



# Application Advantages of Micro Courses in the Teaching of Graduate Employment Guidance

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**Abstract.** In recent years, with the annual expansion of graduate enrollment, the employment pressure of graduate students has increased year by year. In addition, the teaching quality of graduate employment guidance course needs to be improved. As a new teaching method, it is very necessary and feasible to apply micro courses to the teaching of graduate employment guidance courses. Micro courses will further enhance the ability of graduate students to improve employment guidance and further improve the quality of graduate employment.

**Keywords:** Micro Courses · Graduate Employment Guidance · Teaching

## 1 Introduction

According to the 2022 National Graduate Enrollment survey report published by China Education online, in recent years, the scale of graduate enrollment in China has continued to expand. In 2011, the total number of graduate students enrolled was 560000, and in 2021, it reached about 1.2 million. In the past decade, the total number of graduate students has nearly doubled [1].

Employment is the top priority after graduation. At present, most colleges and universities have basically formed a relatively systematic employment guidance system for undergraduates, especially in the teaching of undergraduate employment guidance courses. However, in the employment guidance for graduate students, the vast majority of colleges and universities continue to use the employment guidance system for undergraduates. Compared with the employment work of undergraduates, most colleges and universities generally do not pay enough attention to the employment guidance work of postgraduates. However, for postgraduates, the cognition of employment is still relatively lacking. Even in Colleges and universities that offer graduate employment guidance courses, the teaching quality still needs to be improved.

With the development of information technology, the micro era represented by wechat, microblog and other micro media has come. The micro courses has emerged as the times require, which brings great opportunities for the development of higher education. As for the concept of “micro courses”, it is generally believed in the academic circles that micro courses is a new teaching resource that constructs a series of teaching

contents through online learning and mobile learning, and displays fragmented teaching knowledge points in short and concise videos [2]. For graduate employment guidance courses, micro courses are an important means of auxiliary teaching, which has important practical significance for enhancing graduate employment ability and improving graduate employment quality.

## **2 Introduction of Micro Courses: Practical Needs in the Teaching of Graduate Employment Guidance Course**

In order to better understand the current teaching situation of the graduate employment guidance course and effectively improve the timeliness and pertinence of the research, the author compiled and distributed the questionnaire on the teaching evaluation of the graduate employment guidance course and the questionnaire on the current situation of the graduate employment ability to the graduate students of the unit, and received 385 valid questionnaires. Among them, there were 127 questionnaires on the teaching evaluation of graduate employment guidance courses and 258 questionnaires on the current situation of graduate employment ability. According to the analysis of the questionnaire data, on the one hand, according to the statistical results of the questionnaire on the teaching evaluation of the graduate employment guidance course, the graduate students in my college generally believe that the graduate students can master certain job-hunting skills and improve their professional quality through the employment guidance course, which can help improve their employability to a certain extent. 95% of the graduate students think that it is very necessary to set up the employment guidance course for graduate students, but 79% of the graduate students think that the employment guidance course for graduate students is not different from the employment guidance course for undergraduate students. 42% of the graduate students reflect that the class hours of the employment guidance course are short, the teaching content is large but not deep enough, and 80% of the graduate students reflect that the traditional and conservative teaching methods are still used in teaching the course, It mainly adopts the way of teachers speaking and students listening. When teachers carry out employment guidance teaching activities, they mainly give lectures in indoor places. Only 5% of the class hours are taught in the form of professional related video and audio, and only 4% of the class hours are organized to carry out employment practice guidance. On the other hand, in the survey of the current situation of graduate students' employability, nearly 70% of the graduate students think that the job-hunting ability obtained from the employment guidance course is not enough to cope with the current severe employment situation, and they hope to obtain more updated knowledge as a supplement and extension after class. Nearly 100% of the graduate students generally believe that the employment ability of graduate students is a comprehensive quality, which needs long-term accumulation and cultivation. The employment guidance course is a kind of universal teaching. Although it can enable graduate students to master certain employment ability, it is difficult to achieve personalized teaching, and it is difficult to achieve individualized, customized and accurate coverage. The teaching effect needs to be improved. The analysis of the above two types of questionnaires shows that although the current graduate employment guidance course is very necessary, it still stays in the traditional teaching mode. The

employment ability that needs to be increased by graduate students does not match and adapt to the curriculum guidance provided by the school, and there are contradictions between the two.

