

An Analysis of College Counselors' Work Thinking in College Students' Entrepreneurship and Employment Education

Yunxin Zhang

School of Civil Engineering and Geomatics, Southwest Petroleum University, Chengdu, China

Abstract: Under the background of the new era, the employment situation of college graduates is more and more serious. College graduates' employment and entrepreneurship has become a hot topic of the whole society. Based on this, this paper mainly starts from the basic status quo of entrepreneurship and employment education of college students, expounds the working principles of college counselors guiding entrepreneurship and employment education in accordance with local conditions and aptitude, and puts forward the working ideas that college counselors need to adopt in the education of entrepreneurship and employment of college students, in order to explore more effective guidance methods and strategies, strengthen students' self-cognition and self-management ability, so that students can clearly understand their strengths and weaknesses and future career choices.

Keywords: College counselors; College students starting businesses and employment; Working principle; Working idea

1. Introduction

With the rapid development of China's economy and the continuous optimization of industrial structure, innovation and entrepreneurship have become an important driving force for China's economic development, and college students' entrepreneurship and employment have attracted more and more attention. The state has also issued a series of policy documents to guide and promote entrepreneurship and employment of college students, encourage and support college graduates to explore more opportunities and development space in employment and entrepreneurship. As an important force in college students' career planning and employment guidance, the counselor's role in college students' entrepreneurship and employment has been paid more and more attention. Therefore, the following will explore how to better play the role of college counselors in college students' entrepreneurship and employment, promote students to better adapt to the market demand, and inject new vitality and impetus for the national and social development.

2. The basic status quo of entrepreneurship and employment education for college students

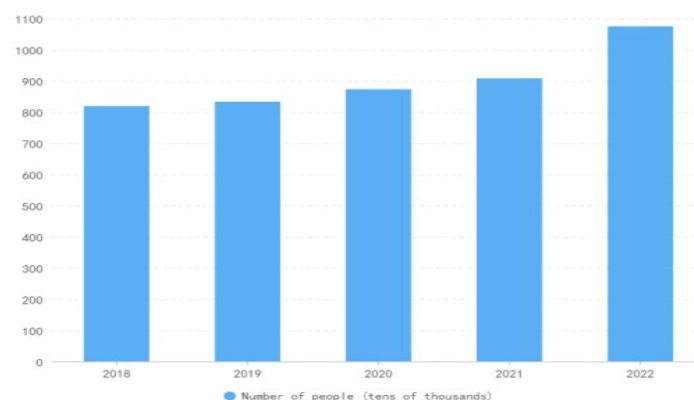


Figure 1: The change trend of the number of college graduates in recent 5 years

According to the data released by the Ministry of Education, the number of college graduates in 2022 is expected to continue to rise, with 10.76 million, an increase of 1.67 million year-on-year, both the size and the increase reaching a record high, as shown in Figure 1. Among the class of 2022, 34.21 percent of college students majored in business, 7.21 percentage points lower than in 2021. In addition, a certain percentage of college graduates still choose to start or start their own businesses, with 4.25 percent of students participating in entrepreneurship, which means about 430,000 graduates have dabtained in the field of entrepreneurship. In addition, about 20 percent of startup teams have at least one member who is a college student, according to the survey.

Many colleges and universities actively promote the education of entrepreneurship and employment, and have made a lot of achievements. Tsinghua University has set up the Tsinghua x-lab Startup Accelerator program, which aims to help students turn ideas into commercially valuable products and services. Universities such as Peking University and Zhejiang University have set up business incubators to provide students with a series of services such as business mentors, business certification and business funds to encourage and support students' innovation and entrepreneurship. In addition, the state encourages institutions of higher learning to build demonstration bases for innovation and entrepreneurship education, funds institutions of higher learning to carry out innovation and entrepreneurship personnel training programs, and grants preferential policies in terms of talent introduction and financial support.

Although some achievements have been made in entrepreneurship and employment education for college students, there are still some problems and challenges. For example, some colleges lack sufficient funds and resources to support entrepreneurship and employment education, and some students lack entrepreneurial ability and practical experience.^[1] Therefore, it is necessary to further strengthen policy support, improve the education system of innovation and entrepreneurship, enhance students' entrepreneurial quality and practical ability, strengthen the cooperation between universities and enterprises, break the shackles of traditional education and employment mode, and provide better support and guarantee for college students' entrepreneurship and employment.

3. The working principles of college counselors guiding college students' entrepreneurship and employment education

To sum up, the working principles of college counselors' guidance on entrepreneurship and employment education mainly include two aspects: acting according to circumstances and teaching students according to their aptitude.

