

Current Employment Situation and Countermeasures of Students in Chinese Higher Colleges and Universities

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Abstract: The purpose of this paper is to discuss the current situation of student employment and countermeasures in Chinese higher vocational colleges and universities. By analyzing the current situation, it is found that students of higher vocational colleges and universities are facing many challenges in the process of employment, including the severe form of employment rate, academic bias, unbalanced quality of education, lack of career planning and employment skills, and changes in the structure of talent demand. The specific reasons are as follows: imbalance of educational resources, unreasonable employment concepts, industry restructuring, skill matching problems, and lack of practical experience. Aiming at these status quo problems and reasons, this paper puts forward some countermeasures, including designing a good cultivation system at the school level, strengthening employment guidance services, carrying out entrepreneurship services, carrying out the matching of the talent market, deepening the co-operation between schools and enterprises, and strengthening the support of the government, and so on. By implementing these countermeasures, it is hoped that the employment competitiveness of students in higher vocational colleges and universities can be improved and their successful employment promoted.

Keywords: Chinese Higher Colleges and Universities; Employment Status; Countermeasures.

1. Introduction

With the rapid development of China's economy and the continuous upgrading of its industrial structure, higher vocational colleges and universities play an important role in cultivating technical and skilled talents and providing secondary professional and technical education. However, in recent years, the employment situation of students in higher vocational colleges is not optimistic. They often face problems such as low employment rate and insufficient employability, so it is necessary to have an in-depth discussion on their employment status and put forward corresponding countermeasures to promote the employment of students in higher vocational colleges.

2. Employment Status of Students in Higher Vocational Colleges and Universities

The employment situation is grim. With the popularization and expansion of higher vocational education, the number of graduates of higher vocational colleges and universities is increasing year by year, resulting in fierce competition in the job market. Many students are facing employment difficulties and can't find jobs that match their majors.

Academic bias. Compared with undergraduate graduates, some enterprises are prejudiced against students of higher vocational colleges, believing that their ability, quality and academic qualifications are relatively low. Therefore, they are more inclined to university graduates above bachelor's degree when recruiting, which leads to the increased difficulty of employment for students of higher vocational colleges and universities.

Uneven quality of education. The education quality of some higher vocational colleges and universities is relatively low and cannot meet the needs of enterprises. Some schools focus on the teaching of theoretical knowledge and neglect the cultivation of practical ability, resulting in students' lack

of practical operation, which affects their competitiveness in the job market.

Lack of career planning and employment skills. Some students of higher vocational colleges and universities themselves have insufficient understanding of the job market and lack career planning and employment skills. They often don't know how to write a resume, how to conduct an interview and so on in the job-seeking process, which brings them difficulties in finding a job.

Changes in the structure of talent demand. With the development of social economy and the adjustment of industrial structure, the employment opportunities in some traditional industries are reduced, while the demand for emerging industries and high-skill positions is gradually increasing. The professional skills of some students in higher vocational colleges and universities do not match the market demand, which makes them face certain difficulties in employment.

3. Reasons for the Employment Situation of Students in Higher Vocational Colleges and Universities

The reasons for the employment status quo of students in higher vocational colleges are mainly as follows.

Unbalanced educational resources. Compared with ordinary undergraduate colleges and universities, there is a certain imbalance in the allocation of educational resources in higher vocational colleges and universities. Many higher vocational colleges and universities have relatively weak practical training equipment, teacher strength and scientific research conditions, which has an impact on the comprehensive quality and employment competitiveness of students.

The concept of employment is unreasonable. Some students and parents of higher vocational colleges and universities attach too much importance to diplomas and the fame of the employment organisations, and pursue the so-

called "high and lofty". There is a lack of recognition and acceptance of grassroots positions or skilled trades. This unreasonable concept of employment also limits the scope and opportunities of employment for students.

Industry restructuring. The current social and economic structure is in transition, and some traditional industries are facing problems such as overcapacity and declining market demand. The reduction of employment opportunities in these industries has brought a certain impact on the employment of students in higher vocational colleges.

