

Research on the Improvement of Employment Ability of New Local Undergraduate Colleges and Universities' Students Based on Market Demand

—Take Hunan University of Humanities, Science and Technology for Example

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Abstract—Improving the employability of college students has an important influence on enhancing the quality of employment of university graduates. The article used a new perspective to analyze the employability of university graduates. Based on in-depth comparative and analysis of the employment quality report of the 2014-2016 graduates in Hunan University of Humanities, Science and Technology, the paper discussed the gap between the graduates' employability and the employment market demand from the feedback of enterprises and graduates. This paper analyzed the reasons for the deviation between the graduates' employability and the employment market demand from three aspects: employment conception, employment preparation and vocational consciousness. To improve the undergraduate employability of new local undergraduate colleges and universities, three measures are put forward: (1)To take market demand as the guidance and to innovate the training mechanism of employability; (2)To strengthen the docking between universities and enterprise, and to provide more practical opportunities for college students; (3)To identify career goals and to build the core employability of college students.

Keywords—market demand; new local undergraduate colleges and universities; undergraduate employability; quality of employment

I. INTRODUCTION

Since 1999, China's higher education scale has been continuously expanded, with 7.95 million college graduates in 2017. The number of college graduates is increasing year by year, and the corresponding jobs have not increased significantly. The employment situation of college students is severe. Therefore, it is an important issue for Chinese society to guide college students to achieve full and high-quality employment in the competitive job market. The 19th CPC

Fund projects (sponsors):

The project of Educational Science Planning in Hunan Province: Research on the employment situation and employment quality of new local undergraduate colleges and universities in Hunan province XJK013CGD033 (The Education Department of Hunan Province)

Degree and graduate education reform project of Hunan University of Humanities, Science and Technology: Research on the cultivation of professional postgraduate's practical innovation ability based on school enterprise cooperation platform [2015] No.11, (Hunan University of Humanities, Science and Technology)

National Congress proposes that employment is the biggest democracy. The key to enhance the employment rate and quality of employment of college graduates is to improve the employability of undergraduate. Hillage & Pollard believed that employability was the potential for sustainable employment^[1]. Harvey believes that college students' employability referred to the ability of graduates to obtain employment opportunities and make progress in their work^[2]. Yorke & Knigh decomposed the employment ability into personal qualities, core skills, subject understanding and meta-cognition, and built the USEM model^[3]. Wang ting, Zeng Xiangquan and others put forward the three elements of knowledge, skills and attitude of college students' employment ability^[4]. Ma Shaozhuang and others studied the three dimensions of college students' social interaction ability, personal display ability and job hunting ability^[5]. Wang Xinyu proposed the three dimension structure model of college students' professional ability, general skills and basic literacy^[6]. This paper holds that the employability of college students refers to a series of comprehensive qualities, general abilities and professional knowledge & skills that college students obtain employment opportunities and make progress in career development.

II. THE ANALYSIS OF THE DIFFERENCE BETWEEN THE COLLEGE STUDENT'S EMPLOYMENT ABILITY AND THE DEMAND OF THE EMPLOYMENT MARKET

Hunan University of Humanities, Science and Technology was upgraded to a new local public undergraduate colleges and universities in 2004. The employment quality of graduates in this university has certain universality with other newly-built local undergraduate colleges and universities. The data of the paper came from the annual report, which was on the quality of employment for three grades graduates from 2014 to 2016 in Hunan University of Humanities, Science and Technology. This article explored the gap between graduates' employability and employment market demand from the feedback of employers' satisfaction and graduates' employment.

A. Grade 2014-2016 graduate initial employment situation

The employment scale and the initial employment rate of 2014-2016 graduates were increasing year by year in Hunan University of Humanities, Science and Technology. The Grade 2016 graduation number was 3710; the initial employment rate was 91.78%, as shown in TABLE I.

TABLE I. 2014-2016 FIRST EMPLOYMENT RATE FOR GRADUATES

Grade	Total number of graduates	Initial employment number	Initial employment Rate(%)
2014	3447	2957	85.78%
2015	3462	3084	89.08%
2016	3710	3403	91.78%

Data source: Hunan University of Humanities, Science and Technology 2014-2016 graduate employment database.

