

Inquiry into Effective Education and Management Method of Promoting Employment of College Graduates

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Abstract-The employment of college graduates has been a problem for Chinese higher education system. According to the low employment rate of college graduates, we put forward some thinking and exploration, analyze principal contradiction and problem existing in the current employment of college graduates, it puts forward an idea about establishing a comprehensive employment system creatively. The composition and structure of the system will be analyzed from constructing social atmosphere, improving education system and culturing excellent talents. According to the factors to affect the employment of college graduates, we put forward some reform suggestions and comments. The analysis of the current employment situation of college graduates is detailed. The suggestions are practical. There is certain reference value to the reform of employment patterns and higher education which are and will be carried out.

Keywords- college graduates; employment; management; employment system

Class Number: G641

I. INTRODUCTION

With the expansion of college enrollment began in 1998, the first batch of college graduates after expansion in 2002 entered society. The number of college graduates increased year by year. The employment contradictions of college graduates were becoming increasingly apparent. The most urgent issue that colleges, relevant institutions and even the whole society need to solve is how to enhance employment proportion and quality and gradually relieve current graduate employment pressure through improving the method of employment education and strengthening the effect of employment management.

According to statistics, the number of college graduates in 2010 is 6 times that in 2000. The number of college graduates is 6.6 million in 2011, is 6.8 million in 2012 and is expected to reach 6.99 million in 2013. With the impact of the global financial crisis and China's economic slowdown, the expectation of the world's economic situation remains unclear, and the social demand for talent grows slowly. While the number of college graduates increase year by year, the employment contradictions intensify, the contradictions of restricting and influencing graduate employment will exist for a long time.

Contradiction that the quality of graduates cannot meet the demand of employers is more prominent. University

personnel training focus on theory research. The students' professional theories are better than their practical abilities. In addition that research institutions need research talents, employers generally focus on the practical abilities of graduates. Many employers' concepts to employment also exacerbate the contradiction, and they tend to education as a precondition, resulting in the illusion that the graduate with high degree can find good work. The students pay attention to receiving education certificates than to proving abilities at school. The graduates with high degrees but weak abilities always cannot meet the job requirement and the talents with abilities but low degrees cannot be used. The former make job-hopping frequently. The future of graduate is affected and the employer also is suffered a great loss^[1-3].

II. THE EMPLOYMENT SITUATION AND PRINCIPAL CONTRADICTION OF COLLEGE GRADUATES

With the number of college graduates increases year by year, the employment contradictions of college graduates intensify, the graduates face many contradictions and problems about employment. There are mainly following aspects:

(1) *The contradiction between slowing growth of social total demand and expansion of college graduates.* Since the enrollment expansion in 1998, the state has carried a policy of the popular degree on universities education. Since 2002, the number of graduates increased rapidly each year. the number of college graduates from 2001 to 2013 is shown in Figure 1.

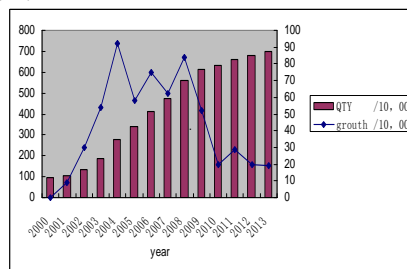


Figure 1. The number of college graduates from 2001 to 2013

Chinese economy has grown at a 10% annual growth rate in ten years. It provides some jobs for college graduates. But it cannot meet the annual growth. The employment gap is still large. The global

financial crisis caused by American sub-prime crisis in 2007 put domestic employment situation under great pressure. The domestic economic restructuring has been intensified in recent years. The slowdown in economic growth and employment growth lead to increasing in college graduates unemployment^[4]. The number of college graduates unemployment from 2001 to 2012 is shown in Figure 2.

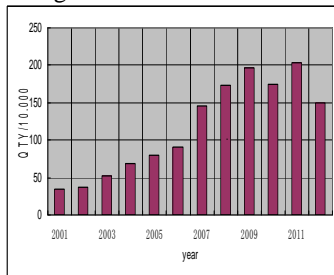


Figure 2. Number of college graduates unemployment from 2001 to 2012

(2) *The contradiction between narrow employment view of college graduates and social physical demand.* In recent years, under the pressure of employment situation, the employment of college graduates is more practical and rational. Many graduates choose to temper themselves in basic level, rural and western. However, the concept of many college graduates also remains in the planned economy and elite education era. The employment expectation is too high. They think the college graduates should work in the city especially big city. The jobs should be in the party and government organs, large enterprises, not in the small and medium-sized enterprises and basic units. The party and government organs, large enterprises, large units become a battlefield of college graduates. Only a few graduates are interested in the small and medium-sized enterprises and basic units who need talents urgently. Some graduates think they should have a high salary, good treatment as college graduates. They never take any notice of hard areas and poor treatment unit. Grandiose aims but puny abilities employment concept leads to a serious imbalance in the employment structure. The employment of college graduate is pressed as more narrow by themselves^[5-7].

