Analysis and Solution to Difficult Employment Problem of University Students

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Abstract. In this paper, through the analysis of the university students themselves and the social environment, combining the theory of labor market segmentation, difficult employment problems of university students are studied. On the basis of research on this question, four suggestions of solving the difficult employment problems of university students are put forward. It is believed that it can play a guiding role in the university students' employment.

The Analysis of University Students' Employment Situation

With the continuous major college enrollment, combining with the slowdown in economic growth in China, the economy enters the new normal. Difficult employment problems of university students are increasingly prominent. As early as 2006, difficult employment problems of university students appeared in China, when nearly 30% of university graduates in China could not find jobs, namely nearly 1.2 million university graduates without jobs in 2006. In 2007, nearly 1 million university graduates didn’t have jobs. Until 2011, there were 6.6 million university graduates in China, but the average employment rate was only 87.6%. In 2014, university graduates employment rate was 85%. University students' employment rate remains unchanged from 2014 to 2016, but the number of university graduates increased from 4.13 million in 2006 to 7.7 million in 2016. Since 2006, difficult employment problems of university students have been increasing.

The Reason Analysis on University Students Employment Difficulties

The Reason Analysis on University Students of Their Own

University Students Are Lack of Professional Knowledge, and Their Competitive Ability Is Not Strong. Nowadays, many jobs need professional talents. It demands that applicants can master this professional skills expertly. However, this is one of the necessary conditions that university students are lacking today. There are two main reasons. One is that the university students lack interest in their major, and learning professional courses of four years doesn't go far enough in the university, which causes the mastering and understanding of professional knowledge in their graduation is not able to meet the employer's requirements. The other is university education problems. It is common that universities teaching technology falls behind the technical level of the society in the field of professional education in domestic universities, so it will produce the phenomenon that university students find their learned skills can’t satisfy the requirements of the work after graduation, and therefore they will be eliminated by the enterprise, which can make the university graduates give up their major to work in other areas without basic knowledge of learning, so the above two points are the main cause of university graduates' employment problem.

The Analysis of University Students Employment Psychology. Fledgling university students has their own starting salary expectations, especially key university graduates, think of themselves as "elite", of course to get a good job with good pay. Now the treatment and its expectation of university graduates differs very far, as a result, there are a lot of graduates producing a kind of "work", or "nothing more." They see themselves as senior intellectual, and technical content of the work should be different from ordinary people, therefore, the university graduates who hold this
psychological basis give up a lot of jobs. Such phenomenon has become increasingly obvious in social background. The university graduates employment rate falling, it also has a certain influence on society, causing the basic position of the people panic, the excess of the management positions.

In addition, there are many university students addicted to big cities, thinking big cities have more development opportunities, while they ignore the small urban and rural employment, or such jobs is completely shielding. Not from set out actually, this thought is not objective, it is out of our party's idea of "seeking truth from facts", and it may be the cause that university students can't face up to their own actual ability level, aim, range of employment and a series of problems. It is not highly desirable.

**University Students of Popular Major Is Excess, Structural Imbalance.** In today's university education and the social value orientation, many popular majors in colleges and universities have been opened, having certain blindness, and having caused the error of social public opinion direction. Opening popular majors in colleges and universities at the same time, demanding for such talents in the society but at the end of the peak will be reduced quickly, however the major colleges and universities is still in full swing in the enrollment, which also grow up of university graduates to the ranks of the unemployed. In addition, in the presence of this kind of phenomenon, the government failed to adjust and control, making the educational circles appear the phenomenon of "excess capacity". Moreover, under the guidance of the society, the family and the value of public opinion, many students give up their own interests, but enter parents’ ideal major for an examination. Due to a lack of interest in profession, this causes their professional knowledge is not solid in the university’s four years of study and that professional skills haven’t got exercised, abandoning study time in the university. This side also increases the degree of difficult employment problems of university students.

**Analysis of Social Factors**

**University Enrollment Expansion, Supply Exceeds Demand.** In recent years, with the university enrollment expansion, the number of university students has been increasing. Although the government keeps adding to the job, it is a drop in the bucket for university graduates. As early as in 2007, nearly 1 million university graduates in China cannot find work. After nearly 10 years of accumulation, it is expected nearly 10 million university graduates will compete in 2017 at the same time. If it provide 1.3 million jobs with the 1% GDP growing, assuming that 7% GDP will grow in 2017, nearly 1 million university graduates will be unable to jobs in 2017. In addition, the university teaching structure is not perfect, the number of university students who cannot obtain employment is likely to be more.

