Empirical Research on Applied Undergraduate Courses Construction Based on Employment Orientation

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Abstract. According to the questionnaire of some students majoring in business administration, the thesis summarized and analyzed the awareness of undergraduate course offering, public ability and professional ability, matching degree of ability and courses, the opinions of professional competition and employment certificate of the students, in order to develop professional undergraduate talent of applied business administration, we combined employment areas and professional positions based on course suggestion, certificate suggestion of the students.

Introduction

There are all kinds of factors which affects employment status, high education is one of the important issue among of them. In view of high education, there are two aspects to affect employment for university graduates: one is if talents training in university could meet the social demand, the other is if the ability of students themselves could meet the job requirements[1]. And course construction is the close link between university education and social demand, it is the key point and starting point to develop talents who could meet social demand, and it is the key and difficult points for educational innovation as well.

The core idea for course construction should treat students as educational subject, we should consider how to develop key ability and professional ability for students and integrate general course and professional course[2]. Applied undergraduate education focus on talent training in a special field, the talents developed own definite intellectual range and master professional knowledge, skills also, it is specialist education based on all-round talents[3]. In the view of smooth employment for students, we should improve course construction and educational innovation, and at the same time it could play a leading role in social and economic development and upgrade students’ employment quality[4].

The thesis conducted the investigation to the students majoring in business administration and economics, we combined open investigation information, analyzed the status of current course offering and ability development for major of applied university business administration and discussed course offering and educational innovation in university according to employment orientation of university graduates.

Evaluation and Expectation of Current Course Offering and Ability Development in University: Analysis Based on Questionnaire

The questionnaire was on the basis of all of the students majoring in business administration of 2013, the 230 valid questionnaires was collected. The questionnaire was completed finally after several revised. The first section investigated the specialty internship position, unit and fields distribution status of the students. The second section revolved around public ability and professional ability, mastered the awareness and presentation of ability for students during study and internship. The third section revolved around ability and course offering, mastered course awareness and matching status of course offering and ability development for students. The fourth
section was about the issue of professional competition and employment certificate. The fifth section was the general evaluation to current course offering of students.

**Basic Status of Internship Positions and Fields**

(1) **Wide Range of Internship Industry, Most of the Students Concentrated on Emerging Industry**

In the view of industry of internship enterprise, it is widely distributed for the students majoring in business administration which covers 14 emerging industries and traditional industries. Among of them, more than 10% of industries includes internet and concerned service industry (16.09%), financial industry (13.48%), property management industry (12.17%), software and information technology service industry (10%), the cumulative percentage come to 51.74%. In addition, the proportion of culture, sports and entertainment industry, real estate development and management, express and logistics industry, leasing and business service industry, wholesale and retail industry, accommodation and catering industry, insurance industry is from 1% to 9% separately. In generally, it is obvious that there are centralized tendency in spite of wide range of internship industrial distribution, more than 50% of the students are in the four kinds of industries such as internet and concerned service industry, financial industry, property management industry, software and information technology service industry, all of them are emerging industry and under rapid development period.

(2) **Internship Position Matches the Specialty Generally**

Internship position concentrated in lower management and business in spite of wide range of distribution, most position are marketing, consulting and PR (27%), HR and personnel (11.5%), customer service (7%), administration (7%), finance and accounting (3%), the cumulative percentage is 62%. The positions are closely related with business administration, it is obvious that internship positions match the major for most of the students.

**The Status of Professional Ability and Public Ability**

(1) **Public Ability**

More than 50% of the students majoring in business administration realized that the most necessary public ability is self-management ability (80.43%), teamwork ability (73.04%), computer and internet application ability (62.17%), creation and leaning ability (58.26%), language and literal application ability (53.48%) during internship. Among of them, the top selection was self-management which including self-efficiency, social adaptation and professional ethics.

(2) **Professional Ability**

More than 50% of the sample students realized that the most necessary professional ability is business communication ability (75.22%), data collection and analysis ability (63.91%), organization and management ability (56.09%) during internship. It is in accordance with “interpersonal communication,” “teamwork” and “social adaptation” of the required public ability. The other about one-third of the students selected “market survey and analysis ability, (38.26%)” “Plan and design ability (35.65%),” “predictive ability (31.74%)” and “marketing ability (30.00%).”

**Deficient Ability**

The deficient abilities are foreign language ability (40.87%) and communication and expression ability (34.78%) in the internship position for the students. It is in accordance with the distribution of required public ability and professional ability (33.04%), communication and expression ability and interpersonal coordination ability (30.00%) are highlighted thereinto.

