

Research of the Construction Path of Employment Guidance Mode in Private Colleges and Universities

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Abstract. The difficult situation of college students' employment is becoming more and more prominent, and solving the difficulty of college students' employment is not only a social problem, but also a practical problem. Private colleges and universities need to construct innovative service mode of employment guidance for college students, improve the quality of employment guidance in private colleges and universities, and promote the smooth employment of private college students. This paper first analyzes the current situation and existing problems of employment guidance in private colleges and universities, then analyzes the influencing factors of employment guidance in private colleges and universities, again analyzes the necessity and importance of the construction of employment guidance mode in private colleges and universities, and finally tries to explore the path of the construction of employment guidance mode in private colleges and universities.

Introduction

The guidance mode of college students' employment education refers to the simplified description of the employment guidance activity style formed under the influence of certain employment education guidance theory, which highlights the main features of college students, which is the concrete embodiment of the employment education guidance theory and method. At present, there are many reasons for the difficulty of college students' employment in our country. Coupled with the particularity of private colleges and universities themselves, it is an important task for the healthy development of private colleges and universities to seriously explore a kind of employment guidance mode with the characteristics of private colleges and universities and suitable for private colleges and universities.

The Current Situation and Existing Problems of Employment Guidance in Private Colleges and Universities

At present, the mode of employment guidance service in private colleges and universities is mainly carried out through large lectures, employment guidance classes and graduate employment mobilization meetings. It is comprehensive but not personalized, so it is difficult to meet the real needs of students, and cannot effectively carry out employment guidance for the development of students' personality and the existing problems of individuals. Many private colleges and universities still only offer an elective course of employment guidance and career planning, the class hours are less, the semester is only one semester, students cannot master much real employment guidance knowledge.

It can also be said that the current employment guidance of private colleges and universities has a certain touching effect on the psychology of college students' career choice, but it will not have a great effect. With the increasing competition among students in colleges and universities, private colleges and universities should realize that quality can survive, obtain more social recognition and more social development space. Private colleges and universities should be aware of the unifying employment guidance model, which is difficult to meet the employment requirements of the new period. Private colleges and universities should run through the whole learning stage of college students, change their ideas and change their guiding ideas. It is necessary to innovate the working methods, establish a new employment vocational guidance service system, improve the information level of employment guidance, and cannot disseminate some recruitment information of employment units. It is necessary to carry out the guidance of professional knowledge and

technology in employment guidance, and enhance the professional mentality of college students in private colleges and universities. In a word, the information level of employment guidance service in private colleges and universities needs to be improved, and it is urgent to construct an information and accurate employment guidance service model.

Because of the lack of constructive indicators in the employment guidance service system of private colleges and universities, it is easy to lead to the employment guidance service target is not strong, the effect is not obvious, and the employment guidance service work is difficult to target. The employment guidance of private colleges and universities needs to be whole process and strengthen the goal management, but because there is no effective index system, it is difficult to realize the guidance service system guided by improving the quality of employment. With the advent of the Internet era, great changes have taken place in the channels and media of employment information transmission, and the speed of employment information transmission has also been greatly enhanced. The precision of the employment guidance service system of private colleges and universities needs to be strengthened, there is no effective employment guidance information platform, the lack of enrollment and employment big data platform, the market employment information cannot be mastered in time. And the ability of private colleges and universities to integrate some resources to promote employment needs to be improved. It is necessary to build a practical platform before employment, but there is relevant formal work, lack of in-depth and systematic cooperation mechanism, cannot fully and effectively promote employment guidance.

An Analysis of the Influencing Factors of Employment Guidance in Private Colleges and Universities

There are many influencing factors of employment guidance in private colleges and universities. This paper focuses on the concept of employment guidance, employment guidance work model, and employment guidance teachers and so on.

The Concept of Employment Guidance Work

The employment guidance model cannot be equated with career introduction, but needs the concept of employment guidance. Private colleges and universities need to adhere to the work concept of whole staff participation, whole process guidance, whole heart service, help college students to establish a correct view of employment, choose a career, set up the whole employment guidance concept, run through the whole career of the university, help college students to carry out career personality test, and effectively understand themselves.

Employment Guidance Work Model

In the era of knowledge economy, the key to the employment of college students in private colleges and universities lies in the innovation of the mode of employment guidance, and the improvement of the level of professional knowledge and comprehensive ability of college students through the mode of employment guidance. The employment guidance of private colleges and universities should be carried out in a "whole process". After the students enter the school, they begin to have planned guidance, run through the whole process of college students' employment guidance, according to the ideological characteristics of college students in different periods and the law of their growth into talents, and according to the characteristics of students of different grades, adopt mufti-directional employment guidance in the whole process of four years of university, divided into grades, carried out according to major, level, personality, and pertinence. In order to realize the deep transformation of employment guidance and improve the comprehensive quality of private college students.

Employment Guidance Teachers

The key of employment guidance work in private colleges and universities lies in the teaching staff of employment guidance. The quality of employment guidance teachers in private colleges and universities plays an important role in improving the quality of employment guidance work.

The Necessity and Importance of the Construction of Employment Guidance Model in Private Colleges and Universities

Private colleges and universities are the product of the combination of market economy and higher education. Many private colleges and universities attach importance to enrollment and ignore employment. The improvement of employment quality of private colleges and universities is very important to the survival of private colleges and universities. Private colleges and universities need to do a good job in employment guidance, which is an important way to solve the employment difficulties of private college students. According to their own characteristics of running schools, private colleges and universities should construct a perfect employment guidance system, realize the whole process and individualized employment guidance mode, combine practice training with employment guidance, constantly improve the level of employment guidance, improve the employment quality of private colleges and universities, and realize the sustainable development of private colleges and universities.

