

Investigation and Analysis of Employment Intentions of University Students in Yunnan Province—Taking Kunming University as Example

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ABSTRACT In this paper, a questionnaire survey is used to objectively investigate and analyze the employment intent of Kunming College students. The purpose is to understand whether our school's students have changed their job selection ideas, employment situation cognition, and psychology under the current employment situation. Through research and analysis, relevant conclusions are drawn, which aim to provide relevant employment guidance to college students in local ordinary undergraduate colleges in Yunnan.

1. INTRODUCTION

After the reform of China's college employment system, with the continuous advancement of the modern market economy reform, the graduate employment system has undergone a huge change—from a unified national distribution to "market orientation, government regulation, school recommendation, graduates and employers "Two-way choice" diversified employment mechanism [1]. I have to say that this is social progress, but at the same time, it also makes modern college students face huge competitive pressure. Under the pressure of this group of college students, there are many confusions and problems [2]. If this problem is not solved well, many social problems may arise. But these are all developing problems, and developing problems must be solved by means of development.

Kunming College is a local university in Yunnan province. The school enrolls students nationwide, but the enrollment scale of foreign provinces is not large, and the main source of students is rural students in the province. In order to understand the students' employment concept, employment situation cognition, employment psychology and other issues under the new employment mechanism, we conducted a questionnaire survey. Through the development of this work, we will provide targeted employment guidance to students in our school, so that students are fully prepared mentally and psychologically to properly handle difficulties and setbacks encountered in job selection in order to improve Yunnan Employment rate of graduates from local colleges and universities.

2. SURVEY AND ANALYSIS OF EMPLOYMENT INTENTION

2.1. Investigation

Survey period: June 2019.

Respondents: 2016, 2017, and 2018 students of the School of Mechanical and Electrical Engineering of Kunming University.

Survey method: No-name method is adopted. The qualification is Yunnan students, and there is no restriction on profession, gender and age.

Survey results: 110 valid questionnaires were received.

2.2. Results of Investigation

Starting from their own needs, college students' stable evaluations of usefulness or uselessness, important or unimportantness, good or bad, favorable or unprofitable, etc., formed for a certain profession, constitute the career value of college students. Due to the different requirements of each student, the ideology, life experience, family environment, hobbies and other aspects are different, there are also differences in their career choice values. From the perspective of college student groups, due to different times, different regions and other reasons, there will also be different career choices. According to the survey data, the distribution of students' career value orientation in Kunming College is shown in Figure 1.

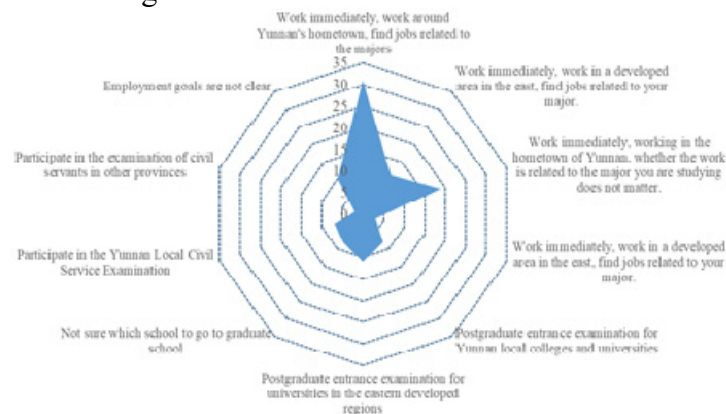


Figure 1 Employment intent survey

On the value subject, personal orientation is more prominent. Contemporary college students pay more attention to the personal value of their careers and pay more attention to job stability. With the severe trend of employment situation, some students choose to study postgraduate after graduation.

In terms of location selection, students who have been employed immediately after graduation are generally looking forward to the capital cities of Yunnan. The general trend is that students in remote areas are looking forward to working in prefectures. The graduate students are more eager to go to developed areas to study graduate students.

In the choice of industry, although there may be some differences in the choice of industry due to the different economic development conditions in various regions, the general standard is that most of the work is considered as an important factor whether the job is related to the major.

2.3. Analysis of survey results

The reasons are as follows.

2.3.1. This has something to do with growing environment since childhood

Most of the students of this school have grown up in ethnic minority areas and remote mountainous areas, and their information is relatively occluded. The acceptance of outside things is mostly limited to Kunming, the capital of Yunnan Province.

2.3.2. Related to education received in elementary and secondary schools

Primary and secondary education in Yunnan Province is relatively weak, and the comprehensive qualities of teachers in upper and primary schools in Dizhou have certain limitations, which has led to certain limitations in the understanding of these college students.

2.3.3. Related to regional geographic factors

Most regions of Yunnan have a mild climate and abundant products, which are also unmatched advantages in other developed regions.

2.3.4. Related to degree of economic development in Southwest

The degree of economic development in a region is, on the one hand, the main factor considered in the selection of employment destinations for college students, and at the same time, there are limitations on the formation of college students' employment purpose awareness.

3. Strengthening Research on Employment Guidance

3.1. Collection and analysis of employment data

The employment department of the school should collect employment data from Yunnan Province and the whole country for comparative analysis. Study the employment environment in Yunnan Province and the situation of employment demand in Yunnan Province, and make a pre-judgment and analysis of the adjustment of the school-run specialty.

