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Analyzing elements of the employment and entrepreneurship practice education of college students

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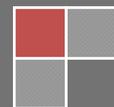
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ABSTRACT

Employment and entrepreneurship education of college students is always inseparable from the support of practice of education. Practice education is an important component in the systematic analysis of employment and entrepreneurship practice education. It is the basis of the construction of the system of employment and entrepreneurship education of college students. Elements of the system of employment and entrepreneurship education of college students mainly refer to the students, teachers, carrier, and environment and so on. Among them, the students and teachers are main elements. Carrier is a method of the realization of education and the environment is the most important external factor in the process. These elements are independent from each other, but also connected. They together constitute the employment and entrepreneurship practice education system. To achieve an ideal employment and entrepreneurship practice of education, we must attach great importance to these factors. We can't ignore any of the elements.

KEYWORDS

College students; Employment and entrepreneurship; Elements; Practice education.



INTRODUCTION

At present, the number annual graduates increases year by year and employment and entrepreneurship have become one of the main focuses of the country. China's employment and entrepreneurship practice education system for college students has done a lot of research and practice, and has made some achievements and accumulated experience. This provides college students with a platform to have a career planning through competition, and entrepreneurship program contests. For example, we have "Challenge Cup" Competition, and the School of Science and Technology Competition. This paper mainly analyzes the elements which constitute employment and entrepreneurship practice education system for college students, and also the relationship between the elements (see Figure 1).

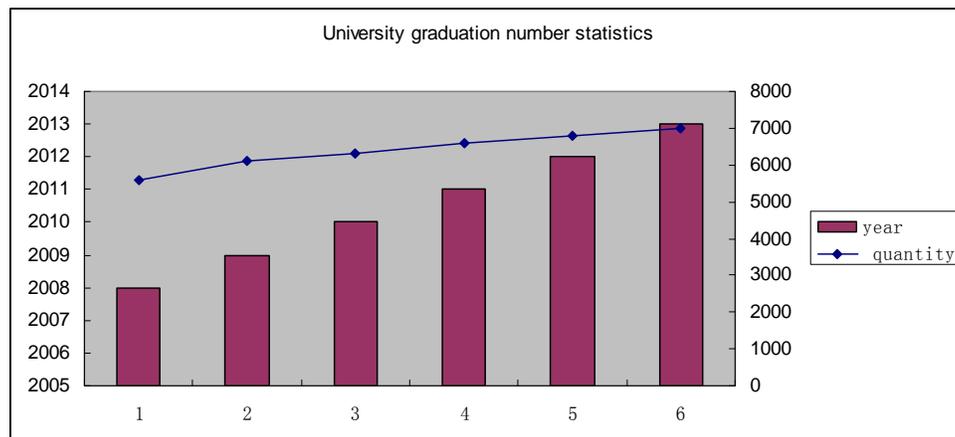


Figure 1 : China's university graduates between 2008-2013

THE MAIN ELEMENTS OF COLLEGE STUDENTS EMPLOYMENT AND ENTREPRENEURSHIP PRACTICE EDUCATION

Practice education is the key to the success of employment and entrepreneurship education of college students. Analyzing the relation among the elements of the employment and entrepreneurship practice education is the basis of the construction of the system of employment and entrepreneurship education of college students. According to the college students' employment and entrepreneurship practice education system, we can tell that students, teachers, carrier and the environment are key elements. Among them, the carrier and the environment will be discussed respectively, because of employment and entrepreneurship practice education system is a complex system, involving all aspects of society. These two elements play a vital role in this process.

Students

College students' thought is usually in active period when they are in employment and entrepreneurship. In attempt to achieve the purpose of entrepreneurship, you should have some professional knowledge, practical experience and the psychological quality in higher practice of formal education. In employment and entrepreneurship practice education, students are the main elements. All the students who accept this education can be divided into three types. There are enrolled students, students of entrepreneurial intentions, and students who have certain professional background and professional advantage.

Student body: this type of students mainly refers to full - time ordinary institutions of higher learning's college students. (Including junior college students, undergraduates, and graduates), which

also includes students of professional background and entrepreneurial intentions. Because enrolled college students' age, knowledge, professionalism, and the entrepreneurship need are different, in learning to start employment and entrepreneurship practice education activities, we should not only consider the need of most students but also should consider the need of employment and entrepreneurship skills outside. That's why we should also start a school-based second classroom for learning practice in order to guarantee all the students can get the chance of employment and entrepreneurship practice education opportunities and learning. Through the practice education platform, we should try to stimulate students' employment and entrepreneurship intention, cultivate and improve the ability of students' employment and entrepreneurship.

