

On the Studies of Approaches of “Employment Multiplier Effect” of College Students

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Abstract

With the continuous development of China’s socialist modernization construction, the problem of China’s unemployment becomes increasingly prominent and needs to be solved as soon as possible for further social development for colleges and universities, graduates’ employment is not only closely related to the survival and development of the whole college, but also reflects the effect of college education reform. The present employment situation of college students is not good. It has a close correlation with China’s higher education concepts, faculty and the support of government. In recent years, the appearance of “employment multiplier effect” has attracted widespread attention in the different sectors of society, which is of great importance for college students. The paper intensively analyzes the employment competence of college students and the problems existed in the current entrepreneurial education. In addition, it also studies the “employment multiplier effect” and explores its realization approach, trying to offer China’s college students some feasible suggestions about their employment problems.

Key words: university; college students’ entrepreneurship; “employment multiplier effect”; approaches; present situation

Under the conditions of the market economy, China’s economic efficiency has been improved dramatically. The number of college students is increasing year by year, which causes great employment pressure to them. To solve this problem, the employment theory— “multiplier efficiency” has been put forward, which is also applicable to college students’ employment. Making college students’ self-entrepreneurship drive the employment process is a trend for current college students’ employment. As an important employment form promoted by higher education, on the one hand, it can solve the employment problems for college students themselves. On the other hand, it creates many jobs for the society.

1. Introduction to “Employment multiplier effect”

“Multiplier effect” is a process to amplify an isolated item of a particular domain, from points into lines and from lines into planes, making the benefit growth of the isolated item doubled both in its quality and quantity. “Multiplier effect” can also be called “multiplicative effect”. When specific to employment, it means to achieve employment in the whole society by self-entrepreneurship. It can not only solve the employment problem of entrepreneurs themselves but also provide the society with more jobs through their personal-established enterprises, which can alleviate employment pressure and propel realization of multiplier effect. Moreover, the employed workers can be well trained by the newly-emerged enterprises, which would enhance their overall capacity. It lays a foundation for these workers' second pioneering work, forming a virtuous circle of business startups driving employment, which effectively solve the social employment problems as well as propel the economic development of the whole society. A famous Austrian economist puts forward the concept of the

fourth productive factor, which is widely accepted by all circles of the society. The fourth productive factor is the main body—entrepreneurs who start a business. They start their own businesses from the perspectives of money-raising, project-planning and management by themselves, forming a model of individual operation, which will create more jobs for the society. At the same time, it has evident advantages on helping and supporting college students start their own businesses, which drive more people to work through one person and produce “employment multiplier effect”

2. Problems existed in college students’ entrepreneurial education

2.1. A Lack of integrated ideological understanding

At present, college students' employment education has been regarded as an important part by China's colleges and universities. With the increasingly deepening reform of China's educational system, there are some improvements in educational management. For instance, the education and cultivation of college students' employment practice has been concerned; Theoretical courses about college students' entrepreneurship have been set. However, some problems still exist in the present employment education situation in colleges. For example, some entrepreneurial courses are just theoretical. There are no scientific and efficient activities for students, which make the employment courses useless since it's of no practical value. Since entrepreneurial education is not fully understood by colleges and universities, even the entrepreneurial practical courses have been established, they would not be fully implemented. Ultimately, it is because colleges and universities pay little attention to students' businesses startup And they didn't realize the importance of college students' entrepreneurial education.

2.2. Poor faculty

In order to answer the call of educational system reform in higher education, entrepreneurial courses have been set in most colleges and universities in China, which needs introduce a team of teachers who are entrepreneurially professional. However, many teachers in colleges and universities now are not equipped with professional entrepreneurial knowledge. The majors of many teachers which they've studied have nothing to do with entrepreneurial education. Because of the shortage of professional teachers, those non-teachers have to take charge of the entrepreneurial education. Lacking of the real entrepreneurial practice, the entrepreneurial education only focuses on theoretical learning according to textbooks, which has no vividness and stringency and result in overall low efficiency of entrepreneurial education.

