

The Undergraduates Quality and Analysis of Harbin Finance University

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Abstract. The problem of college students' employment is attracting more and more attention from all walks of life. The employment quality of college students is the feedback to the education teaching of the university, and it is an important reference basis for the formulation of college enrollment plan, education teaching reform and adjustment of disciplines and majors.

Introduction

The problem of college students' employment is attracting more and more attention from all walks of life. The employment quality of college students is the feedback to the education teaching of the university, and it is an important reference basis for the formulation of college enrollment plan, education teaching reform and adjustment of disciplines and majors.

Harbin Finance University is located in the city of Harbin in the Northeast of China and was founded in 1950. It is approved China's first financial college of higher education under the People's Bank of China headquarters. In 2000 it is changed to focus on local management. In April of 2010 it is upgraded to Harbin Finance University.

At present the university has 665 teaching staff, almost 10,000 full-time students, 10 teaching departments. There are 22 undergraduate majors and 7 specialized majors covering five disciplines of economics, management, humanities, law and engineering. Most of the undergraduates work in financial industry, such as bank, insurance and security companies. Harbin Finance University is a more influential applied financial university in Heilongjiang Province.

Through the analysis of college students' employment data in the years from 2016 to 2018 we can understand the current situation of university students' employment and hope to improve the quality and ability of university students' employment so that the university can produce more and better innovative skilled talents, and better serve the local economic construction.

Total Employment Status of Undergraduates of the Year from 2016 to 2018

Undergraduates Size and Structure

From table 1 we can see the numbers of the undergraduates of Harbin Finance University is around 2600. But the number is more than 3000 in 2014 and 2015. The scale of the university enrollment is gradually shrinking step by step, the proportion of undergraduate students is gradually increasing, and the proportion of junior college students is gradually decreasing. Girls now made up nearly three quarters of all the students.

Table 1, Undergraduates' size and structure

Time	Total	Undergraduate		Junior College		Male		Female	
		Quantity	Percentage	Quantity	Percentage	Quantity	Percentage	Quantity	Percentage
2016	2696	1958	72.63	738	27.37	763	28.3	1933	71.7
2017	2589	2225	77.82	634	22.18	711	24.87	2148	75.13
2018	2762	2211	80.05	551	19.95	731	26.47	2031	73.53

Initial Employment Rate

Employment rate is an important index and reference and it reflects the employment situation of college students and the degree of social demand for college graduates.

The overall employment rate of the university is between 84% and 90%. The employment rate of undergraduates was lower than that of junior college students, especially in the past two years. The employment rate of undergraduates tended to decrease year by year.

Table 2, Comparison of initial employment rate (Unit: percentage)

Year	Initial Employment Rate	Undergraduate	Junior College
2016	89.43	89.38	89.57
2017	89.33	87.69	95.11
2018	85.63	84.35	90.74

Choices after Graduation

The employment choices go into six types: employment contract, flexible employment, higher education, going abroad, unemployment contracts and other employments. Contract employment for undergraduates fell slightly by no more than two percentage points in the past three years. However the contract employment rate of junior college students decreased significantly, from 56.78% in 2016 to 25.96% in 2018.

Flexible employment for undergraduates fell slightly by no more than four percentage points in the past three years. However the flexible employment rate of college students increased significantly from 3.66% in 2016 to 14.7% in 2018. The proportion of undergraduates admitted for postgraduate study has increased from 2017 to 2018 and decreased slightly. There was a significant increase in the number of students who went to college for higher education from 28.86% in 2016 to 49.36% in 2018. The number of undergraduates going abroad tripled in three years from 0.41% in 2016 to 1.63% in 2018, but only 0.36% of the college students went abroad in 2018. Underemployed undergraduates are on the rise over the three years.

With the increase of employment pressure, more and more college students expected to improve the quality of employment by improving their educational level. With the deepening of China's economic system reform and the reduction of employment opportunities worldwide the number of contract employment is decreasing and the number of unemployed is increasing gradually.

Table 3, Choices after graduation (Unit: percentage)

Employment Category	2016		2017		2018	
	Under graduate	Junior College	Under graduate	Junior College	Under graduate	Junior College
Employment Contract	56.69	56.78	56.27	41.96	55.09	25.96
Flexible Employment	28.96	3.66	26.47	5.21	24.11	14.7
Higher Education	2.71	28.86	3.69	47.79	3.44	49.36
Going Abroad	0.41	0	1.12	0	1.63	0.36
Unemployment Contract	10.62	10.43	12.31	4.89	15.65	9.26
Other Employments	0.61	0.27	0.14	0.15	0.04	0.39
Total	100	100	100	100	100	100

Distribution of Employment

Industry Flow of Employment

In the past three years about 40% of the undergraduate students have worked in the financial industry and about 15% of junior college students in the financial industry. The proportion of undergraduates is significantly higher than that of junior college students. In recent years the employment flow of graduates mainly included the following industries:

Table 4, Industry flow of employment (Unit: percentage)

Industry Category	2016		2017		2018	
	Under graduate	Junior College	Under graduate	Junior College	Under graduate	Junior College
Financial Industry	41.4	15.75	37.41	17.47	42.12	17.48
Wholesale and Retail Industry.	11.36	21.48	12.95	18.96	10.51	16.08
Manufacturing Industry	8.50	9.31	6.04	10.04	4.68	11.89
Information Software Industry	8.59	8.59	9.93	6.69	10.10	16.78
Leasing and Business Service	9.77	10.05	9.45	6.69	8.54	18.18

Distribution Comparison of Birth Place and Working Place

The students' employment area of Harbin Finance University graduates was concentrated. The employment of Northeast Region accounted for the largest proportion which may be the result of the source of students' concept of the countryside. According to the ratio between the source of students and the place of employment the areas with serious outflow of college graduates were Central China, Southwest China, Northwest China and Northeast China. South China, North China and East China are not the source of a large influx of talent.

