

Research on the Strategy of Employment and Entrepreneurship Guidance in Institution of Higher Learning from the Perspective of Great Ideological and Political Education

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Abstract: With the increasing importance of ideology, some teachers of employment and entrepreneurship courses gradually integrate ideology into employment and entrepreneurship courses, and put forward the importance of college students' ideology and morality in entrepreneurship. This paper attempts to study the employment and entrepreneurship guidance strategy in institution of higher learning from the perspective of big ideology, which plays an important role in cultivating college students' strong entrepreneurial skills, helping them form a correct employment concept and helping them effectively cope with employment pressure. Only by comprehensively helping students to make career plans or improve their entrepreneurial ability during their school years, can the employment pressure of students be alleviated on the basis of enhancing their comprehensive quality, help universities improve their employment rate and help society reduce some security risks.

1. Introduction

Young students are the emerging force in building a socialist modern country and promoting the great rejuvenation of the Chinese nation. To achieve the great goal, it is necessary for young students to strengthen their socialist ideals and beliefs and combine their personal struggle with the national ideal. This requires institution of higher learning to continuously strengthen the ideological and political education of young students. Some college students do not choose direct employment after graduation, nor do they plan to enter a higher school. Instead, they choose to travel, teach, accompany their parents at home or continue to start a business, which leads to the phenomenon of "slow employment". Active slow employment can bring more study and thinking time for college students. Faced with fierce social competition and social pressure of difficult employment, it often produces utilitarian deviation of employment concept, falls into the misunderstanding of the urgency of career choice, and breeds problems such as vague job orientation and weakening of moral concept[1].

As the importance of ideology work continues to strengthen, some teachers of employment and entrepreneurship courses gradually integrate ideology into employment and entrepreneurship courses, and put forward the importance of college students' ideology and morality in entrepreneurship and employment. The so-called big idea refers to the expansion of teaching space on the basis of adhering to traditional classroom education and teaching. It plays an important role in cultivating college students' strong entrepreneurial skills, helping them form a more correct view of employment and helping them effectively cope with the employment pressure[2]. Ideology education is the core content and fundamental guarantee of employment guidance education, while employment guidance is the carrier of ideology education. The two are integrated and cannot be separated.

As the leader of ideological and political education, counselors should effectively infiltrate ideological and political education while providing employment guidance to college students, guide students to establish correct employment concepts, cultivate students' corresponding job skills, and

make them stand out from the fierce job competition[3-4]. Emphasize the importance of classroom teaching; Second, “the ideological and political theory course should be strengthened in the process of improvement”, and the leading position of the ideology course in the ideological and political education of college students should be consolidated and strengthened[5]. Therefore, college employment guidance teachers should fully understand the current situation, improve the employment guidance of college students to the height and depth of ideological and political education, and effectively combine and supplement the big idea curriculum system and the big idea work system, so as to improve the level and effect of employment and entrepreneurship guidance.

2. Significance of Research on Employment and Entrepreneurship Guidance in Institution of Higher Learning from the Perspective of Great Ideological and Political Education

With the development of economy, the society's demand for talents is constantly improving, which requires talents not only to have professional basic knowledge, but also to have good moral quality, skilled practical operation ability, and the spirit of unity, mutual assistance and hard struggle. Great ideology education requires that the work of ideology should run through the whole process of school education, so should the work of employment and entrepreneurship in institution of higher learning from the perspective of Great ideology. ideology education should be integrated into employment and entrepreneurship education and the whole process of employment and entrepreneurship education should be implemented[6]. In the current environment, the society pays more and more attention to the comprehensive strength of talents. In the process of cultivating college students, institution of higher learning need to make innovative adjustments based on the development of the times and social needs, and need to change the talent training mode that only pays attention to students' professional quality. The reform of “Curriculum ideology” in the course of employment and entrepreneurship in institution of higher learning aims at strengthening the content of ideology education in the course of employment and entrepreneurship, achieving the goal of educating people in the whole process and highlighting the relationship between “main channel” and “microcirculation”.

