

Career Planning and Entrepreneurship Education for College Students

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Keywords: College Students, Career Planning, Entrepreneurship Education, Research

Abstract: With the progress of social civilization, the cause of education has gradually been rapidly developed, and college students have gradually become a pilot in the new era. But because the current social economy has been unprecedented development and progress, so the social demand for talent is becoming higher and higher, college students will also face a variety of employment pressure. In order to change the present situation, this paper will focus on the "career planning and entrepreneurship education research of college students ", aiming to improve the comprehensive ability of college students and bloom the wonderful life.

1. The Importance of College Students' Career Planning and Entrepreneurship Education

In today's society, college students have occupied the main area of the reserve army in the new era with their own advantages. However, the most needed society is to join the new forces in order to achieve a faster pace of development, so college students have become the main choice of all sectors of society. But there are also contradictions between the two, college students are really in line with the needs of the society, and whether the social platform can really become a great place for college students. Therefore, let college students learn career planning and entrepreneurial knowledge has become a new choice for more colleges and universities.



Figure 1 Career of university students

(1) Enriching the way for college students to obtain employment

In fact, college students are in a critical period of life, at this time, college students are about to go out of the campus, out of the comfort zone, into the society, to achieve the cost of life. However, for most college students, this leap is not simple, because the competition between college students themselves, the severe employment situation and other problems, have contributed to the "difficult employment" this big problem. Gradually, more and more college students lose their fighting spirit, go to the downturn, but also be oppressed by the heavy pressure of employment. In order to change this situation, college students must understand the importance of career planning and entrepreneurship, because entrepreneurship can make students change the original way of employment, and no longer just find a fixed position suitable for themselves in society. but turn passivity into initiative and actively integrate into the development of society [1]. In this best times, college students should try to seize all kinds of opportunities, strive to show themselves, realize themselves, and provide employment for themselves through their own efforts. In the longer term,

college students can also start a business for their own students to provide employment opportunities. In this way, it fundamentally enriches the employment path of college students and alleviates the social problem of "difficult employment" today. Therefore, college students' entrepreneurship can not only realize their own value, but also contribute to the development of society [2].



Figure 2 Rich wine industry environment

(2) Promote the improvement of college students' multi-faceted abilities

When students learn the relevant knowledge of career planning and entrepreneurship, they can improve their own abilities and make sufficient standards for college students to better enter the society. In the process of learning and starting a business, college students can clearly recognize the current social situation, make clear the direction for their own future employment, and improve their understanding of employment. College students will also recognize their own shortcomings in this stage of study, so as to change their own state and better achieve the goal of employment. In a word, these make college students have a full understanding of themselves and improve their self-awareness and self-management ability. At the same time, when college students are in the process of starting a business, they will also realize the development of brain resources to a greater extent, cultivate innovation consciousness, innovation has become one of the most powerful competitive advantages in today's society, therefore, it is necessary to cultivate college students' innovation ability, and college students can effectively improve their innovation ability in the process of starting a business [3]. In addition, college students can also improve their own organizational leadership in the entrepreneurial stage, college students first need to have an overall planning ability for their own entrepreneurial plans, and then have a keen insight into the ability, different roles should be competent for what kind of position. For a long time, the organizational leadership of college students has been effectively mentioned. To sum up, entrepreneurship can really promote the improvement of college students' ability in many aspects.

2. How to Cultivate College Students' Career Planning Consciousness and Entrepreneurship Literacy

(1) Improving the psychological quality of college students

College students in the process of career planning and entrepreneurship, first of all, must have a high enough psychological element. Good psychological quality is the key for college students to realize career planning and entrepreneurship, because college students are certainly not smooth sailing in the process of starting a business, they will certainly encounter all kinds of problems, but these are the only way for college students to go to success. Therefore, it is also necessary for college students to have a good psychological quality. Psychological quality is a basic psychological characteristic of human beings, it can bring comfort and fight to people. As the leader of the new era, the psychological quality of college students is particularly important. Most of today's college students are the beneficiaries of reform and opening up, the improvement of quality of life, the improvement of infrastructure, may make college students without the spirit of hard work, nor the more frustrated the more brave [4]. Therefore, it is urgent to cultivate students'

psychological quality when most students lack good psychological quality.

