

Research on the Professional Layout and Professional Structure Adjustment of H Colleges and Universities from the Perspective of Graduates' Dynamic Change

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Abstract—The rationality of professional layout and professional structure adjustment directly affects the advantages and disadvantages of higher vocational colleges in cultivating high-quality talents and serving regional economic and social development. This paper selects data from the data collection platform of talent training and working status in 2009-2018, analyzes the scale and employment status of graduates of colleges and universities, and understands the professional layout and professional structure of h college from the perspective of dynamic changes of graduates. Changes provides a certain reference for the college to form professional advantages and school running characteristics, improve the influence of running schools, serve regional economic development and achieve higher quality employment.

Keywords—*graduates; dynamic changes; h college; professional structure; professional structural adjustment*

I. INTRODUCTION

The National Vocational Education Reform Implementation Plan states: firmly establish a new development concept, serve the construction of a modern economic system and achieve higher quality and full employment needs, and promote the employment and adapt to the needs of industrial development, and focus on cultivating high-quality laborers and technologies. Skilled talent. Whether the professional setting of higher vocational colleges is compatible with the local economic and social development, whether the professional positioning is clear for the characteristic development of higher vocational colleges, is very important for the construction of vocational education professional system [1] that is compatible with the regional modern industrial system. significance. Regarding the relationship between professionalism and employment, many scholars have carried out related research, such as Yang Yifei [2] taking the 2014-2016 graduates of d University as an example, using the sample survey to develop the employment and professional of undergraduate graduates of research universities. Relevance research. Li Wei [3] takes m province as an example to analyze the employment situation of m province from three aspects: employment status, employment structure, employment structure deviation and employment elasticity of the three major industries. Liu Ruyi et al [4] analyzed the structural contradictions in the employment market of higher vocational education, analyzed the unpopular majors and popular professions in recent years, and proposed that higher vocational colleges should vigorously develop the

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"green card" profession and optimize the professional structure. On April 20, 2019, the Economic Daily [5] proposed that the professional setting should be "marketable on the road, pointing out that colleges and universities should not consider "professionalism" in considering professional settings. They should focus on employment needs, rely on school specialties, and highlight the characteristics of cultivation. In a timely manner, the reduction is decisively reduced, and the market competitiveness of talents is improved.

II. THE PROFESSIONAL LAYOUT OF THE COLLEGE IS PRECISELY ROOTED IN THE LOGISTICS INDUSTRY

With the implementation of "One Belt and One Road" and "Made in China 2025", the logistics industry has entered a new stage of strategic development. Internet technology, cloud computing, Internet of Things and other technologies are widely used in the field of logistics. Logistics informationization and mechanical automation are becoming more and more high. Higher requirements for high-quality technical and skilled logistics talents are put forward. "Internet +" promotes logistics. The transformation and upgrading of the industry urgently requires the cooperation of logistics technology skills training.

The college is the first and only higher vocational college in the field of modern logistics industry. It is oriented to the logistics industry and is connected to the logistics industry. It has become a high school of modern logistics technology skills. The school's professional chain is fully integrated into the modern logistics industry chain, focusing on cultivating three province-level first-class specialty groups of "modern logistics management", "smart logistics technology" and "modern logistics business", and constructing a special professional system that is highly compatible with the development of regional logistics industry. There are 27 majors in logistics management, logistics engineering technology, logistics information technology, internet of things technology, e-commerce, etc. Among them, logistics management is a model specialty in Hunan Province. Logistics information technology and e-commerce are featured in Hunan Province. Logistics information Technical and logistics engineering technology is a special specialty supported by the central government. The professional skills of spot check assessment and graduation design spot check ranking are in the forefront of the province. In the National Student Skills Competition, it won the first prize of the "IoT Technology Application"

competition of the 11th National Vocational College Skills Competition, and the second prize of “Smart Logistics Operation Plan Design and Implementation Competition”.

III. DYNAMIC CHANGES IN THE NUMBER OF GRADUATES IN THE PAST 10 YEARS

Higher vocational colleges focus on cultivating technical and skilled talents. However, the achievement of training objectives and the quality of talent training require social and industrial enterprises to test. One of the inspection standards is that the talents cultivated are the talents needed by the industry enterprises and are in short supply. Quantitatively, they are high-quality, full-employment, high employment rate, and high employment rate. The second test standard is that the cultivated talents receive the society. The recognition of industry enterprises, the employer's satisfaction is high, and the graduate promotion rate is high.

A. Changes in the number of college graduates in the past 10 years

On the one hand, the size of the number of graduates directly reflects the size of the school-running scale and the influence of school-running; on the other hand, it can indirectly reflect whether the majors run by higher vocational colleges adapt to the adjustment of industrial structure, whether it conforms to regional economic development, and whether it serves the economy effectively. Whether social development has certain appeal to society. The dynamic changes in the number of graduates can directly reflect the scale of running a school in higher vocational colleges, the goal of talent training, the quality of talent training, and the situation of talent transfer.

