

# The Present Situation and Countermeasures of Enterprise Demand for Postgraduates Ability in Current Economic Situation

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**Abstract:** Under the current economic situation, the contradiction between supply and demand of postgraduates employment is getting tighter day by day. Based on the perspective of enterprises, this paper reveals the gap between the ability of postgraduates and the demand of enterprises, and puts forward some countermeasures so as to provide references for universities to cultivate highly educated and highly qualified talents who adapt to social development.

**Keywords:** Enterprise; University; Postgraduates; Ability

## 1. Introduction

In present era, with the ever-changing economic development, all walks of life are experiencing the transformation of scientific and technological modernization, the competition among enterprises is getting fiercer and fiercer and the survival and development are facing more and more challenges [1], and the high-quality talents become the core competitiveness of the enterprises' operation. In contrast to the enterprises which are thirsty for talents, the current postgraduates education often turns a blind eye to education and neglects the needs of the society. As a result, it is difficult for postgraduates to find jobs while the enterprises complain about the lack of suitable talents [2]. There is a distance between the ability of postgraduates and the requirements of enterprises. To find out the difference and to find a way to make up for this distance will help universities to cultivate highly educated talents with practical knowledge for the society. It also will help postgraduates to establish a rational concept of employment and continuously improve themselves, so that the talent needs of enterprises and employment needs of postgraduates can form truly positive interaction, which is conducive to social healthy and stable development.

## 2. Analysis of Enterprise Demand for Postgraduates Ability

Different types of enterprises or jobs have different requirements for the ability of postgraduates. Based on the criteria of talent selection in the enterprise perspective, the core elements of talent quality can be summarized into three aspects: First, it is the knowledge level of post-

graduates, including the breadth of knowledge, the thickness of professional knowledge and foreign language level; Second, it is the vocational skills, including interpersonal skills, practical skills and innovative ability; Third, it is the professionalism, mainly refers to dedication, teamwork awareness and compression toughness and so on [3].

Technology-based enterprises or technology-based positions have higher requirements for the professional knowledge of postgraduates, at the same time, they require postgraduates to have strong hands-on ability and innovate ability. Production enterprises have lower requirements for the professional knowledge of postgraduates, mainly due to the rapid turnover of these enterprises and their relatively low technological innovation capability. However, such enterprises generally require postgraduates to have a wide range of knowledge and meticulous sense of responsibility. Business and commerce enterprises or marketing positions have higher requirements for interpersonal skills of postgraduates and coordination of organization abilities [4], and these abilities are basically determined by the emotional intelligence, but also a concentrated expression of the postgraduates' social practice. So the postgraduates who have a wide range of hobbies, a wide range of knowledge, strong interpersonal skills during the period of university are more competent than others. Enterprises attach great importance to the professional qualities of postgraduates (such as recognition of corporate culture, professional integrity, market awareness, etc.) and moral qualities (such as integrity, professional dedication and sense of responsibility), especially integrity, sense of responsibility, professional dedication and other personal intrinsic

qualities. For current postgraduate ability status, the employers of enterprises have some disguised criticism. They think that the lack of ability of postgraduates is mainly reflected in: unclear employment goals, lack of social practice ability, poor professional accomplishment, and weak innovative awareness and ability. The professional ability and spiritual accomplishment of postgraduates, whether the education and guidance of universities or the self-training of postgraduates, has a certain gap from the requirements of enterprises.

The out-of-step between education and teaching in universities and the demand of society is one of the important factors that cause the current employment contradiction. The enterprises' evaluation standard for talents is far different from the standard of "outstanding students" trained by universities. When the enterprises select and recruit the talents, they pay more emphasis on the "professional ability" and "professionalism" of postgraduates. The learning and scientific research during the period of universities is only one of the static criteria, which occupies a low proportion. With the development of economy and technology, in recent years, high-tech enterprises require that employees have the ability of originality and teamwork, the ability of analyzing problems rationally, making decisive decisions, accurately acquiring and using information, and the ability of constantly learning and accommodating diverse cultures. Although different types of enterprises or positions focus on different ability requirements of postgraduates, but, in general, the requirements of modern enterprises to the comprehensive quality of postgraduates are becoming higher and higher. They require postgraduates not only to be competent in their jobs but also to have the compounding ability. The enterprises not only look at the present ability of postgraduates, but also look at their potential ability, which is regarded as the reference for measuring their roles in the future development of enterprises.

### 3. Countermeasures

The requirements of enterprises for excellent talents suggest that universities should constantly adjust the training program, guide postgraduates to actively participate in various practical activities, and attach importance to the key factors affecting postgraduates' employment. Universities should guide postgraduates to establish rational employment concepts according to the needs of enterprises, do a good job in career planning and design, and carry out intensive training in accordance with the requirements of professional ability and spirit of modern enterprises. It is necessary for universities to create a team with professional teachers to guide postgraduates' employment, and it is necessary to actively hire business people to teach in universities. In addition to imparting knowledge, it is necessary to strengthen the training of postgraduates' professional ability, especially the prac-

tical education of professional quality, to promote the professionalism of postgraduates in various ways.

In order to reduce the gap between the enterprises' demand for postgraduates' ability and the comprehensive quality of postgraduates, universities should actively communicate with their counterparts and deepen their cooperation through the effective combination of "industry, academia and research", and realize organic combination of daily teaching and scientific research with the needs of enterprises [5]. The reform of training programs must fully reflect the requirements of social production, adhere to the combination of knowledge-based education and humanistic education, and emphasize the professional ethics of students. While guiding postgraduates to actively demonstrate their own characteristics, they also need to strengthen the shaping of their teamwork ability.

In addition to studying their own professional knowledge and exercising their scientific research ability, postgraduates should actively utilize various platforms, grasp every opportunity around them and participate in various activities to consciously cultivate their own professional quality. First of all, postgraduates should strengthen their understanding of themselves and society, take advantage of vacation and weekend to participate in social practice, and enter the enterprise to continuously experience the real needs of enterprises. Then according to the actual goal, postgraduates should establish the correct concept of employment, scientifically plan and design the occupation, make up the deficiencies constantly, and accumulate rich expertise and experience in the continuous study and practice, and strive to train themselves to become high-quality talents to meet the needs of the enterprises.

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### Project Source

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