Ideological and political education in college students' employment guidance is often a long-term, holistic and systematic process, which should be properly infiltrated and transmitted from the time when college students enter the school. The guidance of employment and entrepreneurship in institution of higher learning should not only guide students to master the employment situation, employment policy, job-seeking materials preparation, job-seeking etiquette and skills, decision-making types and methods, and entrepreneurship theory and practice[7-8]. Because the formation of educated people's thoughts is a long-term process, only by infiltrating employment guidance education into college students from the beginning can students take their time and cope with the job market.

3. Integration of Ideological and Political Education and Employment Guidance in Institution of Higher Learning

Although college employment guidance personnel can also clearly recognize the employment pressure of graduates and take employment measures. However, from the perspective of practical guidance work, the professionalism and pertinence are insufficient. Many employment guidance personnel have greater randomness for the career guidance work carried out by graduates, the system security mechanism is relatively backward, and there is a lack of standardized and systematic working methods and processes[9]. The problems of employment guidance education in institution of higher learning are shown in Figure 1.

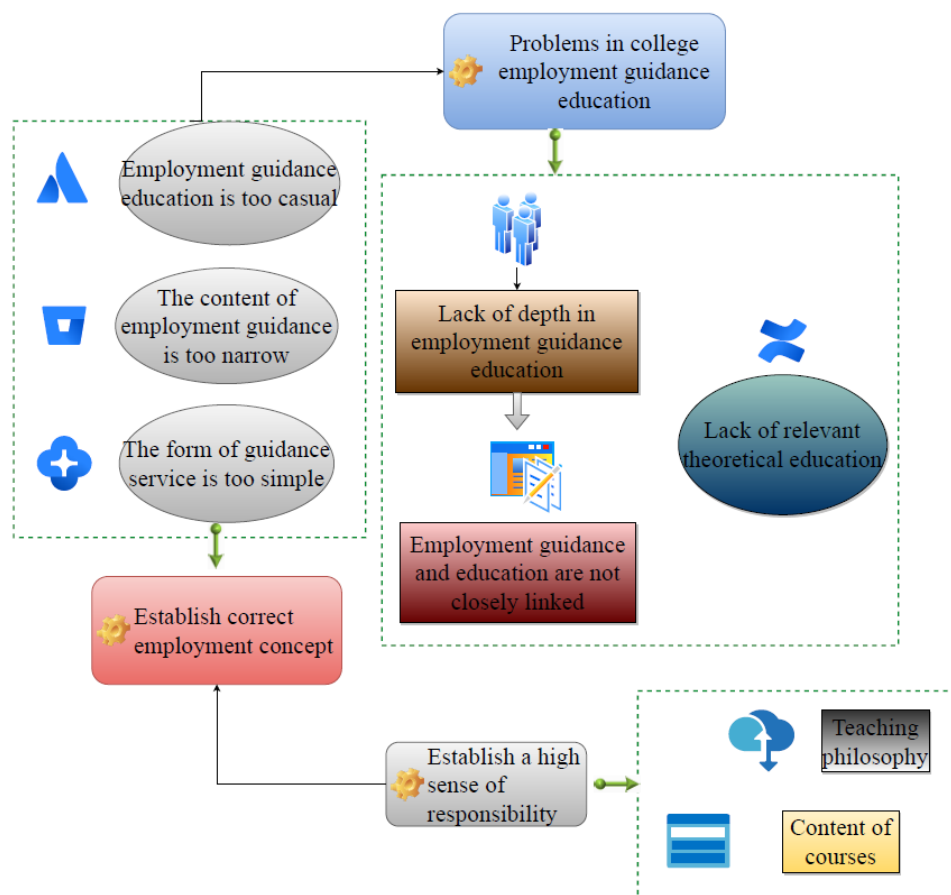


Fig.1 Problems in College Employment Guidance Education

At present, employment guidance is only limited to theoretical knowledge, such as job hunting skills, policies and regulations, and information collection. However, these contents are not comprehensive enough for graduates. What they lack is practical operation ability, innovation awareness and communication skills. Institution of higher learning have insufficient understanding of the guidance work, and their ideas are difficult to fit into the current background of the era of slow employment. Slow employment and guidance work in institution of higher learning have not received due attention, and teachers pay too much attention to imparting theoretical knowledge in the process of guidance work, which is limited by the traditional teaching mode, and the implementation of various work is mostly formalistic. In this context, innovative guidance work becomes more difficult[10].