(3) *The contradiction between low quality of college graduate and basic requirement of employer.* Some college graduates' knowledge is too narrow. The social adaptation and ability are weak. The ability adapt to work is lack. They have strong dependence, lack of independence and basic skills to survive in society. They have outstanding personality, lack of hard-working spirit and the spirit of unity and cooperation. Therefore, a fresh university graduate student needs many years practical work to adapt to job requirement. Many employers do not want to accept fresh graduates. As a result, the contradiction between low quality of college graduate and practical requirement of employer is prominent.

(4) *The contradiction between backward education structure of university and social demand for innovative*

talents. The market demand of some disciplines and professional talents is surplus. But the colleges still train these disciplines and professional students. Especially in the past ten years, Chinese social and economic has developed rapidly. The industrial structure has been adjusted sharply. But the adjustment of college discipline and specialty structure is behind obviously. It will lead to that the graduates do not adapt to social demand and employment difficulties.

(5) *The contradiction between lack of guidance about employment and expansion of enrollment in colleges.* With the emerging of employment problems, the consultation and guidance services against the employment of college graduates have developed gradually. The universities and the society have established the corresponding institutions or organizations. However, the form of service was lack of variety. The content was not abundant enough. The information was insufficient. The channel was not open. Because of the long-term effects of distribution system of college graduates, the relevant departments and personnel have not completely changed both in concept and in the work method when they faced the employment situation of the demands of the market for new graduates. They did not pay enough attention to employment of graduates. The initiative was not strong. The professional quality of personnel engaged in consultation and guidance services about employment need to improve.

III. THE CONSTRUCTION OF ALL-ROUND EMPLOYMENT SYSTEM AND SOLVING OF THE CONTRADICTION OF COLLEGE GRADUATE EMPLOYMENT

In view of the above reasons, in order to solve the contradictions of the employment of college graduates and improve the employment education and management structure, we put forward a full range of concept about employment system. Full range means all aspects of the problem. We propose corresponding measures and means from the nature of contradiction, realize the organic combination of various aspects and promote each other, achieve the effect of 1+1>2. The basic components of a full range of employment system as follows:

(1) *To create a good social atmosphere*

The higher education in China is relatively backward recently. It resulted in shortage of college talent. The phenomenon of difficult employment recently of college students is only a temporary phenomenon in the process of Chinese structural reform, economic restructuring and concept transformation. It is a kind of false phenomenon caused by the irrational system, institution and backward notion. Therefore, we should promote the development of economy, mobilize all social forces, guide correctly and make arrangements for the employment of college students. We should create an open, fair and external environment for college graduates. Efforts should be made from the following aspects for this:

(2) *Development of the tertiary industry vigorously.*

The main pillars of the tertiary industry are: finance, insurance, telecom and other service industries such as

marketing. These industries are closely related to the people's lives. People require convenient, fast, high quality service with the people's living standards continue to improve. We must accept certain professional education to meet these requirements. The professional knowledge required do not need too high. The relative education cost is low. It is exactly a recipe to solve the employment problem of popular higher education. From the experiences of Europe and the United States and other developed countries, effective methods to solve the employment problem in the development of high education is to vigorously develop the tertiary industry. In China, the tertiary industry is relatively backward. The proportion of GDP is only 44.6%. The tertiary industry proportion of GDP in developed countries has reached 70% - 80%. So the development of the tertiary industry in our country has great potential to increase the chance of employment.

(3) *Standardizing the talent market.* Sound or not of talent and employment market is directly related to the social overall employment rate and directly affect the employment of college graduates. With the development of our socialist market economy and the continuous deepening reform of higher education, the national employment policy under the guidance of the "two-way choice of jobs" employment system was established finally. Graduates and employers had career choice autonomy and employing autonomy. Reasonable allocation of graduates can be realized through the market mechanism. The employment system can be improved gradually through the standardizing of talent market.

(4) *Encouraging college graduates to exercise in basic level.* We encourage the students to exercise in the hard region. They main enriched units of community in the city and rural township. They engaged in education, health, police, agriculture, poor supporting and other social welfare work. The thought that encourage college graduates to work and start an undertaking in basic level through preferential policies made more young people join the teams serving for base. It transformed grandiose aims but puny abilities existing in college graduates.

(5) *Establishing a rational system of education.* Colleges and universities play an important role in planning, implementation of the education in higher education. Whether the new system of higher education which take employment-oriented recruitment, training, career development as the guidance can be established or not is an important factor solving the problem of employment of graduates. At present, the overall layout of colleges and universities in our country shows different level. The gap of education level between key university and general university is big. They developed unbalanced. Academic, subject settings also tend to lag. Popular and unpopular classification model leads students to ingratiate themselves seriously. Some students in the popular professional may be unemployed after graduation. The students in the unpopular professional are relative lack. To establish a rational system of education, mainly in the following aspects:

(6) *The reform of higher education system.* Higher education should develop students' autonomous learning enthusiasm. We should not classify universities and subjects according to key and non - key, popular and unpopular. We should guide the students to choose according to the subjective factors and personal interest in order to give full scope to the talents. We should make market regulate the subjects, profession and hierarchy structure at the same time. Educational resource should be allocated reasonably. Scientific expectation should be made according to full market research. The training of urgent talents should be enhanced. The surplus talents should be reduced.

