Analysis of the Status Quo of Employment and Entrepreneurship of College Students in the New Era Based on Big Data Analysis and Discussion

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Abstract. With the continuous development of China's social economy, the social demand for talent is increasing but due to the fierce competition between the markets, it also brings many problems for many college students' employment and entrepreneurship. Employment and entrepreneurship of college students have become serious. Based on this, this article first analyzes the current situation of college students' employment and entrepreneurship in the new era based on big data analysis, and then conducts an in-depth discussion on the development path of college students in the new era of employment and entrepreneurship.

Keywords: Undergraduates, Employment and Entrepreneurship, Current Situation, Path, Big Data

1. Introduction
It is difficult for college students to find jobs because they lack correct employment concepts. The incorrect concept of employment mainly includes: (1) work place: Most graduates want to work in first-tier cities, even if they can only find a low-paying job in a big city, but are reluctant to go to a good job in a second or third-tier city. (2) Type of work: The majority of graduates will choose to go to the domestic or provincial well-known professional enterprises to apply. Regarding the remuneration package, our requirements are on the high side. According to the analysis of social data, most of the graduates demand too much in terms of salary and treatment. However, as graduates just enter the society, they are weak in competitiveness and lack of practice, so most of them can only get internship salary when they just enter the job. However, graduates choose to give up this low-paid job in the gap between ideal and reality, so it is difficult to find a job[1].

In order to understand the start-up status of college students in the new era, the author conducted a survey of 100 junior college students in universities. According to the survey results of "Did you have any part-time work experience when you were in college?" 66.7% of the college students had part-time work experience while 33.3% of the students had no part-time work experience. According
to the survey results of "Have you ever thought about starting a business", 70.1% of students have thought about starting a business, while 29.9% have not. From the survey, it can be seen that in terms of the germination of entrepreneurial consciousness, many college students have relatively high entrepreneurial consciousness, and many college students have certain entrepreneurial consciousness and experience[2].

![Figure 1. Have You Ever Had Working Experience?](image)

2. Discussion on the development path of college students' employment and entrepreneurship in the new era

2.1. Improve overall quality and ability to find jobs and start businesses

2.1.1. Shape a sound personality, pay attention to the cultivation of psychological quality. College life is an important stage in the formation of world outlook and outlook on life. With the acceleration of the social rhythm, the quality requirements for college students are getting higher and higher. College students are required not only to have good physical quality, but also to have a sound personality. In the process of college learning, we should cultivate the overall concept, team spirit and self-confidence of college students. In the learning and practice process of quality shaping, we should be strict with ourselves to ensure that we have the quality of loyalty and dedication, resist all kinds of bad influences in the society and constantly strengthen the cultivation of personality quality. In the process of employment and entrepreneurship, we should properly face setbacks and failures, prepare for setbacks psychologically, take misfortune as experience, actively learn from the experience and lessons of employment and entrepreneurship and find out our own shortcomings, so as to improve the psychological quality of employment and entrepreneurship[3].

2.1.2. Take an active part in social practice and enhance ability to innovate. Social practice in college life is an indispensable link and an important means for college students to exercise their abilities. In the recruitment of enterprises and institutions, it is hoped that our graduates not only have the professional knowledge and ability required for the post, but also have good comprehensive quality, including social skills, practical ability, adaptability and innovation ability[4]. Among the abilities of many college students, social skills and professional skills are the two most needed by employers, which are called core competence, innovation ability and adaptability. Graduates with strong practice ability is the base of this, so as to gain a foothold in the fierce market competition. Innovation ability is the highlight of innovation. In the process of self-starting a business, students should combine their learning and social practice knowledge with the actual situation to make a comprehensive start for their own future, which is also the key for students to improve their career.
2.2. Establish a correct view of career choice
The employment of college students should be comprehensively considered from the characteristics of college students. Students' employment concepts are traditional and conservative. They should establish a correct employment concept from the following points: in the fierce competition in the job market, college students' employment pressure is bigger, need students have good state of mind, to set up the correct choosing profession idea, the employment situation to correctly estimate, need to have a clear understanding of its position, income, status, and stability is not blindly take account of the factors of employment, or often easy to lose opportunities. Second, have the courage to exercise at the grassroots level. As most of the students’ family economic conditions are better, so they regard going to remote poor areas, village committees and other grass-roots units as a flood beast\cite{5}. Otherwise, in order to encourage the employment of these grass-roots units, the state has issued a series of preferential policies to support the development of remote areas and grass-roots units, so that students can avoid the "employment peak", form "dislocation employment", and seek development platforms and opportunities. Third, break the fixed concept of employment and have the courage to start your own business. In our fixed concept, going to the government is the first choice, followed by going to state-owned enterprises, public institutions employment. Stable, easy, face-saving and high-paying jobs are the first choice for employment, far from keeping pace with the times. So, there is more "passive employment", less active employment, even less self-employment. Entrepreneurship is an important way to achieve the ideal of life.