3.1. Acting according to circumstances -- adapt to the regional employment environment

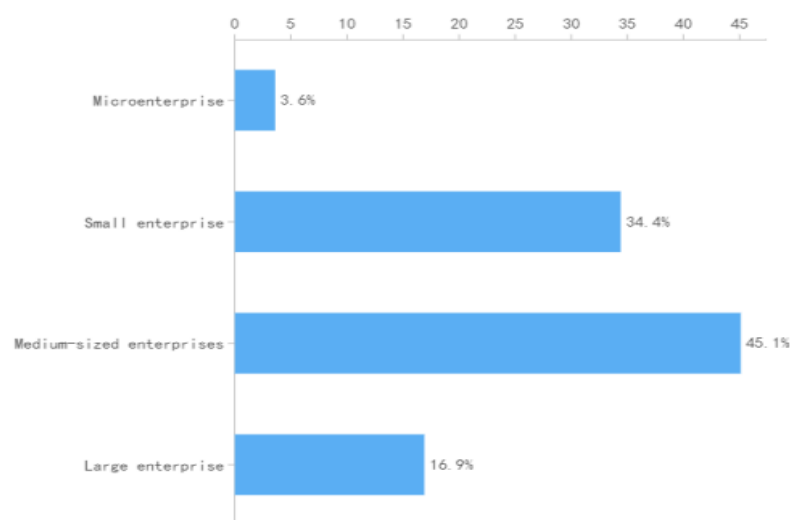


Figure 2: Scale of enterprises expected to be employed by graduates of 2022

Acting according to circumstances is one of the important principles for college counselors to guide college students in entrepreneurship and employment education. By deeply understanding the local

policy environment, employment environment and market demand, and providing targeted support for innovation and entrepreneurship courses and projects, college counselors can help college students adapt to the local employment environment, so as to better realize their self-worth and social contribution.

On April 27, 2022, Zhaopin.com released a survey report on college students' employability in 2022 (hereinafter referred to as "the report"), showing that more graduates are willing to work for small and micro enterprises this year, as shown in Figure 2. Therefore, when guiding college students in entrepreneurship and employment education, counselors need to conduct in-depth analysis and research on the local employment environment to help students understand the local employment situation and opportunities, so as to provide them with more effective guidance on entrepreneurship and employment.^[2] Taking Xinjiang Uygur Autonomous Region as an example, due to its unique geographical location and ethnic cultural background, the government has issued a series of policies to support the development of ethnic enterprises in order to promote the stable growth of local economy. In order to help college students better adapt to the local employment environment, college counselors in the district provide all-round support and guidance for students, including policy consultation, innovation and entrepreneurship training, and business plan writing. They also actively organize students to participate in local innovation and entrepreneurship competitions and project application, so that students fully understand the local innovation and entrepreneurship policies and market demands. Under their guidance, many students have successfully set up their own businesses and made important contributions to the development of local economies.

3.2. Teaching students according to their aptitude -- combining their individual characteristics

In order to guide students in entrepreneurship and employment, college counselors need to formulate targeted guidance programs according to students' personality characteristics, professional background and regional environment. This kind of individualized teaching method is very important, which can help different types of students find the most suitable development path in entrepreneurship and employment.

When guiding students to start businesses and find jobs, counselors need to help them choose the most suitable development direction according to their personality characteristics. Take a computer science graduate as an example. He likes programming and is proficient in a variety of programming languages. He hopes to engage in technical research and development in the process of job hunting. Counselors can point him to job postings at start-ups, which often need technical talent to drive product and technology development, and help him optimize his resume and prepare for interviews.

It can be seen that when guiding entrepreneurship and employment education, college counselors should not only adapt to local conditions, but also combine local economic, cultural and industrial characteristics to provide students with employment and entrepreneurship advice in line with market demand. At the same time, students should be taught according to their aptitude, deeply understand their personality characteristics, professional background and employment intention, and tailor personalized career development programs for them. This method of teaching according to local conditions and aptitude can better help students realize their dreams of employment and entrepreneurship, and promote the continuous improvement of the quality of college graduates.

4. The work thinking of college counselors in entrepreneurship and employment education of college students

Under the new era background, college counselors' working ideas in college students' entrepreneurship and employment education can be specifically explored and practiced from the following four aspects: Strengthen the study of professional knowledge and constantly improve their own quality; Combine ideological and political education to guide the establishment of the concept of choosing a career; Update information in a timely manner and deepen guidance on employment and entrepreneurship; Implementing employment and entrepreneurship work and providing comprehensive employment services.

4.1. Strengthen the study of professional knowledge and constantly improve their own quality

In today's rapidly changing job market, college counselors play an important role in guiding college students to start businesses and find jobs. In order to serve students better, college counselors need to strengthen their own career knowledge learning and constantly improve their own quality.

First of all, college counselors need to master the latest trends of the job market and understand the development trends and employment prospects of various industries. They can grasp the information in time by observing news reports and reading industry reports, and provide students with targeted career planning suggestions. Secondly, college counselors should strengthen their own knowledge of career selection, so as to provide accurate employment guidance for students. Counselors can learn recruitment policies of some countries and regions, recruitment requirements of employers and job descriptions, etc., and provide students with more comprehensive and professional career guidance by accumulating and integrating these information. In addition, college counselors can also take some professional planner certification examinations or vocational training courses, regularly organize workplace salons, corporate recruitment days and other activities, exchange and communicate with employers and graduates, understand the market demand and students' employment situation, so as to better provide students with effective employment guidance and services.^[3]

In a word, college counselors need to continuously strengthen their own career knowledge learning, improve their professional quality and work ability in guiding entrepreneurship and employment education, so as to provide students with intimate and thoughtful services.