B. Employers' demand analysis to College Students employment ability

1) The most important factors of employers' recruitment

In the process of recruitment, employers were most concerned about the comprehensive quality, general ability knowledge and skills of graduates, and about 80% of all factors, as shown in Fig.1.

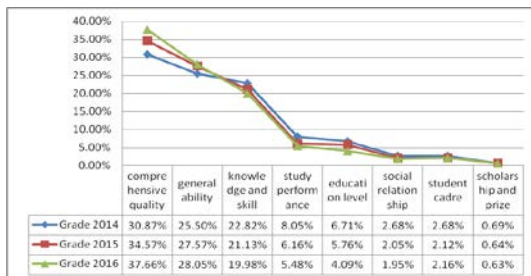


Fig. 1. 2014-2016 the factory that employer pay attention when recruiting graduates

Data source: Hunan University of Humanities, Science and Technology 2014-2016 graduate employment database

2) The analysis of employers' demand for employability of college students

a) Employers' satisfaction with the comprehensive quality of college students

The satisfaction degree of the personality quality of the graduates was concentrated in the range of 60-80% during the 2014-2016 period. The degree of satisfaction with the vocational accomplishment of graduates was concentrated in the range of 40-60%, as shown in Fig. 2.

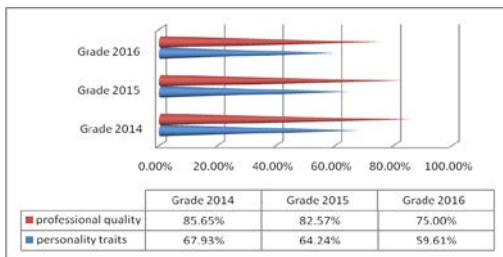


Fig. 2. 2014-2016 employers feedback to graduate comprehensive quality

Data source: Hunan University of Humanities, Science and Technology 2014-2016 graduate employment database

b) Employers' satisfaction with the general ability of college students

The employers' satisfaction with the team cooperation, verbal expression, autonomous learning and environment adaptation of the 2014-2016 graduates was concentrated in the range of 70-80%. The employers' satisfaction degree with the capacity of organization and coordination, work execution, flexibility and resilience was concentrated in the range of 50-60%. The degree of satisfaction with graduates' innovation ability was as low as 40-50%, as shown in Fig. 3.

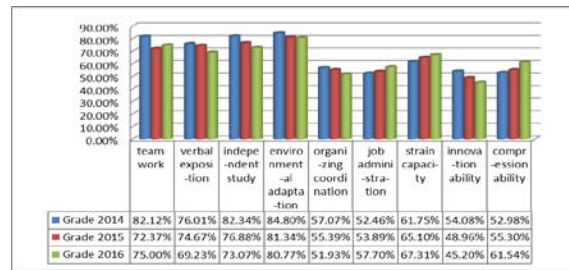


Fig. 3. 2014-2016 employers feedback on the graduates' general ability.

Data source: Hunan University of Humanities, Science and Technology 2014-2016 graduate employment database

c) Employers' satisfaction with college students' knowledge and skills

The employers' satisfaction with the knowledge and skills of 2014 graduates was 99%, while the satisfaction of 2016 was only 75%, as shown in Fig.4. All these indicated that the employers' satisfaction with the professional knowledge and skills was decreasing during the period from 2014 to 2016.

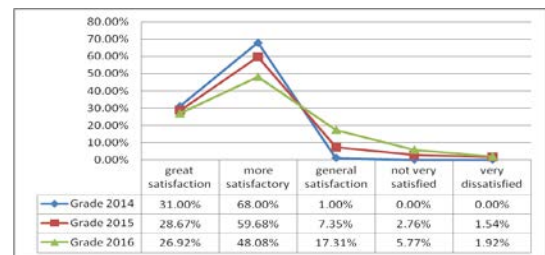


Fig. 4. 2014-2016 employers' feedback on the knowledge and skills of graduates.

Data source: Hunan University of Humanities, Science and Technology 2014-2016 graduate employment database

C. The employment feedback of the 2014-2016 graduates

1) Factors that contribute to job searching

The employment feedback of the 2014-2016 graduates showed that the most helpful factors in the process of initial employment included: practical work experience, personal comprehensive quality, educational background and specialized knowledge, as shown in Fig. 5.

