

Practice and Research to Improve the Quality of College Graduates in Short-term

Caiping Xia, Hongying Sun, Wen Li, Yu Shi
College of Engineering and Technology

ABSTRACT: In this study, starting from the enhance the competitiveness of graduate employment through holding lectures on employment, production resume, workplace etiquette, 4 s shop "interview" and so on, to soar "booster" of graduate employment, raise the quality of graduates to apply for a job in a short time, enhance the success rate of the interview. Because student engagement emerged as an intervention to inform educational improvement, we also present examples of how engagement data are being used at colleges and universities. The chapter concludes with a discussion of challenges and opportunities going forward.

KEYWORD: graduates; job search; the high quality

1 THE PRESENT SITUATION

In 2013, graduated from the country's 6.99 million college students, more than in 2012, 190000, the year is called the "year" in the history of the most difficult employment. There are 7.27 million graduates in 2014, plus 2013 has not been the employment of college students, is expected to reach 8 million college employment, employment form is still difficult to improve. In the first half of 2014 there are 6.7 private businesses fail, and in 2011, private enterprises absorbed 34.2% of college graduates. [1]

A famous university professor said, now can't the senior class, the students are busy looking for a job, this kind of situation and even spread to the junior year. Since the university enrollment expansion, the employment situation of college graduates start is not optimistic.

2 GETTING STARTED IN THE STUDY OF MEANING AND PURPOSE

Tianjin agriculture agricultural machinery professional, "said a senior school all employment activity, he participated in almost all. Talk about for the purpose of these activities, he said: "in fact, I also know that unit of choose and employ persons value most is the comprehensive quality, but will graduate soon, to cultivate a lot of quality. So at this stage, I urgently want to know unit of choose and employ persons consider what specific qualities,

what there is improvement in short time, so I targeted to practicing. I prefer some instructional activities, these can let me look at least" quality ". Survey, found that many college students have similar psychology.

College graduates and unit of choose and employ persons two-way choice between is also a process of competition, graduates want to in the competition, having a strong personal power, the core competitiveness is the personal qualities. This paper aims to unit of choose and employ persons recruitment situation in recent years, graduate employment situation were analyzed, and the cultivation of the enterprise, the corporate sector, factors of questionnaire survey, graduates think what employability skills for employment is the most welcome and value of the enterprises and business skills to investigate analysis, finally it is concluded that a set of can in the short term the high job search method of students' comprehensive quality.

3 RESEARCH PLAN

3.1 *Questionnaires, the cultivation of both the demand and supply factors of refining*

Open Tianjin institute of agricultural engineering technology to the employment situation of 2014 grade 142 undergraduate, table 1 lists the graduates in the eyes of "unit of choose and employ persons value most factors"; With 12 companies at the same time, the exchange of HR and corporate

questionnaire, a total of 50 copies of the results are shown in table 2.

Table 1. Margin graduates in the eyes of "unit of choose and employ persons value most factors"

	most important	more important	General	not important
specialty	105	35	2	0
study	93	27	20	2
awards	98	23	18	3
work attitude	94	28	40	2
learning ability	89	13	19	20
executive ability	77	15	40	10
interpersonal skills	100	28	9	5
responsibility	90	30	12	10
Personality traits	88	44	7	3
Student cadres	82	45	13	2
looks	93	28	21	0
gender	111	19	11	1

Can be seen through the table 1 students think "unit of choose and employ persons value most factors" top five are: gender, specialty, interpersonal, competition awards and qualifications, work attitude, and enterprise growing concern for students' work attitude, responsibility consciousness, executive ability, learning ability and interpersonal skills. Results showed that exists in the problem concerns the dislocation, the dislocation students and work in the interview process, has exposed the company concerned about job seekers is without attention, then can appear contradiction, the theory of work impetuous, time and so on.

Table 2. Unit of choose and employ persons value most factors

	most important	more important	General	not important
specialty	40	7	3	
study	36	14		
awards	36	11	3	
work attitude	50			
learning ability	47	3		
executive ability	48	2		
interpersonal skills	47	3		
responsibility	50			
Personality traits	43	7		
Student cadres	39	11		
looks	35	7	8	
gender	37	11	2	

3.2 4s shop "interview" mock interviews, in the short term improve job skills

For several kinds of capacity, unit of choose and employ persons pays attention to formulate the 4 s shop "interview" intensive training lab "behavior". 4 s shop is a kind of "four one" as the core of the training mode, including Sale, Sparepart, Service, Survey.

Before entering the simulation, students must first through the teachers' guidance, the emphases and difficulties of the specialty systematically comb, in response to a professional inspection, unit of choose and employ persons can also get award certificate and test certificate ready. Before applying for information collection, using various resources such as the enterprise network, alumni contact and way for a comprehensive understanding of unit of choose and employ persons. Through the way of explanation, demonstration and hands-on practice, learn to make your resume. In view of the graduates have interpersonal communication obstacles, through psychological counseling courses, enhance the adaptability. To carry out career planning courses. Through the "who am I, what I like, what, what is my ability, I'm good at what I value" and a series of thinking, help students find their own positioning.

In the 4 s shop "interview" mock interviews, participants were divided into two groups, alternate play "interviewer" and "observer". Conduct a mock interview between the interviewer during the interview process, the observer in another room through one-way glass that is linked together with the interview room. The whole interview process was also video all the way, after the interviewer will receive feedback observer, trainers, and reviews the video again, reflect on their own performance.

4 CONCLUSION

In 4s shop "interview", participants can not only through hands-on simulation of actual combat experience, can be observed through the act of observation interview situation of themselves and others, more by role exchange in another identity recognition and think about its advantages and disadvantages. "4s inn" the interview activity, students with senior lecturer as the interviewer, not only give specific comments, there are a number of professional personnel supervisor from workplace professional guidance to the students.

Since starting in April 2014, 4s shop "interview" series of activities were held an interview coaching six games, to participate in more than 120 students, as of early July, new graduates one-time interview success signing rate reached 66.7%.

At present there are engineering institute of technology, responsible for the work of five and

seven teachers, as to the increasing enrollment of for years, graduates are also increasing year by year, the next step to expand the size of the 4s shop "interview" to absorb part of the new members come in, including other colleges and universities in other employment management workers. By the simulated instead every two weeks once a week, expand benefited range.

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[1] Information on <http://www.sundxs.com/>