

Effective Paths of Employment and Entrepreneurship Education for College Students

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Abstract: With the continuous deepening of quality education, in addition to carrying out basic teaching tasks, colleges and universities should actively conduct employment and entrepreneurship education to promote students' all-round development. To achieve this educational goal, teachers should abandon traditional concepts, adopt advanced ideas, and innovate employment and entrepreneurship education focusing on core literacy. Specifically, teachers should try to integrate employment and entrepreneurship education into multiple teaching links such as student management and curriculum teaching, aiming to achieve the expected educational results and ultimately transport innovative talents with employment advantages and entrepreneurial capabilities for social construction in the new era. This paper focuses on the education of college students regarding employment and entrepreneurship, which plays a crucial role in students' subsequent development and the sustainable development of colleges and universities. Therefore, it is necessary to propose specific employment and entrepreneurship education paths that are tailored to students' actual learning situations and the development strategies of colleges and universities.

Keywords: College students; Employment and entrepreneurship; Education; Effective paths

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1. Introduction

The National Video and Telephone Conference on Employment and Entrepreneurship Work for Graduates of Ordinary Institutions of Higher Education held in May 2022 clearly stated that it is necessary to strengthen employment services for college students, and encourage students to start businesses through measures such as social security subsidies, entrepreneurial loans, and tax reductions and exemptions to promote graduates to integrate into the employment and entrepreneurship market as soon as possible. For this reason, college leaders and teachers need to actively carry out employment and entrepreneurship education, including constructing and improving the employment and entrepreneurship education system, and promoting the natural penetration of employment and entrepreneurship education in the entire teaching process. This can not only promote students' subsequent career choice and entrepreneurship but also drive regional economic development and

promote national development ^[1]. Specifically, under the guidelines and policies proposed by the Ministry of Human Resources and Social Security, colleges and universities should actively contact various departments to fulfill their responsibilities and exert their effectiveness, and form an educational synergy through cooperation, exchange, and consultation to ultimately achieve the expected educational results. How to further propose practical paths to promote college students' employment and entrepreneurship is one of the important issues that college leaders and teachers urgently need to solve. This paper will conduct an in-depth exploration around this issue, hoping to be beneficial to educators.

2. Practical significance of employment and entrepreneurship education for college students

2.1. Enhance students' employment competitiveness

Facing the increasingly fierce competitive environment, many students who are about to enter society feel confused about their future. Employment and entrepreneurship education are particularly important at this time. By providing personalized career planning and professional employment guidance, it helps students clarify their career direction, understand market demand, and thus formulate more practical career plans ^[2]. This kind of education not only focuses on the imparting of theoretical knowledge but also emphasizes the cultivation of practical ability. By organizing students to participate in internships, practical training, social practice, and other activities, students can improve their professional skills and accumulate work experience in practical operations, laying a solid foundation for future employment. It stimulates their entrepreneurial willingness and increases the possibility of self-employment. Under the guidance of employment and entrepreneurship education, students will have a clearer understanding of their strengths and weaknesses, and improve their abilities in a targeted manner, so as to stand out in the fierce job market and achieve smooth employment.

2.2. Cultivate students' innovative and entrepreneurial spirit

An innovative and entrepreneurial spirit is one of the important requirements for talent in modern society. College students' employment and entrepreneurship education stimulates students' innovative thinking and entrepreneurial awareness, improves their ability to discover, analyze, and creatively solve problems, as well as their practical ability to transform innovative ideas into actual results or commercial value ^[3,4]. In innovative and entrepreneurial education, students will be exposed to various innovative thinking methods and entrepreneurial cases, understand the basic knowledge and skills of innovation and entrepreneurship, and stimulate their willingness and interest in innovation and entrepreneurship. At the same time, entrepreneurship education will also provide students with opportunities for entrepreneurial practice, allowing them to continuously try, fail, and summarize in practice, thereby cultivating their perseverance and courage to face challenges. This spirit is not only of great significance to students' personal growth but also plays a positive role in promoting national and social development ^[5]. A society full of innovative and entrepreneurial spirit will continuously generate new ideas and concepts, promoting social progress.

