A Study on the Construction of Employment and Entrepreneurship Service System of Local University Students

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Abstract. Through the analysis of the construction of college students' employment service system at home and abroad, close to reality, this article makes an in-depth and systematic research on the college students' employment service system of Jilin University of Finance and Economics from the school of their own characteristics, social needs and the needs of college students' growing. On the one hand, it studies on the improvement of employment guidance curriculum setting. On the other hand, it discusses how to strengthen the cultivation of students' practical ability, from four dimensions including setting the school curriculum of employment guidance, expanding counselor employment counseling, strengthening social practice and deepening the cooperation between colleges and enterprises. At last, it puts forward a construction of college students' employment and entrepreneurship service system to improve the ability of social adaptation.

Introduction

College Students' employment problems are of great importance to the party and the country in recent years. The 17th National Congress of the CPC proposed to implement the development strategy of expanding employment so as to promote the overall deployment of entrepreneurship for employment", and issued a "guidance on the promotion of entrepreneurship to promote employment". The 18th National Congress of the CPC issues that employment is the basis of people's livelihood. We should do a good job in college graduates as the focus of youth employment, and promote the realization of higher quality employment. All these require further strengthening the construction of employment service system, and strive to achieve high quality employment. This paper proposed how to further improve the employment and entrepreneurship service system from the perspective of improving college students' social adaptability, which has effects on the school employment guidance services, but also help to further improve the students' practical ability and employment ability training and to ensure the long-term and sustainable development of university [1].

State and Future Development Tendency

The difficult employment of college students is an important problem in china. According to the ministry of education statistics, in recent years, the number of college graduates increased year by year: college graduates reached 4 million 950 thousand in the country in 2007, the number of graduates in 2013 reached 6 million 990 thousand and it continued to rise in 2014, reaching 7 million 270 thousand. In 2015 graduates have reached 7 million 500 thousand and according to forecasts, it will reach 7 million 950 thousand in 2017. The University of the "Elite Education" has become a "public education", with the rapid development of economy and social reform, and the employment situation and environment of college students have undergone tremendous changes. The difficult employment situation puts forward the urgent request to reform the university employment service system.
Some developed countries in Europe and the United States in the development have established a relatively mature employment guidance and service system for college students. The vast majority of British universities are equipped with occupation guidance center, in addition to our similar duties, such as to maintain contact with the employer, provide employment information and employment counseling to students, to provide students and employers face-to-face communications and so on, they are also devoted to improve "ability to hire" of the students, which is the main carrier of occupation career management skills courses (CMS). In addition, among the exploration of entrepreneurship education, the United States can be called one of the world's most successful implementation of entrepreneurship education. The United States pays special attention to the cultural atmosphere of entrepreneurship education. From the beginning of the primary school to the graduate level, entrepreneurship education has always run through the basic education. The German government attaches great importance to the entrepreneurial consciousness of college students, and requires that the universities must set up courses related to entrepreneurship education, and constantly create a school entrepreneurial culture atmosphere. To sum up, the European and American universities at present have formed a unique pattern of College Students' employment guidance. This model is not only helpful to students’ employment, but helpful for students to improve their understanding of self and society through personal occupation career planning and strengthen the university students' employment ability through social practice.

In recent years, China's major colleges and universities promote actively college students employment and entrepreneurship through a variety of means. The improvement of college graduates’ probation system promotes the employ ability of college students, and encourages the trainee units to give priority to college graduates [2]. Setting up the employment guidance course for college graduates can actively do a good job in the employment guidance of college students, and promote the development of the university. Carrying out the joint school and enterprise, ordering training can further promote the employment rate. Peking University in the practical work of the college students' career guidance and career planning curriculum has been carried out a comprehensive reform with particular emphasis on students' initiative to play an active role. Tsinghua University in cooperation with some domestic member units establishes a "social practice base of Tsinghua University", also establishes employment practice base with the Yanshan petrochemical, Shougang Corporation and Dongfang Electric for strengthening students' employment [3].

Jilin University of Finance and economics, as local key universities, how to further improve the construction and development of College Students' employment service system, improve the employment competitiveness of college students, achieve high quality employment and provide a better way for Jilin province college students employment and entrepreneurship, it is worth to think deeply.

