

Research on Employment-Oriented Talent Supply-side Reform and Improvement of College Students' Entrepreneurial Employment Ability

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Keywords: Employment orientation, Talent supply side reform, College students' employability

Abstract: At present, many college students' comprehensive literacy and employment ability can not keep up with the pace of the development of the times, and there are many difficulties in the independent employment and Entrepreneurship of college students, and the “supply side” reform can effectively promote the employment and entrepreneurship ability of college students. With the continuous expansion of the enrollment scale of colleges and universities in our country, higher education in our country has entered the late stage of popularization, close to the stage of popularization, resulting in the employment situation of college graduates is becoming more and more severe and complex. Therefore, we should learn from the experience of developed countries in the cultivation of College Students' employment and entrepreneurship ability, improve the institutional environment for the cultivation of College Students' employment and entrepreneurship ability, and establish the evening system on the basis of learning from foreign advanced education models. The focus of supply side structural reform is to optimize the allocation of labor force, improve human capital, and the core is to improve quality through innovation. College students are an important part of the national human resources, and they are a new force in implementing the national innovation-driven strategy. Based on the current situation of college students' employment and entrepreneurship, this article puts forward specific strategies and suggestions on how to improve college students' employment and entrepreneurship under the guidance of supply-side thinking during the development of the new normal economy.

1. Introduction

Supply and demand are two basic factors of economic activities. Demand usually refers to the troika of economic growth, including consumption, investment and export; supply mainly refers to the coordination of production factors such as resources (land), capital, labor (entrepreneurial talent) and technology [1]. Supply and demand are mutually conditional. The demand without supply and the supply without demand will lead to inflation or overcapacity. The supply side is the new normal economic development process in the new era. Compared with the new development strategies and ideas put forward by the demand side, it emphasizes the optimization of resource allocation and the driving and leading role of innovation capacity in the economic development process [2]. As an important training base of human capital and an important part of human resources, in recent years, with the continuous expansion of the enrollment scale of colleges and universities in China, China's higher education has entered the late stage of popularization, close to the stage of popularization, resulting in more and more severe and complex employment situation for college graduates [3]. It is reported that in 2018, the number of college graduates nationwide reached 8.2 million, a record high, once again creating the “most difficult employment season in history”. There are many reasons for this situation, the main reason is that the knowledge, ability and quality structure of college students are unreasonable, and their employment ability is poor [4]. Therefore, it is of great practical significance and time value to study the employability of contemporary college students and its promotion path. However, the “supply-side” reform requires policy guidance, regulatory constraints and the provision of public services [5]. The government guides corporate behavior through fiscal tax relief, such as levying environmental pollution taxes, reducing corporate and personal income taxes, stripping production factors out of backward and surplus industries, and increasing the total

supply of production factors; regulating market behavior through regulation To resolve market failures, weaken the government 's supervision of the labor market, and return labor to the market; the government needs to provide public services to solve things that enterprises cannot do, provide public service guarantees for the rational allocation of production factors, and provide enterprises with Decision support [6].

2. Correlation between Supply-side Reform and the Cultivation of College Students' Employment and Entrepreneurship

2.1 Problems with Supply-side Reform

Problems in the reform of “demand side” in Colleges and universities. First of all, the education structure is out of balance, the polarization of colleges and universities is particularly serious, a few key universities occupy most of the resources, this kind of resource-oriented university construction leads to the development of most universities towards research-oriented universities, which have the same professional setting and can not adapt to the development of economic society. Secondly, the traditional “demand side” reform makes colleges and universities one-sided pursuit of large and comprehensive scale and subject categories, and many higher vocational colleges are proud to step into the University of ten thousand people. Labor, land, capital and innovation are the core elements of the supply side. Optimizing the allocation of human resources and enhancing the requirements of innovation ability are not only the driving force of economic development, but also a good opportunity for colleges and universities to cultivate innovative talents and enhance the ability of employment and entrepreneurship [7]. In the process of the new normal economic development, with the deepening of higher education reform, the society and families attach more and more importance to higher education, and the enrollment scale of college students is also constantly expanding, bringing great opportunities to the development of college students. At the same time, the practice also presents the “supply side” reform requirements of “difficult employment” colleges and universities. At present, some colleges and universities have seriously exceeded the standards for running schools, but the relevant education departments are still increasing the supply of funds, teachers and teaching facilities and equipment, but the input cannot be effectively monitored and there is no corresponding evaluation mechanism for the input effect [8].

