

Construction of Employment and Entrepreneurship Education System in Local Applied Undergraduate Colleges

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Abstract: The employment and entrepreneurship education of college students is related to their personal development, social stability and the progress of the times. In order to highlight the talent training goal of "ability type", Local Application-oriented Colleges and universities need to accurately grasp their own positioning, give full play to their own advantages, cooperate with local enterprises in running schools, and build a set of employment and entrepreneurship education system suitable for their own development.

Keywords: Local applied undergraduate colleges; Employment and entrepreneurship education system; Construction strategy

1. Introduction

In recent years, employment has been one of the hot issues of social concern, and it is also an important work of colleges and universities and the government. To do a good job of employment and entrepreneurship education for college students is related to their personal development, social stability and the progress of the times. In October 2015, the Ministry of education, the national development and Reform Commission and the Ministry of Finance issued the guiding opinions on guiding some local ordinary undergraduate universities to transform into application-oriented universities [1-3]. Local universities began to explore and practice the transformation of application-oriented universities. Local Application-oriented Undergraduate education mainly aims at cultivating senior application-oriented talents and formulate corresponding talent training programs [4-6]. In order to highlight the talent training goal of "ability type", local colleges and universities need to accurately grasp their own positioning, give full play to their own advantages, cooperate with local enterprises in running schools, and build a set of employment and entrepreneurship education system suitable for their own development [7].

2. Connotation and Significance of Employment and Entrepreneurship Education in Local Application-Oriented Universities

Employment education is an important part of vocational education with the main contents of career planning, employment related skills and ability improvement, career adaptation and career development. Entrepreneurship education refers to finding jobs and creating new job opportunities, but also includes entrepreneurship and

entrepreneurship skills training. The purpose of employment and entrepreneurship education is to cultivate talents with comprehensive quality and practical application ability, to cultivate students' professional consciousness, professional ability and quality, entrepreneurship and life planning ability, to promote students' active employment and entrepreneurship, so as to make them more adapt to the needs of economic society and national development strategy.

Employment and entrepreneurship education enables college students to have a more comprehensive understanding of themselves, learn and master the necessary skills and abilities in the process of employment and entrepreneurship, become useful people in the society, and realize their dream of employment and entrepreneurship. In 2011, Article 11 of the notice of the State Council on further improving the employment work of graduates of ordinary colleges and universities stipulates the requirements for strengthening employment guidance and employment services "All colleges and universities should carry out vocational development guidance and entrepreneurship and employment education in an all-round way, incorporate the employment guidance course into the teaching plan, establish the vocational development and employment guidance course system throughout the whole university education period, and help college students establish correct concept of talent and employment.". Therefore, it is an urgent task for Local Application-oriented Universities to build a set of employment and entrepreneurship education system suitable for their own development.

3. Problems in Employment and Entrepreneurship Education System of Local Application-Oriented Universities

Based on the investigation of the current situation of employment and entrepreneurship education in Local Application-oriented Universities, this study finds that there are still some problems in employment and entrepreneurship education in Local Application-oriented Universities

3.1. There are some deviations in the understanding of employment and entrepreneurship education

Some universities equate employment and entrepreneurship education with vocational education. They don't know enough about employment and entrepreneurship education, and there is a certain deviation in understanding. A follow-up survey of graduates from a Local Application-oriented Undergraduate College shows that in the past four years, the number of students who choose free occupation and self entrepreneurship accounts for less than 3% of the number of employed graduates, and there is still a certain gap compared with the proportion of other key undergraduate college students in entrepreneurship.

3.2. The curriculum system of employment and entrepreneurship education is not perfect

In most local application-oriented undergraduate colleges, the employment and entrepreneurship education has not been organically integrated with the major, the employment and entrepreneurship curriculum system is not perfect, many of which have not been included in the required courses, or in the form of elective courses or lectures. The teaching content is mainly based on theory and skills, lack of cross disciplinary and cross professional horizontal connection, the teaching mode is mainly based on the traditional teachers' instilling theoretical knowledge, lack of the combination of employment and entrepreneurship education theory and practice activities, so that the innovation awareness, entrepreneurship quality and professional skills of College Students can not be really improved.

