



Research Article

ISSN : 0975-7384  
CODEN(USA) : JCPRC5

## The promotion of entrepreneurship and employment work of college students by communist youth league

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### ABSTRACT

*Nowadays, employment of college students has become one of the country's major social problems. Promoting entrepreneurship and employment work of college students has become a core mission of major colleges and universities. College communist youth league in is an important force of nurturing talents. So college communist youth league should give full play to their strengths and innovative ideas, and serve to entrepreneurship and employment work of college students.*

**Key words:** communist youth league; employment; entrepreneurship; college student

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### INTRODUCTION

Employment of college students and entrepreneurship is vital not only to the graduates, but also to the educational quality and comprehensive level of universities. High unemployment of college students is not conducive to social stability and harmonious development. The characteristics and the nature of the college communist youth decide that it is covert and indirect. In order to adapt to the needs of the times, college communist youth league should play an essential role in graduates employment and entrepreneurship by strengthening employment and entrepreneurship education of college students and enhancing mechanisms building so as to increase students' awareness of employment and entrepreneurship and cultivate the entrepreneurship spirit of college students. At the same time, we should encourage the practice of entrepreneurship to improve the entrepreneurship system of college communist youth league. Under the principle of seeking truth, we can improve current situation by helping more graduates find a job.

With the continuous development of society and economy, basic requirements for employment and entrepreneurship of college students have also increased. College students need more than just excellent professional knowledge. They are expected to develop appropriate overall quality and increase their competitiveness. College communist youth league can guide students to establish a correct outlook on life and values by way of ideological education, as well as ideological and political activities.