2.3. Promote economic and social development

College students' employment and entrepreneurship education plays an important role in promoting economic and social development. First, by improving college students' employment competitiveness, it reduces social unemployment and helps maintain social stability. When a large number of college students can be employed

smoothly, the overall stability of society will be enhanced, and social problems caused by unemployment will be reduced ^[6]. Second, entrepreneurship education can cultivate a large number of innovative and entrepreneurial talents, inject new vitality and creativity into society, and promote sustained economic development. These innovative and entrepreneurial talents will continuously launch new products and services to meet the diverse needs of the market and promote the upgrading and optimization of the industrial structure. At the same time, their innovative and entrepreneurial activities can also drive the development of related industries, create more employment opportunities, and form a virtuous cycle. Third, as an important base for talent training, colleges and universities can provide strong talent support for economic and social development by strengthening employment and entrepreneurship education. These talents with innovative and entrepreneurial spirit and ability will become an important force for promoting social progress and contribute to the prosperity and strength of the country.

3. Current situation analysis of employment and entrepreneurship education for college students

3.1. Outdated educational concepts

Through the efforts of various colleges and universities in recent years, college employment and innovative teaching have achieved remarkable results. However, in the actual implementation of some colleges and universities, due to many restrictive factors, the teaching effect is difficult to meet expectations. The reason for this situation is related to outdated teaching concepts and teaching models ^[7,8]. Specifically, individual teachers in colleges and universities have an unclear understanding of employment and innovation education, and habitually confuse entrepreneurship education with vocational education, so that the value of employment and innovation education cannot be reflected. In addition, college teachers lack patience and carefulness in designing employment and innovation education activities, which weakens students' learning enthusiasm and fails to achieve the expected results. Moreover, when many colleges and universities carry out employment and innovation education, they simply combine it with professional courses but do not offer relevant courses in combination with the characteristics of innovation and entrepreneurship, resulting in insufficient systematicness and professionalism of employment and innovation education in colleges and universities.

3.2. Vague educational goals

Colleges and universities in various regions of China have different development histories, school-running characteristics, and strategic directions, which are also reflected in employment and entrepreneurship education ^[9,10]. For example, some colleges and universities do not pay enough attention to employment and entrepreneurship education and have not formulated educational goals suitable for actual educational development. In addition, although some colleges and universities have incorporated employment and entrepreneurship education into teaching tasks, the formulated educational goals lack integration with students' actual situations, and the set educational goals are inconsistent with teaching positioning, thus failing to highlight school-running characteristics and teaching advantages ^[11]. The employment and entrepreneurship education goals formulated by some colleges and universities are consistent with curriculum teaching goals, but they have not adjusted the employment and entrepreneurship education goals in combination with industry development trends, resulting in the lack of pertinence and forward-looking of educational goals, and ultimately leading to insignificant results of employment and entrepreneurship education.

3.3. Mechanical and single educational methods

In the process of carrying out employment and entrepreneurship education for college students, the mechanical and single educational methods have become an important problem hindering the innovation of employment and entrepreneurship education. Specifically, in the process of carrying out employment and entrepreneurship education, teachers are still used to adopting traditional methods and relying on traditional models, that is, the model of teachers lecturing and students listening. This one-way output teaching method is likely to lead to a lack of interaction in the classroom, and ultimately fail to effectively stimulate students' learning interest and motivation ^[12,13]. In addition, the single educational method adopted by teachers is also likely to make the educational content simple and outdated. Generally speaking, employment and entrepreneurship education involves a wide range of content, including career planning, entrepreneurial skills, market analysis and other aspects, which need to be fully covered by various teaching methods and means. However, the single educational method adopted by teachers makes the teaching content only stay on the surface.

4. Practical paths of employment and entrepreneurship education for college students

4.1. Improve the attention to employment and entrepreneurship education

When exploring the practical paths of employment and entrepreneurship education for college students, improving attention to employment and entrepreneurship education is a crucial link. On the one hand, as leaders and implementers of school education, leaders and teachers must maintain sensitivity and attention to employment and entrepreneurship-related information. This means they need to regularly browse and collect news and information closely related to employment and entrepreneurship, such as industry trends, enterprise recruitment needs, and market development trends ^[14]. At the same time, they also need to conduct an in-depth interpretation of various preferential policies issued by the government, such as entrepreneurial support funds, tax reductions and exemptions, and loan support, to timely convey this favorable information to students. In this way, students can understand the latest employment and entrepreneurship trends for the first time, providing strong support for their future career planning. On the other hand, curriculum teachers and managers need to update teaching concepts and management thinking, and integrate employment and entrepreneurship education into professional teaching. In terms of employment and entrepreneurship education, we should pay more attention to cultivating students' practical ability, innovative thinking, and team cooperation ability. Therefore, curriculum teachers need to intersperse cases, projects, and practical experience related to employment and entrepreneurship in the teaching process, guiding students to learn from practice and think about problems ^[15]. At the same time, managers also need to formulate corresponding management systems and incentive mechanisms to encourage teachers and students to actively participate in employment and entrepreneurship education activities, forming a good atmosphere of full participation and comprehensive education.

