

The Influence of Higher Education on College Students' Employment and Entrepreneurship Values

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Abstract

Values are a kind of viewpoint and a kind of value orientation of human beings, which dominates the choice of human values. Different values make different choices and produce different results and impacts. As a special group in modern society, college students have unique values in employment and entrepreneurship. Therefore, it is particularly necessary to explore education and guide college students to establish correct employment and entrepreneurship values. Colleges and universities are the main positions for training college students. The university period is the main period for the formation and development of college students' values. In order for contemporary college students to form correct employment and entrepreneurship values, colleges and universities must adopt appropriate ways to educate college students on employment and entrepreneurship values.

Keywords

Higher education, college students, values, employment and entrepreneurship.

1. Definition and Characteristics of Values

1.1. The Definition of Values

Values are a kind of value orientation based on cognition, understanding, judgment or choice made by people on certain thinking senses. Different people have different values and different value choices. As a special group in this society, college students' values have unique characteristics. College students' employment and entrepreneurship values are the value choices or value orientations that college students show in employment and entrepreneurship. The values of college students are unique, and the values of employment and entrepreneurship of college students are also unique compared with other groups in society. College students' employment and entrepreneurship values affect their choices in employment and entrepreneurship, which will have an important impact on their life, family, and society. The influence of values on people is long-term and life-long, and so is the value of employment and entrepreneurship. Therefore, it is extremely important for a college education to guide and educate college students in the value of employment and entrepreneurship, which is also a shortboard of a current college education.

1.2. Characteristics of Values

People's values are extremely complex, which includes people's understanding and evaluation of everything. In terms of the characteristics of values alone, it has the following characteristics:

1.2.1. Diversity

People of different groups and classes have different values because of their different economic foundations, living environment, social practice, and education. Second, the values are collective. Once a certain value is formed, it is often shared by the same class, class or group. This group often has a common value identity and value pursuit, which is the collectivity of values. Third, values have relative independence and social historicity. With the development of society and the progress of the times, due to the different social, economic, political and

cultural conditions people face, their values will not be the same, but the values will not change immediately with the different society and times, and will always have certain social historicity and relative independence. Fourth, the values are relatively stable. Once a certain value of a person is formed, it has relative stability. As long as there are no conditions to subvert it, the value of a person will not change easily.

Generally speaking, human values have the characteristics described above. As a special group in today's society, college students' employment and entrepreneurship values are also unique. Generally speaking, the employment and entrepreneurship values of contemporary college students mainly have the following characteristics:

Independence."The independence of contemporary college students' values is mainly manifested in independent thinking, independent judgment, and independent actions." The college students who have entered the university have become adults with the ability to think independently, judge independently and act independently, and their values have also become independent. As a part of college students' values, employment and entrepreneurship values are naturally unique and independent. They have their own value judgment and value choice in dealing with employment and entrepreneurship. However, due to the lack of social practice and shallow social experience of college students, their employment and entrepreneurship values are not necessarily correct. Therefore, it is extremely necessary for colleges and universities to strengthen the education of college students' employment and entrepreneurship values and cultivate their mature employment and entrepreneurship values.

1.2.2. Relative Instability

People's values are relatively stable, which mainly refers to the stability of adult values after they are determined. However, college students are in a period of values formation, values have not yet been determined, and they are vulnerable to external interference and influence. When college students enter university and begin to contact with the society directly, they are easy to come into contact with some bad information in the society and form wrong values, so are the values of employment and entrepreneurship. To enable college students to form correct values of employment and entrepreneurship, it is necessary to educate and guide college students in values during the critical period of forming their values of employment and entrepreneurship.

