Research on the Employment Competitiveness of the Three University Graduates in China

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Abstract. On the basis of drawing lessons from the previous theories and research results, this paper takes Huihua College of Hebei Normal University as an example. Through the questionnaire survey method, systematically summarizes the three university graduates employment competitiveness, in-depth analysis of the characteristics of the three colleges graduates’ employment competitiveness and forming the characteristics of subjective and objective view of influencing factors, puts forward the train of thought and Countermeasures of improving the competitiveness of the three university graduates.

Analysis of the Characteristics of the Three University Graduates’ Employment Competitiveness

The three universities on behalf of admissions, scope, scale, admission standards and fees are relatively independent, but situation of students is relatively weak than public universities. Most of the students are basically in the middle of the lower part in high school, so their behavior habits, learning ability, self binding capacity is relatively weak. Therefore, from the source of the quality of the students, the overall quality of the three university students is short of some, this is an indisputable fact, which is one of the reasons for the entire community of three university students are not high degree of recognition.

The author issued 400 questionnaires to the 2016 session graduates of Huihua College of Hebei Normal University to investigate three university graduates’ employment competitiveness, found that the three university students’ employment competitiveness has the following characteristics:

Employment Mentality is not Mature

Three university students’ employment expectations are generally high, do not want to work at the grassroots level, just want to go to some of the units on the tall. The data of the questionnaire showed that the index of “expected choice of employment company”, 59.04% of students choose state-owned enterprises. 18.99% of the students selected government departments. 4.5% of students choose private enterprises. 7.63% of students choose foreign companies. 5.24% of students choose to self-employed. 4.6% of the students choose the others. As shown in table 1.

“The first factor to consider when Choose to work” this index, they value salary and industry outlook. 29.52% of the students first choose the salary. 12.33% of the students choose the office environment. 5.64% of students choose geographical factors. 30.67% of the students choose the industry outlook. 9.5% of students choose personal preferences. 5.03% of the students choose the others.
Table 1. Employment companies expected to choose.

<table>
<thead>
<tr>
<th>state-owned enterprise</th>
<th>government department</th>
<th>private enterprise</th>
<th>foreign company</th>
<th>self-employed</th>
<th>the others</th>
</tr>
</thead>
<tbody>
<tr>
<td>228</td>
<td>73</td>
<td>17</td>
<td>30</td>
<td>20</td>
<td>19</td>
</tr>
<tr>
<td>59.04%</td>
<td>18.99%</td>
<td>4.5%</td>
<td>7.63%</td>
<td>5.24%</td>
<td>4.6%</td>
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The indicator “Employment attitude to the grass-roots level”, 46.53% of the students are not considered. 7.12% of students will not take into account the grass-roots employment. Temporarily did not consider and will not consider these two accounted for more than 50% of the total. Determination to the grass-roots level of employment accounted for only 16.12%. It is possible to the grass-roots employment accounted for 30.23%.

The indicator of “salary expectations for the first job”, 4.76% of the students choose the following 1500. 39.18% of students choose 1500-2500. 43.45% of students choose 2500-3500. 12.61% of the students choose more than 3500 yuan.

The three universities’ tuition is higher, is one time even more than the average undergraduate students, plus the cost of living for four years to spend nearly one hundred thousand, most of families in terms of economic have a greater burden on. Higher spending does not only make students have the wrong expectations, parents also make the same mistake, so that students increase the employment pressure. The student families of the three universities whether in rural areas or in the city, in their own circles are a certain position, so in these families their children’s job-position is relatively high. Some students do not reach these requirements, they prefer to stay at home, do not want to find other jobs. This can easily lead to narrow employment; it is difficult to find suitable work.

**Imagination is Rich and Practical Ability is Poor**

Students come to unrealistic expectations of the three universities through questionnaires, rich imagination, but a real pleasure to work as lacking practical ability. During the school period, this indicator “have you done a part-time job”, 28.63% of the students have never done a part-time job at school. 45.13% of the students did a non-professional part-time job. Only 26.24% of the students have participated in a part-time job related to their major.

“During the school period, whether you have been a student cadre” this indicator, 67.15% of the students have not served as student leaders during the University. 32.85% of the students chose to serve as a student cadre.

“In the course of choosing a job you will be faced with the main problem” of this index, 11.76% of the students chose the professional counterparts or professional too narrow. 56.78% of the students chose lack of social experience and employ ability. 8.55% of the students chose too little information. 8.86% of students chose sex discrimination. 11.82% of the students chose a lack of social relations. Only 2.23% of the students chose education discrimination.

These data indicate, 60% of the three university students considered lack of social experience and employability are the main problem facing employment. Most students of the three universities live a fullness life, Parents arranged everything, which led to their lack of confidence and motivation to do hands-on work.
Wide Information Surface and Poor Academic Performance

The three university students seem to know all the information, but they found very difficult to really use. Academic achievement is poor and qualifications in all aspects make the unit very disappointed. By statistical survey, we found that students are not satisfied with their achievements at school. Graduates feel very satisfied with the achievements at school 7.44%, more satisfactory 30.5%, General 25.8%, not satisfied 32.45%, very dissatisfied 3.81%. General, not satisfied and very dissatisfied totally 62.06%.