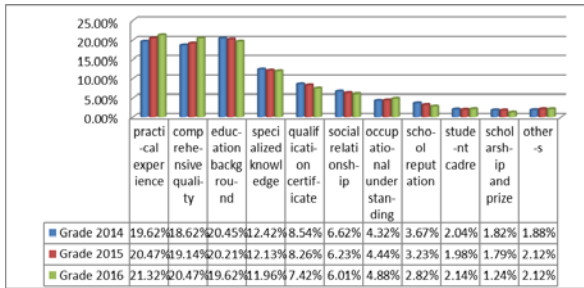


Fig. 5. 2014-2016 graduated believe the feature that useful to find job

Data source: Hunan University of Humanities, Science and Technology 2014-2016 graduate employment database

2) *Main problems encountered during job-hunting*

The 2014-2016 graduates thought the main problem of job-hunting included: firstly, the lack of work experience; secondly, the number of graduates was more than the employers market demand; thirdly, the graduates' job preparation was insufficient. The 2014 graduates thought that the main problem in job-hunting was not enough preparation for employment, and the 2016 graduates were more concerned about the treatment provided by employers, as shown in Fig. 6.

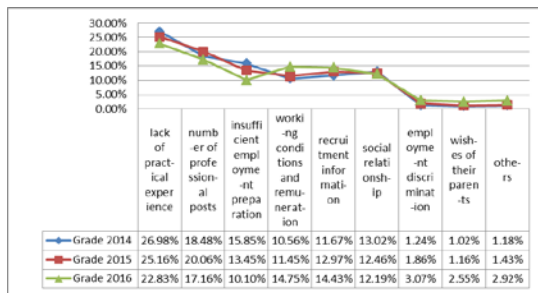


Fig. 6. 2014-2016 Problems encountered by graduates in job-hunting

Data source: Hunan University of Humanities, Science and Technology 2014-2016 graduate employment database

D. *The differences between undergraduates employability and market demand*

1) *There are differences in the evaluation of employability between university students and employers.*

Employers emphasized the good social adaptability of college students, because there was a big difference between workplace life and campus life. According to the needs of the environment, adjusting their mindset, learning and updating, flexibly and strain, are important factors for the graduates to succeed in their career development in the future. However, the college students emphasized the importance of more practical experience in the survey. And they thought if someone had more relevant work experience, he were more likely to get job opportunities in the initial job-hunting.

2) *There are differences in understanding of employability between university students and employers.*

The college students paid more attention to external employment ability, such as practical experience, professional skills, professional qualification certificate, etc. They were lack of deep-level employment ability excavation, such as

organization and coordination ability, anti-crushing ability, innovation ability, etc. The employer's views were completely different; they paid more attention to the graduates' deep employability, such as specialized ability and social adaptability. All these indicated that the employers were more concerned about the development potential of the recruited staffs in their future work, and the university students paid more attention to how to get job opportunities.

III. REASONS FOR THE DEVIATION OF COLLEGE STUDENTS' EMPLOYABILITY AND MARKET DEMAND DEVIATION

A. *The deviation of employment concept of college students, professional quality should be improved*

The 2014-2015 graduates paid more attention to the career development space, but the 2016 graduates were more concerned about salary level, job stability and social security, shown in Fig.7. Both the employers and the graduates agreed with that the personal comprehensive quality was the basis for achieving successful employment. However, the satisfaction of the employers on the college students' professional ability was concentrated in the 40-60% range during the 2014-2016 periods, which indicated that the students' professional quality should be further promoted.

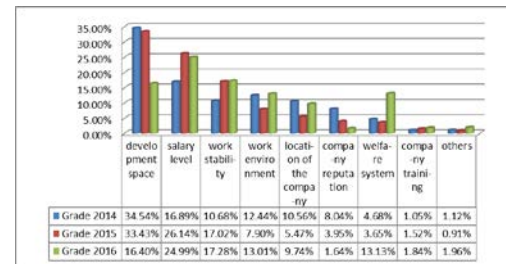


Fig. 7. 2014-2016 the factor that graduates focus when find job

Data source: Hunan University of Humanities, Science and Technology 2014-2016 graduate employment database

B. *College students insufficient employment preparation, lack of practical experience*

In the employment feedback, the graduates who had been investigated emphasized the importance of practical experience to obtain employment opportunities. In addition, they emphasized the lack of adequate employment preparation during the university study. These problems indicated that there were some deficiencies in the cultivation of students' practical abilities in newly-established local undergraduate colleges and universities. On the other hand, college students lacked positive preparation for the future development.