2.3. Establishment of entrepreneurship guidance center for college students
The entrepreneurship center provides entrepreneurs with service platform related to entrepreneurship and provides professional guidance for entrepreneurs. The entrepreneurship center establishes a project library for the projects of college student entrepreneurs, and regularly holds entrepreneurship projects and carries out entrepreneurship activities. According to the actual situation of students, and in conjunction with the education department and college entrepreneurship education curriculum content, scientifically and reasonably provide business guidance plan for students. The core task of the college student entrepreneurship center is to closely combine the entrepreneurship education and training for college students, to guide them in entrepreneurship, and to help them plan their entrepreneurship paths and draw up business plans. The college student entrepreneurship center has a strong team of entrepreneurship education teachers, who provide professional guidance for college student entrepreneurs, give full play to the role of the entrepreneurship guidance center as a public service and provide comprehensive consulting and guidance services for students.

2.4. To construct a perfect course system of entrepreneurship education
First, entrepreneurship courses are offered at different grades at different levels. At present, many universities have unreasonable entrepreneurship courses. At present, universities only offer entrepreneurship education courses for fresh graduates, lacking the continuity of entrepreneurship education courses. The course focuses on a brief introduction to the basics of entrepreneurship, such as how to start a new business, how to manage it, how to use funds and how to train employees. As educators, they should first understand that in today's employment situation is very severe\cite{6}. To help students develop entrepreneurial awareness, improve entrepreneurial skills should be every educator and every university's social obligations. Therefore, entrepreneurship courses in colleges and universities should be open to all students. For example, for freshmen and sophomores, we should pay attention to the teaching of basic theoretical knowledge of entrepreneurship to help them understand
the concept of entrepreneurship, cultivate the awareness of innovation, and establish the spirit of innovation. For senior students of junior and senior years, it is not limited to the teaching of basic knowledge, but more attention should be paid to the cultivation of their entrepreneurial skills, so as to tap the entrepreneurial potential of students through various entrepreneurial practices. In this way, entrepreneurship education courses are carried out by age and grade, which can not only enable college students to receive systematic and well-structured entrepreneurship education, but also provide them with an employment choice when they step into the society in the future, on the other hand, provide more students who intend to choose entrepreneurship path with opportunities for in-depth entrepreneurship education.

Second, enrich and improve teaching methods. The traditional classroom teaching mode emphasizes the teaching of textbook knowledge theory and is rigid and dogmatic, which is not conducive to the improvement of students' practical ability. The students cultivated in this mode, though proficient in professional knowledge, are powerless once they encounter practical problems and cannot flexibly apply what they have learned to solving practical problems. In order to change this situation, entrepreneurship courses in colleges and universities should be changed from teacher-oriented to student-oriented, from imparting knowledge to improving students' ability, from overall knowledge infusion to experiential participation and from extracurricular activities and social practices to providing opportunities for students to visit and study in enterprises. Students are arranged to conduct interviews with successful entrepreneurs to learn successful experiences of successful entrepreneurs. Through this communication and interview method, students' understanding of entrepreneurship is changed, students' attitude of entrepreneurship is set right and students' interest in entrepreneurship is aroused, so as to improve the quality and education level of entrepreneurship education in colleges and universities.

3. Conclusion
In short, the employment and entrepreneurship situation of college students in the new era based on big data analysis is not optimistic. Colleges and universities should promptly put forward countermeasures to help college students increase their employment and entrepreneurship rates. Colleges and universities should build a complete curriculum system for entrepreneurship education and guide students to establish a correct concept of entrepreneurship. Employment and entrepreneurship are the key to ensuring the smooth employment and entrepreneurship of college students.

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