

Research on college students' employment and entrepreneurship guidance and service strategies for college students

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Abstract: *With the increasing frequency of world economic exchanges, the requirements for talents in social development continue to increase, and in the context of the deepening of the current market economic system, my country's employment situation is extremely dangerous, and the promotion of college students' employment and entrepreneurship has become more and more people's concerns. Nowadays, most colleges and universities in my country have incorporated the guidance and services of college students' employment and entrepreneurship into their daily educational activities, providing practical and effective help for college students' employment and entrepreneurship from theoretical to practical education. Employment and entrepreneurship provide a sound institutional environment. The guidance and service of college students' employment and entrepreneurship is a long-term and systematic project. It is also of great significance to enhance the employment and entrepreneurship ability of college students for the realization of my country's talent-strengthening country. This article will discuss strategies to provide more comprehensive and scientific guidance and services for college students' employment and entrepreneurship, in order to provide a positive reference for the long-term development of college students.*

Keywords: *college students, employment and entrepreneurship, guidance service*

1. Renewing concepts and raising awareness of employment and entrepreneurship guidance and services

With the progress of the times and the development of the society, the society has a stronger demand for talents, and at the same time, the requirements for talents are also more professional and refined. To promote the employment and entrepreneurship guidance of college students with service consciousness[1].

Colleges and universities should strengthen ideological and political education for college students, guide college students to form a correct concept of employment and entrepreneurship, and promote college students to have a more comprehensive and profound understanding of the social employment situation through ideological and political courses, debate competitions, symposia and other forms, and help college students overcome the need for quick success and instant benefits, impetuous, confused or blindly optimistic ideas, and fully establish a scientific career plan, so as to adjust the expectations for employment and entrepreneurship.

Establishing a correct concept of employment and entrepreneurship is the premise of serving the employment and entrepreneurship of college students. Only when they fully understand themselves, the society and the actual national conditions can college students feel the importance of career planning more deeply and combine their own characteristics. Identify career aspirations with the actual situation. At present, most of our college graduates choose to work or start businesses in the developed eastern coastal areas, resulting in the overcrowding of talents in these areas, while the western and some remote areas lack corresponding talents, and some jobs are rarely sought after. Therefore, colleges and universities should guide college students. Change the concept and mentality of employment, go to the grassroots to find employment and start a business, and realize your own career ideals. In the process of educating and guiding college students, we should effectively help college students find their own position, grasp the overall environment of the development of the times, and continuously improve their knowledge and skills, so that their own development can further meet the needs of the market.

2. Innovate the talent training model and form a scientific and reasonable employment and entrepreneurship service mechanism

Colleges and universities are important bases for cultivating modern talents. In order to promote the smooth employment and entrepreneurship of college students, colleges and universities should continuously innovate the talent training model, adjust the talent training plan by effectively understanding and grasp the direction of social needs, and improve talent training through scientific and reasonable professional settings. quality, so that the employment and entrepreneurial ability of college students can be better developed[2].

In order to establish a comprehensive employment and entrepreneurship service mechanism, colleges and universities should attach great importance to the establishment of a guidance and service system for college students' employment and entrepreneurship, such as establishing a special college student employment and entrepreneurship work guidance group, responsible for the overall planning and guidance of college students, and establishing good institutional norms. The guidance and service work to promote the employment and entrepreneurship of college students shall be carried out in a coordinated and orderly manner. In addition, many colleges and universities have also started career planning guidance courses for college students. Through the connection of theory and practice, they provide practical and effective guidance for college students' employment and entrepreneurship, such as job-seeking precautions, job-seeking direction guidance, and entrepreneurship education. Successful entrepreneurs or outstanding alumni provide practical guidance, so that college students can more comprehensively receive employment and entrepreneurship education, and improve the efficiency of employment and entrepreneurship guidance and services.

Not only that, colleges and universities can also strengthen cooperation with the society, establish projects such as entrepreneurial bases, and provide more substantial training opportunities for college students, so that college students can creatively use the knowledge and skills they have learned in entrepreneurial practice activities to improve college students. Adaptability to entrepreneurship, cultivate college students' entrepreneurial ideas and spirit, promote college students to have a deeper understanding of entrepreneurship, and then improve the overall entrepreneurial starting point of college students.

Employment and entrepreneurship guidance and services for college students should become an important part of college education and teaching. By establishing a sound entrepreneurship and employment education system, college education can form a closer connection with society and students, and promote colleges and universities to more fully integrate and utilize social resources. , with a more innovative and comprehensive model to enhance the competitiveness of college students' employment and entrepreneurship.

3. Build a reasonable environment to enhance students' scientific and technological innovation and entrepreneurial ability

College students are active in thinking, pursue progress, and have a high degree of acceptance of new things. This is the advantage of college students in employment and entrepreneurship. Colleges and society should hold an inclusive and stimulating attitude towards college students, build a scientific and reasonable environment for college students, and stimulate their creativity. It enables college students to use their knowledge and skills to enhance their comprehensive competitiveness.

For example, colleges and universities can hold activities such as science and technology competitions, science and technology cultural festivals, etc., to guide college students to actively participate, and link science and technology with employment and entrepreneurship. While enhancing college students' innovative and practical ability, they also help college students accumulate experience and lay a solid foundation for smooth employment and entrepreneurship. Foundation[3].

In addition, colleges and universities can also use the educational campus environment and resources to form a good atmosphere for employment and entrepreneurship, stimulate college students' awareness of employment and entrepreneurship, and allow college students to actively establish and practice their own career ideals. In the process of entrepreneurial practice, college students can not only gradually form a good The quality of employment and entrepreneurship will also better exercise themselves in the face of constant setbacks and difficulties, form a stronger and brave entrepreneurial spirit, and provide a stronger guarantee for future innovation, employment and entrepreneurship in

terms of psychological endurance and mental health.

4. Conclusion

To sum up, under the social background of the increasingly severe employment situation, colleges and universities, college students, and society should all take active actions, especially as colleges and universities, as the main position of college students' education, should take a high sense of responsibility to provide perfect solutions for college students' employment and entrepreneurship. Guidance and services, promote the formation of scientific and accurate employment and entrepreneurship concepts for college students, and help college students establish a clearer understanding of themselves and their employment environment. At the same time, it builds career planning and guidance courses to provide systematic and effective guidance and services to the specific problems of college students in employment and entrepreneurship. Through the coordination and integration with social resources, college students are encouraged to approach the society more bravely, experience the process of employment and entrepreneurship, and truly grow rapidly in employment and entrepreneurship guidance and services, providing more sufficient power for smooth employment and entrepreneurship.

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