C. *College students lack of professional consciousness, lack of long-term planning*

As fig. 2, 5 and 7 showed, the 2014-2016 graduates' attention about the career development space was decreasing year by year, the professional awareness was lower, and the graduates' professional quality was not higher enough. All these indicated that college students lacked professional awareness, and they lacked planning for career development also. In the end, they found that there were not many jobs that

matched their professional and academic qualifications in the process of employment, shown in Fig. 6.

IV. EFFECTIVE MEASURES TO IMPROVE EMPLOYABILITY OF NEW LOCAL UNDERGRADUATE COLLEGES AND UNIVERSITIES

A. *Based on the market demand, innovative college students' employability training mechanism*

- In combination with the development strategy, new local undergraduate colleges and universities who will transform into the applied universities, they should be guided by market demand. They should adjust their personnel training objectives and train applied skilled talents. So that college students will have strong practical ability and good professional quality.
- In order to strengthen the construction of teaching staff, colleges and universities should encourage teachers to go and train deeply into enterprise. This can improve teachers' professional application skills through the combination of work practice and theory. On the other hand, teachers should be encouraged to pursue further studies, and to pay more attention to the frontiers of professional development, and to enhance their theoretical level.
- The colleges and universities should follow up the employability of college students and clarify the market demand. On the one hand, they should continue to pay attention to the status of college students' employability. On the other hand, they should carry out a phased follow-up survey by stages on the graduates who had already worked. According to the feedback of the graduates and employers, the training program and curriculum system of college students should be revised and perfected in time.

B. *Strengthen the alignment of universities and enterprises, provide more practical opportunities for college students*

- In order to strengthen the docking of universities and enterprises, the universities should link theory teaching with work practice, and introduce the production process of enterprises, and reduce the theoretical depth of the curriculum appropriately, and reconstruct the teaching system of practical courses according to the specific requirements of the industry, and enhance the practicality of the curriculum. For example, according to the actual situation of hotel management, we should draw up a practical teaching system for hotel management in tourism management specialty. Through teaching and production process docking, we will improve college students' practical ability.
- The universities can cooperate with the industry enterprises to implement "order form" training. They can strengthen the close cooperation with industry enterprises, and analyze the needs of the enterprises, and develop teaching courses, and replace the existing courses, and carry out "order type" training for specific industries. For example, the Hunan University of

Humanities, Science and Technology established the first industry college--Kingdee business school in 2017, and there are "Unicom class" and "Baidu class" and so on. Through school-enterprise linkage cooperation training, the universities will link up the training of university students with the needs of enterprises. In the end, the college graduates will be able to achieve precise employment.

C. *College students should set career goals and build core employability*

- College students should put forward the attitude of employment, set up the correct employment view. First of all, the universities should carry out vocational education combining the professional characteristics and guide the freshman to understand the work form in the workplace. Secondly, with the deepening of the study, universities should take measures to combine the characteristics of professional courses to deepen the students' understanding of the profession. Third, the universities should supervise and promote the college students who should define their career goals and establish correct employment idea.
- The universities should strengthen the career guidance, and the college students should establish the sense of career planning. At present, many college students do not have enough knowledge about employment situation, and they have higher employment expectations and weaker professional consciousness. The universities should guide students to understand themselves correctly, analyze their advantages and disadvantages, and foster strengths and circumvent weaknesses, and correct employment attitude. The college students should be guided to strengthen their professional consciousness, and to formulate targeted career planning according to their actual conditions.

V. SUMMARY

The article used a new perspective to analyze the employability of university graduates. Based on in-depth comparative and analysis of the employment quality report of the 2014-2016 graduates, the paper discussed the gap between the employability of graduates and the demand of employment from the feedback of employers and graduates. This paper puts forward three measures for improving employability based on market demand from the perspective of universities and college students. The research will provide some useful references for improving the undergraduate employability of new local undergraduate colleges and universities.

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