Students of entrepreneurial intentions: Taking part entrepreneurship practice activities is very important to Students of professional value orientation in the future. Taking the characteristics of the students with entrepreneurial intentions as the standards for construction of practice education, it is good to hold practice education activities with different levels and periods. Based on a survey towards 1600 enrolled college students in Henan Province, we get the results in the following chart (see Figure 2).

college student's attitude towards entrepreneurship

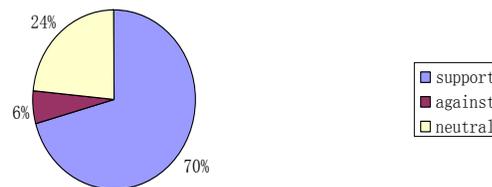


Figure 2 : College students' attitude towards entrepreneurship

According to the chart, we can see that most of the students have entrepreneur intentions. As for these students, schools are responsible for the provision of good environment for practice education. While carrying out the practice education, schools should pay special attention to practical utility, openness, and systematic ness, guiding students to actively take part in the activities and get to know more about entrepreneur ship and the real situation of the current market. Therefore, students can know well about criteria, conditions and requirements of the relevant policies, sites, projects and regulations.

Students with professional backgrounds and advantages: These students mainly refer to the students of school of business and management. Students who learn about business and economics often present a professional and systematic education results. After graduation, the possibility of entrepreneurship and success is higher for this kind of students. Our country pays more attention to the education mode for such students. Because of their professional characteristics, entrepreneurship has a great interest in these students. Their major and keen insight of the market itself is their advantage, combined with the practice education. It can increase the success rate of entrepreneurship. In order to improve the success rate of entrepreneurship, we should encourage students to have more practical training. Below is the chart which shows students entrepreneur performance in different fields in recent years (see TABLE 1).

TABLE 1: Student's entrepreneur performance

The IT software industry	18%
Culture of entrepreneurship	17%
, The electronic commerce	22%

Online game industry	22%
The retail industry	21%

Teachers

In employment and entrepreneurship practice education activities, teachers are those who make contribution to employment and entrepreneurship practice education and who can guide students to realize entrepreneur intention. They can be divided into professional teachers and part-time teachers.

Professional teachers: professional teachers are the teaching staff of practice education, including teachers who guide career practice, the teachers of career center, teachers of business school or management school and teachers of entrepreneur center.

These full-time teacher's main task is to: one is to understand and clear itself in practice education the status and role, know oneself among them, the tasks and responsibilities between according to its own characteristics, features of teaching and the corresponding employment and entrepreneurship guidance; the other is to explore the characteristics and potential of each student, for students to improve the appropriate practice education. The professional teacher, not only has a strong learning, but also has in-depth enterprise and entrepreneurship experience.

Part-time teachers: employment and entrepreneurship practice education requires knowledge and skills of all levels. For the success of practice education, schools should combine imports with exports. What these teachers to student's education is not only professional theory and skills, more is in the employment and selection and problems of entrepreneurship, to provide consultation and teaching experience. Analysis of the actual situation of our country, part - time teachers can be relevant experts in the field of employment and entrepreneurship, business people, and government regulators. Under the cooperation of professional and college teachers, they can help students in employment and entrepreneurship.

Carrier

In practice education, carrier plays an important role of teaching. It serves as a bridge or a bond between the educator and the people who are educated. It is the comprehensive method of organization in practice education, which is irreplaceable. In education, carrier has different types. The carrier of employment and entrepreneurship practice education is inheritance and guidance. The main content of the education of employment and entrepreneurship is fully used by the educators of employment and entrepreneurship practice education, which has become a way of interaction between educators and the people who are educated. The carrier of practice education can be divided as activities, projects, organizations and platforms.

Activities: activities mainly refer to the practice education activities off campus. Its main form is the second class. The most representative domestic activities are: professional competitions, employment and entrepreneurship competitions, school cultural activities and social practice activities, etc.

Projects: in activities of college students' employment and entrepreneurship practice education, project organization is the most special one. Projects refer to the activities which are relatively independent and objective. Activities are the basis of projects, but are constituted by several tasks. Projects are still not very mature in China. Some mature projects in other countries can be divided as training projects and topic projects.

