

Investigation and Countermeasure on the Employment Intention of College Students in Local Undergraduate Colleges in Yunnan Province

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Abstract. This paper conducts a comprehensive and objective investigation and analysis of the employment intentions of our students through questionnaires. The purpose is to understand whether the students in our school have changed their career choices, employment situation, and psychology in the current employment situation. Through the development of the work, it aims to provide employment guidance for college students in Yunnan ordinary undergraduate colleges.

1. Introduction

With the continuous deepening of the employment system and the national personnel system reform in China, the employment system of graduates has been transformed from a unified national distribution to an employment mechanism of “market orientation, government regulation, school recommendation, and two-way choice between graduates and employers”. It means that graduates have finer choices and face enormous competitive pressures. In the face of the new employment mechanism, college students have finer opportunities for development, which brings them expectations and confusion [1].

Kunming University is a local general undergraduate college in Yunnan Province. The school recruits students from all over the country, but the enrollment of foreign students is not large. The students are mainly from rural areas in the province. In order to understand the problems of students' career choices, employment situation cognition and employment psychology under the new employment mechanism, we conducted a questionnaire survey. Through the development of this work, we will provide employment guidance to our students in a targeted manner, so that students can fully prepare for the severe employment situation, ideological and psychological, and correctly handle the difficulties and setbacks encountered in the career selection, with a view to improving Yunnan. Employment rate of local general undergraduate college graduates.

2. Investigation and analysis of career behavior and its intention

2.1 Questionnaire

Survey respondents: students from Kunming University, freshmen to juniors.

Survey method: using the unnamed method, the qualification is Yunnan students, and does not limit the profession, gender and age.

Survey results: 110 valid questionnaires were received.

2.2 Analysis of survey results

College students start from their own needs, and they are useful or useless to themselves. They are important or not important. They are good or bad, favorable or unprofitable, etc., which constitutes

the value of college students' career choice. Because each student's requirements are different, ideological concepts, life experience, family environment, hobbies and other aspects, there are also differences in career value orientation. From the perspective of college students, there may be differences in the value orientation of career choices due to different times and different regions. According to the survey data, the distribution of career value orientation of Kunming University students is shown in Fig. 1.

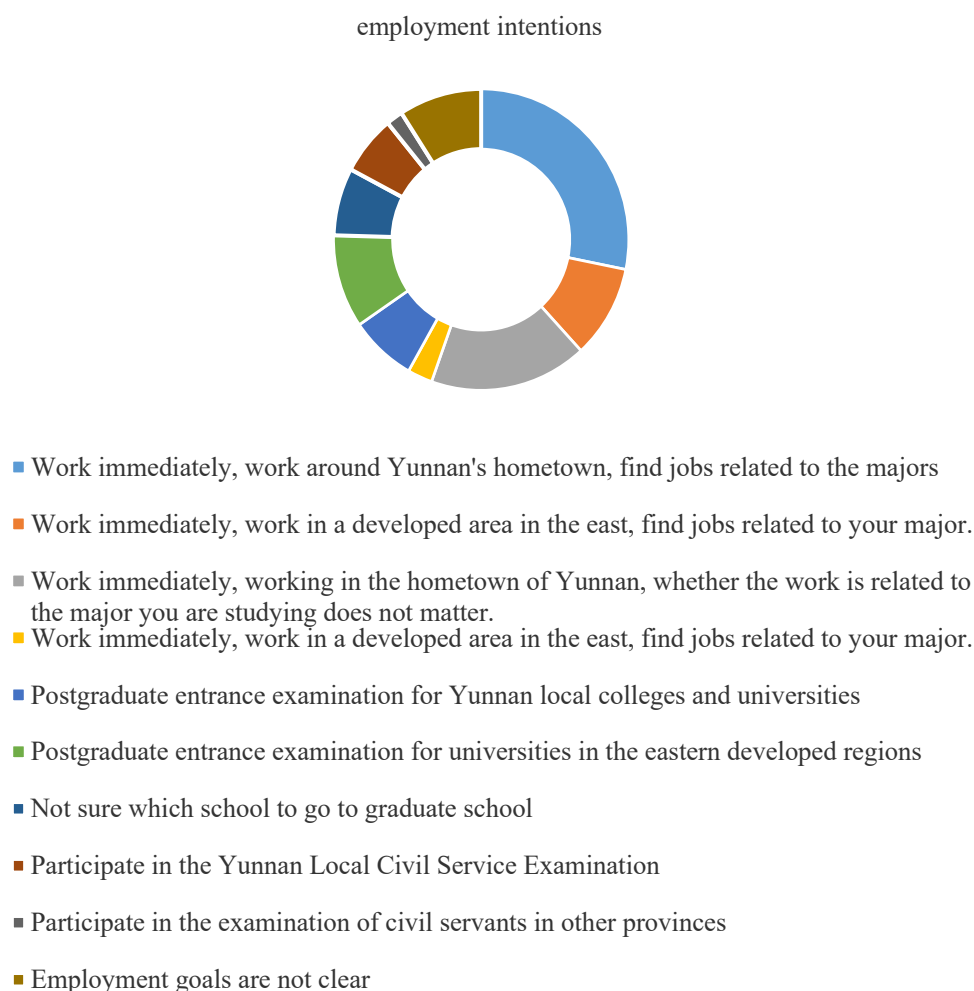


Fig. 1. Investigation on the employment intention of college students

In terms of value orientation, personal orientation is more significant. Contemporary college students pay more attention to the personal value of the profession in the pursuit of career, and pay more attention to the stability of the work. With the severe trend of the employment situation, some students chose to read graduate students after graduation.

