Analysis on the Promoting Value of Entrepreneurship Education to the College Students’ Employment

Wei-Xian Li
Educational Technology Center, Langfang Normal College, Langfang 065000, China
x_lady2002@163.com

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Abstract. Since the college expansion has been, the problem of university graduates’ Employment becomes increasingly troubled to the universities and the whole community. At this time, the enterprise education has been carried out in Chinese Universities, that enhances the absorptive capacity of community, promotes reform of higher education teaching and improves the overall quality of students, so the enterprise education has become a new initiative to resolve employment of university students.

Introduction

At the end of the twentieth Century, under the impact of the wave of economic globalization, the enrollment expansion of colleges and universities has sprung up in our country. In a few years, higher education has completed the transition from the elite to the popular. With the expansion of college enrollment, the problem of employment of college graduates has emerged, and it has become the main crux of the school and the whole society. Almost at the same time with the expansion of universities, entrepreneurship education has entered into Chinese universities, and the employment problem of college students is becoming more and more serious. However, what is the value of the entrepreneurship education in Colleges and universities to promote the employment of College Students, and how valuable is it, which are the key points that need to be analyzed and studied.

The Connotation and Value Orientation of Entrepreneurship Education in Universities

As a new educational concept and carrier, entrepreneurship education first sprouted in the United States. In 1991 the United Nations Educational, scientific and cultural organization of Asia Pacific Regional Office Tokyo report conference pointed out: in the broad sense of entrepreneurship education is to cultivate creative personality, it is also important for the salaried people, Because employers are paying more and more attention to their pioneering spirit, venture spirit, entrepreneurial ability, independent working ability, technology, social networking and management skills. In a narrow sense, entrepreneurship education aims to cultivate students' entrepreneurial awareness, entrepreneurial quality and entrepreneurial ability. Through various educational means, improve the comprehensive quality of students to meet the needs of entrepreneurship and entrepreneurship in the knowledge economy era. In June 1999, the Chinese Ministry of education put forward: “Colleges and universities should attach importance to the cultivation of College Students’ innovative ability, practical ability and entrepreneurial spirit, generally improve their humanistic quality and scientific quality.” Entrepreneurship education officially entered colleges and universities in our country. Entrepreneurship Education in Colleges and universities is to improve students’ self employment ability, make more graduates become the creator of occupation post; to develop and improve students’ basic quality then train qualified builders of the socialist modernization with creative spirit and entrepreneurial ability. Therefore, entrepreneurship education in Colleges and universities is not only a kind of innovation of the key knowledge and skills training, it is also a concept that a spiritual quality is set up, cultivated and excavated, which is the pursuit of excellence, achievement and value in University, or the development, guidance and discipline of nature.
As a new field of education, the value orientation of entrepreneurship education is mainly embodied in three aspects: social development, education development and human development. [1] First, entrepreneurship education, as an educational activity, plays an important role in the development of society. The higher the level of entrepreneurship education in a society, the better the effect of its social members' flexible employment, independent entrepreneurship and post employment, as a result, the better the social and economic effects will be. At this time, the entrepreneurs not only become the owner of knowledge and the creator of social wealth, but also become the promoter of the pioneering social development. Secondly, as an educational concept, entrepreneurship education is a deep and fundamental reform of the educational system. Through the establishment of talent training model adapted to entrepreneurship education, to reform the existing professional education, curriculum system, to innovate teaching content, teaching methods and evaluation methods, etc. So that we can give full play to the individuality and creativity of the students, then higher education can meet the requirements of market economy for personnel training specifications, and constantly achieve their own leaping development. Thirdly, as a successful education of life, entrepreneurship education plays an important role in the all-round development of people. University entrepreneurship education, adhere to the people-oriented, the theme of the human subjectivity and free personality, makes college students no longer just a job seeker, but will become the creator of the job first, helps them to rule their own career, chooses the way of life to succeed and success, sublimates and perfects their own personality, and ultimately achieves a comprehensive development.

The Main Problem Facing the Employment of College Students

Since the expansion of colleges and universities, higher education has entered the era of popularization, the employment of students has increasingly become the concern of all sectors of the society. In order to alleviate the increasingly prominent contradiction between supply and demand of college students, the government continuously introduced various policies to stimulate employment of college students, such as college-graduate village official, three support and a poverty alleviation, special post teacher and enrollment of college students. But this does not fundamentally enhance the capacity of social absorption, and the employment prospect of college students is still not optimistic. Of course, this is not completed because the total number of college graduates is too large, the structural contradiction between supply and demand is also an important factor for this problem.

First, in the social and economic aspects, the development of China's industrial structure is uneven. Although the transformation of the industrial structure of our country is gradually from the labor-intensive to technology intensive and knowledge intensive, but slower, in short period of time that can’t adapt to the rapid expansion’s reality of university graduates, so formed the difficult employment of college students and the "labor shortage" coexist. [2]at the same time, the employment system of some private enterprises in our country is very unreasonable, not only does not sign labor contracts with employees, but also a series of social benefits such as social insurance, pension, and provident fund are also lacking. And the starting salary is low, the rise is not much, and the experience, sex and other obstacles to refuse the graduates. In some research, some small and medium-sized enterprises making use of no human resource management technology basically, most enterprises lack what people find what people in the development stage, in the long-term fire-fighting personnel, no human resources development planning, artificially fresh university graduate in addition to the threshold.

