

The Status Quo and Countermeasure of College Graduates' Entrepreneurship and Employment

Lei ZENG

Yunnan University of Finance and Economics, Kunming, Yunnan 650221, China

ABSTRACT. College graduates have a series of problems in the process of “entrepreneurship and innovation”, such as the shortage of entrepreneurial funds, lack of entrepreneurial experience, entrepreneurial quality and lack of strong personal ability. Besides, the uneven distribution of entrepreneurship and the number of industries are also problems, though small. China is in the strategic period of economic transformation and upgrading. The development of new economy, new industry has provided a variety of employment opportunities for college graduates. Although the number of graduates continues to increase, the employment situation is generally stable, the industrial structure and regional structure of employment continue to improve, and the employment forms of graduates are more flexible. The Chinese government has issued a series of policies and service measures to promote the employment and entrepreneurship of college graduates, which guarantees the smooth and orderly employment of graduates. But at the same time, college graduates are still facing some challenges, the structural contradictions of employment appear, the quality of employment needs to be further improved, “slow employment” groups need to pay close attention to. The employment situation in some regions is more severe. In this regard, it is necessary to further improve the relevant policies and measures to promote the employment and entrepreneurship of college graduates.

KEYWORDS: College graduates, Entrepreneurship and innovation, Countermeasure research

1. Introduction

Since the “entrepreneurship and innovation”(also known as “Double Creation”) education was put forward in China at the beginning of the 21st century, it has made some achievements and has developed for more than ten years.

In recent years, with the employment contradiction of college graduates constantly highlighting, the “double creation” education problem has become a major focus and difficulty in the reform of higher education in China. The State Council issued a series of policies to encourage and support college graduates to start their own businesses, which pointed out the direction for higher education to carry out “double-creation” education. Based on the reality, this paper discusses the ideas and measures to promote the “double creation” of college graduates [1].

2. College Graduate Entrepreneurship Situation

At present, the national economic growth slows down, affecting the supply of jobs, which brings some pressure to the employment of college graduates. From the structural point of view of social demand, despite the rapid development of China's economy over the years, the characteristics of industrial structure, the mode of economic growth determine the total employment pressure and structural contradictions coexist, and from the point of view of international division of labor and industrial chain, China's economic growth is too dependent on external demand, and the endogenous and autonomous nature of economic growth is insufficient [2]. As the world's factory, China mainly assumes the production link of products, and product research and development, design and marketing related jobs are mostly “taken away” by foreign countries, and these jobs are suitable for college students employment of knowledge and technology-intensive jobs, there is a university student employment and economic development is very disproportionate difficult situation; Unfair competition in some units and asymmetry of supply and demand information, and the continued increase in the number of people returning to work outside the country also have a negative impact on the employment of graduates. In addition, the convergence between the professional structure of the “disciplines of colleges and universities and the current demand for jobs, the interface still has the problem of matching and optimizing not high enough, coupled with the influence of students' employment ideology and other factors, resulting in the employment structural contradictions difficult to change in the short term, “employment difficult” problem still exists. Therefore, to do a good job in graduate employment and entrepreneurship should enhance the sense of crisis and urgency, recognize the situation, face the gap, more importantly, firm confidence, seize and make good use of the current major opportunities, and strive to achieve

the employment of college graduates entrepreneurship ratio and quality improved, to ensure the stability of the employment situation of graduates [3].

2.1 The Total Number of Graduates Remains High

At the beginning of the 21st century, the number of college graduates in China was more than 1 million, and by 2009 it had exceeded 6 million, reaching 6.8 million, 6.99 million, 7.27 million, 7.49 million, 7.65 million and 7.95 million, respectively. Although the growth rate of graduates has slowed in recent years, the overall employment pressure of college graduates has not diminished [4].

2.2 Graduate Employment Situation is Generally Stable

In the face of the long-term pressure of the total number of college graduates, structural contradictions appear, the Chinese government has been introducing a positive policy to promote the employment and entrepreneurship of college graduates, and strive to innovate and improve the relevant measures to ensure that the employment situation of college graduates is stable and orderly, and maintain a high level of employment. In the past five years, the CPC Central Committee has insisted on putting the promotion of the employment of college graduates in an important position in employment, organized the implementation of the employment and entrepreneurship promotion plan for college graduates, and achieved a stable level of employment for college graduates. Since 2013, China has achieved “double growth” in the number of employment and entrepreneurship for four consecutive years, and the initial employment rate of graduates has exceeded 70% for 14 consecutive years [5].

