



Research on College Students' Participation in Postgraduate Training and Development Strategies—Taking Universities in Chengdu as an Example

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Abstract. Under the background of knowledge-based society and enrollment expansion in university, each year, a large group of college students participate in the graduate entrance examination. With the rise of the “entry examination fever”, more and more people participate in postgraduate training. However, due to many reasons, college students have encountered some problems in the process of participating in postgraduate training. Therefore, the healthy and sustainable development of China’s postgraduate training market needs correct theoretical guidance. This paper mainly adopts the method of questionnaire survey and statistical analysis. Taking representative universities in Chengdu as an example, through the questionnaire survey, we can directly understand the needs of students participating in postgraduate entrance examination training, participation methods, feedback on effectiveness, training courses, etc. However, college students have encountered many problems in the process of participating in postgraduate training. The reasons for the problem are discussed in this paper: college students have not established the correct concept of postgraduate entrance examination training, the lack of government supervision, the immaturity of postgraduate entrance examination training institutions and even the entire market. Finally, according to the problems encountered by college students, this paper puts forward some feasible measures.

Keywords: College student · Postgraduate entrance examination · Training

1 Introduction

In recent years, due to the increasing employment pressure, the “postgraduate entrance examination fever” has gradually become popular, resulting in a continuous increase in the number of people who take the national postgraduate entrance examination every year. In 2018 alone, the number of applicants for postgraduate entrance examination has reached 2.38 million. Such a large group of students provides a huge market for postgraduate training institutions. It is estimated that the total annual consumption of postgraduate entrance examination in China has exceeded 10 billion yuan. Although

postgraduate training plays an important role in promoting information exchange and improving students' review efficiency, there are more and more problems exposed in postgraduate training market. The existence of these problems not only damages the legitimate interests of students, but also restricts the healthy development of my country's postgraduate entrance examination training market.

Domestic scholars' research on postgraduate entrance examination training focuses on the defects of the postgraduate entrance examination training market itself, such as the arbitrary fees charged by training institutions and the lack of supervision in the training market [1]. Most of these articles are published in the form of journals and newspapers. Judging from the number and types of research results, there are few theoretical studies on the postgraduate entrance examination training market in China. Some of the monographs related to the postgraduate training market are even less, and most of them are preparation guides for exams.

Foreign scholars focus more on research on education and training, which is characterized by two aspects: a comprehensive introduction to the main points of each stage of education and training, and corresponding training methods for the different characteristics of each stage, which are more targeted; There is a wealth of research on education and training, both in monographs and academic papers. Western countries established the status of education and training in the form of laws earlier, and the development of the education and training industry has professional theoretical guidance.

Therefore, this paper uses the questionnaire survey method to collect relevant data, and then processes the recovered data through statistical analysis, and uses the data to intuitively show the current situation of college students participating in postgraduate entrance examination training. Then, according to the objective phenomenon reflected by the data, it discusses the problems existing in college students' participation in postgraduate entrance examination training and provides feasible measures.

2 The Current Situation of College Students' Participation in Postgraduate Entrance Examination Training

This paper uses the questionnaire survey method to collect relevant data, and analyzes the current situation of Chengdu colleges and universities participating in postgraduate entrance examination training through objective and detailed data. A total of 400 questionnaires were distributed in this survey, and 365 valid questionnaires were recovered, with a recovery rate of 91.3%. Among them, 270 people were willing to take the postgraduate entrance examination or had already passed the examination, and 223 people were willing to participate in the postgraduate entrance examination training or had participated. The purpose of this questionnaire survey is to understand the current situation of college students participating in postgraduate entrance examination training and the problems existing in the process of participating in postgraduate entrance examination training. The subjects of this questionnaire survey include the third- and fourth-year students in the school (the third-year students are about to take the postgraduate entrance examination; the seniors are those who have taken the postgraduate entrance examination). The survey content generally involves: basic personal information, ways to participate in postgraduate entrance examination training, training courses, feedback on training effects, problems existing in the training process, etc.