1.2.3. Moldability

College students' values are not stable to each other. Because college students are in a critical period of values formation and their employment and entrepreneurship values have not yet been fully formed, they can be guided by education and can be molded. The formation of contemporary college students' employment and entrepreneurship values is a relatively stable value cognition and value orientation formed through their repeated practice and thinking with a brand-new view of society and life value as the value subject. The plasticity of contemporary college students' employment and entrepreneurship values is also reflected in the change of their way of thinking. They are about to enter the society from the campus. They should educate and shape the social thinking mode of college students so that they can better deal with various problems, reduce the psychological gap, better adapt to the social environment and promote the formation of their employment and entrepreneurship values. Shaping college students' employment and entrepreneurship values can enable them to seize the opportunity in the fierce social competition and realize their own and social values. At present, in the face of new social conditions, college students who start their own businesses have changed their mode of thinking through self-adjustment, thus causing changes in value preferences and further promoting the reformation of values under the action of value subjects themselves. Social conditions have an important influence on the re-formation of college students' entrepreneurial values and put forward new and higher requirements for their values. At present, the formation of college students' entrepreneurial values is not only formed by the

changes of individuals themselves according to the social reality conditions, thus realizing the changes of their own thinking mode, but also changes with the changes of social conditions.

1.2.4. Guidance

Once values are formed, they will guide people's social activities. College students' employment and entrepreneurship values will guide their employment and entrepreneurship practice. Values have a subtle effect on people's growth and success. Different values guide different social practices and also bring different impacts. The employment and entrepreneurship values guide the employment and entrepreneurship practice of college students, first of all, in that it answers the question of the goals and paths of employment and entrepreneurship activities for college students, that is, what ways should they realize their own employment and entrepreneurship goals. At the same time, employment and entrepreneurship values, as a value measure and value choice, can also guide college students how to do, what to do and what not to do in the process of employment and entrepreneurship. The correct values of employment and entrepreneurship can expand college students' awareness of employment and entrepreneurship, and also play a positive role in guiding college students' practical activities of employment and entrepreneurship.

Values play a directional role in people's thoughts and behaviors. On the other hand, college students' values of employment and entrepreneurship affect their choice and planning of employment and entrepreneurship, which will affect their whole life. From this point of view, the education and guidance of college students' employment and entrepreneurship values must not be ignored.

2. Problems in College Students' Values in Employment and Entrepreneurship

Employment is the foundation of people's livelihood. Employment is an important aspect for college students to realize their life value and social value. The society is developing continuously, the number of college students is increasing, the employment pressure of college students is increasing, and the values of college students in employment and entrepreneurship are also showing more and more diversified trends. In recent years, the employment and entrepreneurship of college students has attracted much attention from society. This problem appears after the enrollment expansion of colleges and universities. Its essence is a reflection of the contradiction between the development of higher education and the demand of the market economy. Generally speaking, the mainstream values of contemporary college students are still good, showing a positive, pragmatic and healthy upward trend. However, because they are not deeply involved in the world, their ability to analyze and judge problems is mostly limited to personal perspectives. Therefore, when they face great employment pressure, some college students' employment and entrepreneurship values also show some prominent problems, mainly in the following aspects:

2.1. More Emphasis on Their Own Values, Lack of Dedication

Employment is the foundation of people's livelihood and an important way to realize life value and social value. However, at present, college students pay more attention to their own interests and values when they start their own businesses and often ignore the social value of choosing a career and lack a sense of responsibility. This kind of employment and entrepreneurship values of college students can be fully reflected through their career choices. From the perspective of career choice, the current college students are more inclined to choose occupations with good pay and high salary, while those with low salaries and relatively poor pay, which require more dedication, are less likely to choose. Judging from the areas where college students choose to work and start their own businesses, most college students choose

large and medium-sized cities in developed areas, while fewer college students choose to work and start their own businesses in western and remote areas. The value of employment and entrepreneurship is the value judgment and value choice of college students in the process of employment and entrepreneurship. Judging from the choice of employment and entrepreneurship of college students alone, it can reflect that contemporary college students pay more attention to their own value while ignoring social value and lack dedication.