### **3 Application Advantages of Micro Courses in the Teaching of Graduate Employment Guidance**

Based on the above research, the author believes that as a new teaching method, it is necessary and feasible to apply micro courses to the teaching of graduate employment guidance courses. The specific application advantages are reflected in four aspects: making the teaching of employment guidance courses lively, modular, whole-staff-participation and practical.

#### **3.1 The Teaching Content is More Abundant, Which Makes the Teaching of Graduate Employment Guidance Course “Fresh and Active”**

At present, the graduate students are basically the “post-95 generation”. They are the generation who grew up with the Internet. They are characterized by pursuing individuality, independence and freedom, being full of exploration spirit and strong curiosity. The most effective way to carry out graduate employment guidance courses is to let graduate students give full play to the role of learning subjects, and actively and consciously learn and improve their employability. How to give play to the main role of graduate students? The contents of micro courses should meet their psychological needs of seeking novelty and novelty according to the characteristics of graduate students, and stimulate their enthusiasm for actively learning employment knowledge. At present, the teaching of employment guidance course mainly relies on the teaching of the college’s party and government leaders, counselors or teachers of the school’s employment guidance center. The traditional classroom teaching can not meet the needs of graduate students. A large number of graduate students are not interested in learning in the classroom, and the teaching effect is far from the expected.

With the help of micro courses, we can enrich the teaching materials of employment guidance courses and make the employment guidance teaching “fresh”. Whether the employment guidance can be made fresh or not depends on whether we have complied with the development of the times, applied micro courses to the actual needs of graduate employment in the new era, adapted to the current employment situation and combined with the local employment environment. Teachers should have a deep understanding of the graduate student group, go deep into the actual life and inner world of the graduate students, and replace the preaching of employment guidance with the most familiar acceptance mode of the graduate students. At the present stage, it is to break the traditional teaching method, integrate into the teaching method of micro courses, integrate many knowledge points, form a system from point to surface, spread to graduate students through the form of short and exquisite short videos such as micro courses, convert the more abstract employment guidance lectures into popular short videos and spread them to graduate students, attract students with fresh teaching contents, and then promote the teaching of employment guidance courses. For example, when teaching the content of

employment situation and policies, we should combine the current national, local and school employment policies, and make micro courses with fresh cases and the latest employment data around graduate students, which is more infectious and persuasive. Therefore, employment guidance teachers should take advantage of the opportunities provided by micro courses, and through micro courses, which are easy to be accepted by the graduate students, do the job guidance teaching wherever the graduate students' employment interests are, do the job guidance teaching wherever the employment pressure is, and integrate the job guidance teaching into the self-education and employment needs of the graduate students, so as to make the job guidance course sound and colorful, Truly make the teaching content of graduate employment guidance course more abundant and vivid.

### **3.2 The Teaching Design is More Flexible and Makes the Teaching of Graduate Employment Guidance Course “Modular”**

In the notice of the Ministry of education on doing a good job in the employment and entrepreneurship work of the 2022 national college graduates issued by the Ministry of education, it is clearly required to strengthen employment guidance services, establish and improve the employment education support system, and create a number of employment guidance “famous teachers and gold courses”. Colleges and universities across the country should optimize online employment services and promote the construction of the “Internet + employment” smart platform. It can be seen that employment guidance courses need famous teachers and golden courses, which need to bear the functions of education and service. Micro courses can realize the integration of famous teachers and golden courses, and jointly play the education and service functions of the courses.

No matter how profound the knowledge theory is, only if its dissemination methods are flexible and diverse, rapid and convenient can it be effectively absorbed by the audience, and can it maximize its education and service functions. Generally speaking, the employment guidance course is an application-oriented discipline, which generally includes teaching modules such as employment situation and policy, preparation before employment, writing of employment materials, skills of written examination and interview, and transformation after employment. Although these modules have short class hours, they have many contents and great significance. The traditional teaching mode, that is, top-down classroom teaching according to the system of teaching materials, is far from achieving the teaching objectives by only stopping at the teaching of several modules in the classroom, and cannot fully play the dual functions of education and service of employment guidance courses. Therefore, the graduate employment guidance course should make a breakthrough in teaching design, and the micro course teaching needs to take the road of “modularization”. It is necessary to make good use of micro courses, which can decompose teaching design into multiple modules. For example, different modules can be designed according to teaching chapters, and fragmented teaching contents that cannot be explained in depth due to class hours and venues can be divided, summarized and integrated, such as constructing teaching classes, question and answer classes, inspiration classes, discussion classes, demonstration classes, practice classes, experiment classes, performance classes, autonomous learning classes, cooperative learning classes Explore various modules such as learning to realize the

