

# Analysis of Contemporary College Students Employment Situation and Countermeasures

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**Abstract:** Higher education from elite education to mass education has played a positive role in achieving universal quality improvement, but it also weakens the competitiveness and employability of students. University students' employment problem has become a serious social problem. In this study, through probing the cause of the university students' employment difficulties, and analyzing factors restricting students smooth employment, and puts forward some feasible positive response.

**Keywords:** University Students; Employment; Status Quo; Countermeasure

## 1. Introduction

Since 1999, China puts forward the policy of enrollment expansion, universities recruit students scale expands unceasingly and welcomed a new stage of popularization of higher education. Followed by the number of graduates increases every year, although the country have launched a "Western plan", "three of a help", "education special post planned", "university student village official plan," "College tuition enlisted compensatory" to "encourage students start "a series of policies to encourage employment. But high School graduates employment situation is still grim, large number of underemployed students, especially in recent years the financial crisis more aggravated the situation. In 2011, China's college graduates more than 6.6 million people, the ministry of education first released employment rate was 77.8%, which means that there are 1.45 million people without jobs in time. And according to the state of our country's higher education system reform and population structure and distribution situation, the situation is difficult to change in short time.

## 2. The Causes of College Students' Employment Difficult

### 2.1. The Quality Education of College Students Can't Keep up with Market Demand

Mass students lead to a drop in the quality of education, in general, the value of college students is falling. Existing teaching resources can not meet the students' self-study, internships, laboratory and other needs, and obsolete curriculum also caused the quality of teaching college students can not keep up with market demand.

Based on the status quo, even condone some students laziness psychology, usually not serious in class, knowledge is not solid, serious gap between theory and practice, exist gaps between knowledge and learning requirements of employers. "Loose" learning environment does not allow students to learn and earn, which is the school or social factors declining quality of students.

### 2.2. Graduates High Expectations

Along with the popularization of higher education, college students' expectations not in conformity with the market conditions. An investigation shows that the ideal starting salary of college students are more than 4,000 yuan, accounting for about 15%; person who able to choose below 1,500 yuan only 3%; while the majority of people have chosen 1500 to 2500 yuan. Some students just graduated from their salary expectations are still high, but at the same time, inflation also pushed up graduating students salary expectations. But companies tend to pay scales is direct proportional with students practical ability, work values, work experience, so causing students salary expectations have gap with actual. There are some students have the spirit of "quality before quantity" idea, the first job often "own heart's desire" in the pay, place of work, opportunities for development, some students have job but off duty. Form the current social phenomenon "crazy for public position" "crazy for graduate school" and "crazy for selected graduates", affecting the employment rate of university students.

### 2.3. Graduate Employment Area Concentrated to Large and Medium-sized Cities

With the deepening reform and opening up, Beijing, Guangzhou and Shenzhen as the representative of the

rapid development of the coastal and central cities, the economic culture and education development is much faster than the western region. Provide many jobs and opportunities for students to achieve ambitions, and high-paying, high welfare benefits and greater development space is the advantages of the city compared to small town. Many college students formed employment misunderstanding "prefer capital a bed suite not to his hometown", resulting in graduate employment areas to the cities centralized situation. But excessive talents influx, cause cities job market is saturated, and appears oversupply widespread. In order to have its own place in the city, "first employment and re-career" thinking increasing depth, potentially reducing the value.

#### **2.4. Employment Service System is Imperfect**

University lack of effective mechanisms for employment, college career planning and career guidance system is incomplete, the related uneven level of teachers' professional courses, the employment department staff lack the operational capacity. Career guidance course has large span, so can not penetrate the whole process of undergraduate education, theoretical classroom teaching too much and practice too little. The top class teaching mode highlight one counseling and college courses defects demands of the course there was a contradiction between the curriculum and teaching makes the students can not meet the actual demand, leading curriculum effect is reduced. Meanwhile career guidance department administrative functions more prominent, lack service functions, the graduates employment guidance quality is not high, employment guidance form monotonous, career guidance not throughout the entire process of the University.

### **3. The University Students' Employment Problem Solution**

#### **3.1. University Reasonable Position Professional Training Goals**

Universities should be based on employer feedback to further optimize and integrate the curriculum, to break the traditional barriers between curriculums. Redesign and adjust the quality of professional knowledge and ability structure, dilute professional boundaries, broaden professional knowledge, improve students' social adaptability and professional adaptability, making personnel training to match the the market needs.

#### **3.2. Through Various Channels to Solve the Employment Problem**

Universities facing important task is to increase the effective information collection efforts, that is quickly and efficiently deliver the graduates most concerned employers demand information to graduates and employers which fully shows the importance and necessity to maintain contact with enterprise. Current students and enter-

prise information are not the same, so the relevant school career center should regularly conduct research on market demand. Understand the employment situation and talent demand, adjust the students' employment mentality, get more effective employment. Through the establishment of alumni employment information resource sharing platform, provide job information for college students.

#### **3.3. Comprehensively Improve the Overall Quality of Students**

New technology, new economy, new developments, new opportunities and challenges are increasingly urgent demand, people's desire for high-quality talent increasingly urgent. Therefore, colleges and universities must constantly update the teaching content, the practice of educational and innovation ability cultivation throughout the whole process of education and teaching. Efforts to improve students' moral and professional qualities, physical and mental qualities, strengthen the competition awareness, market awareness and active employment awareness, training them into the compound talents with broad knowledge, liberal arts master, strong operational ability, practical ability and cooperation ability.

#### **3.4. Strengthen the Employment Preparation Education, Deepen the Content and Form of Employment Guidance**

Through improving university employment service system, establish career planning evaluation system, to further improve students' employment readiness level. In the daily management, strengthen the employment value education and guide students to gradually harmonize personal needs with social reality. Meantime, through establish career planning studio and employment counseling centers to speed up the construction of career planning consultation. The career planning education into the campus culture makes career planning education and career guidance throughout the college career planning education improve the effect of career planning education.

### **Conclusion**

Overall, university student employment is a matter of government, business, universities, student groups themselves and student family. And it is related to the country's development livelihood issues, affecting the national economy healthy and orderly development and social stability relations event. From a height, macro planning, the relevant government departments should guide students to effectively assume responsibility for employment, timely release authentic and reliable information on employment services, regulate and supervise the job market operation, secure students interests. Head of Education and Human Resources must ensure personnel training and the labor market in the butt. Colleges and universities should focus on college student employment psychological counseling, guide students to grass-roots

employment, increase expenditure on employment promotion. Avoid waste of human resources, and truly let students learn a director and apply their knowledge to practice.

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