



# **Analysis of the Challenges and Countermeasures of College Students' Employment and Entrepreneurship from the Perspective of Sociology**

**Xiuli Peng**

Henan Finance University, Henan Zhengzhou 456414, China.

Email: 514750403@qq.com

---

**Abstract:** With the expansion of colleges and universities in China, the number of college graduates is gradually increasing every year. When college graduates step into social career choices, they can enjoy the state-supported and local government-supported “double innovation” entrepreneurship opportunities. However, they also face huge challenges. The state attaches great importance to the employment and entrepreneurship of college students. Premier Li Keqiang once pointed out in the conference "It is necessary to promote the employment and entrepreneurship of college graduates, because it is related to people's basic livelihood and is also important support for accelerating the construction of an innovative country." This article will analyze the problems and difficulties faced by college students in employment and entrepreneurship from an embedded social grid perspective, and propose appropriate countermeasures, hoping to provide a little help for college students in employment and entrepreneurship in the current socioeconomic background.

**Keywords:** Sociological Perspective; College Students Employment and Entrepreneurship; Embedded; Countermeasures

---

## **1. Introduction**

The employment and entrepreneurship of college students in China are not only related to people's livelihood, but also the national plan. In the educational undertaking of our country, the employment and entrepreneurship of college students is a major mission. After entering the 21st century, China's social economy has experienced rapid development for 20 years. It has transformed from high-speed development to a medium-high-speed development state. Economic development no longer continues to be vigorous and powerful, and gradually shows a slow-growth trend. The employment situation for college students is more urgent. Universities should actively promote the employment and entrepreneurship education of college students and find effective ways to improve the quality of employment and entrepreneurship education of college students.

## **2. The status of employment and entrepreneurship of college students from the perspective of sociology**

College education is influenced by politics, economy, and culture. Individual college students are also embedded in multiple social networks. Social networks have a major impact on the formation of college students' entrepreneurial awareness and motivation. From the perspective of social network, college students and their campus environment are embedded in the social network, and are affected by the structural culture and value factors from society. According to the 2019 Employment Report of Chinese University Students released by the Max Research Institute, the proportion of employment for the university graduates of 2018 is 73.6%, which has continued to decline for five consecutive years; the proportion of "self-employment" is only 1.8%. This data shows that the employment of college students is not

---

Copyright © 2020 Xiuli Peng

doi: 10.18282/le.v9i4.1070

This is an open-access article distributed under the terms of the Creative Commons Attribution Non-Commercial License

(<http://creativecommons.org/licenses/by-nc/4.0/>), which permits non-commercial use, distribution, and reproduction in any medium, provided the original work is properly cited.

optimistic, and college students in the field of entrepreneurship are more of a typical "vulnerable group". Therefore, there are still some problems to be solved urgently for college students' employment and entrepreneurship education.

### **3. Problems in employment and entrepreneurship of college students**

#### **3.1 Employment**

##### **3.1.1 Unbalanced social and economic development, resulting in great employment pressure**

At present, the world economy is approaching a state of near saturation, affected by the overall economic downturn, especially the pandemic of new coronary pneumonia. Affected by the epidemic and other serious disasters, the economic recession this year is more severe, and the world unemployed population has increased. China's economic development has also been severely impacted. In addition, as the Internet has created a large platform for e-commerce, many real economies have experienced a severe decline, a sense of crisis has increased, and the number of unemployed people has increased, but the number of jobs is lacking. The imbalance between supply and demand of employed persons. Under the circumstance of fierce employment competition, college students lack the basic conditions for social practice, resulting in increased employment pressure for college students.

##### **3.1.2 College students have high expectations for job search, which makes employment difficult**

The expansion of enrollment of college students allows more students to have higher education opportunities. It is not easy for families to train college students. The psychological expectations of college students are also relatively high. Coupled with the lack of practical experience in social work, many students have grandiose aims but puny abilities. This is a common problem in employment, which makes it difficult for college students to find jobs.

##### **3.1.3 The lack of comprehensive ability and quality training in colleges and universities results in insufficient employment competitiveness**

Since the majority of college students' education in the school is theoretical basic knowledge, professional disciplines and job placement are not directly connected, resulting in students being unable to put theory into practice. The professionalism is not strong, and the student's acceptance is narrow. The cultivation of students' comprehensive abilities and qualities is insufficient, restricting the employment development of students after graduation. College students face employment for the first time in society, compared with people with certain work experience and pressure resistance, they are obvious lack of competitiveness.

#### **3.2 Entrepreneurship**

##### **3.2.1 Insufficient entrepreneurial practice experience for college students**

College students have just stepped into society. They have an incomplete understanding of the social economy, lack the ability to predict and analyze entrepreneurship, and lack abilities about launching entrepreneurial projects, planning arrangements, personnel management, and crisis early warning elimination, which hinders the development of entrepreneurship, leading to entrepreneurial failure.

##### **3.2.2 Insufficient entrepreneurial conditions for college students**

Any entrepreneurship needs more or less start-up capital. Under the disadvantage of inexperience, undergraduates also have the problems of insufficient entrepreneurial resources and lack of funds. This also forces college students to treat entrepreneurship with caution, resulting in a small number of entrepreneurs and a low success rate.

##### **3.2.3 College students have insufficient ability to resist entrepreneurial risks**

Half of the entrepreneurship depends on the ability and half on the enthusiasm. It is difficult to control the market positioning at the beginning, and its foundation is relatively weak. For example, once the entrepreneurial failure causes losses, the increased sense of frustration can easily dispel the enthusiasm of college students for entrepreneurship, thus increasing the discouragement of students to entrepreneurship. The psychological burden of starting a business again will be more economically and psychologically stressful, so college students are obviously insufficient in their ability to resist risks.