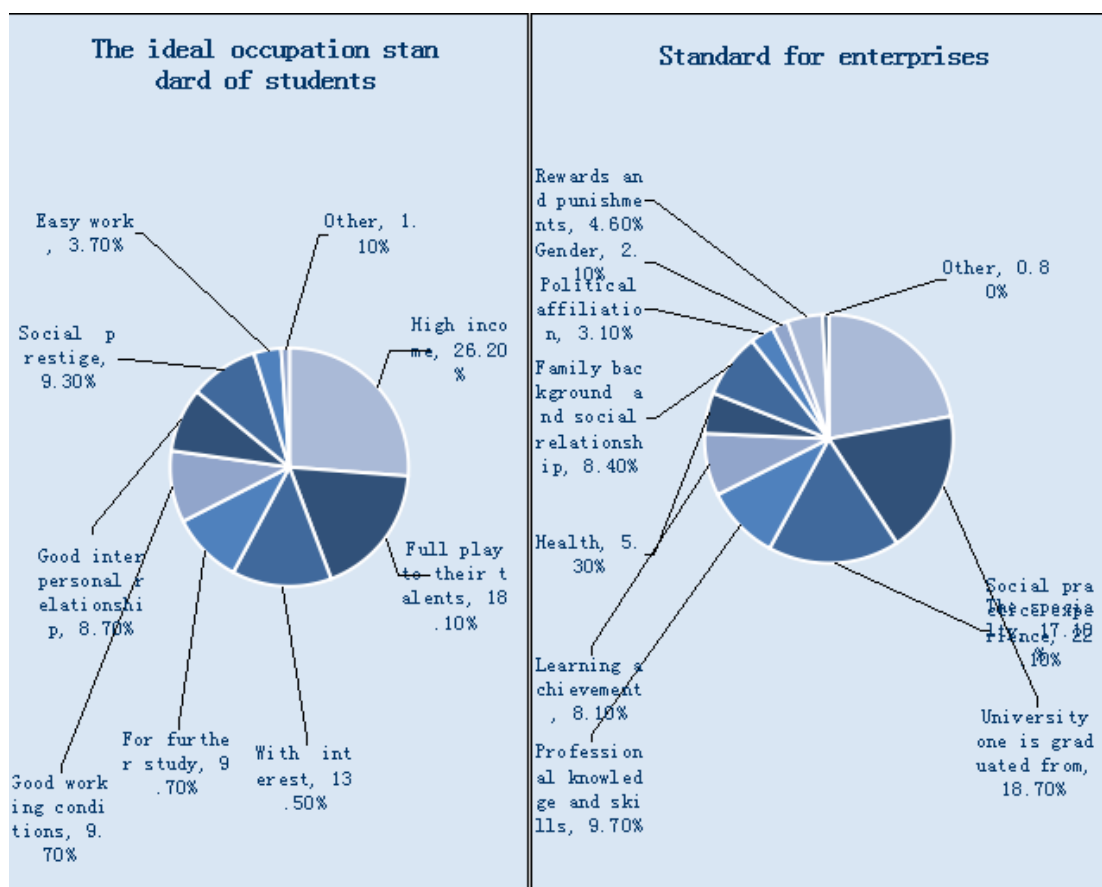
#### 1. THE STATUS QUO OF EMPLOYMENT AND ENTREPRENEURSHIP OF COLLEGE STUDENTS

As colleges expand enrollment, there is a contradictory between higher education and economic restructuring. Talent training is out of touch of social needs. And college education does not match the expectation of the society, making it difficult for college students to find a job. There are three difficult situations. The first is unemployed. With the college enroll more student than before, the number of students and graduates experiences rapid growth. In recent five years, the number of graduates of colleges and universities has increased by an average of 410,000. In 2013 the total number of graduates reached 7.35 million. In addition, there are over 100 million pending employment of previous graduates who also participate in employment competition.

Due to the adjustment of economic structure, there is less demand for social employment positions, which is not

consistent with the dramatic increase of college graduates. Therefore, every year some students cannot find a job and face "graduate unemployment" dilemma. The second is the dilemma to find a suitable job and create one's own business. With China's economic restructuring, the company's employment requirements are increasing. A candidate's personal ability is what the enterprise is looking for. At present, the courses set in higher education are not coordinated with social demand. In other words, schools give too much emphasis on theoretical knowledge but ignore the practical ability, resulting in a lack of team spirit, poor psychological quality and professional ethics failure. It is difficult to stand out in the re-employment competitive market.

To avoid the fierce competition in the market, some students choose to create their own business upon graduation, but there is no systematic education about entrepreneurship. So college students do not have sufficient employment capacity and face financing difficulties. The current entrepreneurship venture fund has not been established and there are no appropriate social support policies and incentives, which results in a very low success rate of university students and greatly reduces the enthusiasm of college students. The third case is that even if there are opportunities for job, graduates do not want them. This phenomenon is mainly due to the misunderstanding of employment and entrepreneurship, as is shown below:



Nowadays, employment situation is extremely severe, and the competition is very fierce, but expectations of employment of college students are still high. Students themselves find it hard to fit into corporate employment standards. On the other hand, college students also set expectations on the nature of employment units, career choices, job positioning and salaries. A large number of students concentrate in the central and eastern regions of the first-tier cities. This explains why positions are more competitive with sometimes "one in a million" to fight for one position or accepting "zero salary job". But second or third-tier cities lagging behind in economic level can hardly attract college students. Graduates have less confidence in entrepreneurship, thus making the problem even worse.

### 2.1 Basic functions of college communist youth league

College communist youth league needs to uphold political orientation, improve its ability of youth services, organize them, guide them, unify them and safeguard the legitimate rights and interests of young people. Entrepreneurship and employment of college students is a concern of the party. College communist youth league shoulders the responsibility to solve the pressing problems of youth, put into their shoes and help with their growth and success. College communist youth league should fully mobilize the enthusiasm of college students and increase their

understanding about employment. Meeting the most urgent and practical needs of college students is the fundamental function of college communist youth league.

### 2.2 Strategic mission of college communist youth league

College communist youth league has long been serving youth employment and cultivating entrepreneurship. Employment is the basis for people's livelihood. Thus, college communist youth league should be in line with the national development strategy of employment, facilitate entrepreneurship with employment, and further improve the employment system of college graduates. Employment and entrepreneurship of college students is closely related to the personal development of college students as well as the stability and development of the society. It also reflects the educational level of colleges and universities. It has put increasing efforts to listen to students' voice and give them instructions on employment and entrepreneurship as the core of its strategic task.

### 2.3 College communist youth league helps the party to consolidate mass foundation

A more proactive employment policy should be implemented and be given priority of economic and social development in an effort to achieve social employment, further promote scientific development and social harmony. Providing service to employment and entrepreneurship of college students can secure the party's foundation and solve issues concerned by the public, both of which are important tasks. By doing so, we can meet the urgent needs of college students and safeguard their interest.

