

## Research on employment and entrepreneurship education of college students oriented to improve social adaptability

Shan Cao, Ming Zhu

Applied Technology College of Soochow University, Suzhou, 215325, China

**Keywords:** Social adaptability; Employment of college students; Entrepreneurship Education

**Abstract:** The employment problem has become one of the important concerns of the party and the state, and it puts forward higher requirements for institution of higher learning to strengthen the employment guidance for college students. Employment and entrepreneurship education is an educational method put forward by institution of higher learning in China in order to cultivate new talents. This paper mainly analyzes and studies the role of employment and entrepreneurship education in improving college students' social adaptability and the promotion strategies of employment and entrepreneurship education. In order to promote college students to adapt to social needs, institution of higher learning must pay more attention to the improvement of college students' social adaptability, and improve entrepreneurship and employment education, so that college students can enter the society smoothly.

### 1. Introduction

The intensification of social transformation and the arrival of knowledge economy have brought severe challenges to the development of higher education and the employment of college students. The National Employment Promotion Law also clearly stipulates: "The state advocates that workers should establish a correct concept of job selection and improve their employability and entrepreneurial ability; Encourage workers to start their own businesses and find their own jobs. " In the past, employment has been unified by the state, and today, self-employment has gradually become a trend or a certain climate. The employment concept of contemporary college students is changing. When the college students who bear the infinite expectations of the state, society and parents can't find employment, people's doubts, thoughts and hopes about the university are no longer limited to minor issues or some aspects, but touch the root of the university. The strategy of "starting a business to drive employment" shows a broad space for college students' employment, and reflects on the essence and purpose of education at a deeper level. Under the background of the in-depth reform of higher education, it is a challenging task of great practical significance to comprehensively examine the connotation and relationship of employment and entrepreneurship education, and to give a certain explanation and understanding at the theoretical level. To improve the research level of employment and entrepreneurship education, we need a kind of complex thinking, that is, to put the research of employment and entrepreneurship education in the framework of "background", "overall", "multi-dimensional" and "relationship".

### 2. The employment status and problems of college students

#### 2.1. The current situation of college students' employment education

According to the statistics of the Ministry of education, the number of college graduates in 2022 is expected to reach 10.76 million, a record high in scale, exceeding 10 million for the first time. In 1999, the year when the college enrollment expansion started, the number of college graduates was only about 1million. Data changes mean that graduates are facing increasing employment pressure and the employment situation is becoming increasingly severe. With the popularization of higher education, the employment situation of college students has undergone fundamental changes. College graduates have moved from the former "elite" to the present "ordinary people".

Undergraduate graduates and even graduate students are everywhere. They are no longer the favored ones of heaven. Many college students who are unemployed after graduation have become old ants; The wages of most college graduates who find jobs are far lower than those of migrant workers who work in cities. At the same time, the distribution of graduates' employment is uneven, and the inflow of graduates can better reflect the attractiveness of regional talents, the more developed economy, the earlier the urbanization process, and the more complete industrial layout, because there are more employment opportunities and more attractive talents. , for example, the Pearl River Delta region is more attractive for talents, followed by the Yangtze River Delta region. However, the talent attraction in the Northeast and Central Plains is weak [1]. This all reflects the serious eastern bias in the employment distribution of graduates in my country.

While the employment situation is severe, college education fails to recognize the importance of developing employment and entrepreneurship instructional resources in the instructional system, and a single theoretical knowledge teaching can no longer meet the requirements of social development for talents. Compared with the teaching activities of employment and entrepreneurship, most students prefer to learn professional theoretical knowledge and lack skilled practical skills. There is still serious formalism in the teaching of employment and entrepreneurship. Institution of higher learning do not attach importance to the instructional effect, but also ignore the effectiveness of the teaching of employment and entrepreneurship, which leads to the unsatisfactory instructional effect of employment and entrepreneurship. In addition, in the process of cultivating talents, institution of higher learning do not give full play to the dominant position of employment and entrepreneurship education, which is mainly reflected in the fact that employment and entrepreneurship education is only limited within institution of higher learning, does not carry out specific practical activities with enterprises, and the talent training system of entrepreneurship education is imperfect [2].