"The view of employment and career choice is a concrete reflection of college students' world outlook, outlook on life and values in the process of employment and career choice. The regional choice of employment and career choice reflects college students' willingness and degree of social responsibility." The tendency of college students to attach importance to their own values and ignore social values and lack of dedication in the values of employment and entrepreneurship will most likely lead college students to blindly pursue the realization of economic interests in the process of employment and entrepreneurship, mistakenly equate economic interests with their own social values, thus ignoring their own contribution to society. What's more, it may harm social interests for its own benefit.

2.2. Only Pay Attention to Immediate Interests, Lack of Long-Term Planning

It is of great significance for college students to make a clear career plan before they start their careers. Doing a good job in career planning for college students is for college students to obtain employment and start a business, but contemporary college students do not understand the significance of career planning for college students. In the process of employment and start a business, they may only attach importance to immediate interests, ignore long-term interests and lack long-term career planning. This employment and entrepreneurship value of college students is often manifested in blindness in employment, only considering the current treatment and development status of employment and entrepreneurship direction, ignoring the development prospect of employment and entrepreneurship. At the same time, it will also make college students lack patience in the process of employment and entrepreneurship. In employment and entrepreneurship activities, it is not difficult for us to find that college students are anxious for success and instant benefits in their entrepreneurship. Some college students lack the determination and perseverance to start a firm business and to be a serious person. If they encounter any difficulties, they will think of giving up and staying at home.

At present, many college students lack a correct understanding of entrepreneurship and employment and a long-term plan for entrepreneurship and employment. Although there are many policies in the country and universities to encourage college students to start their own businesses, there are still a few students who have made sufficient preparations and long-term plans for their own businesses. A large proportion of students only pay attention to immediate interests in the process of employment and entrepreneurship, blindly pursue hot industries, lack in-depth investigation of the market, and do not make long-term career planning, which is not conducive to their success in employment and entrepreneurship, and even more unfavorable to their long-term career development.

2.3. Lack of Self-Knowledge, Not Combined with Their Own Reality

The times are progressing continuously, and with the development of society to this day, college students are no longer the proud sons of the emperors of the past, but they are still the main force to promote social development and progress. Contemporary college students should have a clear orientation to themselves, neither overestimate themselves nor despise themselves, so as to have a clear direction in the process of employment and entrepreneurship. However, in the process of employment and entrepreneurship, contemporary college students still generally have insufficient understanding of themselves, and employment and entrepreneurship are not combined with their actual situation. Contemporary college students

lack self-knowledge in the process of employment and entrepreneurship, which is not combined with their own reality and is mainly manifested in three aspects:

Self-esteem is too high, too overestimate yourself. This kind of over-ambitious value has a great impact on the employment and entrepreneurship of contemporary college students. Under the influence of this kind of values, college students will make wrong predictions about their own abilities, overestimate their own abilities too much, and lead to "superior eyes and inferior skills" in the process of employment and entrepreneurship, which will eventually lead to the failure of entrepreneurship and employment. Second, the lack of independent ideas blindly follows the trend. In the process of employment and entrepreneurship, contemporary college students will blindly follow the trend due to their lack of self-knowledge. They cannot make independent thinking and judgment according to their own actual situation. They are easily controlled by others or public opinion in employment and entrepreneurship choices. They do not consider personal circumstances, blindly follow others' choices, and eventually fail to find suitable jobs or entrepreneurship projects, thus leading to failure in employment and entrepreneurship.3. Lack of confidence and negative attitude. Different from some college students who think highly of themselves, some of them have too little social experience and are intimidated by the severe employment and entrepreneurship situation in society because of a lack of self-confidence. They cannot get out of university and adapt to competition in society. This part of students lack initiative innovation spirit and pioneering consciousness, so that they have no clear goals and plans in the process of employment and entrepreneurship, and face employment and entrepreneurship negatively and pessimistically.