Many units explicitly requested foreign languages and computer certificates when recruiting. Only 48.63% of graduates receive a foreign language certificate. 37.82% of graduates receive a computer certificate, only 1.79% of the graduates obtain professional certificate in second. These data indicate that the graduates’ certificate is not satisfactory.

These data indicate that the students enter into the university, most did not work hard. These only children, loved by their parents, Superior living conditions, there is no positive driving force for their own, plus there is no plan for the future, the academic performance is not good. And they need more attention to the needs of the employing unit. No profound awareness of the school's academic performance and the acquisition of the certificate will directly affect the employment. Lower certificate acquisition rate leads to difficulty in employment of students.

Analysis of the Subjective and Objective Factors Influencing the Employment Competitiveness of the Three University Graduates

Students Own Factors

Lack of Proper Employment Outlook. According to the survey the students' tuition and fees higher than the ordinary institutions. In campus a range of consuming is also much higher than the average. Alone student canteen meals a day can be higher than at least 1/3. That's about twenty thousand a year. It is not a small expenditure for students whether they are from wealthy families or from poor families in rural areas. High investment in school let students produce an illusion, high investment means high returns. So when job performance for the choice of treatment of high pay. But the situation let recruiters very disappointed, so missed work. [1]

In addition, most graduates of the three universities before enrollment, there is no career planning, to get to the university is to plating gold, get a college degree. Many parents told us bluntly, the child's job has been found, only sent a diploma. To send a child to study, the purpose is to get a diploma. Parents of such rhetoric intentionally or unintentionally allow students to lose the initiative. Subtle thinking that he is to go to college for four years to get a diploma, even if the completion of the task, employment is the responsibility of the parents. [2]

Employment Psychological Burden Heavier. In Hunting Jobs, the college students are affected by various aspects such as social, school and family, personal and other aspects. There has been a variety of psychological problems such as inferiority, dependence, blind optimism, comparisons, conformity, and so on. These problems in the employment of three college graduates in the performance are particularly prominent. [3]

Mainly in the mental inferiority and dependence on two aspects. Among them, the inferiority complex is due to the three college students' college entrance examination result is not ideal. In the university there is a feeling of inferiority. Psychological dependence
manifested as excessive reliance on schools and parents. Hope they can arrange their own work, afraid of competition, lack of initiative and enthusiasm, these cause the employment surface is too narrow, missed a lot of job opportunities.

**Family environment Influence Students not Easy to Become a Success.** In Chinese idioms, a poor family can easily cultivate a great person. He said impoverished family can easily cultivate valuable talents. Such a family environment in the training of children deal with things decent, hard-working, have the responsibility to play, a sense of responsibility; The flower in the greenhouses can not withstand frost. [4]

The same truth, The three university students usually family condition is good, have a good family background, since the childhood didn't eat any bitter, take it for granted that they enjoy a better life in reality, not thanksgiving parents’ struggle, only considering for themselves, focus of their own interests, ignoring their own responsibilities and obligations, many people became an idle dude.

**The Teaching and Practice of Three University Divorce.** The three universities in the process of talent training take the theory teaching as the center part of talent training, mainly teach theory knowledge, pay no attention to the cultivation of practice ability, and no take practice course as the important points. Practice teaching system is not formal, manifested in two aspects. First, the amount of class time for practice teaching is relatively few.

**Suggestions on Improving the Competitiveness of the Graduates of the Three Universities**

**Correct the Employment Mentality of Students, Improve their Comprehensive Quality.** At present, enterprises in the recruitment think more value is the comprehensive quality of graduates, both academic performance, and psychological aspects. The reason why some companies have a prejudice against the three university students is lack of confidence on the comprehensive ability of the graduates. So three university students would like to obtain the trust of enterprises, they need to improve their comprehensive quality.

First of all, establish a good career mentality. First is to recognizing the difficult situation of the current employment situation. Two is not to be afraid of hardship, to establish the concept of grass-roots employment. Three is to set up the consciousness of independent business.

Secondly, to improve their academic performance, increase the amount of knowledge reserves.

Start from three aspects: First is grasping the foundation. Two is to grasp the professional. Three is to broaden the knowledge. In addition, if graduates can master such as calligraphy, music, driving and so on will be icing on the job.

**Adverse Effects of Family Environment on Student Employment should be Weakened.** Firstly parents can't do everything for children, try to exercise the child, so that children gradually develop the habit of independent life, independent decision-making. In addition, parents of rich family conditions also develop a sense of responsibility of the child, educate children not to eat the old family, and actively seize the opportunity to work in the community as soon as possible.

**Strengthen the Practice of the Three Universities.** The purpose of the teaching of the three universities is to cultivate high-level talents. Since it is necessary to cultivate applied talents, it is necessary to emphasize practical ability. The current curriculum in the practice of the ability to practice this aspect of the arrangement is relatively short. So in the course of the
future curriculum, In order to cultivate students' ability and innovative consciousness, to strengthen the practical teaching, the proportion of professional skills and the workload of practical teaching should be improved.

References