Skill matching problem. Higher vocational colleges cultivate some skillful talents, but sometimes they face the dilemma of mismatch between skills and actual demand after graduation. On the one hand, the teaching content of some higher vocational colleges and universities is out of touch with the demand of the vocational market; on the other hand, some students fail to fully master the skills they have learnt during their school years, which leads to the difficulty of applying them in practical work.

Lack of practical experience. Compared with ordinary undergraduate colleges and universities, higher vocational colleges and universities emphasise practical education, and practical training and internships are important links in the cultivation of students' comprehensive ability. However, due to limited practical resources or insufficient internship opportunities, some students in higher vocational colleges lack the necessary practical experience before graduation, which creates a certain constraint on employment.

4. Countermeasures for the Employment of Students in Higher Vocational Colleges

Employment of students in higher vocational colleges is one of the core tasks of the work of higher vocational colleges. In order to enhance and improve the quality of student employment, work can be carried out in terms of cultivation system, career guidance, entrepreneurial services, talent market matchmaking, school-enterprise co-operation and government support.

A well-designed cultivation system at the school level. Higher vocational colleges and universities should carry out the cultivation work throughout the whole learning process of students. Firstly, the school should design the professional curriculum system, organically combine theoretical learning with practical operation, and improve students' practical application ability. Secondly, schools should pay attention to carrying out professional practice teaching activities, organise students to participate in enterprise internships, and exercise students' practical operation skills. In addition, the school should encourage students to participate in skills competitions and innovation and entrepreneurship activities to cultivate students' comprehensive quality and innovative awareness.

Strengthen employment guidance services. To help students clarify the direction of employment, higher vocational colleges and universities offer career planning courses to help students understand their own strengths and weaknesses through career assessment and personal counselling, and to help them make reasonable career development plans. At the same time, schools should also organise more career guidance lectures, job fairs and other activities, inviting industry experts and enterprise personnel to provide students with career guidance and information on job requirements. Schools should set up special career

guidance centres to provide students with personalised career planning and employment counselling. Provide job-seeking skills training, CV writing guidance, mock interviews and other services to help them improve their job-seeking competitiveness.

Carry out entrepreneurship services. Higher vocational colleges and universities should encourage students to start their own businesses and provide support for entrepreneurship services. Schools establish an entrepreneurship education system, train students in entrepreneurial knowledge and skills, and help them understand market demand, make business plans, and raise funds. In addition, schools can set up business incubation bases to provide students with office space and resource support to help them carry out entrepreneurial activities smoothly.

Carry out talent market docking. Higher vocational colleges and universities establish close partnerships with enterprises, actively carry out school-enterprise co-operation projects, and organise special job fairs, campus presentations and other activities to provide students with employment opportunities. Schools and enterprises jointly formulate job requirements and carry out orientation training to improve students' competitiveness in employment. At the same time, the school can also establish a student employment information platform to help students understand recruitment information and provide personalised recommendation services.

Deepen school-enterprise cooperation. Higher vocational colleges and universities should actively carry out exchanges and cooperation with enterprises, establish stable school-enterprise cooperation projects, and carry out practical education combining production, learning and research. Through close co-operation with enterprises, students' employment opportunities and market adaptability can be improved.

The government strengthens its support. The government should give a certain degree of support to the employment of students in higher vocational colleges and universities. The government has introduced a series of relevant policies to encourage higher vocational colleges and universities to cultivate applied talents and provide financial support such as loans and subsidies. In addition, the government can also actively guide enterprises to increase employment positions and lower the threshold of employment, so as to provide more employment opportunities for students in higher vocational colleges and universities.

5. Conclusion

The employment measures for students in higher vocational colleges and universities include a variety of aspects such as cultivation system, vocational guidance, entrepreneurial services, talent market docking, school-enterprise cooperation and government support. The implementation of these measures will effectively improve the employment competitiveness and employment rate of students. However, it is still necessary to further deepen the cooperation with enterprises, improve the employment service system, and continuously optimize the employment environment to provide better employment protection for students in higher vocational colleges and universities.

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