Second, in Colleges and universities, the structural problems of professional setting are outstanding. At present, the employment of college students has been marketization, but the adjustment of university professional settings is lagging behind, resulting in dislocation between the professional structure of graduates and the market supply and demand. From the source, this has become an important reason that restricts the employment of college students. In recent years, although colleges and universities have also accelerated the adjustment of professional structure and talent training mode, in general, this work is not satisfactory. Many schools lack the initiative of
reform and adjustment, professional setting and professional adjustment are often not based on market demand, but based solely on their own teachers' conditions. Some graduates who have been trained are too narrow in knowledge, and their learning ability and adaptability are poor, and they cannot meet the needs of the employers. At the same time, some colleges and universities employment guidance for college students is not sufficient, many universities have not guide students' occupation career planning, no system, the occupation of individual students, but not full of College Students' employment guidance, resulting in many students' understanding of their own occupation career lack of clear, resulting in job hunting deviation. At the same time, some colleges and universities employment guidance for college students is not sufficient, many universities have not guide students' occupation career planning, and there is no systematic and targeted individualized career guidance for students, and no full-time career guidance for college students, resulting in many students' lack of sober understanding of their career, resulting in bias in job hunting and employment.

Third, in the college students themselves, the comprehensive quality is not good. The low comprehensive quality of college students is one of the main reasons for restricting the current employment of college students. A considerable number of students in school lack of knowledge of extensive accumulation and lack of ability to adapt to society, there is a general lack of ability to solve problems, organizational management, social coordination, psychological endurance, practical ability, and innovation. The college students are poor in professional spirit and practical ability after they go to work. In this case, expectation of college graduates' employment is still high, the habit of focusing on high salaries, economically developed areas and hot industry, the lack of long-term occupation planning and correct self evaluation can lead to the disconnect between the ideal of employment and the reality, and the difficulties of employment.

The Promoting Value of Entrepreneurship Education in Colleges to the College Students’ Employment

In order to solve the problem of College Students' employment, in recent years, some measures have been taken from the central government to the local government. From the Seventeenth National Congress of the Communist Party of China to the 2009 government work report, "vigorously supporting self employment and promoting entrepreneurship to promote employment" has become a major strategy to deal with employment difficulties. The development of entrepreneurship education is not only an inevitable approach to the construction of an innovative country, but also an emergency policy to reduce the employment pressure of current college students. [3]

First of all, college students' entrepreneurship can enhance the ability to absorb college graduates and expand employment. College Students' entrepreneurship is one of the aims of entrepreneurship education in Colleges and universities, and is an important way and means to cultivate entrepreneurial talents. Entrepreneurship can not only solve the problem of individual employment, but also have a multiplier effect in expanding employment. The survey showed that on average, 3.8 people were employed by each entrepreneur. [4] With the support of venture capital, tens of thousands of emerging technology companies have been established and developed, creating a large number of highly skilled employment opportunities for the public, especially the white-collar workers, and have made great contributions to solve the employment problem. [5] new ventures usually have a strong ability to absorb employment, which is beneficial to expanding the way of employment. [6] For a long time, the self employment level of college students in China is relatively low. Data from the 2009 ”social blue book” released by the Chinese Academy of Social Sciences show that the proportion of self employed graduates who achieved employment in 2007 is 1.2%, while the number of American college students actually entrepreneurship is 20%. [7] If 10% of the 7 million college graduates choose to start their own businesses and succeed in business, it will solve a large number of College Students' employment problems and achieve innovative employment according to the multiple efficiency of ”one person entrepreneurship and three people employment”.

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Secondly, entrepreneurship education is an important driving force to promote the reform of education and teaching in Colleges and universities. The education of entrepreneurship is the education that pays attention to the all-round development of people, which requires a new mode of education and teaching to adapt to it. On the one hand, entrepreneurship education requires market demand as the guidance, according to economic changes and social development, timely adjustment of subject structure and talent training structure. We should compile educational materials suitable for students' diverse needs, improve curriculum and teaching contents, improve teaching mode, and introduce classroom instruction, case discussion, role simulation, base practice and project practice into teaching process, so as to improve teaching efficiency. On the other hand, further improvement of employment guidance and services are required, encourage employment guidance institutions and their personnel out of school, understand the society, to understand the job market, Understand the status and dynamics of employment in the industry, for college students to carry out targeted employment guidance, to provide students with the opportunity to participate in social practice. In this way, the gap between teaching and employment can be eliminated from the source, and the core competitiveness of College Students' employment can be improved fundamentally.

Thirdly, entrepreneurship education is an important means to improve the comprehensive quality of college students. Entrepreneurship education is the education of Cultivating College Students' entrepreneurial consciousness, entrepreneurial quality and entrepreneurial ability, which is a combination of theory and practice. Entrepreneurship education is an important starting point for quality education, which is to enhance college students' practical ability, cultivate their innovative spirit and improve their comprehensive quality. The first World Conference on Higher Education published “the reform and development of higher education priority action framework” stressed: “higher education must be entrepreneurial skills and entrepreneurial spirit as the basic goal, in order to make the college graduates is not only the job seekers, and the first is the creator of jobs.” [8] The improvement of College Students' comprehensive quality is undoubtedly the most basic condition and bargaining chip for employment, laying the most solid foundation for successful employment, high-quality employment and innovative employment.

The Conclusion

In summary, the introduction and development of entrepreneurship education has provided directions and trends for the development of higher education in terms of providing employment opportunities, reforming education and teaching mode and improving the comprehensive quality of college students, and it provides a scientific method and way to solve the current employment dilemma of college graduates. Therefore, we should develop entrepreneurship education in a timely manner, let entrepreneurship education guide college students' employment, let entrepreneurship education serve college students' employment, and make entrepreneurship education play their greatest potential and vitality in college students' employment.

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