The employment of college students has become a hot topic in recent years. What kind of talents to cultivate and how to cultivate them have been the subject of continuous research in higher education. The author has analyzed the problems existing in college students' employment and entrepreneurship values. As the cradle of training college students, how should colleges and universities deal with and solve the problems existing in college students' employment and entrepreneurship values?

3. Colleges and Universities to Explore the Education of Employment and Entrepreneurship Values

The times are constantly progressing, and China's higher education is also constantly reforming and developing. In the current college education, the education of employment guidance has been very common and has been gradually improved, forming a certain system and receiving certain effects. However, there is a common misconception in the process of employment and entrepreneurship guidance in colleges and universities, that is, the vast majority of employment and entrepreneurship guidance courses are mainly based on employment skills training and information services while ignoring the individual student. As an independent individual, college students' value orientation and value identity to different employment and entrepreneurship have an important influence on their success and future development. However, so far, the education of college students in employment and entrepreneurship values is still very limited. This is a shortboard of college education for college students. To make up for this shortboard, the author believes that the following aspects should be taken into consideration:

3.1. The Establishment of College Students' Employment and Entrepreneurship Values Curriculum System

Youth is a period when people's world outlook, outlook on life and values are formed and established. The university period is the key period when college students' world outlook, outlook on life and values gradually form and mature. College students are at the most active

special period in their life. Both psychological maturity and social maturity need to go through a process of development from imperfection to perfection. In this process of development, due to their weak identification ability and susceptibility to external influences, their outlook on the world and life may suffer from such and such incorrect development temporarily, thus further leading to their deviation in values. Therefore, colleges and universities can offer courses on college students' employment and entrepreneurship values during the period when college students' employment and entrepreneurship values are formed, to guide college students to form correct and healthy employment and entrepreneurship values and lay a good foundation for their employment and entrepreneurship.

The curriculum system for setting up college students' employment and entrepreneurship values should be the same as the employment guidance curriculum for college students. The curriculum should first ensure that the professional quality of college students is excellent. Secondly, they can adjust their employment and entrepreneurship mentality. Only with a good mentality can they face employment and entrepreneurship problems more calmly. Finally, we should use the classical Marxist value theory and closely combine the reality of contemporary universities and college students to educate college students on employment and entrepreneurship values, use the classical Marxist value theory to shape college students' employment and entrepreneurship values, and use the socialist core values to lead college students' employment and entrepreneurship values. The formation of correct and healthy employment and entrepreneurship values will enable them to understand what to do and what not to do in the process of employment and entrepreneurship, how contemporary college students can better assume positive social responsibilities in the process of employment and entrepreneurship, and how to combine the realization of their own values with social values.

3.2. To Cultivate Students' Practical Ability

Practical ability is an important aspect that reflects a person's comprehensive quality. The reason why college students have certain problems and deviations in employment and entrepreneurship values is related to their lack of social practice. The few social practice activities that college students take part in will naturally affect their understanding of all aspects of society, which will easily affect the formation of their employment and entrepreneurship values, as well as the improvement of their practical ability. This is not conducive to their success in employment and entrepreneurship in the future. Therefore, it is necessary for colleges and universities to cultivate college students' practical ability to educate contemporary college students on their employment and entrepreneurship values. Let college students have healthy and correct employment and entrepreneurship values and efficient practical ability is the accelerator to ensure the success of college students' employment and entrepreneurship.