In the process of college students' career development and employment and entrepreneurship guidance, value guidance is emphasized. Although ideology education can help these students establish confidence and face various employment pressures more ideally, in fact, employment is still a problem of concern to all parties. Therefore, institution of higher learning should promote employment guidance education, contact relevant units, and create more employment channels for students. Put the big idea throughout the career development and employment and entrepreneurship guidance for college students, give better play to the educational function of the career development and employment and entrepreneurship guidance course for college students, promote the formation of educational synergy, put the idea work through the whole process of employment and entrepreneurship education, select and cultivate young college students, enhance the effectiveness of education, and guide young students to employment and entrepreneurship.

4. Strategies of Integrating Ideological and Political Education into Employment and Entrepreneurship in Institution of Higher Learning

4.1 Integration of Ideological and Political Education into Employment Guidance Education

Under the concept of big idea, idea education is the responsibility of every school teacher, and so is employment and entrepreneurship work in the perspective of big idea. Employment and entrepreneurship education is not only the responsibility of employment and entrepreneurship teachers, but also the responsibility of every professional course teacher and educator. While teaching college students theoretical knowledge and practical skills, institution of higher learning also need to strengthen the employment and entrepreneurship guidance services for college students, so as to ensure that college students have a strong professional quality and form a strong sense of social responsibility and correct employment view, so as to relieve the employment pressure. The main guidance content also only stays in the aspect of transactional management, and has no obvious effect on improving the employment skills of graduates.

At present, China's social and economic development needs high-quality compound talents, and college graduates are valuable talents to meet the social requirements. Solving the employment problem of college graduates can not only stimulate the development of the economy, but also establish innovative thinking. Therefore, graduates tend to be at a loss when they enter the job search site, and they are prone to deviation in thinking and behavior, which is not conducive to their obtaining employment. Based on the above analysis, the effective strategies of college employment and entrepreneurship guidance work innovation are constructed from the perspective of college students' slow employment, as shown in Figure 2.

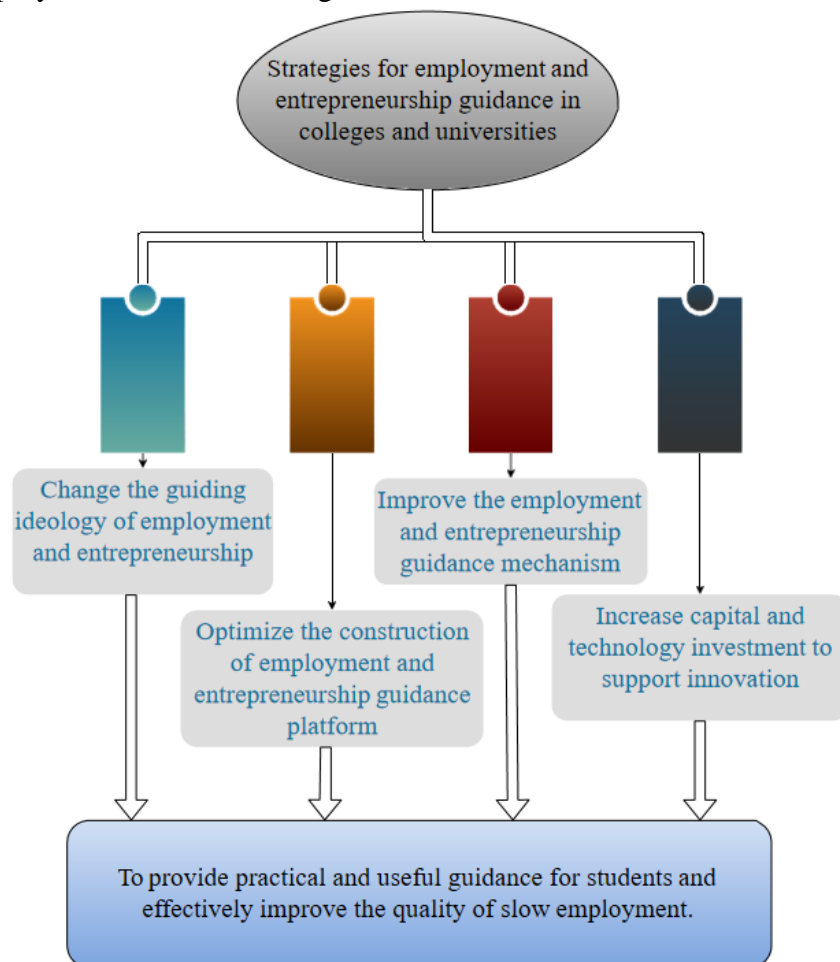


Fig.2 Employment and Entrepreneurship Guidance Strategies in Institution of Higher Learning