**University Students' Employment Treatment Is Difficult to be Guaranteed.** With the emergence of employment problems of university students, the enterprise has the advantage on the supply and demand side, burying an unfair treatment in the process of university students' employment. When hiring, they will set a high threshold, for example, some enterprises don't hire the students who don’t graduate from 211, 985 universities or don’t have working experience for 3 years, and a series of harsh conditions. These conditions not only make university students employment problems worse, but also makes the scope of enterprises to narrow the scope of recruitment. Rigid conditions will make the elite of general colleges and universities graduates unable to get the platform of their own experience to display their talents, but the graduates of inaction from famous university are relatively easy to get jobs, however, after 1 or 2 years in the work, it often appears unemployment phenomenon.

On the other hand, part of the hiring have a certain discrimination against female university students when they are recruiting. In addition to the working conditions that are not suitable for female university students, some enterprises strictly limit the number of hired girls or set the rule that girls shall not be pregnant in five years and so on. These unfair conditions are all discrimination against women, which is not accord with our country socialist values and has a very bad influence on university students' employment.
The Influence of Labor Market Segmentation on University Students' Employment.

University graduates think urban employment opportunities and treatment is not good, so they tend to choose jobs in cities, but often ignore the urban and rural employment, the labor market segmentation can be built up. In today's employment pressure, some university graduates choose to "escape" big city to the relatively backward areas for employment, the job is only temporary, however, after a period of 1-3 years of working experience, they have a relatively complete work experience and they will choose "jump nest" to the place where social security, income level, infrastructure, spirit to enjoy and material comforts are better in such aspects. This kind of circumstance has a promoting effect on university students' employment in a short period of time, but in the long term, there will be a huge gap between urban and rural areas. This will make a substantial reduction in the villages and towns and rural employment, narrow the scope of university graduates employment and development, even let university students lack the chance to exercise themselves, which has certain unfavorable effects on university students' employment.

The Analysis of University Students Employment Difficult Countermeasure

Reform the Teaching and Improve University Students' Professional Skills

As the phenomenon of university students' supersaturating is becoming obvious, it is known to us all that each enterprise has also been gradually increased the requirement of the applicant, therefore, it is a necessary job where the cultivation of university students' professional skills should be strengthened.

Education should follow in the forefront of The Times, so the teaching plan of university education is also in continuous improvement and development, aiming at improving professional literacy among university students, enhancing their professional skills, setting up the correct career planning and life goal and keeping on learning professional knowledge. Solid professional knowledge can make university students stand out in all job seekers. Innovation in practice can really achieve "practice makes perfect".

To Keep Pace with the Times, Combine University Students' Training with Practice

In the process of learning theory knowledge, we also want to pay attention to combining it with practice, aiming at accumulating experience through practice, summarizing the rule and realize the organic combination of theory and practice, but remember not to do blindly. We should actively extract knowledge which is closely related to our own development in practice and exercise the ability to solve practical problems. The competition is growing. Improving their actual working ability and coordination ability, bringing greater benefits to the enterprise and achieving a win-win model can achieve to maximize of its value.

Encourage University Students to Start Their Own Business

The employment of university students cannot leave the government's support and help, it is also a kind of effective method for university students to actively encourage entrepreneurship and to change the traditional concept of employment. In the process of their own businesses, university students can not only solve the problems of their employment, but also provide more jobs for the society, increasing the employment opportunities, and alleviating the employment pressure of tension, which may be so-called "the standards", and can give full play to their own advantages in the entrepreneurial process, realizing their value fully. At present, in view of the university students' self-employment, countries have started to give some financial support, for example students business loans, etc. On this basis, entrepreneurship should be promoted, and countries should also continue to strengthen the support dynamics, such as increasing the entrepreneurial base, entrepreneurship training personnel, etc. In addition, university students' self-employment can effectively promote the development of local economy, increase the amount of the relevant departments of industry and so on.
The Government Improve the Overall Ability, Coordinating University Students' Employment

In terms of employment for university students, the government itself also plays a vital role. In the process of the civil service examination and institutions obtaining, the government should guarantee the fair and just manner, eliminate relationship employed phenomenon. At the same time, they should pay attention to the allocation of jobs and plan overall.

Conclusion

Based on the analysis of the above, undergraduate students' employment has risen for the prominent social problem, causing a waste of talent resources. It increased the graduates psychological pressure and caused the serious harm, such as "reading useless", it also may affect the physical and mental development of university students, and social harmony and so on. The employment status of undergraduates in our country are analyzed comprehensively in this paper. In view of the protruding problems this paper puts forward such a solution, which can improve university students' professional skills, cultivate the practical ability of the students, encourage students to start a business, adjust the employment structure of university students, so as to facilitate in the process of talent cultivation in universities and universities for reference and understand the employment psychology of university students, and to meet the requirements of the future enterprise unit to apply for university students, etc. In the new normal social and economic environment in China, we should encourage students to start a business in the first place. In the process of university education, imparting professional knowledge should not be only focused on, teaching university students pioneering entrepreneurial spirit is also needed. Knowledge and spirit of the two-way development is indispensable to the future of university students' employment and social based on conditions.

References