2.3 No sufficient government support

Entrepreneurial education of college students is dependent on government support. At present, the preferential policies implemented by government to college students' innovative undertaking are not enough. The government fails to provide a well-formed and perfect entrepreneurial platform for college students as well, which makes the entrepreneurial education is theoretical only so that the students cannot gain objective knowledge about business startups through practice. Along with the financing difficulty in recent years, college students' innovative undertaking trapped in dilemma. The lack of support of government and the imperfect entrepreneurial platform are the two factors which impede the development of college students' entrepreneurial education and need to be urgently solved by colleges and universities as well.

3. Analysis on college students' employability

3.1. A lack of practical ability

College students now are facing intense employment pressure. They have some problems in the employment process too, which comes first is the lack of practical ability. There is a great difference between society and colleges. In universities, the relationship between is quite simple and not so sophisticated. However, if a person wants to adapt to the society, he or she has to own strong interpersonal skills, strong language competence and good practical ability. According to a reliable survey, the reason why 70% of college students cannot find an ideal job is either that they do not have sufficient working experience or poor psychological diathesis. During the process of college students' entrepreneurial education, it is short of the cultivation of practical ability, which makes students incompetently solve the problems emerged in their work and there are some obstacles in the process of college students' interpersonal communication as well. Once the students meet some difficulties, they would become anxious, depressed and even evasive. The reasons lead to the problem are, on the one hand, the number of single child is increasing in China and they have a strong dependence on their parents; on the other hand, colleges and universities lack cultivation of practical skills to students.

3.2. Limited scope of knowledge

To get an ideal job, college students have to equip themselves with some working skills, such as computer skills, office skills, etc. Colleges and universities also cultivate students with different skills. Most students have mastered basic computer skills and office software skills while they are in college. About the language competence, some students have passed the CET 6. However, when students put these skills into practice, they found the application efficiency is quite low. For instance, the office software skills mastered by college students are quite superficial so that they cannot proficiently use the computer skills. In addition, although many college students have passed the CET 6, the skills of their listening, speaking, reading and writing are still poor, so they cannot put these skills into their work. Moreover, there is a general phenomenon that present college students' knowledge scope is quite restricted because they ignore the learning of off-campus knowledge and skills. The talents who comprehensively develop in an all-round way is needed most by the society. Therefore, a limited scope of knowledge results in college students' employment difficulty.

3.3. Poor adaptation to society

From the current employment trend of college students, there commonly exists the phenomenon that college students are poorly adaptive to the society. Clear differences of learning and lifestyle are existed between colleges and society. Those students who get used to school life will become inadaptable in different degree when they first step into society. Especially with the fierce social competition, college students are facing a tough job market. When the unprepared role changes occur, they will go through a confused period before they gradually fit into society and be adaptive to their work and their life. College students have a bad anti-frustration ability and they are easy to quit on themselves when faced with failures and difficulties. What's more, they lack practical experience and they want to escape from the setbacks. And all these factors will have a negative effect on college students' entrepreneurial journey.

3.4. Improper self-cognition

When firstly step into society, college students cannot put themselves in a right place. Both the high and low self-expectations are bad for their self-realization when they are finding a job. What's more, some students don't

have a scientific and rational plan for their future and they are always in a confused state. As a result, it is not good for their career development. Moreover, college students don't have enough objective knowledge of society and current employment situation. Coupled with improper self-cognition, they put themselves into an embarrassing place of passive employment. Therefore, when college students start finding a job, they should objectively analyze themselves and be clear about their own strong points and weak points. Then, they can make a reasonable and workable goal, which can effectively solve the employment difficulties.