**Status of Course Offering and Ability Corresponding**

(1) **Professional Platform Course Meet the Ability Requirements Well**

More than 50% of the students thought human resource management (53.04%) and management (51.74%) was helpful to improve ability, expand horizon and adapt the working. Secondly, more than one-third of the students selected market research and prediction ((44.78%)), accounting (43.04%), marketing (42.61%), applied statistics (37.83%), economics (34.35%) and strategic
management of enterprise (33.91%). It is observed that professional platform course offering have obtained the recognition by most of the students.

(2) Professional Course Statistics
There are 6 major fields of business administration, the professional course offering of every fields is diverse from each other. Let us take internet business operation with maximum students as an example, more than one-third of the students selected professional compulsory course and optional course offered, and more than 40% of the students selected some professional course.

(3) Matching Status of Course Offering and Public Ability
According to the options of necessary public ability which were not covered by the course, more than one-third of the students selected creation and learning ability, self-management ability and teamwork ability. Self-study ability and teamwork ability could be improved by course offered, however, we should acknowledge that the development of the two kinds of abilities derived from untraditional classroom and extracurricular activities much more. According to suggested course offering in order to develop public ability, more than one-third of the students selected the courses with team rivalries (46.09%), lecturing and writing(44.35%), computer application (41.74%), foreign language (36.09%) and famous teachers’ lectures offered(34.78%).

(4) Matching Status of Course Offering and Professional Ability
According to the options of necessary professional abilities which were not covered by the course, more than one-third of the students selected risk control ability, predictive ability, planning ability, marketing ability and business communication ability. The kind of abilities could be improved by the offered courses. 90% of the students think that it is necessary to offer professional practical course, more than 80% of the students selected offering practical course to develop professional ability. It is discovered by literal analysis that the practical course offering suggested could develop communication negotiation, practical training of marketing, team rivalries, planning and designing, risk control ability mainly.

Professional Competition and Employment Certificate

(1) Professional Competition
The professional competitions with beneficial effect to internship are debate competition (44.78%), marketing competition (43.91%), ERP sand table simulation competition (41.74%), enterprise simulation competition (39.13%), SPSS application competition(38.70%). It is closely related with communication and expression ability, marketing and sales ability, teamwork cooperation ability.

(2) Employment Certificate
Employment qualification certificate is necessary comparatively for the students with the major. It includes unrestricted accounting employment qualification, data analysis, E-commerce, banking employment qualification, securities employment qualification, office automation. The other fill in concentrated in foreign language certificate, computer and human resource management, etc. The current course offering which covers the contents of employment certificate test mostly.

Conclusion and Suggestion
Higher Overall Satisfaction with the Course
The Internship were satisfied with the evaluation of course offering in university generally. 78% of the students think the course offering reaches the level of “comparative satisfaction” and “satisfaction.” And 22% of the students were not satisfied with it comparatively. It means that the course offering should be adjusted appropriately, course teaching and learning mode should be altered appropriately with fixed basic course offering.
Course Suggestion

(1) Increase Practical Course Offering and Strengthen Professional Practical Ability Development

The deficient public ability for the students is self-study ability and teamwork ability. The deficient professional ability concentrated in business communication ability, marketing ability, planning ability and predictive ability mainly.

For the development of necessary public ability and professional ability, we suggest to increase practical course and develop and strengthen professional practical ability for the students by it.

(2) Combine with Course and Professional Competition and Encourage Students to Participate Professional Competition

Professional competition could not only train the professional practical ability for the students effectively, but also become the stakes for employment with the performance obtained by professional competition, therefore, we could hold professional competition based on course and it is helpful to understand professional course well by participating competition. For example, the professional competition with useful improvement of professional includes debate competition, marketing competition, ERP sand table simulation competition, enterprise simulation competition, SPSS application competition, etc.

Certificate Suggestion

(1) Guide Based on Concerned Employment Certificate

Qualification certificate for employment is essential for the students of the major. It includes unrestricted accounting employment qualification, data analysis, E-commerce, banking employment qualification, securities employment qualification, office automation, foreign language certificate, human resource management, etc. The current course offering covers the testing content of employment certificate mostly. However, the cognition of students for employment certificate is vague during the study, we should enhance the students' awareness for the concerned professional certificate in the professional introduction course.

(2) Enhance Professional Certificate Test Training

In view of investigation status, some students are not familiar with the situation of employment certificate in the concerned course, as a result, we should offer short course to conduct training of professional employment certificate test independently, and introduce outside resource, offer lecturing course of famous teachers which help the students plan career prospects and employment certificate clearly.

References

