

Research on the Employment and Entrepreneurship Education of University Students under the New Circumstance

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Abstract. Employment is the choice of majority students when leaving university. In the background of “Mass entrepreneurship and innovation”, more and more graduates select the entrepreneurship to realize the value of life. Under the new economic and social development situation, the employment and entrepreneurship of university students are facing great challenges. This paper analyzes the key points of employment and entrepreneurship education of the university students in the new circumstance to provide some references for the university teachers.

Challenges of Employment and Entrepreneurship of University Students

The reform of higher education in our country makes more people have the access to the university education, but it also brings about the corresponding problems: employment and entrepreneurship. There are not so many employment opportunities in the new circumstance. The major colleges and universities to focus on how to solve the problem of the college entrance, every college students should configuration of software and hardware is obviously insufficient, so the high school not from thought attaches great importance to the education of the undergraduate employment problem is clean up the things, although major colleges and universities began pay attention to college students' employment education, but education of College Students' employment "randomness" to carry out the situation currently in the major colleges and universities exists generally. Higher education needs to be developed, but it needs more healthy development. In the next few years, the number of students in colleges and universities and the number of graduates will continue to rise. The number of college students and the total amount of employment increased the difficulty of college students' employment education to a certain extent. However, the allocation efficiency of labor elements is determined to a large extent by the allocation of resources and the allocation of resources, as well as the willingness to work in the wage rate parameter. From which we can draw such a revelation, it is that college students must have a conscious career aspirations, this occupation is their desire to form a willingness to work and the willingness of the inner drive. There has been a turning point in the labor supply in China, but this is not a big change in the current labor market situation. Therefore, in order to improve the employment rate of college students, it is needed to build up a sense of professional autonomy. The so-called "professional autonomy" is that college students according to their own career preferences and comparative advantage, through a diversified employment model to integrate into the community, and with the community to form a good interactive interface. Among them, the formation of independent entrepreneurial consciousness is very important.

On the other hand, due to the imbalance of regional development in our country, the contradiction between urban and rural development is not balanced. The lack of high-quality talent is the bottleneck restricting the development of less developed regions. College students do not want to long-term development of the Midwest or less developed regions. Has led to some places less than college students, and some local students get together and employment difficult phenomenon occurs. At present, many colleges and universities in China for talents to cultivate basically followed the traditional elite education of single mode and single model of development inevitable and the diversification of the social demand contradiction, cannot meet the market demand, social demand, business needs, elite education development direction and mass was development direction of confusion. Results are on the one hand, elite education is affected by the impact of the mass education, running power dispersed, irrational allocation of educational resources, leading to decline in the quality of education, on the other hand, popular higher education training objectives and training specifications dislocation, the content of education divorced from reality. Also under the mode of elite education colleges and links between units is very simple, of past planned economy, colleges and universities, and relationship with the very simple. A to a, adjusted by the plan, in a market economy under the regulation, especially in the labor market, the school and the unit has become more and more complex. For a long time, meticulous professional division of higher education in our country, there is an insurmountable gap between professional. Under the new situation, how to break through the "labor pains" of the reform of education mode is a vital challenge for the university itself.

Key Points of Employment Education under the New Circumstance

Update Employment Education Ideas. Simple employment guidance unable to carry out the education of College Students' employment, the textbook bring if not combined with the actual situation of the school to guide students to employment, there will be "acclimatized" phenomenon, conservatism, depend on, rely on will make the employment of college students can not deeply to carry out, can not adapt to the need of education reform, will not be able to fundamentally improve the talent training quality. Therefore, colleges and universities should change the traditional concept of simple employment guidance, and actively strengthen the full range of employment education research, to provide practical theoretical results for the development of employment. The meaning of clear employment education of college students to raise awareness of employment education of college students, employment education of college students is on the basis of the society and the market demand to college students' professional learning and planning is the main content of the education practice process. The employment education to improve employment ability as the core, to create innovative talents of the new era for a vision of education, emphasizing the combination of universality and individuality. The employment education is an important part of talent cultivation and education in colleges and universities, and it is a systematic project. At the same time, we should improve the connotation of the employment education research. The requirements of the relevant experts at the university as part of the research staff. Researchers should often go into the talent market to understand the recruitment situation.

Improve Employment Education Content. At the opening and adjustment of academic and professional settings, university should consider the demands of social and economic development. It should also consider the employment education in Colleges and universities and professional schools organic fusion together, content of employment education penetrated into the specific professional teaching, in the core professional courses teaching can be interspersed with knowledge in the course of employment direction and the ability to obtain employment and employment. For

example: International Trade and practice as the core courses majored in international trade, in the course of classroom teachers can interspersed with some engaged in the foreign trade service personnel should possess the quality and conditions, so that students of professional course learning and employment requirements more clearly. The next few years, the number of college graduates in China will continue to rise, while the job market in a short period of time it is difficult to digest such a huge army of employment. In this case, the past simple employment education content simply can not meet the needs of students, employment education content should advance with the times, and constantly adjust. The career education content in addition to the original employment policies and regulations, employment situation, employment programs, employment skills sector, also need to strengthen employment view education, career planning education, mental health and guidance, entrepreneurship education, and other aspects and put together at the content, and the formation of full employment education content system. The career planning education is the key to the whole system of employment education.