## **4. Measures for colleges to promote the employment and entrepreneurship of college students**

In view of the practical problems faced by the college students in employment and entrepreneurship, higher education needs to promote the reform of the talent training model, so that higher education can adapt to the objective needs of social marketization. It is also an inevitable need for the individual development of college students. Therefore, from the perspective of embedding theory, colleges and universities should focus on the following points to promote the employment and entrepreneurship of college students:

### **4.1 Promote positive thinking in employment and entrepreneurship**

One is the embedding of relevant ideas in students' daily life. The establishment of employment and entrepreneurship guidance courses in colleges and universities should gradually become a compulsory course for colleges and universities. It is an important foundation for college students to obtain employment and entrepreneurship knowledge, allow students learn through employment and entrepreneurship guidance, be familiar with national employment and entrepreneurship policies, understand social and occupational information, understand the situation of employment development, help students to establish a correct career choice, and scientifically plan their personal career development goals. It also gives college students comprehensive and professional employment and entrepreneurship guidance. At the same time, it enables college students to continuously improve their comprehensive qualities, master the skills of job search and entrepreneurship, and enhance their competitiveness in the workplace and the ability to actively adapt to society. The second is to use the current affairs to embed the positive concept in time. Effectively use social affairs to guide young college students' positive thinking of employment and entrepreneurship, and guide social responsibility with more complicated the social environment and more severe social situations, to encourage them to bear more courage and ability and become the young generation of China. Social responsibility, the State Council, the Ministry of Education, the Communist Youth League, universities and other departments utilize multi-resources and multiple ways to solve the employment and entrepreneurship of university graduates to give Chinese people solid support.

### **4.2 Increase the embedding of comprehensive network resources in the economic and social environment**

Universities should increase the scale of economic embedding, deeply embed education into social and economic networks, and integrate the current employment and entrepreneurship education into students' daily learning and life in order to form an interactive education model with market employment and entrepreneurship activities. Students learn about various economic types through life, establish channels for communication with all sectors of society during the course development, increase the opportunities for students to practice in enterprises, and enable students to understand and learn the practical operation of the company's operating model and development path through practice experience, which will be then transformed into students' own practical ability, and be implemented and adopted in the process of students' future employment and entrepreneurship. This helps students to improve their employment and entrepreneurship skills, strengthen their confidence and confidence in employment and entrepreneurship, and quickly adapt to complex social surroundings.

### **4.3 Strengthen the embedding of campus entrepreneurial social network resources**

According to the analysis of college students' learning and living environment, college students are embedded in the campus network, home network, friends network and social virtual network at the same time during school, thus forming a large education network. The density and intensity of the university campus network, the breadth and depth of the individual college students embedded in the university campus network, the degree of family, friends, and virtual network impact on the integration of university education form the main influence of university employment and entrepreneurship education. In order to broaden the embedding of college students in the entrepreneurial culture on campus, colleges and universities should not only attach importance to the network construction with classes and dormitories as the main body, but should strengthen the construction of student organizations. For example, the establishment of student unions, hometown associations, and social organizations on student employment

and entrepreneurship exchanges encourage students to join, improve their understanding of employment and entrepreneurship, stimulate students' motivation for entrepreneurship, and enhance students' communication skills. The establishment of such an employment and entrepreneurship network will enable campus employment and entrepreneurship culture to be embedded in every field of students, improve students' concept of employment and entrepreneurship, so that students can actively and autonomously join the practice of employment and entrepreneurship to promote the development of their entrepreneurial ability.

#### **4.4 Improve the embedding of effective use of employment and entrepreneurship resources for small and medium enterprises (SMEs)**

From the perspective of embedded sociological theory, the current problems faced by college students in employment and entrepreneurship, such as insufficient entrepreneurial funds and insufficient experience, are all common problems of SMEs. Therefore, the state should further strengthen policy support for growing SMEs. Such enterprises have the momentum of sustainable development and play a key role in alleviating social employment. The state can strengthen the top-level design of policies and regulations to help small and medium-sized enterprises improve the growing environment, enables them to enhance their ability to resist risks, and thus promotes the employment and entrepreneurship of college students.

### **5. Conclusion**

Under the theory of social embedding, the difficulties faced by college students in employment and entrepreneurship require the national government, the Ministry of Education, colleges and universities and all sectors of the society to arouse full attention and vigorously help and support graduates in employment. College students should also be pragmatic and innovative, strive to learn professional knowledge, master the required professional skills, improve comprehensive literacy, deepen the ideology of employment and entrepreneurship, conquer the challenges of college students with enthusiasm and, so as to achieve personal career planning or entrepreneurial goals.

### **References**

---

1. Han J. Research on entrepreneurship education of college students from an embedded perspective. *Industry and Technology Forum* 2020;19(2): 139-140.
2. Liu H, Huang W, Wu Y. Research on entrepreneurship education of college students from the perspective of social embedding theory——Taking Anhui Agricultural University as an example. *Science Education Wenhui* 2017; (14): 3-5.
3. Yan M. Promoting entrepreneurship education for college students from an embedded perspective. *China Higher Education Research* 2014; (7): 75-80.
4. Ren H. Analysis of the status quo, dilemma and countermeasures of employment and entrepreneurship of contemporary college students. *Guangdong Sericulture* 2018; 52(12): 30-31.
5. Li Y. The characteristics and countermeasures of college students' employment under the new circumstance. *Caizhi* 2019; (10): 74.
6. Liang X. Challenges and countermeasures faced by college students in employment and entrepreneurship under the new economic normal. *Journal of Chifeng University (Natural Science Edition)* 2017; 33(12): 159-161.