In terms of geographical choice, students who graduated after graduation generally yearn for Yunnan provincial capital cities. The general trend is that students in remote areas are looking forward to working in the prefectures. The postgraduate students are more eager to go to graduate schools in developed areas.

In the choice of industry, although the choice of industry may be different due to the different economic developments of different places, the general standard is that most of the work involved is related to the majors to be considered as an important factor.

3. Strengthening school employment countermeasures research

The School Employment Guidance Center publishes authoritative information, collects national employment data, publishes the future employment environment, analyzes the employment environment and demand situation of various professions, and realizes resource sharing.

The function of the Employment Service Center needs to be strengthened. This mechanism provides students with the main database of employment information, but also shoulders the task of solving their problems and providing psychological counseling for the right medicine.

In addition to career choices, tutoring for graduates also includes more content such as personality analysis and career design.

The Employment Service Center liaises with the employer all the year round, often visiting the company according to media reports and establishing contacts.

On the basis of learning to analyze personal character, college students cultivate hobbies, inspire interest, and study the real situation of social employment situation, policies, industry development trends, etc., so that their careers and personal interests are as close together as possible, laying a solid foundation for employment success.

4. Deepen reform of higher education and adapt to needs of talents in the development of market economy

4.1 Adjusting discipline and professional structure of higher education

First of all, colleges and universities should consider the needs of local economic construction and social development while greatly expanding the scale of enrollment, as a basis for the establishment of disciplines and professional settings. Secondly, when formulating relevant policies, the state should increase its support for the development of higher education in economically underdeveloped areas. The state will help to establish new institutions of higher learning that meet the urgent needs of the local public. For higher education in large cities and economically developed regions, the state should focus on giving policy more room for independent development [2].

4.2 Improve quality of professional talents

According to the survey, when selecting employers, many employers first value whether graduates have the spirit of hard work and dedication; secondly, whether the graduates' knowledge and skills are solid, whether they are adaptable or not, and whether plasticity is great; again, foreign languages and computers become Essential additional skills; fourth, certain social work experience. Many units use the Communist Party members, student cadres, and three good students as priority conditions when they hire graduates. This requires students to actively participate in social practice during school, to accumulate certain work experience and enrich their life experience. In addition, the current cross-professional employment of graduates is gradually becoming a trend. All colleges and universities should make corresponding adjustments in a timely manner to cultivate compound talents that meet market requirements.

5. Colleges and universities should strengthen education of change of college students' employment concept

First of all, college students should lose the "elite" consciousness. The difficulty in employment for college students is largely due to their high expectations and their inaccurate positioning. The ideals are out of touch with reality. To succeed in employment, college students must enter the society with a low attitude and seek development opportunities in ordinary jobs.

Second, changing passive employment is an active venture. Self-employment of graduates is the best way to ease employment pressure, but self-employment requires higher comprehensive quality of graduates, such as solid theoretical foundation, hard work and resilience, courageous spirit, and strong psychological endurance. Therefore, research and guidance should be strengthened in the

following areas: background and policy research on self-employment, research on attitudes and policies of students' self-employment at home and abroad, research on the possibility of graduates' self-employment, and quality requirements for graduates and entrepreneurial implementation approaches and development trends research [2].

Once again, establish a dynamic view of employment. The concept of “employment first, then career choice; sir, and development” is an effective way to help college students get out of the employment bottleneck and overcome employment barriers.

Finally, moral education should be strengthened. Enterprises like to hire talented and talented people. I hope that graduated college students must have good professional ethics. To be precise, this is the performance of their own qualities. Therefore, schools must strengthen their integrity education and must be adult and then do things.

6. Colleges and universities should strengthen college students' employment psychology education

With the rapid increase in the number of graduates, quite a few people have increased psychological pressure, and the process of job hunting has affected their employment. At present, a large number of teaching materials and classrooms are filled with the voice of employment skills. In fact, employment skills can only work if they are in a good state of mind. The cultivation of good psychological quality is not a matter of overnight, but a process of cultivation. Therefore, after students step into the university, they should be educated and given opportunities to understand the society. In the graduation process, we will be guided correctly so that graduates can challenge the job market actively, actively and confidently [3].

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