TABLE1 NUMBER OF COLLEGE GRADUATES IN THE PAST 10 YEAR

years	Number of graduates (person)	Number of employed students (person)	employment rate
2009	1441	1191	82.65%
2010	1740	1504	86.44%
2011	1976	1714	86.74%
2012	2181	1999	91.66%
2013	1665	1523	91.47%
2014	1260	1151	91.35%
2015	1275	1166	91.45%
2016	1777	1656	93.19%
2017	1996	1872	93.79%
2018	2272	2144	94.37%

From the changes in the number of graduates in the past 10 years, it can be seen that since 2014, the number of college graduates has been increasing year by year, and the employment rate has increased year by year; 2013 has a downward trend compared with 2012, 2011 and 2010. Because of the abundant student resources in 2007-2009, the enrollment plan is large.

B. Change in the number of graduates in the past 10 years

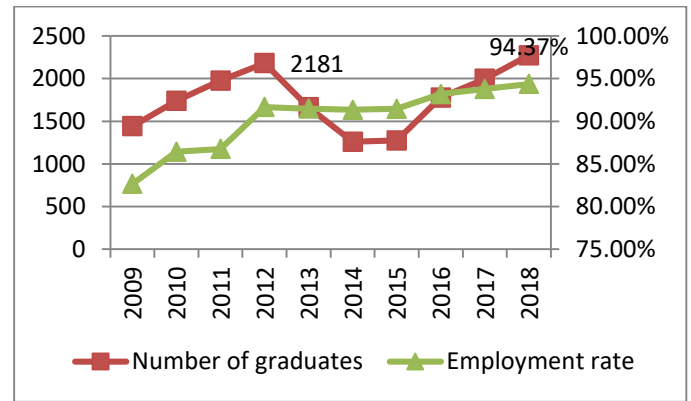


Fig 1 Line chart of graduates and employment rate in the past 10 years

It can be seen more intuitively from the line chart. (1) The number of college graduates has increased from 2009 to 2012, and has declined in 2013. In 2014, the number of graduates has increased year by year. The reason for this is that the number of graduates has increased year by year. It is because there are sufficient students before 2007-2009, and the enrollment plan is large, resulting in an increasing number of graduates from 2009 to 2012.(2) Employment rate has been rising continuously from 2009 to 2012 and has grown steadily since 2013.

IV. THE DYNAMIC CHANGES IN THE NUMBER OF GRADUATES OF VARIOUS MAJORS IN THE PAST 10 YEARS

A. Changes in graduates of various majors with 9 consecutive graduates

For the majors that have been running for the past 10 years and have 9 consecutive graduates, except for the graduates who have been relatively large in logistics management and accounting majors (because of the large scale of physical management and accounting majors, the number of graduates is large, here) Excluding these two majors and drawing other majors), draw a line chart of the number of graduates from other majors, and graphically see the dynamic changes of graduates of various majors.

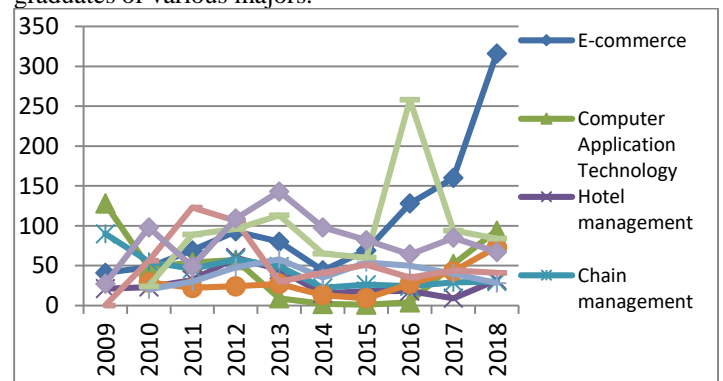


Fig 2 Number of graduates of various majors from 9 consecutive graduates

It can be seen from the line chart of the number of professional graduates who have been running the school for nearly 10 years and have 9 consecutive graduates:

1) Graduates of different majors have different scales.

Some professional graduates have not been large. For example, in the hospitality management profession, the number of graduates has always been 50; the number of graduates in tourism management has been below 50 in addition to 2018, nearly doubled in 2018 compared with 2017; the chain management major graduated in the past 6 years. The number of students is below 50; in addition to individual years, the number of graduates is basically below 50; the number of graduates in Business English is down in 2013, and since the number of graduates, the number of graduates has fluctuated around 50. In addition to individual years, the number of graduates in marketing and logistics engineering technology is basically fluctuating directly between 50 and 100 people.

2) The trends of graduates of different majors are different.

