

Analysis on the Present Situation of Employment Behavior of Normal University Students and Educational Measures

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Abstract: In the era of mass education, the number of college graduates has gradually increased, which has increased the employment pressure to a certain extent, among which the employment situation of normal school students is more severe. In particular, in recent years, the development level of China's education industry has been constantly improving, and higher requirements have been put forward for teachers' qualifications. How to ensure that normal students can better adapt to the development needs of the education industry in the new era, occupy a place in the industry competition, and comprehensively improve the employment rate of normal students has become a major problem faced by colleges and universities. Based on this, this paper will analyze the current employment behavior of normal university students, and propose several practical educational measures, aiming to lay the foundation for the full employment of graduates, and provide guarantee for the sustainable development of China's education.

Keywords: Teacher Training; College Student; Employment Behavior; Present Situation; Educational Measures

1. The Present Situation of Employment Behavior of Normal University Students

With the deepening of education reform in China, the number of students enrolled in colleges and universities has also increased, which has made schools gradually transform from the traditional elite education model to the popular education model. In this case, the employment situation of students is becoming more and more serious, which leads to the phenomenon that supply exceeds demand in the talent market. Especially for normal school graduates, the employment pressure is relatively greater due to the special industry. The following article will analyze the current situation of college students' employment behavior.

1.1 College Students' Outlook on Employment

The factors that affect the employment of normal university students come from many aspects, which can be summarized as objective factors and subjective factors. The objective factors include: social and economic development, discipline setting, employment environment and system, etc; Subjective factors mainly refer to college students' family background, growth environment, etc.^[1]. According to the employment status of normal university students, it can be found that college students pay more attention to development space, salary and treatment, whether they meet their own interests and hobbies, and whether their work is stable. It can be seen that students highlight the diversity characteristics in the process of career selection, and pay close attention to the development factors and health care factors. In addition, most students generally put their personal ability deficiency first when analyzing the factors that affect the employment rate, and some students think it is related to the school and the major. As far as the employment prospects of normal university students are concerned, it can be found that there is a serious phenomenon of polarization among college students. Some of them believe that the employment prospects of normal university students are not optimistic, while the other part is full of confidence in employment. It can also be seen that there are huge differences in the prediction of employment scenarios among college students due to their different personal abilities, professional levels and academic achievements.

1.2 Employment Intention of College Students

The so-called employment intention refers to the students' attitude towards career, including yearning, vision and hope. In the existing literature and materials, many scholars divide employment intention into three aspects: industry choice, geographical choice and expected salary. Some other scholars believe that employment intention is a kind of employment demand expressed in the process of students' career choice, which has its own characteristics of fuzziness. This intention may become an actual employment choice behavior in the long-term development process ^[2], or it may continue to fade over time. At present, most normal university students have reasonable expectations of employment salary treatment, and a small number of students have slightly higher expectations of salary treatment than the market income standard, hoping to obtain higher social value in the process of employment. As we all know, the salaries of teachers in different regions of China are different. For jobs with low salaries, more than half of college students are willing to lower their expectations for this job, and some students are willing to lower their expectations for employment when they haven't found an ideal job for a long time. In addition, some students will directly choose other occupations and refuse to change their employment expectations, which also means that most normal school students in China have strong job adaptability and can flexibly adjust their employment expectations according to market demand, while some students adhere to their own heart and always follow their own standards ^[3].

1.3 College students' employment knowledge reserve

According to the relevant survey statistics, nearly 35% of the students in China do not understand the employment procedures at all, about 50% of the students do not understand the employment procedures clearly, and only about 20% of the students can fully understand the basic employment procedures. In addition, in the process of evaluating their professional abilities, most students will choose "general" or "weak", and only a few students choose "strong". On the whole, college students generally lack self-confidence in professional skills when facing employment.