Colleges and universities should re-educate college students in employment and entrepreneurship. To educate college students in employment and entrepreneurship, we must first guide college students to establish correct and healthy employment and entrepreneurship values. On this basis, we must cultivate college students' practical ability and temper college students' employment and entrepreneurship values in practice. In order to cultivate college students' practical ability, colleges and universities can start from the following aspects: First, establish a department to guide college students' employment and entrepreneurship, and provide suggestions and guidance for college students' employment and entrepreneurship activities. To provide human, financial, material and institutional support for the practical promotion of entrepreneurship education for college students, and to provide a good theoretical and practical environment for an entrepreneurship value education for college students. The second is to carry out various forms of employment and entrepreneurship activities for college students, which can lead college students to visit enterprises directly and

increase their understanding of enterprises. Cooperation with enterprises in summer can arrange students to participate in enterprise internship activities and enhance the social practice ability of college students. Schools can hold more employment and entrepreneurship training and employment and entrepreneurship scenario simulation activities to enhance the practical ability of college students in these practical activities and make a good reserve of ability for their success in employment and entrepreneurship. Third, colleges and universities actively organize students to contact with society and enterprises so that students can contact with society and enterprises more. Colleges and universities should strengthen the construction of practice bases for employment and entrepreneurship education, actively explore practice bases for off-campus entrepreneurship, establish entrepreneurship parks for students, provide more employment and entrepreneurship practice opportunities for college students, and cultivate and enhance college students' social practice ability.

3.3. To Cultivate Students' Sense of Integrity

Honesty is the foundation of settling down and living. "The Analects of Confucius for Politics" has a saying that people have no faith and do not know what they can do. It can be seen that the ancients attached great importance to honesty. With the development of the times to this day, the connection between people is closer, and the awareness of honesty is an indispensable and important quality. At the same time, the country is also paying more and more attention to the establishment of a good faith system. With the further improvement of the market economy, people call for and desire honesty. Lack of honesty in starting a business may be convenient for a while, but it will definitely not achieve long-term success. Therefore, in the process of educating the employment and entrepreneurship values of contemporary college students, it is necessary to include the education of honesty awareness, which is an invisible wealth to the employment and entrepreneurship college students and will also enable college students to go further on the road of employment and entrepreneurship and make better achievements in their later life.

In order to cultivate students' honesty awareness in colleges and universities, we must use limited resources to cultivate their awareness. Schools should make use of existing resources and use the ways of interaction between classroom and practice, public opinion guidance, reward and punishment, model building, etc., and take various measures to cultivate college students' honesty awareness, so as to create a good environment for college students to cultivate honesty awareness. First, through classroom theory teaching, social practice and other two classroom interaction methods, further enrich the integrity education means, truly let the integrity education into the hearts of students. The second is to fully rely on the campus network, new media, publicity columns and theme class meetings, league organization life, student union activities, etc., to establish a correct direction of publicity and public opinion, to strengthen the integrity, gratitude, motivation, talent and other financial aid and education work, to create a good atmosphere of public opinion. The third is to evaluate and encourage the honesty behavior of college students. We should punish college students who find dishonest behaviors in their life, practice, and study in a timely and accurate manner, warn them to pay the price for dishonest behaviors, and give certain rewards to good cases of honesty to form a kind of honesty fashion. The fourth is to pay attention to model building. Vigorously strengthen the construction of teachers' ethics, give full play to the leading and exemplary role of teachers in honesty education, and enhance the leading power of role models.

4. Summary

Correct values will lead to people's practical activities. The employment and entrepreneurship values of college students have an extremely important impact on their future. Therefore, whether college students have the correct employment and entrepreneurship values will affect

their future development. Therefore, it is extremely necessary for colleges and universities to guide and educate the employment and entrepreneurship values of college students. Colleges and universities should guide and educate college students' employment and entrepreneurship values. For individuals, they can better promote the success of college students' employment and entrepreneurship and enable them to better realize their life values. For the society, it can not only reduce the employment burden of the society but also the college students who have successfully employed and started their own businesses can bear more social responsibilities and make more contributions to the society. For the country, the success of college students' employment and entrepreneurship is also an important aspect to enhance the competitiveness of the country.

5. Project

2017 Hubei Provincial Department of Education Humanities and Social Sciences Research Project "Research on the Influence of Values Education on College Students' Employment and Entrepreneurship" (17Q058)

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