The Exploration and Practice of the Characteristics Graduates Self-assessment Questionnaire Compiled Based on the Competency

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Abstract. Objective: on the basis of the existing medical marketing position competency model, we compiled self-assessment questionnaire, investigated 2015 graduate pharmaceutical marketing professional students of university of Chinese medicine. According to the evaluation results, we put forward quality education proposal for characteristics professional (pharmaceutical marketing) students. Methods: based on the investigation on 76 graduates, questionnaire overall reliability coefficient alpha coefficient value is 0.856, which is high. Conclusion: 9 people (12% of all students) under qualified, 88% of the students about their quality is optimistic, lowest two quality are “ability of plan and practice “and “ability of persistence”.

Summary of Competence Assessment

Quality is an individual with a certain or some potential characteristics, these characteristics and high performance of the employee's is highly causality, and competence is summation competences for a particular job requires [1]. 360 degrees evaluation can be used to measure competence in the work, mainly though self-assessment or from the other, and can be used for the development of human resources [1]. In recent years, many business are beginning to use quality evaluation measurement to measure competence, such as management, marketing personnel, public health workers , etc.

Competent quality scale not only can evaluate the staff, human resources development, as a questionnaire, it can investigate graduates specialized quality, the training goal and the social demand docking, understand the professional quality of graduates, and according to the feedback, to improve the system of cultivation target, improve the quality of personnel training and students employment.

The Self-assessment Questionnaire Design

Design thinking and points

The self-assessment questionnaire is designed according to the results of Shenyang pharmaceutical University, Feng Tian investigated 130 representatives come from more than 10 provinces and cities in 2014, included foreign companies, joint ventures, state-owned enterprises and private enterprises ,using factor analysis and analytic hierarchy process (ahp) to get a medical representative competent quality model, totally four dimensions, 26 quality [2], the questionnaire in this research will be turned the quality requirement of the medical representatives into pharmaceutical marketing graduates quality requirements. Considering the different demand between marketing major student and representative employed, this research carried out expert consultation, 13 management consulting experts are the pharmaceutical industry association, professors and administrators from schools of marketing professional in medicine colleges in related field, pharmaceutical enterprise HR director.
According to the results of the consultation on the original questionnaire, we made three changes: first, because of considering the student has not employment, cross out the questionnaire of "professional quality" of the first index "marketing and sales ability" related self-reported problems; Second, students don’t face the products, so get rid of the "product knowledge" in the "skills". Third, split "industry and economics" into two questions, finally there are 25 questions.

The Content of Self-reported Questionnaire

The questionnaire is divided into basic situation and self-assessment questionnaire. Basic part includes three questions: grade, students are all 4th grade, majoring in marketing; practical experience in university, there are only 3 people who have no practical experience, the rest of the 73 per capita has practical experience, and there are 24 students who have practical experience more than five times; weather you want to engaged in pharmaceutical sales after graduation, there are 23 people answer "no" , the number of "considering" are 28 people, "want to" are 25 people, the number of instructions in pharmaceutical sales employment intention has 53 people, accounting for more than 69.7%.The self-assessment part is divided into five parts, a total of 25 indicators (describe the problem), used likert 5 scale:

1) Professional quality: include 6 questions, to make study and life planning then effective implementation, provide help and service for the people around you actively, can stride to calm thinking and processing when face of unexpected events, to learn pacify anxiety and think seriously about solutions when face of the multiple pressure, can allocate life-learning time to finish the project on tasks and can quickly adapt to the new environment;

2) Professional ethics: include 3 questions, no fake task results, no fake academic experience, no cheat, adhere to complete the task seriously in the case of unsupervised , face to the mission actively from beginning to end ;

3) The knowledge and skills: include 4 questions, master college medicine knowledge, skills, familiar with the industry development situation, grasp college economics knowledge, familiar with legal knowledge, especially in the pharmaceutical industry laws;

4) Personal attributes: can convey correct ideas to the friends and teachers, let them understand, make unremitting efforts after learning and life goals made, reach goal is the biggest motivation, control emotions, stable mood, good feeling about themselves, quickly thinking, often want to solve problem creatively;

5) Relationship management: include 5 questions, try to maintain the development of relationship between teachers and friends, feel the love and support from the people around you, can cooperate with others in the team, seek common ground while putting aside differences, your team members are satisfied with your organization, you can quickly get you need .At last, there's an open question: through professional learning, what ability do you still want?

The Investigation Process and Results

The time of this survey is the students majoring in marketing who are going to attend graduation practice, looking for job , in this special time ,the result can reflects the students employment psychology and their university performance evaluation, the results of the survey are representative. To adopt questionnaire in class, a total of 80, 4 wrong filling, recycling effective questionnaire 76, the recovery rate is 95.0%.Because of detailed explanation before fill, answer the questions during filling, recycling filled out by double check , ensure the accuracy of data input, the recovery rate is high.