modularization of teaching design, and realize self-help learning, autonomous learning, interactive learning, etc. with the help of modular micro courses, which greatly improves the teaching effect.

### **3.3 The Faculty has Been Further Expanded to Make the Teaching of Graduate Employment Guidance Course “Whole-Staff-Participation”**

With the rapid increase of the number of graduate students in recent years, the employment situation has become increasingly severe. It is the general trend to further expand the teaching staff of graduate employment guidance courses. If we only rely on the traditional, obviously, the teaching staff can not cope well with the various challenges of the current employment situation.

In 2018, the Ministry of Education issued the opinions of the Ministry of education on the comprehensive implementation of the responsibilities of postgraduate tutors in establishing morality and cultivating people, which put forward clear requirements on the responsibilities of postgraduate tutors [3]. Tutors are the first responsible person for postgraduate training. In the study career of graduate students, the activities between graduate students and tutors run through the whole process of graduate education [4]. The tutor is not only the leader of graduate students in the professional field, but also has a very close relationship with graduate students in life. Therefore, the tutor's world outlook, outlook on life, values and employment outlook have a significant impact on graduate students. In the training of graduate students, tutors often only play a guiding role in academic research, and their educational role in employment has not been fully played. Due to the influence of time and space, the postgraduate employment guidance courses are generally taught according to grade or specialty, the teaching teachers are generally concentrated in the students and workers, and the tutors rarely participate in the teaching of employment guidance courses. However, micro courses teaching breaks the restriction of time and space. Colleges and universities can set up a team of employment guidance teachers including tutors to carry out precise teaching, and can conduct small-scale teaching according to the situation of tutors guiding students. In addition, in addition to expanding the teachers in the school, it is also possible to introduce industry tutors and employers outside the school to participate in the teaching of micro courses. In this way, the employment guidance teachers inside and outside the school will cooperate with each other and form a joint force to jointly improve the teaching quality of employment guidance courses.

### **3.4 The Teaching Effect is More Remarkable, Which Makes the Teaching of Graduate Employment Guidance Course “Practical”**

Practice is the only criterion for testing truth. Employment guidance is not only a theoretical course, but also a practical course. Graduate employment guidance course not only includes internalized knowledge education, but also includes externalized practical operation. In fact, a large number of graduate students lack working experience, especially for professional masters. Due to the short academic system, many courses, and short graduation practice time, the lack of practical experience leads to low employment quality. At the same time, with the development of Internet technology, the amount of

social information received by graduate students is huge. In addition to the education received in schools, most of the knowledge about employment comes from the Internet, and there is a dilemma of insufficient experience and unclear understanding of the external employment environment. How to test the employment ability of graduate students and how to test the training effect of graduate students can only be done through practice, and micro courses provide an important medium for employment guidance courses.

In the content setting of micro courses, it is necessary to set up after-school practice links, which include discussion, debate, test, simulation and other types, so that graduate students can examine their employment ability. Take the teaching content of teaching interview skills as an example. In the setting of micro courses, simulated interviews and role-playing links can be added to organize graduate students to carry out practical training through network connection, and then teachers, employers and other students will make comments to help students master practical skills.

## 4 Conclusion

The development of higher education in the new era has entered an important period, and micro course teaching has become one of the important measures of higher education reform [5]. With the development of multimedia technology, the micro course mode is a new teaching mode in recent years. It breaks the time and space constraints of traditional teaching. Under the current severe employment situation, employment guidance course is the main way to cultivate the employability of graduate students. Colleges and universities should make good use of the new teaching mode of micro course and reform the traditional employment guidance teaching mode, which is beneficial to enhancing the employability of graduate students, it is of great significance to train high-level talents needed by the country.

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