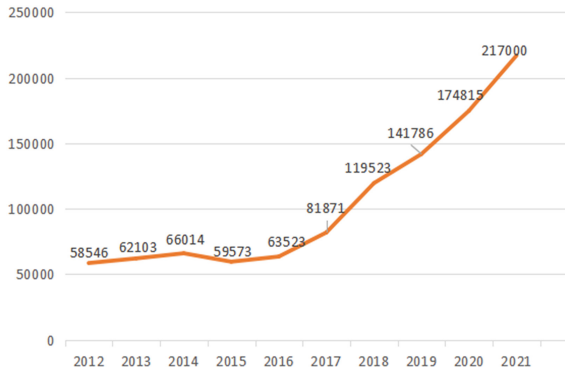


Fig. 1 2012–2021 The number of postgraduate applicants in Sichuan Province (unit: person)

Table 1. Part of the survey data

Item	Category	Who are willing to take the entrance exam or have already taken(270)	Who are willing to take the entrance exam training or have already taken(223)	Training percent 82.59%
Gender	Male	114	92	80.70%
	Female	156	131	83.97%
Grade	Junior	161	144	87.60%
	Senior	109	79	73.40%

2.1 College Students' Needs for Postgraduate Entrance Examination Training

Sichuan Province is a big education province, with a huge group of college students and a large number of colleges and universities. The graph below reflects the number of applicants for master's degree programs in Sichuan Province over the past ten years.

It can be seen from Fig. 1 that in the past 10 years, the number of postgraduate applicants in Sichuan Province has generally shown an upward trend. The increase was relatively slow from 2012 to 2014. There was a negative growth in 2014–2015, especially in recent years, due to the rise of the “postgraduate entrance examination fever” trend and the severe impact of employment pressure, the number of postgraduate entrance examination applicants has increased sharply.

The following table shows some data of the surveyed respondents, which can provide an intuitive understanding of the surveyed respondents' situation through the data.

It can be seen from Table 1 that among the 365 questionnaires that were effectively returned, 270 were willing to take the postgraduate entrance examination or had already taken the examination, accounting for 73.97% of the total number of valid survey respondents. It can be seen that college students have a strong interest in taking the postgraduate examination. There are 223 people who are willing to participate in

Table 2. Statistics for Majors Attributes

	Professional attributes	N
Participated in English training	Literature, History and Philosophy	64
Participated in Maths training	Economic management	88
attended political training	Science and Engineering	91
Participated in professional courses training	Agricultural and Medicine	27
	Total	270

the postgraduate entrance examination training or have already participated, accounting for 82.59% of those who are willing to participate in the postgraduate entrance examination or have already passed the examination, indicating that the willingness of college students to participate in the postgraduate entrance examination training is quite high. Generally speaking, students in Chengdu area have great demand for postgraduate entrance examination and postgraduate entrance examination training.

2.2 Subject Preferences of College Students Participating in Postgraduate Training

In the process of participating in postgraduate entrance examination training, college students' training preferences often vary widely. Researching college students' training preferences is also an important way to understand the current situation of college students' training. Generally speaking, the subjects of the postgraduate entrance examination can be roughly divided into public courses: English, mathematics, and politics; professional examination courses for each major; and general undergraduate majors can be divided into literature, history and philosophy, economics and management, science and engineering, agriculture and medical. Therefore, this paper will conduct a correlation study on the professional attributes of college students and the subjects participating in the postgraduate entrance examination training. Table 2 shows that among the 270 samples, there are 64 people whose professional attribute is literature, history and philosophy, 88 people in economic management, 91 people in science and engineering, and 27 people in agriculture and medicine.

Using the data in Table 2 to conduct multiple independent sample tests, the following table is obtained. From Table 3, it can be seen that the progressive significance value of having attended English training is 0.228, which is greater than 0.05, indicating that there is a difference between professional attributes and participating in English training. There is no significant relationship. Secondly, the asymptotic significance value of having participated in mathematics training and political training is less than 0.001, indicating that there is an extremely significant relationship between professional attributes and participating in mathematics training and political training. Finally, the progressive significance of having participated in professional course training is 0.004, indicating that there is a very significant relationship between professional attributes and participating in professional course training.

