

The Strategy of Improving the Employment Competitiveness of University Graduates

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Abstract: China's economic development has entered a new era, the industrial structure is deeply adjusted, and innovation and entrepreneurship have become the main theme. At present, the quality of postgraduate education in colleges and universities is not high, and the comprehensive quality is not too hard, which makes the problem of "difficult employment" for graduate students more prominent. To solve the problem of "difficult employment" for graduate students in the new era, the key is to improve the core competitiveness and comprehensive quality of graduate students. This paper starts from the employment dilemma of graduate students and discusses ways to improve the employment competitiveness of graduate students.

Keywords: Graduate student; Employment; Competitiveness

1. Introduction

At present, China's economic development has entered a new era, there are uncertainties in new jobs, and technical unemployment is intensifying, which makes the already serious graduate employment situation more complicated and changeable^[1]. However, challenges and opportunities coexist in the new era, and innovation drives the main driving force for economic development. In the future, the demand and requirements for high-level talents will increase, and the mechanism for entrepreneurial employment will be improved. Under this new era of employment, the government, schools, and postgraduates will undoubtedly become the key factors in solving the difficult employment problem. How to take multiple measures to comprehensively improve the employment competitiveness of graduate students and get out of the employment predicament of current graduate students is an important consideration and research. Question.

2. Analysis of the Causes of the Difficulties in the Employment of College Graduates in China

2.1. The quality of postgraduate education is not high, and the training mode needs to be improved.

The cultivation process of graduate students pays too much attention to the study of professional knowledge and academic research. It has little connection with the production practice of enterprises, and the research results are difficult to transform into actual productivity. At the same time, this kind of training also makes graduate

students ignore the exercise of comprehensive quality and practical ability.

2.2. The professional ability of graduate students is not too hard, and the overall quality is not high.

Professional technical ability is not outstanding, lack of innovative spirit and practical ability. Employers who attach importance to "capability-oriented, post-competitiveness" have declined their recognition of today's graduate students. If graduate students do not change their concepts in time and strive to improve their overall quality and practical ability, it will be difficult to stand in a highly competitive environment^[2].

2.3. Insufficient guidance for graduate employment in universities

At present, the graduate employment guidance system related to colleges and universities is far from perfect. Mainly in the following aspects: graduate employment guidance institutions are not perfect, the job market development ability needs to be improved; the employment and entrepreneurship guidance curriculum construction is not enough attention, the teaching content is homogenized seriously, the teaching effect is not good; The employment and entrepreneurship guidance faculty needs to be optimized.

3. Ways to Improve the Competitiveness of Graduate Employment

3.1. Transforming government functions and giving full play to policy guidance

The government should further implement various policies and measures to promote the employment of graduates: Encourage and guide graduate students to serve the western region and take root at the grassroots level. Improve the talent introduction policy and improve the happiness index of the graduate students; Set up a communication bridge between employers and graduates, guide enterprises and institutions to actively carry out project cooperation with universities, and increase the intensity of attracting graduate students; Implement the "College Student Entrepreneurship Leading Plan" to further implement and improve the entrepreneurial support policy. Simplify the procedures, so that college students can enjoy the benefits brought by self-employment, entrepreneurship drives employment, and create a good social atmosphere of "mass entrepreneurship, innovation"^[3].

3.2. Intensify reforms and comprehensively improve the quality of postgraduate training

Innovative talent training mode. First, universities must strengthen the concept of running a school oriented to society. Second, strengthen the construction of graduate tutors, establish and improve a long-term mechanism for tutors to assist graduate students in career selection and career development, and actively recommend graduate employment. Third, deepen the cooperation between schools and enterprises, and carry out multi-channel joint training.

Improve the graduate employment and entrepreneurship guidance system. The first is to raise awareness, improve the graduate employment and entrepreneurship guidance institutions, and infiltrate the graduate employment and entrepreneurship ability into the whole process of education. The second is to strengthen the construction of graduate employment guidance teachers and improve the level of professional guidance. The third is to improve the graduate employment and entrepreneurship guidance curriculum system.

3.3. Graduate students must be brave in practice and focus on improving their overall quality.

Clear positioning and good career planning. Graduate students must correctly assess themselves, understand their own personality characteristics, establish a correct view of learning and employment, rationally adjust their employment expectations, and seize the opportunity.

lay a professional foundation and focus on practical ability and innovative spirit. Constantly learn knowledge and nutrition, be good at summing up and reflecting, be able to find problems, solve problems and innovate; strive to find internship opportunities and quickly integrate into the work environment, and exert their own value; also

pay attention to cultivate their own "soft power", such as team Spirit, interpersonal communication, organizational management skills, etc.^[4].

Be prepared to master the job search skills. Job search skills include resume production, information collection and screening, interview skills, and rights protection. The production of resumes should focus on different companies and job characteristics, and highlight their own highlights. The interview is the key to determining the success of a job search, so be prepared and prepared.

4. Conclusion

Under the new situation, graduate students should develop themselves in an all-round way, recognize the employment situation, improve themselves, and prepare for adequate employment. They must not only improve their professional level and innovative ability, but also strive to seek opportunities to invest in social practice. In the middle, constantly improve the overall quality. At the same time, colleges and universities should also focus on improving the quality of postgraduate training, aiming at market demand, continuously deepen teaching reform, and pay attention to the cultivation of postgraduate innovation consciousness and innovation ability. In addition, the government should better do macroeconomic regulation and control, strengthen the feasibility of policy orientation, encourage graduates to serve the west, serve the grassroots, and enable them to truly take root. At the same time, we must also strengthen the corporate social responsibility awareness and actively absorb the employment of college graduates. With so many measures, it is believed that solving the problem of graduate employment is just around the corner.

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