Investigation on the Career Planning and Employment of College Students

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Abstract. Affected by the global economic downturn, the college students’ employment situation is grim. To understand the status of student employment and career planning and guidance, explain the impact of career planning on employment, job quality and satisfaction, this paper, through the questionnaire investigation, systematically analysed the current situation and satisfaction of student employment, career planning status. Meanwhile, the survey results were discussed and suggestions were provided by this paper.

Introduction

In recent years, along with colleges and universities continue to expand their enrollment, the domestic employment situation generally presents oversupply. On the one hand, more and more college students are faced with the dilemma of graduate unemployment, on the other hand, many companies and employers were keen to recruit talents they expected. Therefore, in the term of employment of college students, the prominent structural contradictions between the difficult employment of college students and employers “labor shortage” can be seen easily. There are many reasons for the conflict, such as colleges and universities of professional settings is not scientific, enterprise mechanism is not flexible, the employment market information is not smooth, but a very important reason is that students lack a scientific and reasonable career planning. Chinese government work conference pointed out that they must do a good job on the employment of young people, especially on the college graduates, as well as promote their higher employment quality. So a comprehensive understanding of students’ employment status and career planning and guidance (hereinafter referred to as career planning) status, and finding the main factors of students’ employment and quality of employment is the basis for college students’ education and employment policy guidance, and the starting point of this paper to study these issues [1].

Choosing the Subject of the Investigation and Survey Methods

In the situation of fierce employment competition, the effects of college students’ comprehensive quality and performance in the occupation planning ability on employment quality is fairly significant. According to the survey interviews, compared to the undergraduate students who have many choices such as employment, pursuing further education or studying abroad, graduate students choose more rationally and have more clear positions. Therefore, this paper will select the graduate students as investigation objects [2,3].

According to the design requirements, this article has carried out a questionnaire survey of master graduates’ employment status who graduated from the college of materials science and engineering in a key university affiliated with Ministry of Industry and Information Technology of the People’s Republic China. Then the survey sample was consisted with the students from three specialties as follow: materials science, material processing and material physics and chemistry. The questionnaire design should follow the principles of objective, necessity and possibility, which mainly includes the contents of the employment situation, students’ occupation career planning,
social and human capital status etc. This survey was made of multiple-choice questions, supplemented by a small number of open-ended questions. In this survey, 200 questionnaires were distributed, 196 were recovered including 189 effective questionnaires, relating 127 boys and 62 girls. Finally, the effective recovery rate was 94.5%.

Analysis of the Employment Status Survey

This employment survey with regard to master graduates who have an offer at least is mainly divided into two aspects: one is the type and scale of the enterprises and institutes, even the scale of the city the companies in, the others is the employment satisfaction. From the type of the employment, employment of state-owned enterprises is the majority, accounting for 73.1% of the total, followed by private enterprises taken up 19.4%, and about 7% of scientific research institutes, as shown in figure 1. In the term of the employment company scale of the survey, the number of master graduates chose to work in large and medium-sized enterprises accounted for 48.4%, which mainly concentrated in the relatively developed city such as Beijing, Guangzhou, Shenzhen. However, this number of students intend to find their future in the small cities (in general the cities are their hometown) only taken up 10.7% of the total graduate students.

As shown in figure 2, it can be seen conspicuously that, through analysis of job satisfaction in the survey, only 3.2% of the graduate students are satisfied with their current job and circumstance, conversely, 47.3% of the students more or less take the attitude that their work environment failure to reach their expectations. Specifically, the majority of the master graduates reflected that their specialized work matched commonly heir specialty and the professional knowledge they learned in university, such as 44% and 21.1% of the graduate students, respectively, held the idea that the specialized knowledge their need in the work process was obtained in their universities absolutely
or in some extent. As far as the work environment was concerned, 64.5% of the students said very satisfied and satisfied. For starting salary, only 8.6% of the students said they were very satisfied, however, about 6% of students are not contented with their wages, and the other graduate students can be accepted. According to the development of space, only 6.5% of the graduates were very satisfied with the potential of their jobs, while 34.4% more or less of the students are not fulfilled with the promise of their occupation, and 24.7% of those people were satisfactory on the whole. Overall, graduates presented relatively higher passion on the expectations of the enterprise, comprising the work area, salary, position and type and fame of the company and firm. Actually their employment concept seemed to be a little ideal and may differ from authentic employment outcomes.

**Investigation and Analysis of Occupation Planning Status**

![Recognition Degree of Career Planning](image1)

**Figure 3. Recognition Degree of Career Planning.**

In the investigation of occupation of the importance of planning, 83.9% of the students considered that it is important to for employment carry out occupation planning, as shown in figure 3. As shown in Figure 4, however, 32.3% of the selected students said they did not understand career planning and the number of students apprehending occupation planning a little accounted for 46.2%, then only 11.8% of objects display that they are familiar with these things. On the other hand, 61.3% of the students began to accept occupation planning education from junior and senior year. But it was strange that the students surveyed this time largely reflected that this program should start from their freshmen year. From the interview of this survey, students pay much attention to the occupation planning and their requirement desire for it is strong, but the level of participation is far from enough. Therefore, it can be concluded that low grade students cannot be ignored in the student occupation planning group.

