

Research on the Construction Path of College Students' Employment Guidance Education and Service System from the Perspective of School-Enterprise Cooperation

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Keywords: College students; Employment guidance; Entrepreneurship

Abstract: College students are an important part of human resources in China and a new force in the socialist modernization drive. The employment guidance model for college students is no longer suitable for the requirements of social development, self-development of higher education and reform and development of employment system for college graduates. Employment work in Colleges and universities should solve the problems of audience and effectiveness of employment guidance education and the diversity and quality of employment services. Therefore, it is particularly important to build a scientific, reasonable and efficient employment guidance education and service system for college students. The improvement of professional ethics is an objective measure of self-improvement and self-realization, and a necessary condition for realizing human self-value and social value. Universities can introduce government and corporate resources at appropriate stages of the development of entrepreneurial teams through service organizations such as the Entrepreneurship Guidance Center. In order to better cultivate the self-directed learning and self-learning ability of higher vocational students, it will lay a foundation for students to adapt to future career changes and lifelong learning.

1. Introduction

College students are an important part of human resources in China and a new force in the socialist modernization drive. Career guidance among college students is of great significance [1]. How to provide college students with perfect employment guidance and services, help them improve their employment ability and promote their full employment has attracted more and more attention from the society [2]. At present, there are many reasons for the difficulty of college students' employment. The employment guidance model for college students is no longer suitable for the requirements of social development, self-development of higher education and reform and development of employment system for college graduates. It is one of the main factors affecting college students' employment [3]. After the gradual implementation of the employment system of national policy guidance and students' self-employment in Colleges and universities. Many college students are troubled by employment or are distressed by employment, and even cause psychological problems due to high employment pressure [4]. Most college employment guidance education and service systems appear to be single in form and content, lacking effectiveness and pertinence [5]. It is impossible to provide complete and comprehensive instructional education and services to university graduates. It plays an important leading role in the process of local economic development and social progress. Therefore, to a certain extent, it is particularly urgent to carry out entrepreneurship education in local colleges and universities.

Carrying out entrepreneurship education and cultivating innovative talents in colleges and universities has become an urgent need for the reform and development of higher education. Due to the late start of vocational colleges, the weak employment guidance is not systematic [6]. In recent years, although there are some explorations and studies on the employment guidance system for higher vocational education, most of them draw on the employment guidance service model of undergraduate colleges, which emphasizes theory and lacks high vocational characteristics [7]. Colleges and universities have not fully implemented employment guidance education and services

throughout the entire process of personnel training. The employment guidance education and service of colleges and universities have not been realized throughout the whole process of personnel training. It often overlooks the individual characteristics of college graduates and lacks specialized counseling and effective guidance for different individuals [8]. Employment guidance for college students has become an important work in Colleges and universities. Many colleges and universities have set up employment guidance service centers to provide employment guidance services for students. Graduates' employment is an important index to measure the quality of Higher Vocational colleges, and it is also an important content for schools to show the level of talent cultivation to the society [9]. Employment work in Colleges and universities should solve the problems of audience and effectiveness of employment guidance education and the diversity and quality of employment services. Therefore, it is particularly important to build a scientific, reasonable and efficient employment guidance education and service system for college students.

2. Materials and Methods

It is an important part and basic work to set up a good course of employment guidance and entrepreneurship education. The connotation of entrepreneurship education is not only limited to the establishment and operation of an enterprise, but also includes the cultivation and promotion of students' knowledge, skills, comprehensive quality and even personality. With the marketization of college students' employment, the simple control and management functions of the original management organizations can not meet the needs of the situation. The functions of analysis and prediction of employment market trend, professional guidance and service are becoming more and more important. With the deepening of the reform, the reform of the employment system for college graduates is also deepening gradually, which provides an unprecedented opportunity for the development of employment guidance. Due to the late start of higher vocational colleges, there is no ready-made model to draw on, and the level of career development and employment guidance services is still relatively weak [10]. It is difficult to meet the requirements of the rapid development of higher vocational education, and it is difficult to meet the needs of graduate employment. Because of these narrow understanding of employment guidance, people can not correctly understand the importance and role of employment guidance in the development of college students' life.

Entrepreneurial awareness management education is based on the actual needs of human development and social development. In order to better study the impact of price competition on various factors, the argumentation part adopts the idea of normalization of price competition. Divide the talent development assessment indicators. The specific division is shown in Table 1.

Table 1 Talent Cultivation Assessment Submission Table

Evaluation parameters of talent training	0-20	20-25	25-30	35-40	40-45
normalized value	0.2	0.25	0.3	0.4	0.45

The abundant practical teaching activities provide a broad space and stage for the growth and success of College students. Colleges and universities should scientifically plan and rationally integrate the resources of campus cultural activities, and highlight the purpose of serving college students to improve their comprehensive quality. At the same time, although local colleges and universities generally carry out practical activities such as vocational guidance or entrepreneurship education for college students. The comprehensive quality and professional ability of employment instructors are insufficient. Employment guidance is a subject, which can not be regarded as a simple and procedural matter of bureaucracy. Employees are especially emphasized on knowledge, specialization and professionalization. The organizational structure of employment guidance education is quite perfect in most colleges and universities, and the objectives, tasks, principles and contents of education are clearly stipulated. It can be said that the organization is perfect and the plan is complete. Most of the current employment guidance in higher vocational colleges is limited to a professional introduction at the time of enrollment, as well as a career development and career

guidance course offered during college.

