

Analysis of employment and entrepreneurship guidance in Colleges and universities from the perspective of great thought and Politics

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Abstract: Employment and entrepreneurship education in colleges and universities is not only an important measure to improve the comprehensive quality and entrepreneurial ability of graduates, but also an urgent need to promote the reform of college education. Ideological and political education in colleges and universities should adopt a comprehensive teaching model to reform the existing ideological and political education system. Marxism must be integrated into the curriculum content and teaching mode of Ideological and political education in colleges and universities to arm students' thinking. Taking the ideological and political practice teaching as the main body, according to the development needs of Ideological and political education in colleges and universities in the new era and the current national requirements for the training objectives and teaching objectives of Ideological and political education in colleges and universities, this paper analyzes the employment and entrepreneurship ability of college students, and discusses the ways for college professional teachers and assistants to guide college students' employment and entrepreneurship.

1. Introduction

The so-called big ideological and political education refers to expanding the teaching space on the basis of adhering to the traditional classroom education and teaching, combining classroom teaching with social education, campus education with social education, theoretical education and practical education, and infiltrating ideological and political education into all links of students' daily learning and life, so that students can reflect and practice the achievements of Ideological and political education in practice. At present, in view of the disadvantages of Ideological and political education in colleges and universities in China, the effectiveness of ideological and political education can be effectively improved by improving the teaching methods and means of Ideological and political education. At the same time, the book also discusses the important role of Ideological and political education in colleges and universities in the construction of socialist core value system, and puts forward that the innovative education teaching plan of Ideological and political education system in colleges and universities and the cultivation of innovative and entrepreneurial talents can promote and promote social development.

2. The Significance of Ideological and Political Education to Employment and Entrepreneurship Guidance in Colleges and Universities

In today's era of great social change and cultural prosperity, we should establish the idea of scientific innovation. At the national ideological and political work conference, General Secretary Xi put forward clear requirements for improving students' Ideological and political quality, namely "four correct understandings". Its essence is to learn to analyze problems with correct positions, viewpoints and methods, closely combine learning, observation, practice and thinking, be good at grasping the development direction of history and the times, grasp the mainstream tributaries, phenomena and essence of society, and cultivate historical thinking, dialectical thinking, systematic thinking and innovative thinking. Employment and entrepreneurship guidance in colleges and universities should not only guide students to master the employment situation, employment policies, preparation of job-hunting materials, job-hunting etiquette and skills, decision-making

types and methods, entrepreneurship theory and practice, but also guide graduates to judge the situation, analyze the problems encountered in employment and entrepreneurship with correct positions, viewpoints and methods, integrate theory with practice, and improve professional competitiveness and adaptability. The big ideological and political work points out the direction and lays the foundation, and expounds the methods of employment and entrepreneurship guidance in colleges and universities.



Figure 1 Employment and entrepreneurship guidance course.

3. Current Employment Status

3.1. “Slow employment” and “no employment”

According to the report on the employability of college students in 2020, 75% choose to work in the unit, 7% choose to choose a job freely, 10% choose to go to school, only 2% choose to start a business, and 6% choose not to work temporarily[1]. The bad phenomena of “slow employment” and “no employment” have a negative impact on the full employment of college students, which will not only cause the anxiety of college employment, but also have a certain impact on the employment of subsequent graduates.

3.2. Low self-awareness and lack of career planning

College Students’ self cognition needs to be scientifically tested and analyzed from four dimensions: interest, ability, personality and values. Many students are limited by their growth and learning environment, and their self-awareness is very vague. They do not know their interests, personality characteristics, strengths and weaknesses and professional values, nor do they know how to find jobs and positions that match them. Without scientific evaluation methods and the concept of professional social cognition, it is impossible to carry out scientific career development planning[2].

3.3. The lack of innovation ability leads to the lack of entrepreneurial ability

The national education department clearly states: “Graduates will no longer be job seekers, but first become job creators”. Colleges and universities must take entrepreneurial skills and entrepreneurship as the basic goal of higher education, so that graduates can not only become job seekers, but also gradually become job creators. Tsinghua University is one of the best universities in China, but the proportion of its graduates starting businesses in that year was less than 1%. Compared with western developed countries, one of the graduates who started businesses in that year general accounting for about 25%. Therefore, we should recognize the gap and realize that the current situation is grim. Colleges and universities need to strengthen entrepreneurship education for college students. Innovation is the root of the cultivation of entrepreneurial consciousness and entrepreneurial ability. The lack of innovative consciousness and innovative ability directly leads to

the lack of entrepreneurial consciousness and entrepreneurial ability of college students.