Innovate Employment Education Approches. University students in the creation of employment guidance course but most of them still adhere to the simple form, almost single traditional education mode, stay on the eve of graduation job search skills to teach, failed to keep up with the pace of development of the Internet, consider students personality characteristics of employment and career needs. A few attempts to Internet assisted employment education in higher vocational colleges is only narrowly will the Internet as a guidance for employment of the media and tools, such as the establishment of employment guidance website, micro blog, micro channel, the development of employment guidance, such as app, failed to do so from the concepts and thinking innovation, form the system of employment education mode of thinking of the Internet based on. Personalized employment education is divided into to each individual students to the employment guidance and for the employment guidance, including personalized employment evaluation, personalized employment guidance, personalized employment counseling and personalized employment training. Students' personality characteristics play an important role in the process of the students' employment. University in the professional course teaching, to have the Japanese to penetrate the employment concept of education and guidance, should actively mobilize the professional teachers to participate in the teaching staff of the employment education. Personalized employment counseling is to set up specialized employment advisory group to help the students to understand themselves and clarify the employment problem.

Key Points of Entrepreneurship Education under the New Circumstance

Enrich Entrepreneurship Education Platforms. Unvierity teachers can carry out a series of online lectures to enrich the content of entrepreneurship education to broaden students' vision and thinking, to cultivate students' entrepreneurial awareness, entrepreneurial ability and comprehensive quality. They can aslo organize on-site lectures by teachers, entrepreneurs and entrepreneurial success of the alumni to teach, explain vivid, intuitive, friendly, very appealing and persuasive, it is easy to be accepted by students, it is very popular with students. In addition, the organization activities in the countryside, social investigation, extracurricular skills competition and work study, other social practice activities. Entrepreneurship platform can help teachers and students to correct the learning objectives, enhance the pursuit of life. Because of the long-term influence of the traditional education, the past has put into the school education, positioning in the acceptance of knowledge to adapt to the future, to find a good job. And entrepreneurship education is to guide students to break through this passive adaptability education, the goal is to learn from the simple acceptance of knowledge to learn to learn, learn to live, learn to create; the pursuit of life from

simple to adapt to society, passively accept employment to actively respond to social change, take the initiative to take the road of entrepreneurship, promising to realize the value of life.

Optimize Entrepreneurship Education Curriculum. University is the key period to cultivate the sense of entrepreneurship, rational entrepreneurship education curriculum planning is a fermentation agent for the further accumulation of entrepreneurial knowledge, but also the rapid absorption of college students to improve the concept of effective entrepreneurial knowledge. But now surveys show that school of entrepreneurship education is not very seriously, students entrepreneurship education implementation did not really enter into the decision of the daily work of the field of vision, some schools did not offer entrepreneurship courses, even in the courses of the school, curriculum planning also exist many unreasonable. For example, the curriculum system is not mature, most of the teachers teaching mode is only stay in the business case to explain and traction entrepreneurship theory, but rarely involved in simulation demonstration of the practical operation of the business. Among them, the professional entrepreneurship education courses accounted for relatively low, most of the other in the form of lectures. At the same time, most schools are only equipped with the basic employment guidance center, and no formal business cooperation with the practice of entrepreneurial base. After the analysis of related data consolidation, and various subjects of comparative study, forming a set of relatively complete entrepreneurial ideas, such as entrepreneurs should have the quality characteristic, the thinking mode, the theories foundation and the professional quality. Effective integration of entrepreneurship education should have the humanities education, intellectual and non intellectual development and education and other resources.

Evaluate Entrepreneurship Education Authenticity. Experience entrepreneurship, employment is worth learning by invited commercial tutor counseling, focused training and the provisions of the competition system, provides a simulation environment. Every link of business practice simulation is highly simulated. According to the format requirements, students must to find items of business, market analysis, product improvement, expand sales channels, to carry out financial supervision. Students also need to find investors, the media, the government and other social resources to convince the resource owners to support the project. In this process, students learn the far from a lecture heard generalities, or utopian scheme for the formation of slim buried to, they for practice in details, you may encounter difficulties and methods to solve the difficulties will have personal experience. Experiential education model is a kind of advanced knowledge, evaluation criteria should be the social recognition of the practical results. This requires experiential education to change the role of the position, the dominant position to give way to the students, and social standards to evaluate and guide the students, so as to effectively implement this special education. The invited business experts can provide counseling so that students participate in activities to gain more practical experience in entrepreneurship.

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