(7) *Innovative talents training mode.* The cultivation mode of "entering strictly and graduating easily" should be changed. The mode of "entering strictly and graduating strictly" and "entering easily and graduating strictly" should be realized gradually in the popular education mode. Relevant employment education and knowledge should be provided according to market at the same time. Subject setting and profession enrollment scale should suit market needs. The talents should have work to do. The talents needed by market should be supplied. Flexible length of schooling should be adopted. Students should be allowed to employment or delay, continue to study other industry or accept the occupation training.

(8) *Efforts to increase employment.* The college should establish a sound mechanism of employment guidance to raise the level and intensity of guidance of employment. The interconnection and sharing of information between various universities should be paid attention. Information sharing platform should be established. It can provide sufficient employment information to graduates and realize the complementary advantages and resource sharing. A solid market delivery channels should be set up. Employment channels can be expanded. The college should offer special occupation literacy training courses and entrepreneurship education to students to cultivate the students' awareness and ability of starting an undertaking. The conditional students can accumulate entrepreneurial conditions in a few years after obtain employment. They can realize progressively the "work for others" to "work for myself". They solve the problem of employment by starting an undertaking.

IV. SOME THOUGHTS AND SUGGESTIONS TO PROMOTE THE EMPLOYMENT OF COLLEGE STUDENTS

According to the problem and employment pressure of the higher education and educational system, along with process of the educational practice reform, some suggestions and proposals are proposed for the development of the educational education and management reform.

(1) *Enhancing the ideological understanding, establishment of new concept of education and employment outlook.* Attitude is everything, and the idea is future. The awkward situation which the low employment rate of higher education must be changed by the reform, firstly, it needs to strengthen the organization

and leadership, and enhance the ideological understanding. The position of educational direction should be corrected, and the new concept of education for the occupation and practice in the society should be built. And the evaluation of practice ability should be taken as same important as the theory examination. The evaluating mechanism should put much attention to the operation skills and practice abilities. The relevant departments and colleges should increase the investment in the demands of the occupation. On the basis of the effective practice and learning, the specialized skill is exercised, and the occupation morals are cultivated, the scientific research innovation ability is developed. Really to make the graduates learn for the use in the occupation, and have the enough abilities for occupying the jobs.

(2) *Reform of the curriculum system, cultivation of comprehensive high quality talents.* Based on the practice model of embedding in the courses, make the further refine and reform, and take quality-oriented scientific management, and strict checks to ensure quality, the curriculum practice is implemented, make the students convert the theory to the practicable ability. The pertinence should be shown in the theory education, and the practical effect should be shown in the practice education. Make the practice phase of the curriculum be the pre-job training of this major course. The examination of the subject is divided into theory and practice two parts equally, really ensure the graduates can operate the related machines without new training after the subject learning. And also the occupation qualification certificate can be taken in to consideration for the qualified students. Certainly, this should coordinate to the labor and social security department, on the one hand, it stimulate the positivity for the student for participation in the practice, on the other hand, the qualification certificate is a consideration for the employers, certainly, it must be strict with strict management mechanism.

(3) *Abundance of the practice models, development of efficient practice mechanism.* According the survived practice models as presented above, the effective and efficient educational practice system and mechanism should be researched and specified. Make educational practice become usual and regular, and make the practice model become a comprehensive system. Each practice models are combined one by one in one organic whole with reasonable application, and develop the spirit of exploration and innovation. The education is developed with the practice, and the educational practice is developed with education. The new high quality technological and management talents are cultivated that good at many things and expert and both with socialist-minded and professionally competent. Ultimately, the effective practice model mechanism should be developed by the relevant department, and promote the integrated development for the graduates.

(4) *Adjustment of the practice time, cultivation of the practice ability according to the learning time and majors.* It is necessary to increase the practice time to a certain degree reasonably, but the whole study time in the

university is limited, confronted to the so many subjects and how to coordinate the contradiction between the practice time and theory study time is a hard problem which need to be researched. In my opinion, according to the different training objectives, it can be divided into academic research students and engineering application of student. The academic research students need to be put much attention to the theory learning, so the additional practice time can be set by for the research and study, on the other hand, the application students should be put much attention to the practice and training exercise with reduction of some irrelevant curriculum learning, and it should be put more practice time for this type of students. In conclusion, how to coordinate the contradiction between theory study and the practice exercise, and find the best balance of the learning and practice, the problem should be solved by the effort of the relevant department. And the ultimate objective is for the development of the social, development of the science with cultivation of the useful talents.

V.CONCLUSIONS

The education is the fundament of the country, and talent is the future of the country. The society declines high scores and low abilities. The development declines the armchair strategy. The reform of educational systems have deepened, the higher education is especially related to the fate of the country. The employment mechanism and educational mechanism of higher education must forge ahead along with an effective way. All the efforts are dedicated to the contribution of the education development, and for the contribution of society development.

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