

Analysis on the Employment Concept of Graduates from Private Colleges and Countermeasures

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Abstract: The employment concept of the graduates of private colleges and universities has also changed greatly under the current situation of new economic development, but most of the graduates generally have the idea of finding a job for a lifetime and looking for a corresponding major, and most of the students also ignore the objective needs and do not have a strong sense of career development in the process of employment. At present, schools should strengthen employment guidance for graduates of private colleges and universities, change the wrong employment view of graduates of private colleges and universities, innovate the existing employment education mechanism, and enhance the effect of employment education.

Keywords: Private Colleges and Universities; Employment Concept; Analysis; Coping Strategies

Introduction

In the new era, private colleges and universities should deliver positive and correct ideas to college students in the process of implementing employment guidance for college students, guide college students to complete career planning, innovative learning, and enhance teaching effect. In addition, schools should also innovate the existing employment education mechanism, clarify various teaching indicators and teaching elements, and improve teaching efficiency.

1. The general employment concept of college graduates

College graduates generally have relatively complex employment views. At the same time, there are both positive and negative aspects in the employment views of graduates. For example, most college graduates have the idea that one employment is determined for life, and this part of students plan to complete the choice of career positions at one time in the process of career selection. At the same time, most college students are also eager to choose positions corresponding to their majors. However, as the current job competition becomes more intense, it is often difficult for students to complete career planning and career development through preliminary career selection in the early stage. Schools need to strengthen ideological guidance for students and establish a positive and correct outlook on career selection and career development for students.

1.1 One employment for life

At present, most college graduates generally have the idea of "one job for a lifetime". In short, most college students try to get to the right place in the process of seeking career development, and engage in positions they like and have career development. Such psychological behaviors are relatively common, but the current competition in the employment market is relatively severe, and at the same time, under the two-choice mechanism, Most college students still have corresponding difficulties if they want to get a job for a lifetime. Apart from public institutions or institutions, there is almost no life-long occupation in the common occupational positions in the market. In the context of the current supply-side structural reform, the demand for innovative talents in the society has also further increased. However, due to the lack of innovative education in private colleges and universities, students have not fully understood the operating characteristics of the society and the industry, have not accumulated valuable experience, and have not strengthened their professional skills. If they only focus on

the current professional positions, and do not take top-level planning and top-level design, Without a scientific and reasonable career development plan, students will lose more career development opportunities.

1.2 Professional counterparts

China's higher education often implements a professional education mechanism. College students have carried out a lot of practical learning and practical exploration during their professional study, and are relatively familiar with and understand their professional knowledge and professional fields. At the same time, most graduates also want to engage in the work content of their major after completing their studies, and hope to use the learned knowledge points in social practice, so as to give full play to their own value. Therefore, most college students often consider whether the relevant positions are in line with their majors in the process of career selection, and have great expectations on whether the knowledge they have learned can be translated into productivity.

2. Employment status of graduates from private colleges and universities

The graduates of private colleges and universities still face greater social pressure and social challenges if they want to achieve normal employment under the current severe employment market environment. Under the current environment of supply-side structural reform, graduates of private colleges and universities are generally faced with employment problems. Specifically, graduates of private colleges and universities need to be respected and recognized by social enterprises if they want to compete with graduates of public colleges and universities for more equal and fair employment after completing their studies. However, most graduates of private colleges and universities are generally not accepted and recognized by the society. Private colleges and universities are labeled as vocational education, compared with public colleges and full-time colleges and universities, Graduates of private colleges and universities still face great pressure to choose jobs after completing their studies. Although in the current environment of the integration of industry and education, private colleges and universities have also combined a series of school-enterprise cooperation, the employment pressure of graduates is still not reduced. Most college graduates are faced with the embarrassing situation of being unable to find satisfactory jobs after completing their studies. At the same time, most private college graduates are also difficult to find the desired jobs due to their academic qualifications in the employment process after completing their studies. Therefore, in the current process of running private colleges and universities, colleges and universities need to complete vocational education to help graduates put their attitudes in order and get employment normally.

3. Key reasons for the employment difficulties of graduates from private colleges and universities

There are relatively many reasons for the employment difficulties of graduates of private colleges and universities. On the one hand, the teaching quality of private colleges and universities is generally lower than that of colleges and universities, and the private colleges and universities also lack various teaching facilities in the process of running schools, which makes it difficult for students to achieve growth and improvement during the study period. At the same time, private colleges and universities have not achieved more active and efficient employment guidance for students, which leads to students' employment. There is no clear focus and direction in the process of career selection. In addition, private colleges and universities often pay attention to cultivating students' vocational skills in the process of running schools, but neglect the vocational education of students, resulting in that most college graduates do not have a positive and correct view of employment and career development. Therefore, in the current environment of education reform, private college graduates often do not have a greater competitive advantage after completing their studies. Schools need to optimize teaching policies and reform the existing teaching mechanism, Improve the quality of teaching, at the same time, strengthen the guidance of vocational education for students, and focus on enhancing the professional quality of students. And local governments also need to actively change the discrimination psychology of society and enterprises against private college graduates, and provide equal employment opportunities for private college graduates.

4. Countermeasures to change college students' concept of career choice

4.1 Establish the concept of employment first

Through the above analysis, it can be seen that most college students still have wrong ideas in the process of career selection. After graduation, they hope to take up the job of their major as soon as possible. Graduates of private colleges and universities should get rid of the idea of choosing a lifetime. In this link, schools should strengthen employment guidance and establish positive and correct employment ideas for college students and graduates. Specifically, Teachers need to guide students to complete employment according to their own learning situation and the development characteristics of the current social industry. In the process of employment guidance, teachers also need to instill positive and correct ideas for students, and help students abandon the idea of choosing jobs that are fond of leisure and hate work as much as possible. At the same time, teachers also need to guide students to continue learning, thinking, and innovation in the process of career development, have a more profound and detailed understanding of the nature of employers and their posts, and transmit the idea of early employment to students, Guide students to accumulate continuously in the process of career development, improve their competitiveness and expand their competitive advantages. Therefore, private colleges and universities should establish a positive and correct concept of career choice for college students and graduates, and ensure that career development can be carried out steadily and efficiently in the direction of personal preferences and personal needs.

4.2 Establish the concept of career development of seeking survival first

Private colleges and universities should establish a positive and correct concept of career development for students, guide students to obtain survival priority after completing their studies, and then seek long-term development. After completing their studies, college graduates should have a more profound and detailed understanding of their knowledge learning, understand the essence of the sentence "fish and bear's paw can't have both", clarify the hierarchical relationship, primary and secondary relationship in the process of career selection, and do not need to be too strong on professional development. All things should be based on reality, complete their scientific and reasonable positioning, and do not have ambitious ideological situation, solve the problem of employment In the process of choosing a job, it is a phenomenon that high cannot be achieved without low. In short, private colleges and universities should pay attention to strengthening students' social adaptability in the process of cultivating students' concept of career development, guide students to constantly learn new knowledge, new ideas and new technologies in social practice, adopt a ladder and phased career development plan, clarify their career development priorities and key points in each period, and achieve normal employment.

5. Conclusion

In general, the graduates of private colleges and universities should change their wrong employment views, and the schools should also strengthen the guidance of employment education for students, establish positive and correct employment ideas and awareness for students, and improve the employment rate of students.

References

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