4.2. Strengthen the construction of employment and entrepreneurship courses

Teachers need to fully recognize the important role of constructing a curriculum system related to employment and entrepreneurship, and explore its construction path on this basis, to provide a scope and direction for teachers to carry out employment and entrepreneurship education. Through the implementation of curriculum teaching, effectively cultivate students' innovative awareness, improve their professional skills, enrich their entrepreneurial experience, and ultimately promote students' employment development. To improve the construction of the employment and entrepreneurship curriculum system, college leaders and teachers need to integrate internal

and external teaching resources and conduct overall planning and goal adjustment. After roughly constructing the framework of the employment and entrepreneurship curriculum system, colleges and universities should also take effective measures to improve and refine the content of employment and entrepreneurship courses, and extend and expand them to various majors and different fields, aiming to improve the systematicness and comprehensiveness of employment and entrepreneurship education. Generally speaking, the employment and entrepreneurship curriculum system established by colleges and universities includes basic courses, professional courses, practical courses, and entrepreneurial projects. In particular, teachers need to integrate professional core courses with employment and entrepreneurship education to set up employment and entrepreneurship courses in line with professional characteristics. At the same time, they also need to cooperate with enterprises, institutions, and the government to provide entrepreneurial platforms and resources.

Finally, they can target to improve and optimize the curriculum system around cultivating students' innovative awareness and improving their employment ability, and ultimately improve teaching content and select teaching methods. In addition, teachers need to introduce entrepreneurial cases and employment experiences that meet the syllabus, and can also show students relevant enterprise recruitment information, government preferential policies, and guidelines and policies, to expand their cognitive scope, enrich their knowledge system, improve their values, and ultimately effectively promote their all-round development.

4.3. Broaden the practical channels of employment and entrepreneurship education

First, teachers should adjust talent training tasks and improve teaching plans in combination with the development trends and strategies of colleges and universities, focusing on carrying out employment and entrepreneurship education. In addition to theoretical knowledge explanation, they should focus on organizing practical activities to exercise students' practical skills. One of the key points is that teachers should conduct a comprehensive analysis of the feasibility, implementability and professionalism of the employment and entrepreneurship education plan, providing reference and guidance for teachers to carry out practical activities in the future.

Then, teachers can organize students to conduct in-depth investigations and analysis around the topic of employment and entrepreneurship, guide them to analyze the current situation and causes of employment and entrepreneurship, and then simply predict the development trends of emerging industries in the future, to improve the quality of employment and entrepreneurship education. In addition, teachers can also organize students to experience and investigate front-line and grassroots areas, so that they can grasp the latest entrepreneurial trends and dynamics, and the matters needing attention in employment and entrepreneurship, laying a foundation for them to avoid risks in subsequent employment and entrepreneurship.

Finally, colleges and universities should also cooperate with enterprises to establish training and internship bases and jointly establish entrepreneurial bases, such as developing new software, establishing internship bases and innovation and entrepreneurship incubators. In addition, colleges and universities should also cooperate with local excellent enterprises, government departments and other institutions to jointly build practical entrepreneurial platforms, fully reflecting the main position of enterprises in this process, so as to provide students with practical platforms and opportunities for employment and entrepreneurship, ultimately achieve good practical teaching results, and continuously strengthen students' innovative thinking and entrepreneurial ability.

5. Conclusion

In summary, to adapt to the development trend of modern education and teaching, college leaders and teachers

need to carry out employment and entrepreneurship education based on quality education. They need to actively explore novel and effective teaching methods, such as improving the attention to employment and entrepreneurship education, strengthening the construction of employment and entrepreneurship courses, broadening the practical channels of employment and entrepreneurship education, and creating a cultural atmosphere for employment and entrepreneurship education, to cultivate high-quality talents with strong innovative awareness and entrepreneurial ability. This lays a solid foundation for them to adapt to social life and carry out entrepreneurship smoothly, and also injects new vitality into social development and national construction.

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