Figure 2 Lecture on employment guidance for college students.

4. Strategies for Improving the Quality of Employment and Entrepreneurship Guidance

4.1. Enhancing the sense of social responsibility and improve the phenomenon of “slow employment”

College Students’ employment is closely related to social development, national progress, family harmony and personal survival. Some college students do not intend to continue their study or find a job, but slowly consider their future. This phenomenon of “slow employment” is based on students’ rational choice from the spiritual level. When the optional occupation is inconsistent with their interests, hobbies and majors, they will choose to wait for better opportunities. There are also some “slow employment” students who make irrational choices based on anxiety, worry, avoidance and so on. They hold a negative attitude of waiting, dependence and procrastination towards employment. The ideological and political education of these students is particularly important. We should pay attention to details, observe the ideological fluctuations of such students from multiple angles, find the entry point that can touch them, let them get rid of the situation of passive employment and establish a positive employment mentality. Let students clearly realize that “home is the smallest country, and the country is thousands of families”. Only by integrating personal “little happiness” into the “big scenery” of the country can we write the most magnificent chapter of life.

4.2. Cultivating college students’ ability to judge the hour and size up the situation

General Secretary Xi proposed that “to do a good job of Ideological and political work in colleges and universities, we should change according to the situation, advance according to the times and innovate according to the situation”. “Potential” refers to the general trend of employment environment and the advantages and disadvantages of college students. In the face of the complex international and domestic political and economic situation, we should take students together from a professional perspective to analyze the impact of political, economic, regional, cultural and other factors on college students’ employment. The number of college graduates has been rising year after year, the employment mode is diversified, and the structural contradiction between supply and demand is still prominent. In particular, driven by the impact of the new coronavirus epidemic this year, students must be deeply aware of the seriousness of the employment situation, so as to take the initiative and establish a scientific employment concept of “employment first and then employment”. Students should also be fully aware of the importance of self-awareness, be able to actively learn and use scientific tools and means to conduct self-awareness tests, be clearly aware of their own strengths and weaknesses, train and improve targeted, avoid weaknesses and develop strengths, and improve their professional competitiveness.

4.3. Utilization of ice and snow resources

In the relevant activities of the college students' innovation and entrepreneurship competition, it is emphasized to integrate innovation and entrepreneurship education into the whole process of talent training, accelerate the connotation development of higher education, comprehensively improve the quality of talent training, and constantly improve the ability of education to serve the country. We should train socialist builders and successors with all-round development of morality, intelligence, sports, art and labor. We should further strengthen the education of ideals and beliefs, strive to enhance college students' innovative spirit, entrepreneurial consciousness and innovative entrepreneurial spirit, improve students' ability, and stimulate each student's potential to a greater extent. Promote the closer integration of innovation and entrepreneurship education and vocational education, so that students can consolidate their professional knowledge of innovation and entrepreneurship, teach in vocational education, improve their educational innovation and entrepreneurship ability, and cultivate a large number of high-quality talents who dare to break through and create for the high-quality development of economy and society.

College students' entrepreneurship is a positive form of employment. Under the call of "mass entrepreneurship and innovation" of the Party Central Committee, college students' entrepreneurship will be an irresistible development trend in the future. Cultivate college students' entrepreneurial subject consciousness, let them have entrepreneurial desire in practice, enhance their hands-on operation ability, organization and coordination ability, psychological endurance, teamwork spirit and social adaptability, improve their comprehensive entrepreneurial ability, have the courage to practice and innovate, and gradually improve their market adaptability and anti risk ability in the existing social environment, so as to improve the success rate of entrepreneurship.

5. Conclusion

The guidance of college students' employment and entrepreneurship is related to the future of college students, school development and social stability. How to integrate ideological and political education into the whole process of employment and entrepreneurship guidance is an important topic for the connotation development of colleges and universities. As a teacher engaged in employment and entrepreneurship guidance, we should first raise ourselves to the height of Ideological and political educators and carry out detailed education and guidance, so that graduates can enter the practice of employment and career selection with a healthy attitude and a strong sense of social responsibility, so as to cultivate talents for the realization of the "two centenary" goals and the Chinese dream of the great rejuvenation of the Chinese nation.

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