Organizations: state and local government, industry organization, college and student organization's team used their social resources to help college students with employment and entrepreneurship, in order to establish the "sharing" practice education platform. Organizations are the basis of college student's employment and entrepreneurship. It is primarily organized by local industry alliance, school organizations and students' spontaneous organizations.

Platforms: Platforms establish a wide range of employment and entrepreneurship practice education, which has the radiation effect of high level talent training hardware environment. Whether the school

training or practice off campus. Every step is full of employment and entrepreneurship practice education's fundamental characteristics and basic needs. On these platform carriers, students can not only get practical working experience, but also can improve communication skills between themselves and customers, team cooperation ability, and management ability. In terms of the practice of employment and entrepreneurship practice, carrier platform mainly contains the practice base, entrepreneurship practice base and the college student's entrepreneurship, etc.

Environment

Environment is very important to college students employment and entrepreneurship. Social environment, school environment and family environment together constitute the environment of college students employment and entrepreneurship practice education.

Social environment: college students employment and entrepreneurship must take all social factors into consideration, including economy, politics and culture. The smooth development of college students employment and entrepreneurship not only requires the support of state and enterprises' policies, but also requires the support from social public service system. All these good environments enable college students to fully devote themselves to employment and entrepreneurship.

School environment: college creates the campus environment based on the realization of college students employment and entrepreneurship practice education. College should base on its own situation, their own advantages, efforts to innovative culture atmosphere, the renewal education idea, the expanded education content, and the strengthening of faculty, etc. Therefore, they can actively guide college students in employment and entrepreneurship.

Family environment: the influence of family environment mainly comes from the parents' personality traits, family economic status and family structure, etc. Among them, the parents' attitude to employment and entrepreneurship plays a leading role in the family environment. If the parents support children's employment and entrepreneurship, then students will show a positive and active attitude to employment and entrepreneurship. On the contrary, students will have a depressed and negative state of mind to employment and entrepreneurship. Parents should change the traditional view of employment, and create a good family environment for students by encouraging the children to take part in various employment and entrepreneurship.

THE RELATIONSHIP AMONG ACTORS OF COLLEGE STUDENTS EMPLOYMENT AND ENTREPRENEURSHIP PRACTICE EDUCATION

The four elements of college student's employment and entrepreneurship practice education are independent from each other but are also closely connected. Through all kinds of practice education activities, the four elements combining together imposed great influence on employment and entrepreneurship.

Subject-effect between students and teachers

Employment and entrepreneurship practice education not only values the teachers' teaching level and quality, it pays more attention to the interaction and communication between teachers and students. From the point of view of students, employment and entrepreneurship of the task is to cultivate students to be social practice "backbone" of education. In order to achieve this goal, teachers must learn to understand the characteristics of students, respect the students, make great efforts to develop and stimulate students' initiative and creativity, cultivate the students' initiative thinking and critical spirit. From the point of view of teacher, the teachers mainly play the role of the "guide". Employment and entrepreneurship to their aptitude, develop students' potential, take the student as the center, give students freedom and create space, and guide the students to choose suitable activity form.

Society, School and family's connected effect

In the employment and entrepreneurship practice education, society, schools and families serve as the "catalyst". In order to promote effective education society, schools and families must have interactive effect. The family factors are the most basic influence on education environment. Parents want to give understanding and support to student's employment and entrepreneurship and help children establish employment and entrepreneurship. Schools should carry out rich and colorful employment and entrepreneurship practice education activities, to create full employment and entrepreneurship service system, a good cultural atmosphere, actively building social practice platform for students. In this way, they can help students to lay a solid foundation for the smooth employment and entrepreneurship in the future. Finally, the social environment is the concentrated reflection of school and family. In order to carry out college student's employment and entrepreneurship practice education smoothly, the government should give policy support. Enterprises and colleges should establish a long-term cooperation, providing a platform and opportunities for students, as well as to build strong hardware support facilities and a good environment.

Activities, projects, organizations and platforms' promotion effect

Activities and projects are the central contents of practice education. Activities: we can have employment and entrepreneurship education activities on campus to train the students' practical ability and to exert the effect of education; Projects: It refers to the realization of practice education by projects. Through projects, students are expected to learn and obtain the corresponding knowledge and skills in integrated environment; Organizations: it refers to the best condition created with the advantages of itself, the collection of various forces and the social resources for college students employment and entrepreneurship; Finally, platform is the practice of education which can improve the students' vocational adaptability to society and the professional quality of the students. It enables the student to apply knowledge and skills in the simulation of the overall market experience, greatly reducing the risk of employment and entrepreneurship.

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