Table 5, Distribution comparison of birth place and working place (Unit: percentage)

Geographical Regions	Comparative Contents	2016	2017	2018
South China	Birth Place	1.89	2.37	1.67
	Working Place	8.85	10.99	5.79
Central China	Birth Place	3.07	3.28	2.64
	Working Place	1.95	2.09	0.72
South West	Birth Place	4.77	5.07	5.03
	Working Place	4.49	5.63	2.82
North West	Birth Place	6.24	8.18	5.54
	Working Place	3.26	5.56	1.955
North China	Birth Place	3.08	4.89	4.23
	Working Place	9.7	12.24	5.32
East China	Birth Place	7.49	6.5	7.61
	Working Place	12.63	10.93	10.21
North East	Birth Place	73.34	68.24	73.28
	Working Place	59.11	52.55	24.98

The employment flow was very concentrated and the top five provinces and municipalities directly under the central government are Heilongjiang Province, Guangdong Province, Beijing City, Shanghai City and Liaoning Province. Graduates from Heilongjiang Province accounted for 70.17% of the total number of graduates, but those who stayed in Heilongjiang Province for employment accounted for 44.75% of the total number of graduates. Although graduates who stayed in Heilongjiang Province ranked first, the outflow of talents in Heilongjiang Province was serious. Guangdong Province with its developed economy was very attractive to graduates. The talent inflow in Liaoning Province was obvious.

Table 6, 2018 Employment area flow (Unit: percentage)

Administrative Area	Birth Place	Working Place
Heilongjiang Province	70.17	44.75
Guangdong Province	0.51	10.07
Beijing City	0.14	6.91
Shanghai City	1.61	4.85
Liaoning Province	1.81	4.56

Nature of the Employment Unit

The nature of the employer of the graduates from the university getting employed was private enterprises and state-owned enterprise. Very few graduates worked in foreign-funded enterprises and have been admitted to the national civil service.

Table 7, Nature of the employment unit (Unit: percentage)

Nature of Employment Unit	2016		2017		2018	
	Under graduate	Junior College	Under graduate	Junior College	Under graduate	Junior College
State-owned Enterprise	43.20	16.23	38.84	17.84	37.27	13.29
Other Enterprise	52.06	74.46	56.95	78.44	55.91	86.01
Foreign-funded enterprise	1.06	0.48	0.56	0.74	1.72	0
State Organ	0.36	0.32	0.32	0	4.27	0
Other Institution	1.70	5.25	3.33	2.98	0.82	0.7

The Survey from the Questionnaire

All the questionnaires were conducted among the class of 2018.2,577 electronic questionnaires were issued.1,583 were valid and it accounted for 57.31% of the total number of graduates. The following data was from 967 graduates who signed employment agreements.

Overall Employment Satisfaction of Graduates

In 2018 the employment satisfaction of graduates was 89.15%, 19.96% of which were very satisfied. The degree of satisfaction of undergraduates and junior college students is shown in the following table.

Table 8, Overall employment satisfaction of graduates (Unit: percentage)

Student Kind	Very Satisfied	Satisfied	More Satisfied	Less Satisfied	Not Satisfied
Undergraduate	19.7	31.34	37.9	10.14	0.92
Junior College	22.22	26.26	42.42	8.08	1.01

Salary Level and Satisfaction Analysis

The salary level of graduates in 2018 was between 2001yuan and 5,000 yuan, accounting for 72.7%.Less than 2000 yuan accounted for 4.14%, and more than 5,000 yuan accounted for 23.16%.The overall satisfaction of graduates with the salary level was 63.7%, among which the salary satisfaction of undergraduates was 64.63% and that of junior college was 55.56%.

Evaluation and analysis of the work

The degree of correlation between job position and major is an important index to reflect the employment quality of graduates. The degree of correlation between job positions and majors of the class of 2018 was 70.52%, that of undergraduates was 72.12%, and that of junior college students was 56.57%.The consistency between work and ideal was 74.05%, 75.81% for undergraduates and 58.59% for junior college students. The lowest index for graduates to evaluate their jobs was job prospects, while the highest one was the working environment.77.98% of graduates are optimistic about their career prospects.

The Evaluation of University

Students' overall satisfaction with the university was 92.86%.Most satisfied with the school is the knowledge and ability to meet the needs of work. That students were most satisfied with the school's talent training was the teacher teaching, followed by the curriculum, the lowest satisfaction with club activities. Graduates believed that what schools need to improve most was practical

teaching, teaching methods and means, professional course content and arrangement. Graduates' satisfaction with the employment service of the university was more than 90%.

Summary

The employment quality of university students is the feedback to the education teaching of the university, and it is an important reference basis for the formulation of college enrollment plan, education teaching reform and adjustment of disciplines and majors.

Application-oriented undergraduate universities should serve local economic construction and cultivate application-oriented talents. Universities should combine their own purpose and quality of graduates' employment, adjust the education and teaching activities, improve the practice teaching system in order to improve the students' practical ability, strengthen the career planning and employment guidance to improve the students' employment ability, carry out good innovation entrepreneurship education and create a campus culture atmosphere that encourages innovative.

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