## 2.2. Survey on the adaptability of college students

Graduates who receive higher education on campus are often unable to adjust their psychology according to the changes of the environment in the process of changing their roles in society, showing different degrees of adaptation difficulties. We conducted a questionnaire survey in a number of universities by random sampling, and selected the Questionnaire of College Students' Social Adaptation compiled by Fang Conghui. Through factor analysis of the formal questionnaire, we found that college students' social adaptation ability consists of five factors: learning adaptation, future adaptation, environmental adaptation, psychological adaptation and interpersonal adaptation [3]. Using the data software SPSS19.1 to analyze the data obtained from the survey, the social adaptability of college students and descriptive statistical analysis of its dimensions are obtained, as shown in Table 1:

Table 1 Descriptive statistical analysis table of social adaptability and its dimensions

	N	Minimum	Maximum	Mean	Standard deviation
Interpersonal adaptability	510	1	5	2.61	0.436
Learning adaptability	510	1	5	3.40	0.561
Psychological adaptability	510	1	5	2.30	0.514
Environmental adaptability	510	1	5	2.77	0.512
Future adaptability	510	1	5	3.41	0.413
Social adaptability	510	1	5	2.99	0.463
Valid N (list state)	510				

As can be seen from Table 1, college students' social adaptability is on the average, and all dimensions, especially interpersonal adaptability, environmental adaptability and psychological adaptability, are not optimistic.

### **3. Interaction between employment and entrepreneurship education and improving college students' social adaptability**

It is conducive to college students' role adaptation from campus to society. After graduation, most college students will enter the society, live independently in the society and deal with all the problems in the society. At that time, college students, lacking rich social experience, are easily faced with psychological stress from the simple and single environment of campus to the complicated society. By strengthening the emphasis on the improvement of college students' social adaptability, institution of higher learning can improve entrepreneurship and employment education, which can not only improve students' comprehensive quality, train students to have the professional skills needed by society, but also help students relieve the pressure in future work and ensure that students can adapt to the rhythm and needs of society as soon as possible [4].

It is beneficial to improve the social employment competitiveness of college students. The social adaptability of college students reflects a kind of social competitiveness to a certain extent, and is deeply influenced by employment values, employment mentality and employment strength. Social adaptability-oriented employment and entrepreneurship education for college students mainly refers to cultivating students how to choose and create careers and improve their social adaptability education. The education that college students receive in institution of higher learning is usually the mastery of basic theoretical knowledge and basic practical operations. After receiving employment and entrepreneurship education and training, college students can make full use of their talents to play a broader space and master some professional knowledge and skills. and learning skills to promote the improvement of their own knowledge literacy and learning standards. The employment and entrepreneurship education for college students can greatly improve the understanding of students' self-worth, and it is also of great help in the improvement of autonomy and learning quality.

It is conducive to cultivating college students' good job selection concept and psychological quality [5]. College students have not entered the society for too long, and their psychological endurance is often very poor. It is difficult to adapt to the social environment under the background of unemployment after graduation, which leads to a variety of psychological problems. The employment and entrepreneurship education and training for college students can greatly improve their psychological endurance. In this way, there will not be too much pressure on the future social life, employment and entrepreneurship, so as to promote college students to give full play to their own quality and improve their social practice ability.

It is beneficial to improve the interpersonal skills of college students [6]. One of the comprehensive manifestations of college students' ability to adapt to society is their interpersonal skills. Under the popularization and development of network media, the communication mode of college students has changed, but various problems have also emerged under the influence of the network, which restricts the all-round development of college students. Through the development of exchange forums, career planning competitions and other activities, college students' employment and entrepreneurship education can guide students to conduct face-to-face exchanges, enhance mutual feelings in mutual exchanges, and obtain more information that is helpful for their own employment.

### **4. Strategies for college students' employment and entrepreneurship education oriented to improve social adaptability**

Employment and entrepreneurship education in institution of higher learning should keep pace with the times under the guidance of policies, improve education and teaching models, and innovate education and teaching methods, hoping to improve the quality of college teaching and meet the needs of social development for talents. Next, we can carry out reform and innovation from three aspects, as shown in Figure 1. Broaden effective channels for college students' mental health education. When carrying out employment and entrepreneurship life planning education, institution of higher learning must guide students to establish a good employment concept, cultivate a positive