3.3. Weak teachers in employment and entrepreneurship education

At present, the main teachers of employment and entrepreneurship education in Local Application-oriented Undergraduate Colleges are composed of the teachers of employment department, some teachers of management

science and the Youth League Committee, counselors and some full-time teachers. Most of the teachers are lack of experience, mainly stay in theoretical teaching, teaching quality is not high, and the effective guidance for graduates' employment and entrepreneurship is not enough.

3.4. Lack of practice platform for employment and entrepreneurship education

Compared with the domestic key universities, the employment and entrepreneurship education of Local Application-oriented Undergraduate Colleges has been developing slowly and lacks the practice platform of employment and entrepreneurship due to the influence of policy support, school running funds, teachers and other aspects. Even schools with employment and entrepreneurship bases can only provide a few entrepreneurs with conventional office space, such as consultation, meeting and office, because of the limited space and funds, which can not meet the practical needs of most college students.

3.5. The evaluation mechanism of employment and entrepreneurship education is not scientific enough

At present, the vast majority of employment and entrepreneurship education in Local Application-oriented Undergraduate Colleges is mainly undertaken by three departments, namely, college students' Employment Guidance Center, Youth League Committee, and industry university research cooperation department. Different departments have different emphasis and evaluation mechanism when carrying out employment and entrepreneurship education, which leads to the teaching effect can not be guaranteed.

4. Construction Strategy of Employment and Entrepreneurship Education System in Local Applied Undergraduate Colleges

The purpose of building the employment and entrepreneurship education system of Local Application-oriented Undergraduate Colleges is to build a certain carrier to transform the concept of employment and entrepreneurship education into educational practice. According to this study, the construction of employment and entrepreneurship education system of Local Application-oriented Undergraduate Colleges includes five in one employment and entrepreneurship education system, such as organization guarantee system, curriculum system, resource system, platform support system and quality evaluation system, as shown in Figure 1.

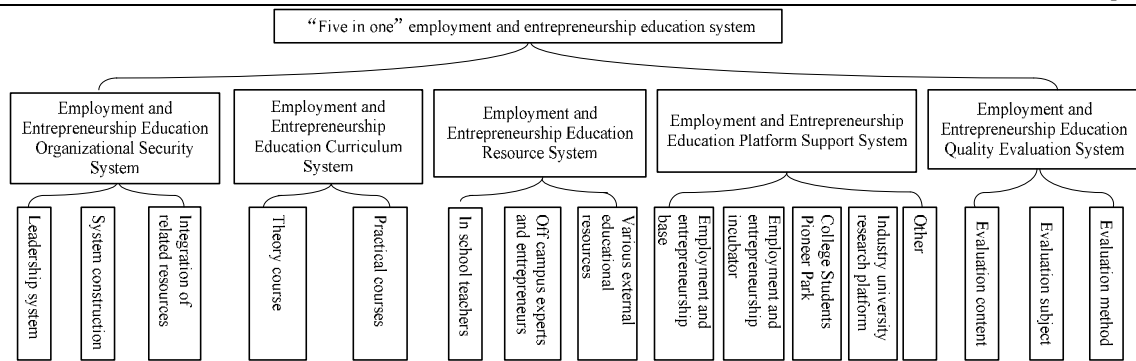


Figure 1. “Five in one” employment and entrepreneurship education system

4.1. Organization guarantee system of employment and entrepreneurship education

Employment and entrepreneurship education is not the work of a certain department or a certain subject, but needs the cooperation of multiple departments and secondary colleges. The departmentalism in the administrative system of local applied universities is a big obstacle to the construction of employment and entrepreneurship education system. Local Application-oriented Colleges and universities can establish a leadership system under the unified leadership of the University, the responsibility of the main cadres, and the division of work and cooperation among multiple departments, establish relevant systems of employment and entrepreneurship education, integrate relevant resources of employment and entrepreneurship, and ensure the smooth progress of employment and entrepreneurship education.