![Understanding Conditions of Career Planning](image2)

**Figure 4. Understanding Conditions of Career Planning.**
Investigation of the basic ability of occupation planning includes the following five aspects: self-cognitive ability, understanding ability of the environment, determine the target ability, the ability to formulate and implement the plan. In terms of self-awareness, 50.5% of the students identified their personality, interests, strengths and weaknesses very precisely, while the number of students who were not familiar with these things taken up nearly 30 percentages from the representation. In the investigation of occupation tendency, target industry, only 18.2% of the students said they were very clear, and 40.4% more or less of the objectives said they didn’t know exactly what they want. From the interview, the students have a certain degree of acquaintance on their own, but the cognitive of the choice of occupation is fuzzy. In the understanding of environmental capacity, the proportion of students who can establish a clear occupation target in the beginning to search jobs can reach 74.1%. However, in the aspect whether the targets were in line with their actual goal and the implementation measures were explicit, the students whose choices and planning were relatively vague and ambiguous taken up 47.3 percentages of all the objectives. In the investigation of the process of formulation and implementation plan, 31.2% of the students thought that the term that “to develop a detailed plan, make plans considered, and formulate the e time period” is pretty tough.

In relation to the resources and channels to obtain occupation position, 61.3% of graduates hunted positions through job fairs school, which revealed that the school’s employment websites were used as the most effective channel for them, 7.1% of students got hold of fulfilled jobs through social relations from friends and mentors. In addition, some other sources of employment such as personal practice, teacher’s recommendation, also played an imperative role.

From the perspective of the social resources of students’ employment, the proportion of graduates who came from ordinary workers’ families accounted for nearly 34.4%, of those whose parents are farmers the percentages amounted to 21.5%, those whose parents are excellent at some professional and technical fields (such as doctors and engineers) take up about 19.4 percentages of these selected students. Conspicuously, parents’ occupation, education background and social resources had significant influence on the students’ career planning. From the view of family household registration status and economic conditions, the investigation results presented that the students from different area of permanent residence and family income performed significant differences in career choice, place and area of employment. One thing to note, the students from rural areas prefer to choose the relative stable company or institute, such as state-owned enterprises, which placed in the bigger cities in the central and eastern part of China.

Discussion

The reasons of these problems mainly reflected by the survey normally involved two foremost aspects: one is that the endeavor of university on students’ career planning seemed insufficient; on the other hand, the college individual student was lack of the ability to plot their career development route.

1. Colleges and universities work is not in place in the aspect of students’ career planning

On the one hand, in colleges and universities, teacher who are responsible for career planning course and employment guidance most come from the department of employment of colleges and universities. For the secretary of the colleges in charge of student work and some of the part-time teachers of enterprise human resources department, although they have made some achievements of employment, it is difficult to focus on students’ career planning guidance. Existing career planning are mostly stay in the theory and knowledge level, it also lacks of enough practice and close contact to the actual problem, so the students’ problem in career planning and job wanted can’t get the corresponding solution. In addition, the rising of college students and the teachers proportion leads to the career planning’s lack of pertinence for students, work on career planning lack of experience and methods of the classification guidance especially to disadvantaged students (disabled students, poor students, and students with psychological problems etc.) who are badly in need of help, not to mention a personalized counseling, counselling of career design, one-to-one counselling, career counseling, career planning and career decision-making counseling, etc.
On the other hand, most colleges and universities have not yet set up a perfect training system for college students’ career planning, and the career planning of college students mostly concentrated in the fresh graduates, so it ignores the enlightenment and exploration of the early stage of the college students career guidance. Career planning education mode and branch largely confined to the classroom education and lectures, and other forms of infusion, which lack of innovative and interesting, and students’ participation and enthusiasm is not high. Therefore, through type of career planning education should be carried out from freshman year to senior year, such as a large professional enlightenment, career exploration of sophomore, junior industry practice, senior professional skills upgrading, etc.

2. The lack of students’ ability of individual career planning

Compared with the capacity of studying the professional knowledge, the facility of college students to plot their own career planning is still relatively far than enough. There are many reasons for this embarrassing situation. For example, some students cannot make a self-cognition and evaluation of themselves objectively, and lack the objective comprehensive evaluation of their own ability, which leaded to the result that they generally failed to determine the reasonable expectations for themselves, and they also were prone to be frustrated by the setbacks of job in future. Therefore, with negative psychological emotions, it is not conducive to their future career development. Also, the employment concept of college students needs to adapt to the needs of the times to make the necessary changes. For college students, the concept of employment such as the pursuit of high paying jobs and ignore the development of career prospects, afraid of tired etc. are essential reasons accounted for the current difficulty in the employment. Although there are limitations of disciplines and professional, it can be seen from the employment types of university students of this investigation that they mainly flocked to the state-owned enterprises and scientific research institutes, which indicted that, under the influence of the concept of employment, the employment of graduates is truly unitary. Thus, it is imperative for our educators to encourage the students to change the concept of employment, such as guide the graduates to work in the central and western grassroots regions; to encourage students to carry out independent entrepreneurship and to expand the multiple channels of employment direction. In addition, as educators, we should also actively help college students establish the reasonable employment outlook and expectations, and break the employment concept of students that one pace reaches the designated position, so that they can combine employment career consciousness with their authentic self-condition and adjust and correct their expectations timely, then, they will keep on learning to enrich and improve their professional ability after they get the appropriate jobs.

University and college students career planning is a complex system engineering, with regards to students’ career development in future and social stability. Faced severe employment circumstances in contemporary, we have to pay more attention on it. It was found through the graduates’ investigation that 80.1% of objectives have got their job from state-owned enterprises and scientific research institutes, most of which located in a first-tier and second-tier cities such as Beijing, Shanghai, Guangzhou etc. However, more than 50% of the graduates held the attitude that they were not satisfied with the current state of the work. Though, in terms of the occupation career planning, 83.9% of the respondents admitted it is necessary, only 11.8% of the students are fairly familiar with it. This phenomenon fully demonstrated that the ardour of college students to participate in career planning is not as fervent as expected, which forced us to reconsider the existing occupation planning education model and system. Therefore, it seems to be wise to amend career planning education method, including: arousing students’ interest, paying more attentions to the timeliness of the content, and improving the consciousness of university and college students’ career planning.

References
