



College Property Management Professional Careeroriented Analysis on the Construction Path of Internship Employment Base

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Abstract. With the acceleration and vigorous development of the urbanization process of property management, the property management industry has gradually become an indispensable part of the new era and new journey. However, the training and employment of real estate management professionals are facing many challenges, one of which is the construction of internship employment base. The purpose of this paper is to discuss the current situation, challenges and countermeasures of the construction of internship employment base for property management professionals, and to provide useful references for the training and employment of property management professionals. By strengthening school-enterprise cooperation, increasing investment and paying attention to the future development trend, we can build a high-quality internship and employment base, and provide better practice opportunities, career for property management students.

Keywords: Property management; Internship employment; Construction base; Industry-university-research; Schoolenterprise cooperation

1 Introduction

Over the past few decades, the field of property management has undergone profound changes due to advances in technology and methods, and with the development of the service industry. Many studies have explored talents in the property management industry, but there are still important gaps in the cultivation of emerging talents specializing in property management. The motivation of this study is to deeply study the construction of property practice bases to fill the gaps in existing knowledge, and the discussion of this study can provide opinions and new ideas for universities and enterprises. It should be noted that this study also has some limitations, such as focusing on school-enterprise cooperation and excluding the integration and allocation of resources

2 Current Situation of Employment in the Property Industry

At present, the property industry is facing the dual impact of macroeconomic pressure and real estate debt problems, and has entered the era of low growth. The era of large-scale infrastructure construction and real estate development in China is coming to an end. At the same time, there are phenomena such as bringing in capital and low-price competition in the stock of real estate, and the risk of renewal is large. Industry integration and optimization, improve the level of specialization. With the improvement of industry standardization and market concentration, property management enterprises will enhance their own strength and core competitiveness through mergers and acquisitions, brand building and service innovation. The market competition of property service enterprises is becoming increasingly fierce, but the market concentration is also increasing. Leading companies such as China Resources Vientiane Life, Country Garden Life Services and Longfor Property saw rapid growth in new contract area, showing the trend of the industry's strong staying strong. In the job market, the demand for graduates majoring in property management has increased. Due to the rapid development of housing construction, a large number of residential areas have been put into use^[6], and residents' professional demand for property management has increased, so the demand for talents has increased accordingly. The salaries of property management graduates vary by region, unit, individual ability and experience. Generally speaking, the salary of a newly graduated property management student will be around 4,000 to 5,000 yuan, and the salary will continue to increase with the increase of working years and experience. At the same time, the employment direction is wide, including state organs logistics departments, provincial and municipal construction departments, property administration departments, property service enterprises, enterprises and institutions, etc. Graduates can be engaged in the maintenance and maintenance of housing construction and equipment, property industry supervision and community management, as well as various types of investment, development, operation and management of property projects. On the one hand, due to the limitations of the society's cognition of the property industry, it is regarded as a low-end industry limited to "warranty, security, cleaning, and green protection", so that students are not willing to apply for the property management major; On the other hand, the number of colleges and universities offering property management major is limited, leading to the phenomenon of high quality property talents in short supply. It is difficult to find the right high-quality talents, in order to solve this problem, the property management enterprises have to lower the recruitment threshold, which further leads to the decline of the quality of employees. The challenges facing the property management industry include low entry threshold, fierce market competition, complex relationship between property management and all parties, and uneven quality of personnel.^[1] However, with the acceleration of urbanization and the continuous development of the real estate market, the property management industry is also facing new opportunities, such as diversifying service content, intelligent technology application, and co-governance of communities. Under the big environment, the employment situation of the real estate industry shows a trend of fierce competition but increasing demand. Enterprises in the industry need to improve their

service quality and professional level to cope with market changes. For graduates majoring in property management, they have a wide range of employment options and development space, but they also need to constantly improve their professional abilities and qualities to meet the needs of the development of the industry.

3 Background of Employment Situation of Undergraduates in Management

3.1 Industry Background

According to the "2021 National Property Management Industry Development Report" shows that by the end of 2021, China's property management industry in the management area of about 27.4 billion square meters, according to statistics, every 10,000 square meters in the residential management area needs to be equipped with 8 property management personnel, every 10,000 square meters in the office management area needs to be equipped with 16 property management personnel, And the demand shows an increasing trend year by year. Although various colleges and universities nationwide have set up property management majors, and industry related institutions have also set up various property management training courses, the number of talents exported each year is still far from the industry demand. [2] With the acceleration of urbanization and the continuous development of the real estate market, the property management industry will also usher in a golden age of rapid development, and the property management industry will gradually become an important part of the development of the real estate industry and resident living service industry, and the industry demand will continue to grow. Urban residents' requirements for living environment and property service quality are increasing day by day, which provides a broad employment space for property management graduates. The property management industry is gradually standardized, the state has strengthened the supervision of the property management industry, and the relevant laws and regulations have been continuously improved. This requires property management graduates not only to master professional knowledge, but also to be familiar with industry regulations and policies to meet the needs of industry development.