4.2. Curriculum system of employment and entrepreneurship education

The curriculum system of employment and entrepreneurship education includes theoretical courses and practical courses. In the follow-up survey of graduates and employers, it is found that the vast majority of graduates and employers think that the practical courses of employment and entrepreneurship education for college students should be increased. In order to cultivate high-level applied talents, we should promote the organic integration of professional education and employment and entrepreneurship education, adjust the setting of professional curriculum system, and establish a curriculum system and practical teaching links suitable for the cultivation of students' professional ability. The establishment of a scientific employment and entrepreneurship curriculum system, the establishment of university students' innovation and entrepreneurship, career development and employment guidance courses, the implementation of credit system management, so that employment and entrepreneurship education throughout the whole process of talent training in Colleges and universities. Introduce online

course resources such as micro courses and open video courses in employment and entrepreneurship, list them into public elective courses of students' major, calculate credits, and students must take courses in this field before they can obtain graduation certificate and degree certificate.

4.3. Employment and entrepreneurship education resource system

Local Application-oriented Colleges and universities should focus on the teachers in the school and carry out special training for the teachers in the school. In addition, they can hire experts and successful entrepreneurs outside the school to enrich the teachers, optimize the educational structure and give full play to the joint efforts of employment and entrepreneurship education. At the same time, we should establish and improve the employment and entrepreneurship education resources with professional characteristics, and integrate them into the employment and entrepreneurship education in the process of imparting professional knowledge. Continue to tap and integrate external education resources, give full play to the advantages of local colleges and universities, cooperate with local enterprises, and strengthen the guidance of employment and entrepreneurship education for students.

4.4. Support system of employment and entrepreneurship education platform

Employment and entrepreneurship education should not only rely on the strength of the school, but also give full play to the advantages of Local Application-oriented Universities in serving the local economy, attract the participation of social resources, and build a practical platform suitable for the employment and entrepreneurship education of college students. Including: employment and entrepreneurship base, employment and entrepreneurship incubator, college students' entrepreneurship Park, industry university research cooperation platform, etc. Through the construction of platform support system, college students can exercise in the platform, better com-

bine theory and practice, and improve the comprehensive ability of employment and entrepreneurship.

4.5. Quality evaluation system of employment and entrepreneurship education

Scientific and reasonable quality evaluation system of employment and entrepreneurship education for college students plays an important role in supervision and feedback on the development of employment and entrepreneurship education in Local Application-oriented Colleges and universities. The evaluation system of employment and entrepreneurship education is an important link to ensure the quality of employment and entrepreneurship education. The evaluation system of employment and entrepreneurship education includes: evaluation content, evaluation method and evaluation method. The content of evaluation should be summarized from the aspects of educational idea and goal, curriculum, students' academic evaluation, teachers' ability, etc. We can use the ways of self-evaluation, government departments and social evaluation to strengthen the effect evaluation of employment and entrepreneurship education. The evaluation methods should be diversified, and the specific problems should be analyzed according to the actual needs. The assessment results can be incorporated into the year-end assessment index system of all colleges and departments, and linked with performance pay.

The education of employment and entrepreneurship can not only cultivate college students' awareness of innovation and entrepreneurship, but also train their ability of innovation and entrepreneurship and employment. It can also help college students cultivate hard-working entrepreneurship and promote their success in employment and entrepreneurship. Among them, the construction of the employment and entrepreneurship education system can regulate the employment and entrepreneurship behavior of college students, promote the sustainability of the employment and entrepreneurship education resources,

which has a negative impact on alleviating the employment pressure of today's college graduates, improving the ability of survival and development, promoting the rapid and sustainable development of China's social economy, building a better innovative country, and accelerating the pace of "double first-class" construction. Often important practical significance.

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