3. Graduate Employment Forms Are More Flexible and Diverse

With the emergence of new economy, new industry and new industries in our country, the flexibility of the labor market is increasing, all kinds of new employment forms are emerging, and the forms of labor employment are more rich and diverse. The results of the big data analysis of more than 300,000 college graduates in a province in central China show that the 2016-2017 college graduates are mainly in various forms of employment, with free lancy ranking first, accounting for more than half;3 Problems faced by college graduates to start a business [6].

3.1 Start-Up Capital Shortage and Unreasonable Source

The problem of capital is the primary problem facing college graduates' entrepreneurship, which is mainly manifested in two aspects: the shortage of capital of entrepreneurship and the unreasonable source of funds. The survey found that college graduates mainly rely on parents, relatives and friends' investment, personal savings, bank loans, venture capital and government support, of which rely on parents, relatives and friends' investment and personal savings about 80%, bank loans, venture capital and government support accounted for a small proportion. 6 According to China's current market economic situation and graduates' capital demand, venture capital and bank loans meet the needs of college students. However, China's venture capital market is not perfect, investment risk is large, the fund return cycle is long, resulting in fewer venture investors. The number of university graduates getting bank loans is very limited because of lack of credit [7].

3.2 Inexperience of Entrepreneurship

Lack of entrepreneurial experience is the key factor restricting college graduates' entrepreneurship. Practice is the only test of truth, and the success of entrepreneurship depends to a large extent on the rich experience of entrepreneurship. Entrepreneurship requires college graduates to have a keen business vision and strong communication and communication skills, able to make accurate decisions and judgments in various complex situations, but in fact, college graduates have some professional knowledge, but lack of practical experience [8].

3.3 The Quality and Ability of Entrepreneurship Are Not Strong

Entrepreneurial quality is an important part of the guiding and driving force in people's overall quality. In addition to the basic qualities of morality, intelligence, body, beauty and labor, the entrepreneurial quality of college students also includes entrepreneurial awareness, entrepreneurial thinking, entrepreneurial spirit, entrepreneurial skills and ability to resist stress, which are the embodiment of entrepreneurial ability. The new era of college students to improve the quality and ability of individual entrepreneurship, and constantly explore and innovate new areas of development, this is

the times to give them the heavy responsibility and mission [9].

3.4 The Geographical Distribution of Entrepreneurship and the Narrow Ness of the Industry

College graduates' self-employment is mainly distributed in the Pan-Yangtze River Delta regional economies and central plains regional economies, and the entrepreneurial industry is mainly concentrated in education and training-related, catering, department store retailing, other financial investment and other industries. Regional and industry concentration causes fierce competition and increased pressure on entrepreneurs, which is not in line with the laws of market economy and is not conducive to the long-term and orderly development of entrepreneurship. It is imperative to expand the entrepreneurial area and broaden the entrepreneurial industry [10].

3.5 Lack of a Good Entrepreneurial Environment, Policy Safeguards Lag

China is in a period of rapid economic development and social transformation, and the social environment is complex. To create a good entrepreneurial environment is conducive to enhancing the entrepreneurial potential of college graduates and stimulating their entrepreneurial enthusiasm. Some local governments and colleges lag behind in the introduction of the “double-creation” policy guarantee system and the formulation of the relevant evaluation system, which lacks certain predictability and pertinence, which hinders the entrepreneurship of college graduates.

4. Countermeasures to Solve the Current Situation of College Graduates' Entrepreneurship

4.1 Optimizing the Social Environment of “Double Creation” for College Graduates

Governments at all levels should relax market access, expand the type of entrepreneurship for college graduates, strengthen support for entrepreneurship policies, and provide preferential policies and entrepreneurship services in the areas of taxation, loans and fees. 10 Through various forms, to college graduates “double-creation” loan guarantee discount, site rent subsidies, training and training subsidies, social insurance subsidies and other support, to encourage entrepreneurship as an important direction to expand employment. In addition, social organizations, public welfare organizations, enterprises and institutions should be encouraged to set up venture funds for college students, etc., to support college graduates “double-creation”. The employment model extends from “pure employment” to “entrepreneurship drive”. In the “public innovation, entrepreneurship” under the good situation, colleges and universities in the employment services, but also actively serve and support college students to start a business, and strive to promote employment through entrepreneurship. Through the establishment of special entrepreneurship guidance courses, the formation of “entrepreneurship experiment class”, actively carry out KAB (university entrepreneurship education) and SYB (start your business) training, hire entrepreneurs and expert teachers inside and outside the school as entrepreneurial mentors, to provide intellectual support for college students to start a business;