1.4 Self employment behavior of college students

For normal university students, most of them have a positive or wait-and-see attitude towards independent entrepreneurship, and only a few of them are against it. This also fully shows that our normal university students are relatively advanced in the concept of entrepreneurship, which can fully meet the needs of the development of the times. In addition, there are a large number of people with a wait-and-see attitude, which also shows that the concept of independent entrepreneurship has not yet been fully rooted in the hearts of the people. It can be seen from the interview that due to the risks of independent entrepreneurship, uncertain salary and development pressure, many normal college graduates are deterred. There was a survey of college students' entrepreneurial intentions. It was found that 55.6% of the students wanted to start their own businesses, and 44.4% of the students had never thought of starting their own businesses. It can be seen that there is a small gap between the survey data of the two, which also shows that independent entrepreneurship has not become the first choice for teachers to graduate in China. According to the survey of college students' entrepreneurial motivation, 47.4% of the students started their own businesses in order to obtain wealth, and 36.9% of the students started their own businesses in order to achieve self-worth. It can be seen that self entrepreneurship has strong flexibility and can help students realize their professional value. In addition, 15.8% of the students started their own businesses just to achieve their employment goals. Although they can meet the basic employment needs, the risks of entrepreneurship are high.

2. Quality of Normal University Students

Combined with long-term follow-up survey and unit employment feedback, it can be found that after the expansion of normal universities, both professional skills and employment level are showing a downward trend. This is directly related to the quality of college students.

2.1 The skills and qualities are mixed

According to the situation reported by the employers, in recent years, the number of college students graduating from normal universities in China has declined in terms of lesson preparation and blackboard writing, compared with the previous years. Many normal university students do not pass the standard of chalk and hard pen calligraphy. Despite the rapid development of information technology in the new era, multimedia has become a necessary teaching method in the education industry, but it does not mean that hard pen calligraphy and chalk have withdrawn from the teaching stage. It is precisely because the basic skills of normal university students are mixed, which leads to the unsatisfactory teaching level.

2.2 Uneven professional ethics

Compared with other professions, teachers are more dignified and stable. However, some normal university students are too fashionable to set up a solemn image of teachers. In addition, many teachers are perfunctory in the course of lesson preparation, directly applying the lesson preparation plan of excellent teachers in the network platform. Because they do not understand the specific planning and key difficulties of the plan, it is difficult to carry out teaching activities.

3. Educational measures for employment behavior of normal university students.

3.1 Helping Normal University Students Set up a Correct Concept of Employment

From the above analysis, we can see that most of the students in China have a positive outlook on employment, which is diversified. However, due to the lack of college students' knowledge reserves and unclear employment intentions, there are various contradictions in their employment expectations, which is also one of the important reasons to reduce the employment rate. For this, colleges and universities need to pay attention to the education and guidance of students' career choice concept, ensure that the employment concept is consistent with the current market economic system and the development needs of the education industry, which is also an effective measure to improve the employment rate of college students and strengthen their competitiveness.

3.2 Help normal university students to clarify their employment intentions

In the process of normal university students' employment, they are easily affected by direct or objective factors, and there are various employment problems, which deviate from the will of job seekers and cannot achieve benign interaction. As mentioned above, most of the students in normal universities in China have relatively reasonable expectations for salary, which also means that their employment expectations are in line with reality. In this regard, colleges and universities need to help students establish a positive and pragmatic employment mentality, make students clear about their employment intentions, and actively adjust their employment expectations, so as to prevent students from being too paranoid in the process of employment selection, resulting in employment failure.

3.3 Support college students to start their own businesses

Self employment can enable college students to quickly change their employment concept, promote their integration of their existing knowledge, comprehensively improve their professional skills and create jobs. This is not only a means to obtain economic benefits, but also a key process to realize self-worth. In this regard, the school needs to hire professionals, actively carry out various forms of independent entrepreneurship related training activities and lectures, popularize entrepreneurship related knowledge and amount to all normal school students, and ensure that all students understand the ways and means of entrepreneurship, so as to avoid the entrepreneurial risks caused by blind entrepreneurship. In this way, we can achieve the goal of promoting employment through entrepreneurship, effectively solve the employment problem of normal college students, create certain economic benefits for college students, and fully realize college students' self-worth.

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