## 3. THE IMPORTANCE OF COLLEGE COMMUNIST YOUTH LEAGUE TO PROMOTE EMPLOYMENT AND ENTREPRENEURSHIP OF COLLEGE STUDENTS

In the modern world, college communist youth league should keep up with the times, strengthen education related to employment of college students and entrepreneurship, improve the construction of its own mechanism from the ideological level and implement the system of entrepreneurship and employment work of college students, as is shown below:

The evaluation work of College Students Occupation Guide			
Evaluation	Graduates(2009)	The graduates(2006)	The employer
very good	6.10%	10.10%	15.90%
Better effect	24.50%	30.50%	50.50%
Effect	48.70%	42.70%	23.40%
Effect of poor	13.40%	10.70%	6.50%
No guidance	4.70%	3.20%	2.40%
Other	2.60%	2.80%	1.30%

College communist youth league has made progress in career guidance and been widely welcomed by the employers. In recent years, with increasingly severe employment situation, the conflict between supply and demand becomes more apparent. Many graduates are faced with the difficult problem of employment. The success of employment and entrepreneurship not only requires them to be equipped with excellent professional knowledge and skills, but also to exercise and improve the overall quality so as to strengthen the competitiveness graduates. The career guidance can effectively serve to the need for employment and entrepreneurship of college students and is one of the approaches to increase their competitiveness.

With the development of the society, higher education has new requirements, one of which is to realize the transition from traditional education to innovative education and quality education through multi channels. In such a fierce job market, employers need to have a solid theoretical foundation and advanced innovative ideas to identify talents. Excellent job belongs to those with innovative consciousness and the ability to grasp. College communist youth league can nurture innovation and entrepreneurship through ideological activities. And college communist youth league helps students further realize the value of life and follow the spirit of creation, hard work and innovation.

## 4. COLLEGE COMMUNIST YOUTH LEAGUE' S ROLE IN PROMOTING ENTREPRENEURSHIP AND EMPLOYMENT WORK OF COLLEGE STUDENTS

Entrepreneurship and employment work of college students is a systematic work and needs to collaborate closely with various departments. As the party's assistant and reserve force, college communist youth league is capable of closely tying with the youth. Therefore, it boasts unique advantages, including political, organizational and personnel advantage. So college communist youth league should be given full play to their strengths and guide students to establish a correct concept of employment and entrepreneurship. We should actively explore new methodological approaches to the service of employment and entrepreneurship of college students and improve the service system in order to enhance students' capabilities.

College Students' employment service system construction	
Integration of resources	Play the role of social mobilization
	Integration of the student organization
	Mobilize the enthusiasm
Perfecting the mechanism	Change the system
	The establishment of the institutions directly under
	The establishment of the young college students occupation Advisory Center
	In all kinds of employment guidance activities
	To strengthen the professional training of Teachers
Classification guide	The establishment of "the second classroom" curriculum system
	Hold the corresponding game activities
	To create a full range of employment platform
	To strengthen the cooperation with professional organizations
Intensive training	Employment and entrepreneurship lectures held
	Carry out regular employment and entrepreneurship training
	Hold job fairs
	To organize the interview counseling activities
Perfect information network	Provide employment information
	Interactive information platform
	College Students' employment forum organized network
	The establishment of Employment Information Service Center for College Students
Build quality activities	To build up reserves of students management system
	Strengthening social identification
	Improve the Employment Evaluation System
	Strengthen quality training
	Strengthen the occupation navigation design
	Expand the depth and breadth of the students' activities
	In order to improve the adaptability and practical ability of College Students Society

The improvement of employment and entrepreneurship of college students can be conducted through the coordination of various departments and universities and start from the ideological education that will help students pursue the right outlook. Difficulties of current work are mainly due to the conflict between supply and demand and an incorrect idea of employment. Communist youth league can provide guidance to students through the employment and entrepreneurship service system, strengthen ideological and political work, and help graduates to establish a correct outlook of career and employment. Meanwhile, students should be familiar with relevant principles and policies to have an in-depth understanding of the social market, making it easy to change the concept of occupation. Efforts should also be made to enhance social practice and social adaptability of university students through ideological and political activities, which will lay a solid foundation for the students into the community.

College communist youth league should be based on real practices and try to optimize the employment and entrepreneurship service system to target at improving college students' ability and creating a good social employment environment. By strengthening the dynamic management mechanism, make college communist youth league more scientific, standardized and institutionalized. Improve the policy support mechanisms so as to provide a favorable policy environment for the young college students to have self-entrepreneurship. We should also establish appropriate incentives for the youth and widely encourage entrepreneurship. Employment is an important livelihood issue in our society, so college communist youth league should learn from past experiences, bring innovative ways to broaden the work of thinking, and make the entrepreneurship of college students a long-term strategic mission to contribute to the society.

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