

## Research on the Service System Model of College Students' Entrepreneurship and Employment

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### Abstract

### Review Article

The current severe employment situation has put forward a severe test to the employment of college graduates. To ensure employment is to ensure people's livelihood, stability and development. It is a basic work for colleges and universities. The traditional guidance mode of College Students' employment and entrepreneurship is that the government guides college students' employment and entrepreneurship through various policy measures, colleges and universities cultivate the ability of College Students' employment and entrepreneurship through the implementation of various specific measures, and the society supports college students' employment and entrepreneurship through various preferential policies. There are many problems in this mode, including the disconnection between the guidance of employment and entrepreneurship policies and the specific implementation, the imperfect education system of employment and entrepreneurship guidance for college students, the imperfect security system of employment and entrepreneurship guidance for college students, and the lack of necessary theoretical research on employment and entrepreneurship guidance for College students, which requires us to constantly improve the education system and the security system, To strengthen the theoretical research, this paper mainly analyzes the current situation of employment of contemporary college students, guides them to innovate and start a business, plays the role of platform and base education, strengthens employment services, and explores a mode and path for contemporary college students to improve the quantity and quality of entrepreneurship and employment.

**Keywords:** Employment and Entrepreneurship, Guidance mode, Service system.

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## INTRODUCTION

In recent years, the employment pressure of college graduates continues to increase. According to the data released by the Ministry of human resources and social security, in 2020, the total number of college graduates reached 8.74 million, and the employment difficulties of college students are still continuing. In addition, affected by the slowdown of China's economic development and the continuous downturn of the world economy, the situation of employment difficulties of college graduates is further increased. In the face of this situation, colleges and universities have also established their own employment and entrepreneurship guidance model to improve the competitiveness of their graduates in the employment market. However, these models are not perfect, there are still many problems, and they are still in a stage that needs to be improved. "Employment is the biggest livelihood project". In the face of severe employment situation, how to promote the entrepreneurship and employment of college students is the primary issue.

### 1. The government guides college students' employment and entrepreneurship through various policy measures

As we all know, in our country, the government plays an important role in macro-control of social economy and resources, so as to realize the optimal allocation of resources. College graduates belong to the important human resources of the society, which also need the policy guidance of the government to achieve the reasonable allocation of human resources in the society. The guidance of the government level can be classified according to different classification principles. At present, most of them are divided according to two principles: the main body of policy-making and the nature of policy. The main body of policy-making can be divided into local level policy guidance at the national level, including the State Council, the Ministry of education, the Ministry of human resources and social security. They guide the employment and Entrepreneurship of college students nationwide by issuing policy documents according to the development situation of the country and the graduates of that year. The local level mainly refers to

the guidance of the provincial education departments and the municipal education bureaus at the local level according to the actual economic and employment conditions of the province.

At present, the central and local governments attach the most importance to the stability of employment, which is also the first of the "six stability". At the same time, we should encourage flexible employment through multiple channels and support some measures to stabilize and expand employment, such as returning to the countryside for entrepreneurship and employment. At present, the epidemic is spreading all over the world, which has seriously impacted the world economy and brought greater uncertainty to China's economy. With the increasing downward pressure on the economy, stable employment has become the top priority. However, to stabilize employment, we must rely on a comprehensive combination of fiscal policy and monetary policy.

## **2. Through the implementation of various specific measures, colleges and universities cultivate the ability of College Students' employment and Entrepreneurship.**

First, college graduates offer employment and entrepreneurship courses, establish various organizations related to employment and entrepreneurship, and organize relevant competitions. On the one hand, they teach students employment and entrepreneurship theory, and on the other hand, they provide students with some platforms to apply the knowledge they have learned to practice. Second, set up the employment and entrepreneurship guidance center and network guidance platform to guide and answer the employment and entrepreneurship related issues of the graduates of the school. Third, establish an entrepreneurial park to provide a real entrepreneurial practice platform for college students' innovation and entrepreneurship. Fourth, vigorously promote school enterprise cooperation, actively organize school students to participate in all kinds of competitions related to employment and entrepreneurship and carry out enterprise practice, so that students can contact the real working environment and jobs, and adapt to social employment in advance. Fifthly, the innovative ability of college students is cultivated by using the advantages of high efficient and advanced scientific research instruments and experimental equipment as well as high-quality tutors.

## **3. The society supports the employment and Entrepreneurship of college students through various preferential policies**

Society is the final place to absorb college graduates, and it contains a wide range of subjects. For example, the support for college graduates' entrepreneurship will be comprehensively applied to a variety of subjects, including tax relief and preference of the tax department, guaranteed loans of the banking

system for college students' entrepreneurship, entrepreneurial subsidies of the human resources and social sectors and rental subsidies of the business place. In addition, there are also government level subsidies. The policy of employment support to encourage small and medium-sized enterprises to absorb new college graduates and preferential loan to small and medium-sized enterprises to absorb new graduates. In addition, some kinds of training institutions, whose main business items are employment and entrepreneurship guidance education, undertake the training of the qualification of employment and entrepreneurship teachers for colleges and universities and the training of high-quality talents with the ability of employment and entrepreneurship for the society. From the social point of view, the total expenditure is to conform to the national employment and entrepreneurship policy, straighten out the supply and demand relationship between colleges and society, and provide a broader social environment for college graduates to work and entrepreneurship.

## **4. "Internet plus" innovative mode of entrepreneurship and employment for college students.**

Under the background of "Internet plus", in order to promote the employment and Entrepreneurship of university students, universities should attach importance to the management and education of occupation career planning, and innovate the career employment entrepreneurship integration guidance mode, so as to promote the employment guidance work in universities. It is the so-called "people who are not ready to start their own business are just empty in the end". At present, college students' entrepreneurship has a high failure rate. Therefore, college students' Entrepreneurship needs comprehensive training of all kinds of skills before entrepreneurship, and needs career guidance services in entrepreneurship. In the process of College Students' entrepreneurship, providing appropriate career guidance services will help college students to clear their own characteristics, clear the goal of entrepreneurship, overcome the obstacles encountered in the process of entrepreneurship, timely adjust themselves to the changes on the road of entrepreneurship, and succeed in entrepreneurship. At the same time, entrepreneurship is the source of employment. It has become an important mission for higher education to strengthen the construction and evaluation of students' innovation and entrepreneurship work system, and promote employment by entrepreneurship. Based on this, it is very important and urgent for colleges and universities to implement and apply the integrated counseling mode of "career employment entrepreneurship".

The new models and new formats represented by the Internet platform show strong resilience and development potential during the epidemic prevention and control period. In the stage of overall planning for

epidemic prevention and control and recovery of economic and social development, we should vigorously support the development of platform enterprises, support new forms of employment to expand the scale of employment, and play its role in stabilizing employment. To provide the innovative mode and method of College Students' employment service based on Internet. The use of Internet plus means will provide better employment opportunities for college students and establish an efficient career guidance and service mechanism.

## CONCLUSION

College students have great potential for entrepreneurship and employment. Through the edification of entrepreneurship and employment education, they can awaken and stimulate their entrepreneurship awareness and enthusiasm. The government, enterprises and colleges and universities should actively promote the entrepreneurial culture, create a good entrepreneurial cultural atmosphere, and form an invisible cultural atmosphere that is proud of entrepreneurship, transmit entrepreneurial and employment information to college students, and encourage them to strive. Entrepreneurship and employment is a major project, not one or two things, but many things, need the government, enterprises and schools to work together to help college students grow.

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(SJGZ20180044), Heilongjiang Provincial Department of Education, 2018. ” We hope this new version of article will meet the requirement for publication.

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