3.2 Employment Situation

According to the Evaluation Report on the Development Index of Property Service Enterprises in 2022, nearly 10 million people are employed in property management in China. According to the Research Report of China's Top 100 Property Service Enterprises in 2022, 11.82% of the employees in China's top 100 property service enterprises have a bachelor's degree or above, and 43.24% have a high school education or below. It can be seen that the structure of highly educated talents in the property industry is unbalanced. However, judging from the employment market, the property management industry still has broad space for development. First, a wide range of employment. Property management graduates can be engaged in property management, real estate development, operation, intermediary and other related work. Specifically, they include

property receptionist, property management waiter, case, property administration, personnel, office and other positions as well as property manager, property administrator and other middle and senior management positions. Second, the level of salary plasticity. The salary level of property management graduates varies by region, unit, individual ability and experience. Generally speaking, the salary of a fresh graduate is around 4,490 yuan, and the salary level will continue to increase with the increase of working years and experience. Two years after graduation, the monthly salary is about 7,926 yuan, and five years after graduation, it is about 10,154 yuan. Third, property management majors have good employment prospects, especially in the context of accelerating urbanization and the continuous development of the real estate market, with the marketization and specialization of the property management industry, the demand for property management talents will also continue to increase.

3.3 Industry Challenges and Opportunities

In recent years, the property management industry has faced challenges such as low entry threshold, fierce market competition and uneven personnel quality. At the same time, the property management industry also needs to constantly adapt to the development of new technologies and services to improve service quality and efficiency. With the state's attention and support for the property management industry, as well as the improvement of residents' requirements for the quality of property service, the property management industry will usher in new opportunities for development and enter a new stage of transformation and upgrading. Whether it is service quality, digital degree, brand influence, social responsibility, profit and loss, etc., it is facing new scrutiny and requirements. Therefore, property management practitioners should not only have the basic professional skills required for traditional property services, but also adapt to the new situation to master more comprehensive management capabilities such as scientific and technological innovation, business operation, public relations, and so on. At the same time, the upgrading of educational requirements for property management personnel will also be the trend of The Times. The background of the employment situation of undergraduates majoring in property management shows a broad market demand and good employment prospects, but at the same time, they also have to face the coexistence of challenges and opportunities in the industry.

4 Importance of Construction of Property Internship Employment Base

4.1 Combine Theory with Practice to Improve Professional Level

Through practice, college students can combine the theoretical knowledge learned in class with practical operation, better test the learning effect, and exercise the practical ability. In the practice of property management position, students can find their shortcomings and improve them through the "transmission, help and guidance" of the enterprise master, such as the basic knowledge is not solid, narrow knowledge and other

problems. Platform enterprises engaged in property management have accumulated rich experience in property asset management and service in the long-term operation process, and understand the development dynamics of the real estate market and the talent needs of the industry. By conducting research on platform enterprises engaged in property management, colleges and universities can accurately formulate talent training programs according to the development prospects and talent needs in the field of property management.^[3] In the process of internship, students can not only consolidate classroom knowledge, but also learn some knowledge that is not available in books, master job skills and carry out practical operation, so as to realize the close connection between education and employment.

4.2 Integrate into Society and Career Planning to Reduce Brain Drain

Internships provide opportunities for property management students to integrate into society. In the process of internship, students can make a better plan for their future life through practice, broaden their employment horizon, and find a suitable job and post. Internship experience can also help students show their strengths and talents in the job hunting process. At the same time, it will also help property positions to train and retain more property talents, improve the overall level of the property service industry, increase competitiveness, and bring the development of the property service industry to a new level.