and positive outlook on life, and let them maintain a good attitude towards social life [7]. Let students establish good values in good education and training work, and truly recognize themselves in the future social work, so as not to fall behind in the fierce market competition. Establish a sound system for cultivating ideological and moral qualities, and relieve the employment pressure of graduates through effective psychological counseling, so that they can gradually adapt to the current social competition, develop good working and living habits, and compete in the fierce market. Brave in the torrent. Build an education curriculum system for college students' Entrepreneurship and employment. The construction of College Students' employment and entrepreneurship education curriculum system is the basis for guiding college students' Entrepreneurship and employment. Therefore, institution of higher learning need to formulate relevant entrepreneurship and employment courses according to the actual situation of college students and the development of the talent market [8]. In the course teaching, we should effectively integrate the teaching content and subject knowledge, help students to establish a good concept of employment and entrepreneurship, and strengthen students' universal learning of a variety of knowledge, so as to form a comprehensive curriculum development system of employment and entrepreneurship education. In terms of specific teaching methods, teachers should not only attach importance to the cultivation of students' theoretical knowledge, but also attach importance to the comprehensive development of various teaching materials[9]. Constructing a practical platform for cultivating college students' entrepreneurship and employment. Institution of higher learning can simulate social scenes in entrepreneurship and employment courses by means of situational teaching, so that students can use their knowledge to deal with and solve problems in the scenes. In this process, teachers make observations and records, evaluate the students' performance after the students have dealt with them, and point out the problems that students need to improve, so as to help students objectively look at their own shortcomings, thus better improve themselves, and strengthen their ties with enterprises. Create more opportunities for students to visit and study in enterprises [10], so that students can clearly grasp the needs of the society for their own abilities. On this basis, they can make a scientific and reasonable plan for their future career by combining their knowledge. Through the construction of innovation and entrepreneurship practice base, such as entrepreneurship incubator, students' innovation and entrepreneurship ability can be improved [11].

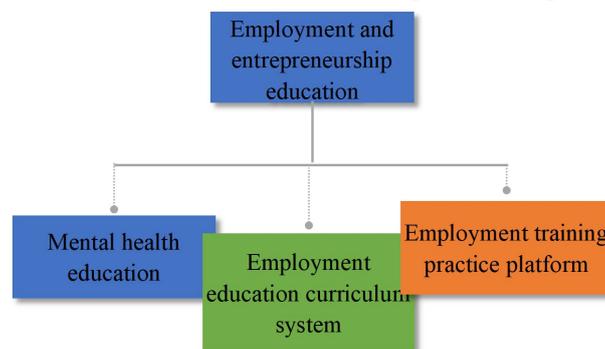


Figure 1 College Students' Employment and Entrepreneurship Education Strategy

## 5. Conclusions

Employment and entrepreneurship education in institution of higher learning is an important way to cultivate the social adaptability of institution of higher learning. At the same time, it can improve the skills application ability, innovation ability and social practice ability of college students, and provides new ideas and methods for the innovation of higher education. In general, employment and entrepreneurship education is very important for institution of higher learning to improve the practical ability of social innovation activities of college students, and it also plays a role in promoting college students to adapt to the social environment, correct their mentality and cultivate professional quality. Therefore, institution of higher learning can improve the practical ability of students according to the innovative employment ability training and education work, expand the

mental health education of college students, and gradually form a service-oriented innovative education practice training platform. This is very beneficial to the social practice activities of current college students.

## **Acknowledgements**

The Social Science Project of Jiangsu Universities in 2021(2021SJA2372)

## **References**

- [1] Peng Wei. Research on employment and entrepreneurship education for college students oriented to improve social adaptability [J]. Journal of Shandong Agricultural Engineering Institute, 2017, 34(10): 3.
- [2] Wu Hui. Research on employment and entrepreneurship education for college students oriented to improve social adaptability [J]. Journal of Inner Mongolia University of Finance and Economics, 2021, 19(4): 3.
- [3] Han Fei, Gao Wenzhi. Analysis of the role of innovation and entrepreneurship education on college students' social adaptability [J]. Northern Economic and Trade, 2019(1):3.
- [4] Luo Tingting. The value implication and practical exploration of entrepreneurship education for college students in the new era [J]. Journal of Huainan Vocational and Technical College, 2019,19(3):3.
- [5] Cheng Guilin. Taking entrepreneurship education as an opportunity to promote the cultivation of innovative and entrepreneurial talents in institution of higher learning [J]. Science and Technology Entrepreneurship Monthly, 2017, 030(003): 65-67.
- [6] Li Feng. Research on the current situation of college students' innovation and entrepreneurship ability training under the new normal [J]. Contemporary Educational Practice and Teaching Research (Electronic Journal), 2018,000(009):817-818.
- [7] Bai Yucheng. Research on the teaching reform of college students' employment and entrepreneurship under the background of "The Belt and Road" [J]. Journal of Zhengzhou Railway Vocational and Technical College, 2018, 30(4): 3.
- [8] Qian Ziyun. The impact of social adaptability on employment and entrepreneurship education [J]. Human Resources, 2020(16): 2.
- [9] Yang Shu. Research on employment and entrepreneurship of college students oriented to improve social adaptability [J]. Industrial Innovation Research, 2021(19):3.
- [10] Liu Qin, Li Xiaokang, Huon Yanning. Cultivation of College Students' Employment and Entrepreneurship Ability from the Perspective of "Supply Side" Reform [J]. Caizhi, 2019(28):1.
- [11] Qu Fengdong. Analysis of College Students' Employment and Entrepreneurship Education Oriented to Improve Social Adaptability [J]. China Collective Economy, 2020(3): 2.