2.2 An Analysis of College Students' Difficulties in Self-Employment and Employment

First of all, college students lack capital and corresponding social capital for entrepreneurship, and their ability to resist risks is poor. On the one hand, it is difficult to obtain bank credit support; on the other hand, there is a lack of sufficient responsibility for venture capital. Secondly, undergraduates have insufficient entrepreneurial knowledge and experience. Schools rarely offer entrepreneurial courses or entrepreneurship training lectures. Most college students do not have any entrepreneurial knowledge and experience, so they choose a traditional industry with less risk when choosing to start a business. College students' employment consciousness is the sum of their psychological components such as the knowledge, evaluation, emotions, and attitudes towards employment in their own studies and lives. Many college students lack clear target judgments for their studies, their professional development and employment direction are confused, there is no clear career plan during college, and they lack a correct understanding of the severe employment situation and the increasingly competitive talent market. In addition, in the context of supply side reform, China's industrial upgrading speed is accelerated, new technology, new ideas are applied more quickly, and the teaching of colleges and universities is relatively backward, so it shows the obvious separation of “learning” and “using”, leading to the poor adaptability of college students to the workplace after graduation. Because of the lack of employment ability, college students' macro grasp of the talent and employment market in China is not high, their cognition is not in place, there is a general dislocation and lack of employment behavior, and there is a huge contrast between expectation and reality. We should also analyze the measures to guide and stimulate college students' reasonable demand for employment education. 1000 questionnaires were issued, 900

questionnaires were collected, 980 effective questionnaires were issued, the recovery rate was 99%, and the effective rate was 98.9%. As shown in Table 1:

Table 1 Measures to Guide and Stimulate College Students' Reasonable Demand for Employment Education

option	Subtotal	Proportion
Establish information collection mechanism	687	70%
Strengthen practical teaching	895	86.21%
Pay attention to the role of the third classroom formed by the Internet	822	83.45%
Establish feedback mechanism of practical evaluation	756	75.48%
Establish and improve the reward and punishment mechanism	611	61.97%

3. Countermeasures to Improve the Innovation and Entrepreneurship Ability of College Students in the Context of Supply side

3.1 Carry out the Education of Employment Concept and Change the Concept of Employment

In the implementation of education, the subject of education should play a role through the object. Only when the subjective initiative of the object is fully released, can the effect of education be fully reflected. Through effective ideological guidance and method guidance, colleges and universities should cultivate students' good habits and positive attitude towards learning and life. Supply side structural reform will promote the proportion of the third industry, especially the service industry, to rise substantially. Colleges and universities must combine the transformation of economic structure and the current social development trend, and firmly establish ideological and political education based on the core values of socialism. Classroom education, alumni forums, lecture halls and other forms of transformation should be used to transform colleges and universities into economic structures In accordance with the current social development trends, we should educate our values and outlook on life, so that they can correct their employment attitudes and make rational and pragmatic career choices.

3.2 Strengthen the Reform and Supply of Personnel Training Mode to Enhance the Adaptability and Professionalism of Personnel Training.

