

Employment Guidance for College Students Based on Market Regulation

Jinxiang Chen

China West Normal University,
No. 1 Shi Da Road, 637009,
Nanchong, Sichuan, China

Abstract

The global financial crisis has led to a radical change in the aggregate supply-demand relationship in the job market, which worsens the humpty employment of college students. Increasingly fierce competition in employment and more employment pressure on college students bring the employment in colleges and universities to a pretty pass. Therefore, in the rational employment of college students, it is crucial to review the working mechanism of guidance on employment in colleges and universities, to enhance the market competitiveness of college graduates, to improve strategies for successful employment of college students, and to establish effective career planning for colleges and universities.

Key words: college students; employment; employment guidance

The issue of college students' employment has become increasingly prominent. If college faculties do not cultivate talents in the light of society needs demanded by market-orientated market, colleges are bound to come to a deadlock. Therefore, it is necessary to reform the employment system, conduct employment guidance for students, help students explore their own potentials and improve their self-value and competitiveness. They are keys for college students to be employed.

1. The analysis of employment plight of college students

As institutions of higher education began to enlarge recruitment, the number of graduate students has been on the rise. However, so many enterprises vigorously demand for higher level of staff and even reduce the number of comparatively incompetent staff. The demand for college graduates in enterprises cannot meet the needs of the number of college graduates hunting for a post. In terms of resources, graduates resources are at the state of oversupply which has brought down employment rate of college graduates successively in recent years. College students' employment situation has been increasingly grim

2. Lack of career planning for college students

In recent years, the contradiction between “employment difficulty” of college students and “recruitment difficulty” of employers has been prominent increasingly. Many reasons cause such a phenomenon, but the primary cause is attributed to generally lack of scientific career planning for college students. There is still a problem that employment concept of college students is inconsistent with practical employment market. Moreover, it has become a barrier for employment of college students.

2.1 College students are short of cognition on career.

Under the circumstance that current global economic fluctuation generates direct impact on employment, college students are facing up with severe challenges. Under the common attention of governmental competent authorities, society, colleges and students, there are lots of effective efforts, but as a whole, effects of college students’ career planning are not good, mainly showing insufficient value of college students’ career planning, vague career selection, seriously insufficient career education of schools, lack of cognition on students, lack of correct consciousness of career selection and career direction.

2.2 The popularity of students’ employment knowledge in colleges and universities is scarce.

Although, at present, the problem of college students career planning has been paid more and more attention by colleges and universities, the real popularity of the knowledge is far from being wide enough. According to the survey by Lei Huayu, 67% of the students did not grasp the career development information and 30% of the people did not even pay attention to this topic whereas the people who understand the career development information is only 3%. Based on the survey results of 800 students at the China West Normal University survey, 13.2% of students understand the career planning through courses or lectures, 52.6% of the students don't even know there are special lectures on career planning, 34.2% of the students don't know career planning, and 21.5% of students understand the career planning by instinct.

3. Analysis of disadvantages in employment guidance for Chinese colleges and universities

3.1 Absence of life planning in employment guidance.

The objects of career education guidance in colleges and universities are limited and only include the graduate classes where urgent education is given to graduates. The content of career education only covers helping students understand employment policy, preparing employment materials and improving employment skills which graduates make use of when hunting jobs. Actually, career planning should be made as early as possible. Colleges and universities should carry out different career planning guidance activities for different grades. Career planning shall be included in the compulsory course system of career guidance as a major item of career guidance. Colleges and universities should help students set up the consciousness of career planning in the first year in university and enable them to have an understanding of the competitive environment in the era of knowledge-driven economy and know what talents the society needs and what knowledge and skills they should have so as to promote gradually mature and developed career awareness, psychology and behavior of college and university students and brew proper views of occupation and career aspirations.

3.2 Lack of professionalization in employment guidance.

When colleges in our country coach career, they still rest on the theoretical guidance of person-position fit. (1) There are no special coaching institutions. Colleges should establish a specialized career coaching institution, organize and implement career coaching course teaching, psychological counseling, training of career skills and information provision, etc., primarily, and provide all-around and multi-level career coaching services; (2) Employment guidance in current colleges mainly rely on instructors who hold an additional post of employment workers. Career guidance is often limited to daily procedural affairs, but can't satisfy guidance demands of career planning and psychological quality for students. It is necessary to establish a high-quality professional coaching team.

3.3 lack of individuation in career guidance

As everyone has different personalities and their own aspirations are also varied. Therefore, career counseling must not be "stereotyped", but be differentiated. In addition to the lectures, seminars and trainings that are facing for all students, career counseling should engage in individual counseling that is more targeted, such as counseling and psychological counseling in terms of self-assessment and positioning of employment.

3.4 Occupational guidance ignored entrepreneurship.

Traditionally, the occupational guidance usually provides employment information and interview skills to help students find a suitable job, but ignored the guidance and assistance on students' entrepreneurship and "entrepreneurial" behaviors. After the graduation, students may only think about how to find a suitable job, but not to consider an entrepreneurship. In this way, universities should always put the entrepreneurial education throughout the whole process of teaching management, and carry out targeted entrepreneurial trainings and internship activities, as well as seminars, lectures and examples establishment to encourage and support college students to start their own businesses.

4. Conclusion

4.1 To Establish and improve the long-term mechanism of college students' professional career planning.

Career guide deems the professional career development as a long-term and continuous development process which should run through not only the university education, but also the lifetime. Establish and improve the long-term mechanism of college students' professional career planning, carry out phased and systematic career guidance which is throughout the university education and give full play to the function of college vocational guidance.

4.2 To construct professional employment planning counseling team.

To make the employment guidance work be truly implemented and to improve the level and efficiency of employment guidance work, it is imperative to build a high-quality employment guidance team and select communicative career guidance management personnel with a strong sense of entrepreneur spirit who is

good at collecting the information of the market to conduct professional training to part-time or professional teachers so as to make career planning specialized and expert-oriented.

4.3 To reinforce employment services of graduates, publicize employment information and spread it in time.

Colleges should establish a dedicated career guidance institution. Colleges should establish specialized career guiders, form a “top-bottom” network system, and construct a service system with the center of employment department, cooperation of colleges, departments and classes, and concerted efforts.

4.4 To establish Partnership between colleges/universities and employers to expand the employment market.

The employment department of colleges and universities should go more deeply into society and pay visits to both the employment service agencies and the employers. Students' sense of entrepreneurship should be fostered. College graduates should be encouraged and supported in terms of self-employment. These graduates should be encouraged to be employed in enterprises of various types, grass roots and remote areas. In addition, in the light of existing economic development, partnership should be established between colleges/universities and employers in terms of training of students. Expanded employment fields and unblocked employment channels should be provided to create more and bigger space of employment for college students.

4.5 To intensify Communication and partnership between colleges/universities and employer.

Upon graduation of these students, the employment department of colleges and universities should give a follow-up survey to these graduates for real-time information feedback. Any issue and deficiency arising from the actual employment guidance should be reviewed to improve the teaching pattern and educational method of career planning programs for college students. Assistance should be given to these students in proper career designing and life planning

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