For example, colleges and universities can provide college students with relevant courses in career planning and entrepreneurship education. Teachers should innovate the concept of education according to all kinds of social change environment, but also let college students understand that although the current environment of entrepreneurship is so cruel, but still want to keep the initial beginning. So that college students have a strong psychological quality, adhere to, brave, decisive and so on. Starting from the psychological education of college students, we should cultivate students not afraid of failure, dare to practice the consciousness of innovation, improve the ability to bear all kinds of pressure, do a good job of psychological counseling activities for students, and make sufficient preparations for college students to realize entrepreneurship.



Figure 3 Employment literacy of university students

Create a good career planning and entrepreneurial atmosphere

Secondly, a good entrepreneurial atmosphere can also bring college students a stronger sense of entrepreneurship. The examples of entrepreneurship around college students can have a subtle impact on college students, and college students can learn entrepreneurial ideas from the entrepreneurship around them, learn from entrepreneurial experience, experience entrepreneurial achievements and so on. In fact, many colleges and universities can bring a different feeling to the college students who live in the campus, these college students may experience the significance and strength of entrepreneurship from the entrepreneurial shops of teachers and sisters. These entrepreneurial cases in the street have a new concept of entrepreneurship, the new model of entrepreneurship, may touch the deep heart of college students. Therefore, a good entrepreneurial atmosphere is the driving force for college students to achieve entrepreneurship.

For example, you can also invite some famous entrepreneurs to give lectures. Successful entrepreneurs are real, and these successful people can share their own entrepreneurial experience with every college student to make them realize the feasibility of starting a business. Entrepreneurship is not out of reach, entrepreneurship is not timid, entrepreneurship is an effective way to achieve self-worth, entrepreneurship is also "created" out, do not retreat because of nothing. These successful people's entrepreneurial experience can make college students full of entrepreneurial passion, realize that entrepreneurship is a certain advantage, bravely step out of the first place to start a business. At the same time also teach college students some entrepreneurial experience, do not make useless efforts, do not use brute force but learn to use skillful. Let college students effectively avoid some failures, calmly and calmly combine experience and innovation better to achieve their own future planning goals.

(3) To encourage college students to take an active part in career planning and entrepreneurial activities

The last, but also the most important, point is to practice the true knowledge, which is always the same way. Therefore, college students in the classroom, life to learn knowledge if not applied to practice, it is still only some empty theoretical knowledge. Therefore, college students must try to go out of the classroom, the courage to practice, to see if they can survive in society. In fact, many college students can not achieve employment well because practice is not enough, unwilling to try, just want to succeed in one fell swoop, do not want to start from the grass roots, and some colleges and universities do not realize the importance of practice, its propaganda is not strong. Therefore, in

order to avoid more college students such a situation, students must be encouraged to carry out practical work. These practical activities can enable college students to learn some life perception and employment perception, and have a positive effect on students' future employment.

For example, college students can find a job during each holiday period to experience the real employment life, in the process, college students can personally experience what is more suitable for their own career, because sometimes the best is not suitable for themselves. And these real employment perception can also allow college students to make a set of detailed professional rules according to their own situation. In addition, some college students who want to start a business can also try between holidays, some schools will also set up a college students start a business incubator center to provide some funds and venues to support college students to start a business, and college students will also experience the fun and hardships of starting a business in the process, which is of great benefit to students in the future employment. Therefore, it is very necessary to encourage college students to actively participate in various employment entrepreneurship practice activities.

3. Conclusion

To sum up, under the development trend of today's society, the career planning and entrepreneurial education activities of college students are the general trend. Only by trying to acquire all kinds of relevant knowledge and experience, improve psychological quality, feel the employment environment, participate in employment activities and so on, can college students reduce the elimination of society. In this way, college students can also realize the leap from campus to society, find their own position in social life, realize the value of life, and contribute their own strength to the society.

Acknowledgements

The National Social Science Fund Project of 2018 "A study on the formation mechanism of capital melting and its Chinese theoretical field" (16CZX003).

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