4.3 Base Construction and Personnel Training to Achieve Schoolenterprise Cooperation and Win-win Situation

The construction of property practice and employment base provides a platform for students to practice and learn, which is helpful to cultivate students' practical operation ability and comprehensive quality. Through simulated reception, simulated security patrol, simulated maintenance and other practical operations, students can better master the basic skills and processes of property management, and provide talent training and market demand. The property management training base aims to build a comprehensive training base integrating practice, training and exchange, and provide professional skills training and practice opportunities for the students of property management related majors, so as to meet the demand for high-quality talents in the property management industry. The construction of the internship and employment base strengthens the cooperation between the school and enterprises, and realizes the sharing of resources and complementary advantages. Through school-enterprise cooperation, schools can make full use of the working conditions and professional atmosphere of enterprises, strengthen students' vocational ability and professional quality, and realize the purpose of "educating people through work". Schoolenterprise cooperation not only provides students with a real working environment and practical opportunities, but also delivers excellent property management talents for enterprises, achieving a win-win situation for schools, enterprises and students. The importance of students in the construction of property practice and employment base is reflected in the combination of theory and

practice, integration into society and career planning, base construction and talent training, and school-enterprise cooperation and win-win situation. All these help to improve the students' comprehensive quality and employment competitiveness, and deliver more excellent property management talents to the society.

5 Explore the Methods of Establishing the Employment Practice Base

5.1 Clarify the Construction Objectives of the Internship Base

To improve the practical ability and comprehensive quality of students majoring in property management, in order to cultivate highquality talents that meet the needs of the industry, strengthen the cooperation between schools and enterprises, realize resource sharing and complementary advantages, and jointly promote the development of the property management industry. Students can practice in international brand real estate companies, domestic TOP5 enterprises and provincial leading enterprises during the school, cultivate students' professional love and industry loyalty, cultivate students' ability to combine theory and practice and practical ability, as well as comprehensive organization and command ability, and lay a good foundation for students' employment. So that our students can manage quality projects in developed cities, have a good income, and become a quality, dignified, irreplaceable real estate management and management talent. In order to attract enrollment, increase the first choice of the application, reduce the change of major rate. To recruit and retain more and better students, to improve the popularity of Shuren University and influence in the country to make a force of property management. According to the actual needs of the property management industry, determine the types of internship bases, such as residential quarters, commercial complexes, office buildings and other different types of property management projects, and consider establishing actual internship bases with cooperative enterprises or establishing new sandtable simulation bases in enterprises. Clear the orientation of the internship base, aiming at providing students with a comprehensive internship platform integrating practice, training and exchange, and building the property management major of Zhejiang Shuren College into a first-class major in China.

5.2 Planning the Content of the Construction of the Practice Base

5.2.1 Phase of Scale Construction

Scope and enterprise selection: Select Party enterprises, central enterprises and large state-owned enterprises in Beijing-Tianjin region, Yangtze River Delta region, Pearl River Delta region and Hainan region. About 30 famous enterprises in each province are our partner enterprises, such as Poly Property Management Group, China Resources Property Group, Country Garden Property Management Group and so on. The Department of Property Management will establish a framework strategic cooperation relationship with the above enterprises. First of all, a framework cooperation agreement

can be reached, and visiting professors from external enterprises can be hired. In addition, the signing ceremony of cooperation and the appointment ceremony of visiting professors can be visited, signed by enterprises or invited to the university to sign contracts in several batches. According to the actual needs, reasonably plan the floor area and building area of the practice base to ensure that the scale and application needs of the practice base are met. The construction of practice base can be divided into the following aspects:

(1) Functional area division: including the main building, training room, simulation area, green park and other different functional areas, to meet the needs of students training, learning, communication and so on.

(2) Main building: modern design, complete functions, including offices, meeting rooms, training classrooms, etc., to provide students with a good learning environment.

(3) Training room: including simulated reception, simulated security patrol, simulated maintenance and other different modules, to provide a simulated operating environment of real scenes.

(4) Simulated community: simulated real community management and maintenance, including residential buildings, commercial areas, public facilities and other modules, to provide students with practical operation opportunities.

(5) Training equipment: according to the actual needs of the property management industry, equipped with advanced property management training equipment, such as building intelligent control system, building safety equipment, etc.

5.2.2 International Enterprise Cooperation Construction Stage

Select the world's top 10 real estate management enterprises in developed countries such as the United Kingdom. The list of enterprises is as follows:

- [1] CBRE Physicochemical Property Management Services Limited (CBRE)
- [2] Jones lasalle (JLL)
- [3] Cushman & Wakefield
- [4] Colliers International, Inc.
- [5] Savills
- [6] Chartered Institute of Housing (CIH)

The Department of Property Management shall establish a framework cooperation relationship with the above enterprises, sign a framework cooperation agreement, hire visiting professors from off-campus enterprises, lead students to practice, and propose a separate agreement on teacher topics after negotiation between the two parties. First, it can be used for enrollment publicity. Second, it can also expand the visibility of the school and the department and strengthen internationalization.

