, the professional level of staff is not high, and can not provide high-quality guidance and management. At the same time, in order to pay attention to education management and complete performance assessment, higher vocational colleges hire teachers from other schools. However, due to the lack of patience and responsibility of teachers from other schools and less understanding of the situation of their students, teaching guidance will not invest too much energy. At the same time, due to the lack of pertinence and professionalism, the employment management of students is chaotic, and the quality of teachers' team is uneven, which can not meet the needs of students.

2.3 Unclear employment information and lack of employment platform

When carrying out employment management, higher vocational colleges often pay too much attention to the teaching of professional skills and professional knowledge, ignore the cultivation of students' employment guidance, do not take the ability of employment guidance as an important part of education and teaching, and ignore that employment guidance should run through the whole process of education and teaching. Usually only some interview skills and employment knowledge are taught, and students' employment awareness and career planning guidance are not given. At the same time, the lack of employment information platform in higher vocational colleges and the low efficiency of obtaining employment information lead to students' unclear understanding of the direction and goal of employment, being in a passive state in job hunting and unable to see the prospect of career development.

3. Application strategies of improving employment management under the background of “mass entrepreneurship and innovation”

3.1 Responding to national policies and serving development strategies

According to The Opinions on Promoting the High-Quality Development of Innovation and Entrepreneurship and Creating an Upgraded Version of “Mass Entrepreneurship and Innovation” issued by the state in 2018, the goal of “entrepreneurship and innovation” is clearly put forward. In order to effectively respond to the national development strategy and better serve the society, higher vocational colleges need to innovate on the traditional basis in employment management, keep up with the pace of the country, and make use of the unique advantages of higher vocational students in employment to inject new vitality and vitality into innovation and entrepreneurship. Colleges and universities should pay full attention to the actual employment management, and combine the employment management with innovative ideas, so as to really play a role and promote the implementation of innovation and entrepreneurship policies.

By strengthening the construction of innovation and entrepreneurship culture on campus, higher vocational colleges can provide a good environment and develop and train professional talents as much as possible, which is consistent with the national development strategy. In addition, higher vocational colleges can use campus facilities to encourage students to build entrepreneurial and employment associations, develop entrepreneurial small goals, and create virtual employment activities, so as to carry out rich practical activities in the whole school and even in the society, and lay a good foundation for students' employment in the context of “mass entrepreneurship and innovation”.

3.2 Improving the quality of management team and improving the level of employment guidance

The employment management of higher vocational colleges plays an important role in improving the quality of students' employment. The quality of management team has a direct impact on students' employment level and self-worth. In order to strengthen the construction of internal employment management team in higher vocational colleges and improve their quality and ability, we should start with the actual social development, improve the salary level of professional instructors and staff in higher vocational colleges, improve their social status and solve their worries, so that they can unreservedly devote their energy to students and better provide employment guidance services for higher vocational students. Considering the uneven ability of workers in higher vocational colleges and the lack of their own professional ability, higher vocational colleges can also adopt the following ways to improve the guidance level of employment workers. Firstly, we should strengthen vocational skills training, provide teachers with opportunities for further study, and offer the opportunity to communicate and study face-to-face with professional teachers, in order to learn each other's advantages and improve their professional ability. Secondly, we should strengthen daily learning and improve personal quality. Employment guidance personnel enrich their humanistic knowledge and comprehensive quality in learning, so as to further affect students, infect students and improve the ability of employment guidance. In addition, we should strictly control the selection of teachers hired for export, pay attention to the quality and teaching ability of educators, and recruit personnel with work experience and relevant academic background, to promote the overall education level of teachers.

As an important work of higher vocational colleges, employment guidance runs through the whole teaching of higher vocational schools. It is necessary to establish a sound employment guidance system, refine and concretize it as much as possible, in order to effectively achieve the purpose of teaching and solving doubts for students. Employment guidance workers and managers can be divided according to different levels, undertake corresponding employment guidance tasks, and formulate employment guidance schemes at all levels with emphasis and distinction, so that students can give full play to their personal ability and value in the process of learning in higher vocational colleges.

3.3 Optimizing the employment platform and sharing employment information

In view of the employment problems that vocational college students are most concerned about, vocational colleges should understand and implement the actual needs of students, be urgent for students, and build an employment information platform with a sound mechanism as much as possible. College students have less social experience, are still confused in career planning and employment selection, and are easy to be misled by false recruitment information. Higher vocational colleges should undertake the role of preliminary guidance, screen out real and effective information according to the law of college students' psychological development and social needs, and provide students with high-quality and targeted employment opportunities.

With the continuous development of today's multimedia technology, the school can build the employment information platform in the school in the following ways: First, combined with the era of big data, closely combine the Internet and employment information and make proper use of it. According to the characteristics of courses offered by different higher vocational colleges, relevant departments and full-time staff are set up to summarize, analyze and integrate the employment information on the Internet at all times, and organize into a clear electronic express of employment information. Students can easily browse employment information on the employment information platform and understand the latest employment situation and employment trends. Second, using we media, such as QQ, wechat and other platforms, establish official official account and other forms to provide employment channels for students, enhance the service function of the platform, and adopt the latest technology, to classify them into part-time information channels and graduate employment and recruitment information channels, in order to provide correct and reliable employment information, encourage students to become

stronger, and meet students' feelings and needs for employment. Third, we can establish an independent entrepreneurship consulting platform and hold regular exchanges and sharing meetings on independent entrepreneurship. In order to meet the needs of students' independent entrepreneurship and realize the development of self-worth and potential, higher vocational colleges need to pay attention to entrepreneurship management, strengthen ideological care for students, and provide entrepreneurship consultation, to popularize entrepreneurship policies and guide rights protection, so as to make students less detours and provide unlimited possibilities for students' future development.

4. Conclusion

In short, in the context of "mass entrepreneurship and innovation", while conforming to the national development strategy and social reality, higher vocational colleges need to examine their own actual situation, solve a series of problems existing in employment management, improve their innovation ability, constantly carry out research and practice, and build a sound and perfect employment management system to better serve students from the perspective of education team, cultural construction and national policies. Strengthen the awareness of entrepreneurship and employment, escort higher vocational students in their future employment, and make students succeed and gain.

References

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