The Construction Path of Employment Guidance Mode in Private Colleges and Universities

Private colleges and universities need to actively construct a new mode of Internet precision employment, establish a professional career information platform, perfect the construction of enrollment and employment big data platform, fully tap the resources of all parties, strengthen the construction of employment practice base, build employment practice platform, and drive employment with entrepreneurship.

To Establish a Professional Career Information Platform

In order to get employment in society, college students in private colleges and universities need to master relevant vocational knowledge and vocational information. Private colleges and universities can establish a professional career information platform to provide students with access to employment information, so that students can pay attention to employment information in real time and understand their career direction at the same time. Make full use of the network information platform, build the Internet employment entrepreneurship guidance service mode, strengthen the employment entrepreneurship all kinds of network platform construction, perfect the college employment entrepreneurship information network construction, perfect the student basic information, the recruitment information, the job search information, the employment policy, the employment guidance, the online consultation and so on aspect consummates each function, strives to realize the network precision service. Synchronize the collection, collation and screening of all kinds of employment information, and timely release to all graduates through employment information network, WeChat, QQ group and other channels, strictly standardize and do a good job in reporting all kinds of employment information data according to the requirements of the Department of Education.

To Improve Enrollment and Employment Big Data Platform Construction

It is necessary to establish a third-party evaluation and investigation mechanism, to carry out the whole process of tracking and evaluation of student training, the employment quality of graduates, the construction of teaching quality management platform and other personnel training quality monitoring work, to form detailed and sufficient research data, to serve for professional construction, to constantly improve professional early warning, to establish a benign linkage mechanism for enrollment, training and employment. Private colleges and universities further improve the professional early warning mechanism, do a good job of data analysis, form relevant reports, for school teaching, enrollment, employment work needs to provide detailed and accurate data information, for the improvement of talent training program to provide scientific reference.

To Fully Excavate the Resources of All Parties, Strengthen the Construction of Employment Practice Base, and Build an Employment Practice Platform

Focusing on the regional economic and social development, training applied talents, further

exploring the way of school-enterprise cooperation, through the combination of "large campus job fair industry campus job fair small enterprise job fair network video job fair", through the school two-level system, taking the campus job fair as the platform, to enhance the breadth and depth of employment recommendation service. At the same time, we should strengthen the construction of practical training bases, at the same time, step up in-depth enterprise research, understand the needs of enterprises, fully introduce all kinds of post information, fully excavate the resources of all parties, deepen the cooperation between schools and enterprises, strengthen the construction of internship employment bases, and build an employment practice platform. In the process of transformation from private colleges and universities to applied technology colleges and universities, the students trained should master certain vocational skills, encourage each major to establish a vocational cognitive base, go to the career site to deeply experience the feeling of the workplace, through the field investigation of the workplace, understand the nature, content, professional environment and occupation division of the professional work, prepare for entering the society, and encourage the students of each major to visit the vocational scene.

Promoting Employment by Entrepreneurship

In response to the call of the state "all people start a business, all people innovates", we will do our best to carry out innovation and entrepreneurship education. In the aspect of entrepreneurial work, the school will continue to integrate the resources of all parties within the schoolundefineds innovation and entrepreneurship education system, carry out a series of work in the aspects of entrepreneurship popularization education, entrepreneurship training, entrepreneurial project guidance, entrepreneurial resources sharing, entrepreneurial incubation, and so on, so as to promote the all-round development of innovative and entrepreneurial work. At the same time, we should make full use of the advantages of public talent service institutions and private employment and entrepreneurship service institutions, actively carry out entrepreneurial salons, entrepreneurial training, entrepreneurial loans, expert guidance, technical advice, entrepreneurial incubation, legal rights protection, and other services to further stimulate students' enthusiasm for entrepreneurship and strive to promote entrepreneurial work. It is important to hold different types of entrepreneurial employment skills competitions on a regular basis. In the employment guidance service of private colleges and universities, we should strengthen the education of entrepreneurial employment awareness, hold regular (periodic half-school year / semester) competition on entrepreneurial employment skills, create an urgent atmosphere of entrepreneurial employment in universities, and let students strengthen their self-examination (analysis of their own interests, analysis of their abilities and strengths, analysis of their own abilities and strengths, analysis of their future), precision of self-cognition, continuous improvement of their desire for knowledge, and improvement of their vocational skills. In order to improve the ability of employment.

Conclusion

All in all, private colleges and universities have become an important part of higher education. Private colleges and universities have a great responsibility for employment and have a far-reaching impact. In the face of the increasingly complex employment situation, private colleges and universities need to persist in taking the transformation and development as an opportunity, further deepen the reform of education and teaching, improve the quality of personnel training, actively expand employment channels, provide students with a more adequate employment market, combine employment with entrepreneurship, realize the whole process of entrepreneurship, employment guidance services, promote the overall development of students, and carry out full staff and professional employment guidance services. To achieve the goal of precision employment guidance service, constantly improve the employment guidance service system, refine the process service scheme of employment entrepreneurship guidance, provide more quality and fine service for employers and students in school, comprehensively enhance the employment competitive strength of graduates, strive to improve the quality of employment on the basis of stable employment rate, and train and transport more outstanding talents for national economic development and social

construction, to make greater contributions to social development.

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