3.2. Improvement of employment service function

The school employment office should improve the service function of student employment, not only to provide students with employment information, but also to provide students with employment guidance services and psychological counseling tasks.

3.3. Improvement of employment guidance

In addition to employment, the content of employment guidance should also include academic planning, guidance for job application, personal chemical industry guidance, and so on.

3.4. Strengthen cooperation and contact school

The school's employment department should establish extensive and in-depth cooperation and contacts with employers and various social government departments. There can be various forms of cooperation, but we must go deeper and not just stay on the surface of quantity compliance, cooperation listing, and media reports.

3.5. Instructing students to make employment choices

The employment of the school requires the employment department and the counselors in charge of employment at the various secondary colleges to work together to guide college students to complete their employment choices based on their personalities and interests, according to the current employment situation and industry development trends.

4. Depending Reform of Applied Undergraduate Education to Meet Demand for Talents in Local Economic Development

4.1. Adjust school's major and discipline structure

In terms of enrollment scale, it is necessary to fully study the needs of local economic construction and the development trend of local industries, as an important basis for professional mergers, professional adjustments, and discipline construction among various colleges of the university. When formulating relevant policies at the school level, it is necessary to increase investment and support for local professional development in urgent need, so as to meet the support of multi-local economic construction for professional and discipline development. In consideration of marketization factors, under-recruited or under-employed programs with low social demand, such as inadequate student resources and poor employment, should be curtailed or suspended.

4.2. Run schools according to social needs and improve students' comprehensive application ability

According to the survey, when recruiting and selecting talents, most recruitment units pay great attention to whether the graduates have the quality and hardworking spirit and professionalism. Of course, it is also necessary to consider whether the knowledge and skills are proficient, whether the skills can be applied skillfully, and whether the skills can be applied flexibly. In addition, English level, computer level, and subject competition awards are also reference factors. Factors such as whether to be a student cadre during college or an excellent Communist Party member also require extra points when hiring. Students can understand the above needs early and prepare early. In

addition, schools should expeditiously advance the credit system reform as soon as possible in order to cultivate personalized and composite talents that meet social needs.

5. School Should Promote Change in College Students' Employment Concepts

5.1. Second batch of undergraduate education is not elite education

The current two-university education is no longer elite education, and college students should no longer have an "elite" consciousness. At present, the employment rate of many students is low, which is largely due to the higher employment expectations of graduates. Some students would rather not be employed than lower their worth. These college students do not understand the development and changes of society, the employment orientation does not meet the actual conditions, and the ideal needs are disconnected from the actual conditions.

5.2. Encourage students to start their own businesses

In the context of the era of mass entrepreneurship and innovation, schools must continue to study the government's policy orientation, and feasible education strategies for self-employment at home and abroad, to guide and encourage students to self-employment [3]. Schools must introduce innovation and entrepreneurship education into university education, not only to cultivate students' professional quality, but also to cultivate students' tenacious character and enterprising spirit. The school studies the development trends and implementation approaches of innovation and entrepreneurship education through various forms such as elective courses, public course education, special lectures, and off-campus expert reports, so as to provide theoretical guidance for cultivating the quality of entrepreneurship awareness of students.

5.3. Guiding students to establish scientific employment outlook

Guide students to establish a scientific concept of employment. Students are required to understand the principle of "Mr. Survival and Post-Development" to help graduates with psychological obstacles in customer service employment. It is the only way for students to find employment and succeed that they must understand the employment logic of "employment first, then choose a career" and guide students to overcome obstacles to employment.

5.4. Enhance exchanges, expand awareness

The school encourages students to participate in more social practice activities. Schools can organize students to participate in production internships and cognition internships in developed areas to increase student knowledge. By participating in various forms such as subject competitions, exchange students, etc., it promotes the learning exchanges between college students inside and outside the province and enhances students' insights. Exchanges can also promote the rational flow of talents in the Southwest and developed regions, thereby promoting employment.

6. Guidance on Employment Education Should be Combined With Psychological Education

6.1. Adjusting Employment Expectations Flexible Employment

University students in Yunnan province need to understand the current employment situation in the Southwest. College students cannot always be employed by non-civil servant and other institutions. They must dare to challenge themselves in accordance with their majors and the current social development situation, and seek their own careers and revenge in a broad society. Private enterprises with flexible mechanisms may be able to give graduates more comprehensive training and be more beneficial to the future development of college students.

6.2. College students need to change employment mentality

Educate college students to have a good employment mentality. Some college students are so good, the reason is that they don't have a good employment mentality. The employment department and secondary colleges must strengthen the education of the employment situation so that students understand the objective conditions of the current employment situation, and educate students to lay down their attitudes and continuously strengthen learning from the basic level in order to promote employment.

7. Conclusion

The promotion of employment is a game of chess, which cannot be solved by universities alone. The solution of the employment problem also requires the task of economic construction as the center not to be lost, and the active promotion of precision poverty alleviation.

The employment characteristics and employment situation of university students in the two ordinary universities in Yunnan Province have their own characteristics. Employment education must conduct research and analysis according to the local situation and its own special actual situation, and formulate a coordinated and unified education strategy at all levels. Good guidance for the employment of college students.

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