One is to increase the reform of the professional structure of colleges and universities, so that the professional setting and construction can keep pace with the social development or have a certain degree of advance. The second is to actively carry out curriculum teaching reform, so that the curriculum system construction is closely oriented around social needs. First of all, the development of employability is embedded in the teaching of professional courses to expand the learning path of diversified employability. Achieve systematic integration of professional education, general education and vocational education. Colleges and universities should take the development and promotion of employability as the goal orientation, improve and adjust the personnel training programs in order to meet the needs of the society, and systematically construct the curriculum teaching system, practical training and innovative entrepreneurship training platform. During the construction and implementation of the curriculum system, professional accomplishment and work skills are embedded in the curriculum. Secondly, interdisciplinary course should be set up vigorously to enhance the ability of interdisciplinary knowledge integration. Colleges and universities should attach great importance to employment guidance for graduates, include college students' career planning education in their teaching plans, improve employment information platforms, provide timely and effective employment policy promotion and career guidance, and improve the effectiveness of employment guidance. Improving the faculty of the employment guidance team, establishing a further education guarantee mechanism to guide teachers' teaching,

strengthening the training of counselors, so that they can obtain vocational guidance qualification certificates, and can pass relevant policies and forms of employment to students to meet the diversity of students Demand. Open the laboratory to the students, build the innovation and entrepreneurship practice platform for the students, and mobilize the enthusiasm of the students. Promote the combination of production, learning and research, and improve the industrial conversion rate of innovative achievements. Strengthen the connection with enterprises, deepen the cooperation between schools and enterprises, provide technical support for enterprises, provide financial guarantee for innovation and entrepreneurship projects, and promote the transformation of scientific and technological innovation achievements.

3.3 Deepen Innovation and Entrepreneurship Education Reform and Stimulate Innovation Awareness

There are many ways to cultivate students' ability of innovation and entrepreneurship, including the cultivation of innovation consciousness, the teaching of theoretical knowledge, and the in-depth practice. We actively employ well-known entrepreneurs, successful entrepreneurs and investors as off campus mentors to provide students with vivid entrepreneurial strength. We should strengthen the construction of teachers for innovation and entrepreneurship education and improve the quality of education. There are many ways to cultivate students' ability of innovation and entrepreneurship, including the cultivation of innovation consciousness, the teaching of theoretical knowledge, and the in-depth practice. Therefore, teachers of innovation and entrepreneurship education must have a solid theoretical foundation and rich practical experience. Colleges and universities should strengthen teacher training and further education, encourage teachers to take temporary jobs in real enterprises, and improve the evaluation factors of innovation and entrepreneurship education in professional and technical titles evaluation and teacher performance evaluation. Colleges and universities should establish a scientific concept of innovation and entrepreneurship education, and realize that innovation and entrepreneurship education is an important part of the school personnel training system and an important way to train high-quality talents for the country.

4. Conclusion

From the macro perspective, the employment of college students is related to the development of economy and society, the improvement of people's livelihood and the harmony and stability of society; from the micro perspective, it is related to the individual development and the realization of self-worth of each college student. The supply side reform carried out in our country provides unprecedented opportunities for the employment and career development of contemporary college students, but also puts forward higher requirements for the employability and comprehensive quality. The promotion of College Students' employability is not only a comprehensive problem, but also a systematic project, which needs the concerted efforts of the government, universities, employers and students. In the process of new normal economic development, the supply side development concept with the optimization of human resources allocation and innovation driven as the core promotes the adjustment and optimization of China's social and economic development structure, promotes its development in the direction of diversification, and also brings great development opportunities and new development ideas for college students' innovation and entrepreneurship. In the context of supply-side economic development, it is necessary to construct a school-enterprise cooperation model, build an innovative entrepreneurial talent training mechanism, and change the college talent training model in the process of talent training in colleges and universities to cultivate innovative and high-quality talents that meet the social development of the new era. Colleges and universities take the initiative to improve the entrepreneurial and employability of college students through the reform of the supply side of talents. It is a comprehensive social project. Only by coordinating and advancing in advance can the expected results be achieved.

Acknowledgment

Research on Feedback Control of Rural Public Health Performance in Sichuan Province
Number: SWFZ17-C-74
Sichuan Provincial Primary Health Development Research Center

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