

Analysis on the Current Situation and Prospects of Employment for Students Majoring in Social Sports

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Abstract: With the rapid development of social economy,the sports industry has become an important economic growth point in the world.With the prosperous development of sports industry,the demand for sports professionals in society is also increasing day by day.Social sports major,as the core talent training base of sports industry,its employment status and prospects have attracted much attention.This report will conduct an in-depth discussion on the employment status and prospects of social sports majors,in order to provide useful reference for relevant people.

Keywords: Social sports major;Employment status;Prospects

1. Employment Status of Social Sports Majors

The development of sports industry in China gradually rises with the development level of our country,the sports industry will extend a variety of service industries related to sports every year.More and more demand for sports talents in our country,and social sports guidance and management major has therefore emerged.

At present,the employment situation of college students is very severe for the employment of new labor force,the transfer of rural labor force,the re-employment of laid-off and unemployed people and the slow pace of the reform of the education system of colleges and universities.The major of social sports guidance and management requires students to master the basic theories and knowledge of social sports,master the basic skills of guiding mass sports,health and fitness,Leisure and entertainment,as well as sports and fitness for special groups,and be competent for practical work and theoretical research in the field of social sports after graduation.The major of social sports guidance and management also requires students to grasp the rules of leisure sports activities and insight into the changes of the sports leisure market,effectively engage in the promotion,guidance,management and planning of leisure sports activities,effectively carry out product planning,design and development,and organize various leisure sports activities. However,in the actual employment,the training direction of many schools is decoupled from social needs,resulting in deviations between students'employment and ideal,and slow employment,slack employment and difficult employment.

Table 1 Employment analysis table of 2020,2021 and 2022 graduates of social sports major in a university

Class	The total investigated	Sports-related clubs		Taking the postgraduate entrance examination		Teachers		Other enterprises		Other enterprises Be unemployed	
		Number	Proportion	Number	Proportion	Number	Proportion	Number	Proportion	Number	Proportion
2020	71	35	49%	4	5%	5	7%	26	36%	4	5%
2021	85	46	54%	6	7%	3	3%	34	40%	2	2%
2022	90	37	41%	7	7%	8	8%	21	23%	8	8%

According to the analysis in the above table,the average number of graduates from 2020 to 2022 entering sports-related clubs is less than 50%,which are 49%,54%and 41%respectively.Less than 10%choose to take the entrance examination for postgraduate studies and engage in the teaching industry respectively.Graduates who engage in industries unrelated to sports account for 36%,40%and 23%,which indicates that there are still quite a few graduates who abandon their major to choose other industries.This shows that many

posts related to social sports majors in society are not recognized by professional graduates or graduates think that their professional ability cannot meet the standards and requirements of sports-related posts, and choose to give up.

2. Analysis of Influencing Factors of Employment of Social Sports Majors

The factors that affect the employment of college students refer to the unique factors of college students that have direct or indirect and positive or negative effects in the process of career selection, which mainly include college students' own factors, school factors and external environment factors.

2.1 Self factor

College students should make adequate ideological preparation, adapt to the society, keep up with the pace of social update, so that their thoughts adapt to the changing new situation, understand the new trend of social demand for talents, timely adjust the work idea, correct and scientific choice of employment objectives.

There is a common "misplacement phenomenon" among graduates in choosing jobs, who are with high employment expectations and low skills, and everyone wants to find a salary that can meet their own ideas and good pay. Students with strong specialized abilities have a certain orientation for their future work in school, and their employment goals are clear. Students who choose other enterprises are those whose specialized abilities are relatively weak and who are lack of stable goal, cast a wide net to find a job, or rely on family connections to pull the back door. A small number of graduates without jobs almost muddled along without any aim at school. In addition to choosing incorrect goals and having high expectations but low abilities, they are also difficult to find jobs due to insufficient abilities.

2.2 School factor

First of all, the development of professional talent training programs in many schools is decoupled from the actual needs of society, and even the training programs of social sports majors in some schools are identical with the training programs of physical education majors, resulting in the employment of graduates majoring in social sports in positions unrelated to social sports.