The employment guidance of process infiltration must inevitably require institutions of higher learning to provide effective services and assistance for student employment guidance in the process of educational thoughts and school-running concepts, in the arrangement of teaching content, and in practical teaching links. Form a good atmosphere and working mechanism for employment guidance with full participation and joint management. The concept of career choices is constantly changing and developing with the changes in the environment of career choice. Only by knowing exactly the employment concept of college students can the education and teaching management, ideological and political education and employment guidance work of colleges and universities be more targeted. Thereby better education on employment. Figure 1 shows the dynamic evolution of the evaluation system of college students' entrepreneurial awareness.

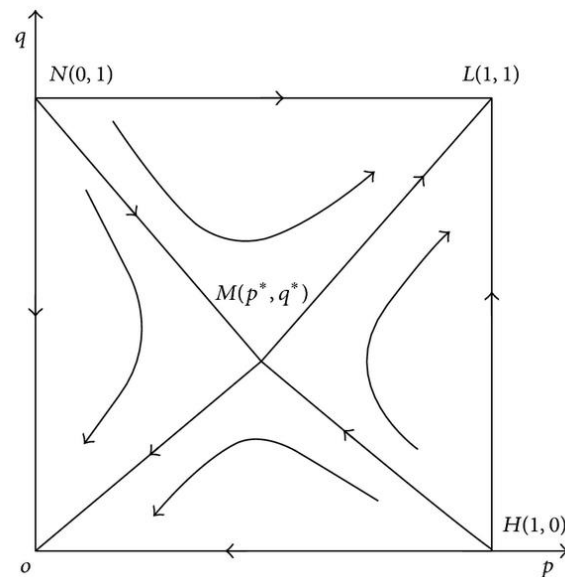


Fig.1. Dynamic evolution of entrepreneurial awareness assessment system

3. Result Analysis and Discussion

Training-oriented guidance refers to the special training of a certain skill or quality of a student according to the requirements of the society for talents. Train-based coaching can improve a student's practical skills or ability in one area and optimize the student's ability structure. Improving students' employment adaptability and competitiveness is conducive to promoting students' employment in many fields. The current entrepreneurship education teachers are far from meeting the actual needs of students. Most of the existing teachers have not experienced entrepreneurial practice or have not received systematic entrepreneurship education. There is no specialized employment market for graduates. In some schools, apart from the recruitment of employers, the school has not systematically and purposefully released the source information to the society. There is no initiative to cooperate with the talent market to hold a special job fair for graduates. Due to the impact of Western values, the integration of multi-cultures has made everyone in today's society have the criteria to measure value, resulting in great differences in the judgment of value. Therefore, in the process of college students' employment, there are also diversified value orientations.

In some schools which have implemented employment guidance education, there are neither teaching plans nor ideological education for students. It often confuses specific work guidance with employment guidance education. It is inevitable that the latest, close to the corporate and social content will be informed to graduates. It will also lead to a vague career orientation for higher vocational graduates, high employment expectations, and weak self-adjustment ability. The demand for employment of enterprises is constantly changing, and a huge amount of data is born. It is necessary to constantly explore and accumulate experience during construction. Figure 2 shows the network structure system of talent entrepreneurial awareness management.



Fig.2. Talent entrepreneurial awareness management network structure system

The employment guidance model of the whole process penetration is based on the student's career planning and development guidance. Focus on building the core competencies that students need to adapt to social and professional needs. Based on the establishment of a correct outlook on life, values, and career choices. Establish a management platform for employment service work, and establish a full-motion consulting, management, service and quality tracking investigation system for graduate job search process. Before employment, graduates should be classified according to the specialty of the graduates. According to the recruitment conditions of the employers, the recommendation and the graduates should be recommended, and the quality of employment recommendation and self-recommended work should be improved. The teaching mode is mostly based on theoretical transfer, and needs to be improved in terms of practicality and operability. The relationship between entrepreneurship education and enterprises in local colleges and universities is insufficient, the authenticity and pertinence are insufficient, and it is difficult to achieve the desired results. Employment guidance service system, different from general service system, must have four functions: management, education, service and research. At present, our research and Practice on employment guidance for college graduates is still in the preliminary stage of development. Its further development depends on the perfection and standardization of China's labor employment system. At the same time, it depends on the theoretical research of employment and the improvement of the quality of the practical workers engaged in employment guidance education.

4. Conclusion

The problem of losing professional ethics among university graduates is due to the negative impact of market economy, but we can't help but admit the mistakes of our education. To face up to this problem and solve it effectively is the intrinsic requirement of talent cultivation in Colleges and universities and employment guidance and education for college students. The improvement of professional ethics is the objective yardstick of human self-improvement and self-realization, and the necessary condition of realizing human self-value and social value. In school, we should strengthen the propaganda of entrepreneurship, enhance students' awareness of entrepreneurship, and improve their initiative and initiative in entrepreneurship. Carry out entrepreneurship training to promote students to acquire entrepreneurship skills and qualifications. At the beginning of entrepreneurship, resource security is not a decisive factor in enterprise development, and understanding and grasping the market should be the key training goal of entrepreneurship education. Universities can introduce government and corporate resources at appropriate stages of the development of entrepreneurial teams through service organizations such as the Entrepreneurship Guidance Center. Provide a business incubation platform for entrepreneurial teams with good potential and quality. In order to better cultivate the self-directed learning and

self-learning ability of higher vocational students, it will lay a foundation for students to adapt to future career changes and lifelong learning.

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