No matter the form of reform and the increase of content, the “main channel” should not be ignored at first, and then it is meaningful and purposeful to add the element of ideology, so as to activate the “microcirculation” in a real sense, realize the same direction from the theoretical requirements and practical operation levels, and jointly play the educational effect of ideology. Similarly, the same is true of employment and entrepreneurship education, which also needs to run through the whole process of young students' study at school. It should not simply focus on

graduation, but subtly instill the awareness of employment and entrepreneurship into students through professional education on weekdays. Let college students learn to cooperate collectively, develop a sense of teamwork, and always maintain a positive, stable and healthy attitude towards employment and entrepreneurship. For any work, put dedication and heart first, actively cooperate with a responsible, positive and confident working attitude, and face challenges.

4.2 Employment Guidance and Ideological and Political Education

Today's society is in the stage of rapid economic development, with the blowout development of network, We-media, live broadcast and other platforms. Young students are an important part of Internet users, and the Internet is an important source of information for them. Therefore, the starting point of the reform of “curriculum ideology” is not to weaken the classroom education of ideological and political education courses, but to integrate the concept elements, concepts and models into various courses on the basis of strengthening the concept education. institution of higher learning should deepen the cooperation between schools and enterprises, improve the guidance mechanism with the help of local enterprises' funds and technology, and smoothly promote the guidance work. In view of the strong practicality and space-time field requirements of employment and entrepreneurship guidance, institution of higher learning should more closely contact with enterprises, give full play to the advantages of enterprises in employment and entrepreneurship experience, and introduce excellent employees of enterprises to provide guidance. institution of higher learning take moral education as the basis of cultivating talents and the purpose of innovation and entrepreneurship education. They will carry out the idea education throughout the innovation and entrepreneurship work.

Most of the work focuses on the tracking of students' employment status, the dissemination of employment policies, and the collection and release of employment information, while a few focus on improving students' employability. Therefore, employment guidance has not really achieved its due effect. The innovation guidance work in institution of higher learning is an important measure to effectively alleviate the employment pressure of students. For young students, growth and talent is the most desired goal in their 20-year growth career. Driven by growth and talent, young students should continue to converge to correct and noble values, and improve their own will quality and ability quality. Only by comprehensively helping students to make career planning or improve their entrepreneurial ability during school, can we relieve students' employment pressure on the basis of improving students' comprehensive quality, help institution of higher learning improve employment rate, and help the society reduce some potential safety hazards.

5. Conclusions

College students' employment and entrepreneurship guidance are related to students' future, school development and social stability. How to include ideological and political education in the whole process of employment and entrepreneurship guidance is an important topic for the connotative development of institution of higher learning. By building a “big ideology” pattern, the ideology work runs through the whole process of employment and entrepreneurship education, selecting and cultivating young college students well and enhancing the effectiveness of education. We should cultivate college students' subjective awareness of entrepreneurship and let them have the desire to start a business in practice. institution of higher learning should pay attention to the systematic innovation of guidance work, and promote innovation from the aspects of personnel arrangement, curriculum system and time and space selection, which will not only provide effective guidance for college students, but also provide effective help for students with slow employment, and improve the quality of slow employment in an all-round way. Similarly, for individual students with employment difficulties, comprehensive guidance and assistance are provided from resume making, recruitment information screening and interview skills to protect students' employment. The employment guidance in institution of higher learning in China started late. Although it has made great achievements, it also exposed many problems. Therefore, it is necessary to actively explore and innovate in the process of development. Subjectively and actively strengthen their own

hands-on operation ability, organization and coordination ability, psychological endurance, teamwork spirit and social adaptability, and enhance their comprehensive ability for entrepreneurship.

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