The number of graduates in chain management majors showed a downward trend; the computer application technology profession showed a downward trend before 2016, and then showed an increasing trend; the number of business English graduates has changed steadily since 2013; the number of graduates in automotive technology service and marketing is steady changes; the number of e-commerce graduates is on the rise, especially since 2014, the growth rate is obvious.

3) The scale of e-commerce graduates has increased dramatically.

With the development of e-commerce logistics, the Internet, and information technology, the transformation and upgrading of traditional logistics enterprises and the rapid development of e-commerce enterprises have led to a surge in talents.

B. New changes in professional graduates

For the logistics information technology, secretarial, Internet of Things application technology, logistics park financial management, port and shipping management, international economy and trade, business management, which have been added in the past 10 years and have at least 2 graduates, draw the line chart as follows:

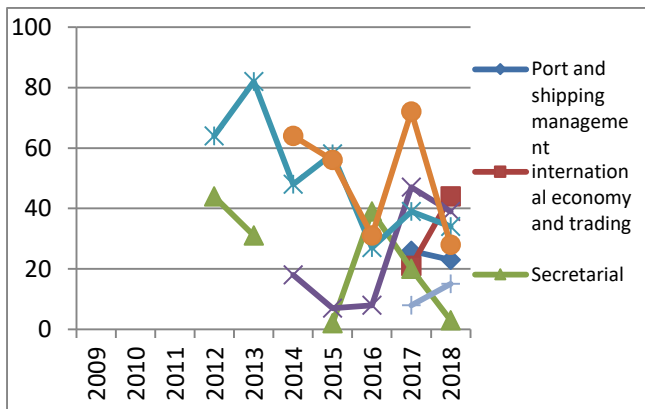


Fig 3 Line chart of the number of newly added professional graduates in the past 10 years

It can be seen from the line chart of the number of new graduates in the past 10 years:

1) The number of new professional graduates is different.

For example, in 2012, there were graduates of secretarial and logistics information technology, there were no more than 44 secretarial graduates, and there were more than 80 graduates with the most logistics and information technology majors. In 2014, there were graduates with IoT application technology. In the first year, there are 18 graduates. In recent years, the number of graduates has increased to nearly 50. In 2014, there were 64 graduates of the first financial management of logistics parks, and the largest number of graduates were 70. In 2017, there were graduates. The number of graduates in port and shipping management is more than 20, and the number of graduates in business management is less than 20. In the same year, the number of international economics and trade graduates with graduates increased from 20 to 40.

2) The trend of new professional graduates is different.

The number of new graduates has increased or decreased. In 2012, the number of graduates with secretarial and logistics information technology graduates declined overall. In 2017, the number of graduates with port and shipping management graduates showed a downward trend. In 2014, the number of graduates with IoT application technology and the number of international economics and trade graduates with graduates in 2017 showed an overall upward trend; in 2014, the number of graduates in the logistics park financial management graduates fluctuated and Decrease the trend slightly.

New majors Due to their newness, graduates are not large.

V. THE EMPLOYMENT RATE OF GRADUATES OF VARIOUS MAJORS IN THE PAST 10 YEARS

The purpose of the professional setting is to train the graduates of the society, and the employment status and quality of the graduates in turn detect whether the professional settings meet the needs of social development.

A. The employment rate of all majors in the 9th graduates

For the profession that the college has been running for nearly 10 years and has 9 graduates, draw a professional employment rate line chart, and graphically look at the dynamic changes in the employment rate of each profession.

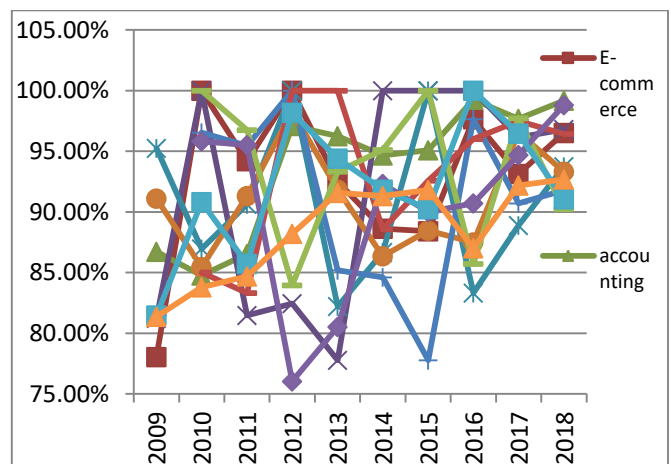


Fig 4 Line chart of professional employment rate of 9 graduates

It can be seen from the line chart:

1) The employment situation of each profession is not balanced.

In the same year, the employment rate of different professions is different. For example, in 2009, the employment rate of e-commerce is 78.05%, the employment rate of hotel management is 95.24%; in 2012, the employment rate of marketing is 76.04%, while the major of automobile marketing and service, tourism management, Hotel management professional, e-commerce professional employment rate as high as 100%.