The reliability analysis

Reliability analysis is the investigation about reliability and stability of the survey structure, verify whether the design of the structure of the questionnaire is reasonable. Based on the reliability analysis, if the reliability coefficient of 0.8 and above, throws structure stability, the higher the coefficient is, the structure is more stable [3].Operating data are analyzed with SPSS software, the
Overall reliability coefficient alpha coefficient value is 0.856, based on the standardization of alpha coefficient value is 0.853, two coefficient value is around 90%, this paper designed the questionnaire scale has high internal consistency, reliability is stronger, so the overall reliability is high.

Descriptive statistics analysis results

This article is main reference for frequency analysis results. The highest index weight of dimension in original question nail is "professional quality", the highest percentage who chose agree and totally agree is "can quickly adapt to the new environment" (40%), followed by is "in the face of unexpected events can stride calm thinking and processing" and "learning can allocate life time plan task" (38%), and the lowest is "can make a plan for study and life and implement effectively" (28%). It shows that students’ quality "adaptability" and "resilience" "efficient" are stronger, "plan execution ability" is weak. The second high index weight "ethical" dimension, the highest percentage who chose agree and totally agree is "not forge the task results, academic experience, no cheat in examinations" (39%), it shows that students' self-assessment "honesty integrity" quality is high. It is also a highest quality weight in the index system.

In all the options, the highest percentage who chose agree and totally agree are "to plan study and life and implement effectively" and "learning life goals unremitting efforts", the corresponding qualities are "plan ability" and "perseverance".

Total score results

76 questionnaires, the lowest points is 67 points, the highest is 110 points, if in accordance with all the option to choose "agree" to set the basic points of qualified, the qualified line should be 75 points, there are 9 people under qualified, accounted for 12% of all students. These show that most students (88%) are optimistic when they are graduating. Because it is a self rating question nail, the student will appear self-evaluation distortion phenomenon inevitably.

The Analysis and Recommendations

Pharmaceutical marketing professional students should pay more attention to "plan" and "persistence" quality of training

In the original medical representative competent quality model, the highest weight of the professional quality dimensions is "plan ability to execute" except "marketing and sales capacity", but student quality corresponding option "to study and life plan and effective execution" choice "agree" and "totally agree " ratio was the lowest, also is the lowest quality of all.

To improve the ability, this article suggested that "knowledge + tool + practice", "knowledge" is to set up "project management" and the other similar courses for the marketing professional students, or in other courses, learning how to decompose the task, when and where to supervision and feedback; "tools" is to let students learn project management tools and methods, sharing between students task; "practice" is to let students to rotate as leader of the group tasks in the course, improve the ability to execute in the management team.

Another low scores to describe "after learning life goals unremitting efforts to the corresponding quality is" persistence ". Quality of the dictionary is defined as "refers to the individual unswervingly along the established goals and continue to focus on the goal, even in difficult or adverse circumstances, can overcome the outside and their own difficulties, stick to your goal".

Increase the communication with the enterprise, pay attention to industry present situation

The series policy since the new reform made dramatic changes in the pharmaceutical industry in our country, the sales representative position are changing too. Before the parents of student think that the sales representative is to "selling medicine", they were always had a lot of career concerns about their prospects, these all interfered the student’ professional attitude and make doubt about quality evaluation of themselves. In recent years, with standardization of drug sales behavior, many foreign enterprises gradually turned the function of medical representative to "propaganda new drug
research progress", "to provide doctors with clinical information and medical advice" ,etc, some new jobs such as "medical information liaison" is also a new choice for pharmaceutical marketing graduates.

These industry development needs teachers to convey in the classroom after class correctly, especially invite senior sales representative to do lecture for the students, improve the students’ professional awareness and loyalty.

To convey university training goal correctly, pay attention to "practice ability", but can't ignore knowledge learning

The open question in questionnaire is "what ability you also want to get through professional learning", many students hope to learn more medical knowledge, enumerate some common drugs, these students’ practical experience are rich (more than 5 times) and hope to work in the pharmaceutical sales, it shows that these needs are all come from practice brought which reason is lack of medical knowledge. This major in the seven semesters are all set medicine courses, but because of considering facing management professional students, the teacher usually introduced chemical knowledge briefly, it caused their weak foundation. So when the students face the prescription drug sales, they are often lack of pharmacology and chemistry knowledge.

And in recent years, university undergraduate course education emphasizes "practice", "social needs", students are eager to having social practice, cause the ignore of knowledge learning, and in frequent contact with the society, the modern social utility, impetuous, rapid spike thinking also affects students, make students difficult to focus on learning some difficult knowledge.

The summary and outlook

The self-assessment of the students is also a communication, the more important effect is to feedback the results to the students, and counsel the students individually whose scores are very low.

Originally, undergraduate education was "far from social ", and now it goes to the opposite, students are eager to entering social practice, some social blundering mood also affects students. Some students’ practice experience is reach, but lack of basic courtesy, empathy and upbringing in the communication, these qualities, which outside the questionnaire, but also reflected in the questionnaire, are the fundamental factors that affect students and even the national quality.

University education is the second shape of the humanity, and the purpose of education is to let students understand the meaning of work and study, under this big goal, they can "perseverance" to "plan", "not only for the present, but also for the poetry and dream".

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Reference