4.2 Strengthen the Teacher Training of College Graduates “Double-Creative” Education

The improvement of college graduates' “double-creation” ability is closely related to teachers. It is the key to develop the “double creation” education of colleges and universities and strengthen the teachers' strength. Colleges and universities should take “please come in, go out” and other ways to carry out the professional training of relevant teachers, strengthen “inter-school exchanges, school-enterprise exchanges”, select outstanding teachers out of the campus, to the enterprise, training a group of innovative education ability, entrepreneurial guidance experienced university teachers “double-creation” guidance team, hire well-known entrepreneurs into the campus, on the podium, for teachers and graduates to teach entrepreneurial experience, related guidance. At the same time, we should combine the promotion of teachers' posts with the performance appraisal of “double creation” and mobilize the initiative and enthusiasm of teachers to carry out “double creation” education. Employment guidance extends from “phase enhancement” to “full guidance”. The employment guidance originally carried out only in the graduating class was extended to the full-scale career development education during the school year, that is, to carry out career development planning guidance in the first year of college, to help students understand the employment situation, to establish a sense of career planning, scientific academic planning, career planning and life planning. The second and third years of the university in the last semester to carry out vocational ability training, to help students to establish professional awareness, establish a reasonable knowledge structure, cultivate a scientific way of thinking, cultivate innovative entrepreneurial ability, and improve students' employment competitiveness and professional development ability. The third semester and fourth grade of the university to carry out employment guidance, to help students grasp the employment guidance and professional development law, establish a correct concept of employment, to achieve

reasonable employment and career smooth development, and ultimately towards career success, to achieve the value of life.

4.3 Speed Up the Construction of the “Double-Created” Training Base for College Graduates

“Double-created” training base can provide a practical platform for college graduates to carry out “double-creation” activities. Do a good job of “double-creation” training base construction, one to promote the “double creation” and market demand effective docking, while playing the role of the government's macro-control and policy guidance. All relevant departments should coordinate planning and collaboration so that national policies can be implemented in concrete and effective, so that the “double-creating” subjects can effectively enjoy the policy dividends. Second, we should adhere to the problem-oriented, advocate the pilot experiment, build a “double-creative” support platform. We should be good at finding problems, solving problems, starting with problems exposed in all walks of life and different fields, coordinate the strengths of different places, different departments and different fields, dare to explore, boldly innovate, dare to break the backward employment model and system, and walk out of a road that is in line with china's current reality to promote the “double creation” of college graduates. All regions should plan scientifically, constantly explore the new “double creation” model, establish a variety of “double creation” demonstration base, improve the college graduates “double creation” service system.

4.4 Strengthen the Construction of the Mechanism and Construct a Full-Scale Participation Pattern.

Graduate employment entrepreneurship is the “lifeline” of colleges and universities, colleges and universities should adhere to the graduate employment rate and employment quality as leverage, from the strengthening of organizational leadership, expand employment capacity, broaden employment channels, optimize employment services and other aspects of continuous improvement of graduate employment work mechanism, strengthen contact and coordination among departments, actively introduce new ideas of enrollment, training, employment linkage reform, enrollment and employment as an important link in education and teaching work, guide the whole school staff to actively develop teachers, “Professional teachers collect employment information to provide more employment opportunities for graduates.

5. Conclusion

There are a series of problems about college graduates in the “double creation” process, such as the shortage of capital, lack of entrepreneurial experience, entrepreneurial quality and ability is not strong, the distribution of entrepreneurship and narrow industry. The state should further introduce policy measures to optimize the “double-creative” social environment. Colleges and universities should strengthen the construction of the “double-creative” teaching staff, improve the “double creation” education curriculum, enhance the complementary integration of traditional education and “double-creation” education, and build a “double-creative” training base, and so on, combine “double-creation” education with graduate training, and provide a steady stream of intellectual support for the construction of an innovative country.

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