4.2. Combine ideological and political education to guide the establishment of the concept of choosing a career

College counselors not only need to provide professional career planning and employment guidance services for students, but also need to combine political education to guide students to establish a correct career concept. By integrating ideological education, college counselors can help students better understand the relationship between employment and social responsibility, so as to form positive life values.

College counselors can make students understand the importance of employment to the country and society through policy interpretation and case analysis. You can tell the students that the government encourages college students to start their own businesses, supports high-level talents to return to their hometown to start their own businesses, encourages outstanding talents to stay in local work and other policies. At the same time, some successful entrepreneurial cases can be used to let students realize that entrepreneurship can not only realize their own value, but also make contributions to the society. In addition, college counselors can visit enterprises and conduct social research to let students understand the actual situation such as corporate culture and social needs, and guide them to establish correct employment concepts.

Through policy interpretation, case analysis, business visits, social research, thematic education and lectures, students can better understand the connection between employment and social responsibility, and form a positive life pursuit.

4.3. Update information in a timely manner and deepen guidance on employment and entrepreneurship

College counselors must pay attention to the changes and dynamic information of the job market, update the information of employment and entrepreneurship in time, and strengthen the guidance to students. By providing real-time counseling, college counselors can help students better understand the job market, master career skills and grasp career opportunities.

College counselors can provide students with comprehensive and timely recruitment information by being familiar with various employment channels and career platforms. For example, it can collect and sort out recruitment information inside and outside the school regularly, such as enterprise information conference, campus job fair, social internship and other opportunities, and actively push it to students. In addition, students can be introduced to some commonly used recruitment websites, social media, job-hunting apps, etc., so that students can keep abreast of industry trends and career opportunities.

In addition, 24-hour employment guidance services can be provided to students through online platforms and wechat official accounts. Establish wechat groups or official accounts, regularly release various employment and entrepreneurship information, policies and regulations, and actively respond to students' questions and needs. Online lectures, sharing meetings and other activities can also be organized to provide students with more flexible and convenient guidance services.

4.4. Implementing employment and entrepreneurship work and providing comprehensive employment services

In the working ideas of college students' entrepreneurship and employment, college counselors can better help students successfully achieve their employment goals by formulating perfect employment service plans, providing diversified employment services, strengthening the connection and docking between students and enterprises, and promoting the comprehensive development of employment education.^[4]

College counselors should establish a sound employment service mechanism, formulate a detailed service plan, and incorporate it into the school's annual work plan. We organize employment guidance and practical activities for students of different grades and majors to help students better prepare employment materials and improve self-promotion skills, so as to obtain more opportunities in the workplace. Secondly, we plan a series of service projects such as employment and entrepreneurship consultation, career planning, recruitment information release and information conference to ensure that each service link is realistic, scientific and reasonable. Thirdly, college counselors also need to strengthen the connection and docking between students and enterprises. For example, they can take the initiative to learn about the recruitment demand, salary, employment policy and other information of the enterprise, and feed it back to students, so that they can timely grasp the market trend and make plans for their career development.

In short, college counselors need to implement employment and entrepreneurship and provide comprehensive employment services in the working ideas of entrepreneurship and employment education for college students. By establishing a sound service mechanism, providing diversified employment services, strengthening the connection and docking between students and enterprises, as well as promoting the comprehensive development of employment education, it can better help students to achieve their employment goals and improve the level of entrepreneurship and employment of college students.

5. Conclusions

In the current economic situation, college students are faced with many challenges and opportunities to start their own businesses. College counselors play an important role in this process, providing students with accurate career guidance, entrepreneurship support and employment services, helping students better adapt to market demand, improve professional quality and realize self-worth. Therefore, college counselors need to thoroughly implement various policies and measures of the state and the university, constantly optimize and improve the employment and entrepreneurship service system, improve the service quality and level, so as to provide more accurate and comprehensive employment services for students.

References

- [1] Cui Di. (2022). *Research on the path of college students' innovation and entrepreneurship education from the perspective of digital economy. Industrial Innovation Research (23), 187-189.*
- [2] Zhou Yan. (2022). *Research on strategies for improving college students' innovation and entrepreneurship ability under the new situation. Chinese Journal of Multimedia and Network Teaching (mid-day issue) (12), 187-191.*
- [3] Chen Sha. (2023). *Discussion on college counselors' innovation and entrepreneurship education for college students. Employment and Security (02), 22-24.*
- [4] Jiao Peiyu. (2021). *Research on the path of college students' Innovation and entrepreneurship education carried out by counselors. Journal of Jiangxi Electric Power Vocational and Technical College (09), 156-157+168.*