4. The realization approaches of college students' "employment multiplier effect"

4.1. Strengthening the entrepreneurial education of college students

As the basement of college students' cultivation and education, colleges and universities should put effort to foster students' entrepreneurial ability, which can lay a good foundation for their self-employment. Firstly, the planning of entrepreneurial courses should be improved in higher education system. Scientific and rational courses should be set in step with the current trend of market need and development, which will improve students' entrepreneurial knowledge, skills and overall quality. It is helpful for students to be adaptive and flexible in cruel market competition as well. Except the entrepreneurial education on campus, colleges and universities should offer students some practical social practice, focusing on its applicability and technicality, and professional teachers should be equipped with to offer help to college students. Secondly, the forms and contents of entrepreneurial practice need to be increased in order to meet the need of college students' different interests and different learning foundations, which is a good way to broaden the entrepreneurial channels for the students, strength their practical skills and make their entrepreneurial skills more pragmatic. Moreover, a group of professional teachers should be organized to offer students occupational guidance, providing them with some suggestions and ways when they encounter difficulties in the entrepreneurial process. Teachers should continuously improve their knowledge, consistently study on the market demands for talent, the changes of employment situation and the developing trend of society. They should flexibly choose the form and content of employment guidance based on the realistic conditions, and try to understand the urgent need of college students, so that they can do a good job in college students' psychological coaching as well as employment skills training. By doing this, college students can clearly know the basic employment situation, which is good for them to change their ideas about employment in time and set a reasonable and workable goal based on their own conditions.

4.2. Improving the entrepreneurial education situation

Government should provide college students with support and protection so that a better entrepreneurial situation can be created for students through governmental powers and responsibilities, enable students to enter the society successfully and every step can be better linked in order to make every mechanism in society more suitable to entrepreneurial development. Government should take advantage of some media to lead and encourage college students to doing pioneering work so that it can avoid students battling for "iron rice bowl" and the thought of using their collections to get a job in state organs. For those students who successfully start a business, government should set them as good examples and reward them and publicize their successful stories. What's more, government should enhance the system of graduation filed work, and provide the graduates with internship opportunity and training before they start to work. Colleges and universities should cooperate with each other so that the process of college students' employment will be more orderly and normative and they can get a better development space. In addition, government should offer college students support both in finance and materials. They can design more entrepreneurial projects for them, provide them with entrepreneurial platforms which are even suitable for them. Government should make some specialized

regulations to protect and support college students as well. For instance, the actual demand is relatively huge during the start phase of college students' entrepreneurship, , by setting the start-up loan projects for college students, government can lower the threshold of the loan and make it easier for students to raise money and improve the entrepreneurial success rate.

4.3. Strengthening the idea of college students' entrepreneurship

The fundamental factor of entrepreneurship is college students themselves. Only by actively adjusting themselves to adapt society and meet the demand of market can they better involve themselves into business startups. Firstly, college students should timely adjust their employment ideas, be more independent and actively to find the employment opportunities, trying to adapt to the continuous change of society and the adjustment of employment mechanism. Secondly, college students should consistently enhance their entrepreneurial awareness and spirit, change the idea that the "iron rice bowl" or one occupation a whole life, work hard to create wealth through their own knowledge and ability and make a proper plan for their careers. Thirdly, college students should have a right attitude toward employment problems. They should never think themselves above their businesses, and they should avoid impractical illusion and should not despise humble jobs. It is of great importance for them to have a clear knowledge about themselves. They should be encouraged to start from the little things and involve themselves into the field where the society urgently need them. Fourthly, college students should strive to improve their overall abilities and entrepreneurial knowledge skills, and enhance their competence as well so that they can win a place for themselves. College students' entrepreneurial work can not only provide a more favorable development for students themselves but also promote the development of the whole society, which create more jobs for the public. Therefore, no matter college students are on campus or in society, all of them should expand their knowledge base, adjust their attitude and improve their skills to lay a solid foundation for their future entrepreneurship and development.

5. Conclusion

The "employment multiplier effect" is a new model for current college students' employment which can effectively solve their employment problems. Of course, the realization of "employment multiplier effect" depends on the support of colleges' entrepreneurial education, the support and preferential policies of government, and also students' fully play of their subjective initiatives. We should seize the great opportunity, change our employment concepts and adopt proper and effective measures to promote the successful realization of "employment multiplier effect".

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