5.2.3 Consolidation and Deepening Stage

According to the experience of the first and second years, the development plan of the new internship base will be determined (the specific list is to be further discussed and planned). 4. Contact and sign new internship bases to expand the internship network. Reevaluate and update existing internship sites. Keep close communication with

domestic and foreign contracted internship units and enterprises, and adjust and optimize the internship content according to the situation of existing interns. Improve internship policies and systems. Add and sign new agreements and cooperation programs. Deepen cooperation at home and abroad. At the same time, in terms of scientific research, the faculty of the Department of Property Management will strengthen the cooperative relationship with domestic and foreign enterprises that have signed contracts, carry out more projects and research, promote the sharing of resources between the two sides and promote common development. Organize more international academic exchange activities to enhance the international influence of the school; [5]Strengthen cooperation with international academic institutions to carry out joint research and projects; And we can design teacher training courses to enhance teachers' practical teaching ability and improve teaching quality; Encourage teachers to carry out cross-cutting research to promote academic exchange and the transformation of research results; Finally, excellent graduates with good development through internship and employment are invited to give speeches to share their experience and experience, and give more opinions and suggestions to students.

5.3 Select the Steps for the Construction of Internship Base

First, site selection and planning: according to the type and positioning of the practice base, choose the right place for construction, and carry out detailed planning and design. On the premise of not affecting daily production and work, the enterprise can provide the working environment, equipment and facilities required for practice teaching, and facilitate the working and living conditions such as accommodation, accommodation and transportation for the internship period. Second, financing: the capital preparation of the construction base needs the support and help of all forces, and the construction funds can be raised by government grants, enterprise donations, social financing, investment and other ways. Third, construction and equipment: according to the planning and design of the construction scheme, to ensure the quality and progress of construction. According to the practical training needs to purchase the corresponding equipment, and installation and commissioning. Fourth, operation management: establish the operation management mechanism of the practice base, including student practical training management, equipment management, safety management, etc. According to the internship plan and its own conditions, put forward the internship arrangement plan and requirements and feedback, the enterprise and the school after communication, determine the final internship plan, and assist in the internship safety, confidentiality and other education work, appropriate arrangement of professional lectures related to the internship content, the specific content can be negotiated. Arrange special personnel to coordinate the internship work,select experienced professional and technical personnel to guide the students.

5.4 Strengthen the Cooperation Between Internship Base and Enterprises

(1) Visit enterprises regularly to strengthen school-enterprise cooperation During winter and summer vacations, organize teachers and students of the major to visit enterprises, and through exchanges with enterprises, hold alumni seminars, actively carry out project development, science and technology public relations, technical consulting services with enterprises, and strengthen on-the-job staff training and other multi-angle and multi-level exchanges and cooperation. Through cooperation, enterprises have obtained the necessary talents and technologies; The university also gets the funds and market needed for development, understands the actual needs of the enterprise and the dynamics of market development, and timely adjusts the discipline and specialty structure, curriculum, talent training goals and models according to the adjustment of industrial structure and changes in the job market, so as to make the university education more targeted and forward-looking.^[4]

(2) Give full play to the advantages of outstanding graduates The quality of graduates directly affects the evaluation of the employer on the school, the brand effect of outstanding graduates can win the good reputation and reputation of the university in the society, and unqualified graduates may lead to the reduction of the credibility of the university and the loss of the existing job market. In recent years, the major of property management has cultivated a large number of outstanding talents for the state and local, most of them have grown into business executives and project managers, and most of the enterprises have become the internship and employment base of the major, and the brand effect of graduates has initially emerged.

(3) Schools and enterprises can share their own resources, such as teachers, training equipment, etc., to achieve efficient use of resources. Matching the "double teacher" system for students, the joint training of academic tutors and practical tutors, so that students can know the ability of property management practitioners, can not only ensure the advanced nature and effectiveness of education and teaching, but also improve the practicality. Enterprises can also participate in the curriculum setting and textbook compilation work of the school, and teachers can also enter the enterprise to learn and guide the application practice to produce cutting-edge theories, forming the cooperation of production, teaching and research, school-enterprise cooperation in education, jointly cultivate high-quality talents meeting needs of industry.

6 Summary

The internship base established through school-enterprise cooperation is conducive to the improvement of students' employment quality and the development of teachers' scientific research work, which lays a foundation for the sound development of our department and makes the balanced development of students majoring in property management. Also, we should seize opportunities, cope with challenges, explore the direction, make overall arrangements for internship management, strengthen internship education for students, actively expand the construction of employment internship base, ensure the effect of internship and cultivate Enterprises need qualified talents.

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