Table 3. Test statistics

	Participated in English training	Participated in Maths training	Attended political training	Attended professional courses training
χ^2	4.328	121.160	83.212	13.076
df	3	3	3	3
sig	.228	.000	.000	.004

3 Problems Existing in the Process of College Students Participating in Postgraduate Entrance Examination Training

Although the postgraduate entrance examination training is not a decisive factor for the success of the postgraduate entrance examination, it can help students to master the core knowledge and key points in an orderly manner and improve the review efficiency of candidates. However, in practice, there are quite a few candidates who are overly reliant on the postgraduate entrance examination training and believe that the postgraduate entrance examination training is the key factor for the success of the postgraduate entrance examination. Therefore, it is very necessary to participate in the postgraduate entrance examination training.

Operation mode refers to the planning, organization, implementation and control of the business process of an enterprise, and is a general term for various management tasks closely related to product production and service creation. Simply put, management mode is a method of operation. Many training institutions do not have a clear target customer definition.

4 Measures to Standardize College Students' Participation in Postgraduate Entrance Examination Training

First of all, college students must establish a correct training concept and understand that training only plays an auxiliary role. Secondly, postgraduate training institutions improve the quality of employees and establish brand awareness. The healthy and sustainable development of an industry is inseparable from a large number of high-quality practitioners, and the same is true for the postgraduate training industry. In the increasingly fierce market competition, a good brand image will undoubtedly give an enterprise a dominant position in the market. An influence that creates value invisibly. To some extent, the competition among enterprises in the 21st century is the competition of brands. Finally, the government should improve the management and supervision mechanism. The adjustment of the market itself cannot sustain and healthy development, and government supervision of the industry is also required.

5 Suggestions

The above shows some problems existing in college students' participation in postgraduate entrance examination training. Based on the current situation, this study believes that these problems can be solved from the following aspects.

Firstly, for college students, they should raise their understanding of postgraduate training. What college students must understand is that there is no 100% absolute certainty that any postgraduate tutoring will allow students to pass the postgraduate entrance examination. Postgraduate training institutions only help candidates to better grasp the core knowledge and key points, so that candidates can avoid detours and improve the review efficiency of candidates. College students should choose training carefully according to their actual situation, and do not blindly follow the crowd. Due to the rapid development of the postgraduate entrance examination training market, there is an urgent need for high-quality teachers. However, the normal training of high-quality teachers cannot meet this urgent need. Therefore, the postgraduate training institutions have reduced the requirements for teachers in practice. As a result, many teachers who are not worthy of their names and have no qualifications teach students. Therefore, improving the overall quality of employees plays an important role in the healthy and sustainable development of an industry.

Secondly, for postgraduate training institutions, they should improve the quality of training courses. The quality of the training courses affects the review efficiency of students, and there are many problems in the current training courses. Therefore, training institutions can start from the following aspects: making detailed formulations in the arrangement of courses, enriching the content of training courses, and adopting the form of online teaching.

Thirdly, for the government, the government should improve the management and supervision mechanism and raise the market entry threshold for postgraduate training institutions. The establishment of the market access mechanism can be roughly divided into the following contents: qualified market entities submit access applications, relevant departments conduct qualification examination and approval, terminate the approval of relevant entities, and annual review of relevant entities.

6 Conclusion

As one of the talent selection mechanisms in our country, the postgraduate entrance examination has provided a large number of high-quality talents for the construction of the country. With the popularity of "postgraduate entrance exams" in recent years, more and more people have participated in postgraduate entrance examinations. Judging from the current situation, most postgraduate students will participate in postgraduate entrance examination training to improve their review efficiency. However, in practice, there are many problems in the postgraduate entrance examination market, which undoubtedly affects the stability of the postgraduate entrance examination market, and even affects the cultivation of high-level talents in our country. To deal with these problems, this paper puts forward effective measures from three aspects: college students, postgraduate training institutions and the government.

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Authors' Contributions. This article not only pays attention to the problems existing in the postgraduate entrance examination training market itself, but also focuses more on the process of college students participating in postgraduate entrance examination training to discuss the problem, pays attention to the emotions of college students themselves, and provides a feasible way for college students to establish a correct concept of postgraduate entrance examination training.

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