Secondly, the school curriculum arrangement lacks certain rationality. Many schools usually arrange more courses and professional projects in which the school has advantages, give priority to excellent students to learn the course to ensure the development of the professional projects. As a result, some students will be attracted or even blindly guided to learn, which leads to those students cannot better learn or master other professional projects due to the lack of understanding of other projects and learning them too late. However, for the society, the dominance courses and professional projects of the school are not necessarily hot jobs, which leads to a lack of employment opportunities for students.

2.3 External environmental factors

The epidemic has a great impact on the employment of sports majors in society. Social sports are a public service industry, the impact of the epidemic is particularly obvious in the sports industry. Many large clubs, due to high operating costs, closed down after being suspended for a period of time, which leads to increasingly narrow employment opportunities for graduates majoring in social sports.

Secondly, with the development of economy and the continuous improvement of the level of agricultural modernization, a large number of rural surplus labor has been diverted from the agricultural labor force into cities and towns, and 120 million farmers, accounting for 70% of the population, have to go to cities and towns to find higher-paying jobs, which has virtually increased the employment pressure. With the improvement of the national scientific and technological level, the impact on employment is also great. With the increasing development of science and technology, many industrial chains have changed from artificial to intelligent production, and the productivity has increased, but the need for manual labor has decreased, which will indirectly affect the employment of college students, and the employment rate will decrease.

Thirdly, information about jobs is not transmitted quickly. Students who have been closed on campus for a long time are impossible to understand every recruitment channel. Therefore, the knowledge of job vacancies is almost all from the school, so that some positions are crowded by thousands of people to fight for, while some positions are vacant. Therefore, the employment rate of college students has declined.

3. Employment Prospects of Social Sports Majors

3.1 Teaching field

With the development of social economy and the improvement of people's living standards, people's demand for health and sports is increasing day by day, and the employment prospects of social sports majors are very broad. The major aims to cultivate

application-oriented talents who have basic theories, knowledge and skills in social sports and can be engaged in teaching, scientific research, management and training in the field of social sports. Physical education teachers in various schools at all levels (such as primary and secondary schools, universities, vocational colleges, etc.) are responsible for teaching physical education courses, organizing and guiding students to carry out sports activities, and improving students' physical health level. With the development of social economy and the improvement of people's living standards, more and more people begin to pay attention to health, health, leisure and entertainment. In this case, the development momentum of the sports industry is becoming more and more fierce, and the demand for social sports professionals is also increasing. This provides numerous employment opportunities for graduates of social sports majors.

3.2 Scientific research field

Social sports graduates can engage in social sports related research work in sports scientific research institutions and colleges and universities to participate in sports policy, sports industry development and other aspects of research and discussion. In the news media, network and other platforms, they can engage in sports news report, commentary writing, editing, etc., to disseminate sports knowledge, improve the national awareness of fitness. Social sports major is a major that cultivates people with basic knowledge, skills and qualities in the field of social sports, so social sports graduates can engage in social sports guidance, sports event organization, sports market development and management, sports education and training in sports management departments, sports venues, sports industry enterprises, community sports organizations and other enterprises and institutions at all levels. The employment prospect of social sports majors is very broad.

3.3 Management field

In government departments, industry associations, enterprises and institutions, social sports graduates can engage in sports management, event organization, sports industry development, etc., to promote the development of sports industry. In all kinds of sports training institutions, gyms, sports clubs, they can engage in fitness coaches, sports coaches and other work, to provide scientific sports guidance and health services for the masses. Graduates can choose different employment directions according to their interests and specialties. With the development of social economy and the improvement of people's living standards, the sports industry will usher in greater opportunities for development. There will be an increasing demand for sports professionals in the society, which will provide good employment opportunities for graduates.

4. Conclusion

The employment situation and prospect of students majoring in social sports largely depend on many factors such as national policy, market demand, education quality and so on. With the increasing social attention to sports industry, the development of sports industry will provide more and more employment opportunities for social sports students. However, we should also see that the sports industry is highly competitive, and in order to succeed in this field, students need to continuously improve their professional quality and comprehensive ability. Education departments and schools should pay attention to the employment prospects of social sports majors, strengthen career guidance for students, and help them better plan their careers. At the same time, students should also actively adapt to the needs of society, and constantly learn new knowledge and new skills to enhance their competitiveness.

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