Construction of College Students’ Employment and Entrepreneurship Service System

The construction of College Students' employment service system should be closely linked with practice. From the school of their own characteristics and social needs and students requirements, this paper made a deep and systematic study on College Students' employment service system of Jilin University of Finance and economics and put forward some research contents from two aspects and four dimensions: on one hand, set theory improvement of employment guidance course. On the other hand, strengthen the cultivation of students' practical ability. Researches can be carried out from four dimensions such as the school employment guidance curriculum, expanding counselor employment counseling, strengthening social practice and the depth of school enterprise cooperation. They can be put forward to improve the social adaptation ability oriented local college students in the construction of employment service system construction and theoretical research [4].

Research Contents

Colleges and universities make students clear social need through the employment guidance system to improve their ability structure and knowledge structure and cultivate the comprehensive
quality of graduates. College employment guidance courses are useful to build the skills of graduates and to guide graduates to form a correct view of employment according to their actual level to choose appropriate work so as to guide graduates to form a correct concept of values.

The employment of college students is changing from "seasonal promotion" to "career guidance". Counselors work from the beginning of the freshman until graduation and they are closest to students groups. Their words and actions have direct and profound impact on college students and they can guide students personalized occupation career planning better than other teachers [5].

The social practice, as a main way for students to participate in social life, is conducive to the transformation of College Students’ social role and strengthens the ability to distinguish the types of role and the ability to adapt. While social practice is conducive to improve students' practical ability, such as psychological ability, interpersonal skills, management ability and innovation ability of the strain. Social practice helps students to establish a correct view of employment, so that they can eliminate misunderstanding and find the best combination of society and their own development point.

Through the cooperation between school and enterprise, school can not only select a group of professional teachers to cooperative enterprise internship training for improving teaching ability each year, but also the school should further introduce skilled craftsmen into campus and employ enterprise technology as the backbone of professional courses and professional training courses. Thus, they can participate in school, professional construction, personnel training plan and curriculum system construction. They undertake the normal teaching task, so as to lay a solid foundation for students to work in the future.

<table>
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<tr>
<th>Table 1. Schematic Diagram of the Research and Research Stage.</th>
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<tbody>
<tr>
<td><strong>Dimension one:</strong></td>
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<tr>
<td>Reform employment guidance course (1) Clear the concept of employment guidance, guide students to carry out the correct career development plan, and indeed improve the quality of employment of students (2) Cultivate students' ability of social life and guide students to form a correct concept of value in the guidance of relevant courses</td>
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<tr>
<td><strong>Dimension two:</strong></td>
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<td>Remodeling the role of counselors (1) Strengthen the students' career planning consciousness through various carriers (2) Design a variety of activities to guide students (3) Develop long-term and personalized career guidance (4) Integrating the external support system of College Students' career guidance</td>
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<tr>
<td><strong>Dimension three:</strong></td>
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<tr>
<td>Strengthening social practice (1) Investigate the student practice sites deeply (2) Plan the social practice (3) Write social practice experience (4) Exchange of social practice experience</td>
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<td><strong>Dimension four:</strong></td>
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<tr>
<td>Deep school enterprise cooperation (1) Strengthen the practice teaching mode of school enterprise cooperation (2) Implement the school enterprise cooperation practice teaching system of internship (3) Create a shared mechanism to achieve mutual benefit and win-win school</td>
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</table>

**Research Dimension**

Based on the employment service system of college students according to its own characteristics of the existing local universities, this paper takes strengthening students' social adaptability as the goal to build the business service system to improve college students' employment, cultivate the
social needs of people and promote high quality employment and entrepreneurship. Through literature comparison and analysis of multiple local colleges and all undergraduates questionnaire and interview investigation, it is determined from the school employment guidance curriculum, extending counselor employment counseling, strengthening social practice and the depth of school enterprise cooperation in four dimensions at the same time to carry out research. The implementation steps are shown in Table 1.

**Conclusions**

The difficulty of college students' employment has become a major problem to be solved urgently in the current society. We need adhere to taking the students as the teaching subject according to the actual situation of the school and strengthening college students' employment and employment guidance curriculum in-depth study. Then, find out the existing problems, revise employment guidance course, and constantly improve the level of college employment guidance courses. Thus, reshape the counselors' role combined with the demand of social development, and gradually strengthen the students' practical ability to alleviate the employment pressure of college graduates.

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**References**