2) The trend of changes in the employment rate of various professions is different.

The employment rate of e-commerce is on the rise; the employment rate of marketing majors has been rising since 2012; the employment rate of accounting profession has fluctuated slightly and showed an upward trend; the majors of tourism management, computer application technology and marketing have a large fluctuation. In terms of the number of graduates, this kind of fluctuation is not regular, but is related to the number of graduates.

3) In the long run, the college's professional employment rate is on the rise.

From 2009, the professional employment rate fluctuated between 78% and 96%, and by 2018, the professional employment rate fluctuated between 95% and 100%.

B. Increased employment rate of professional graduates

To map these professional employment rates for logistics information technology, secretarial, IoT application technology, logistics park financial management, port and shipping management, international economics and trade, and business management, which have been added in the past 10 years and have at least 2 graduates. The line chart is shown below

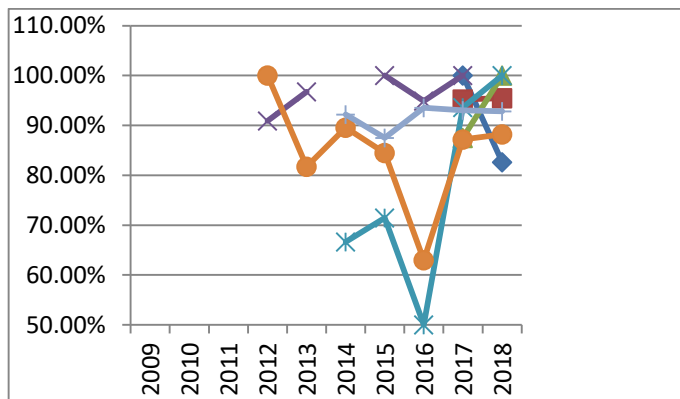


Fig 5 Line chart of new professional employment rate in the past 10 years

It can be seen from the line chart:

1) The professional employment rate is volatile.

The employment rate of the Internet of Things application technology specialty and the logistics information technology profession fluctuated greatly in 2016 and 2015 respectively.

2) The newly added professional employment rate fluctuates around 90%.

The employment of secretarial professions, logistics parks, financial management, business management, international economics and trade, and port and shipping management are all fluctuating around 90%. Only the port and shipping management professional employment rate is declining.

VI. CONCLUSIONS AND RECOMMENDATIONS

(1) Number of college graduates Since 2014, the number of graduates has increased year by year; the employment rate has been rising continuously from 2009 to 2012, and has grown steadily since 2013. It shows that the employment situation of the college is good, and the next step is more focused on the issue of higher quality and full employment.

(2) There are different graduates of 9 graduates in different scales, and the employment situation is not balanced. The graduates of different majors have different trends, and the employment rate changes are different. However, in the long run, the professional employment rate of the college is on the rise. It shows that the college has been working hard and exploring the employment and service local development. The rising employment rate fully demonstrates that the college's professional setting and professional structure adjustment are closely related to social needs.

The scale of e-commerce graduates has increased dramatically, and the employment rate has been good, stabilizing at over 88%. This is related to the rapid development of current e-commerce logistics, the Internet, information technology, the transformation and upgrading of traditional logistics enterprises, the rapid development of e-commerce enterprises, and the surge in talent required. The college should seize this opportunity, increase the construction of e-commerce professionals, and reshape and improve the professional construction.

(3) The newly added professional employment rate is volatile, but it is mostly fluctuating around 90%. The scale of new graduates is different. Due to its newness, the graduates are not large. It shows that the newly added majors in the college fully consider the adaptability of new professional development and industry development and regional economic development. However, how to increase the intensity of professional construction, expand the scale of professional personnel training, and provide more socially needed talents for the society. Should focus on breakthrough issues.

After all, as a vocational college, we are not pursuing the establishment of a comprehensive college with a full range of professional disciplines, but rather an influential first-class specialty with distinctive professional features and local development. Therefore, the new specialty of the college is that the application development vision adds the professional skills needed for future industry development, and seizes the opportunities of the information industry, instead of just seeing the present and setting up the profession following the current development.

(4) Combining the scale of graduates and the employment rate, the graduates have not been large in recent years, and the employment rate has not shown a significant increase in the profession, such as hotel management, tourism management, chain management, automotive technology services and Marketing professionals can consider eliminating or adjusting professional features, in-depth research and evidence collection, whether these professions are not compatible with social needs or a problem in a certain part of the process of professional construction and personnel training. For the professional elimination of professional professions that are incompatible with social development, it is necessary to increase professional construction for those majors that need to adjust their professional characteristics [6], improve professional construction, strengthen professional transformation and remodeling, and form new professional growth points to Good to promote high quality employment.

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