

Analysis on the employment of college graduates under the current situation

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Abstract: under the current situation, the domestic economy is gradually recovering, but college graduates still face great challenges. Taking the College of automotive and transportation engineering as an example, this paper analyzes the employment problems of college graduates in recent three years and their own views and Countermeasures on the employment problems faced in recent three years, so as to promote college students' fuller and higher quality employment.

Key words: current situation; College graduates; Employment; countermeasure

Introduction: with the country's comprehensive start of resumption of work and production, economic recovery and social stability, the current situation and work are on the right track. This is a key step for college students to go out of school and really enter the society, which determines the choice of future life path and touches the most fundamental interests of the people's livelihood. How to deal with the employment work under the background of the new normal of the current situation, colleges and universities need to strive to adapt to the complex and changeable employment environment, actively adjust and optimize work ideas, do a good job in-depth analysis and Research on the employment work under the current situation, comprehensively grasp the explicit and implicit impact on College Students' employment in the past three years, and constantly put forward scientific and effective education measures, Create conditions for the successful employment of college students. After fully understanding the basic employment situation of graduates from the school of automotive and traffic engineering, we conducted research and data analysis, set 25 questions, and collected 262 valid questionnaires.

1. current situation of College Students' Employment under the current situation

1.1 social level

In the past three years, the current situation of the original talent recruitment market has been broken. In order to adapt to the current situation management, the talent recruitment market has to change the original recruitment policy. Under the current situation, the employment pressure of college students not only comes from the different policies of the talent recruitment market, but also from the talent competition. According to the data, the number of college graduates reached 10.76 million in 2022, a net increase of 1.67 million over 2021. This is the first time that the number of college graduates in China exceeded 10million, and it is also the year with the largest increase in recent years. Therefore, the phenomenon of "no shortage of talents in the market, no shortage of talents in the market" appears. It can be seen that the employment pressure of College Students under the current situation is increasing.

The current situation has become a reality. Many enterprises, especially small and medium-sized enterprises, are facing bankruptcy due to capital rupture due to their inability to adapt to the current situation and environment. The recruitment of small and medium-sized enterprises is precisely the largest number of college students. Nowadays, due to the impact of the past three years, the number of college students recruited by small and medium-sized enterprises has to be reduced. However, large-scale enterprises will inevitably face the impact of the past three years, such as restrictions on start-up, decline in orders, interruption of supply chain, uncertainty of employing workers, etc. most of the measures taken by large-scale enterprises are to reduce expenses, reduce costs, and greatly reduce the recruitment of college students. The sharp decline in the demand of the talent recruitment market has put great pressure on the employment of college students, which is not only the problem of College Students' employment, but also the focus of the whole society.

In order to adapt to the current situation and environment, a large number of offline recruitment have been canceled in the talent recruitment market, and online recruitment has been replaced. The second interview will be conducted when it is in line with the current local situation, which has caused a lot of trouble to college students who are interviewed across regions.

1.2 student level

Under the current situation, the impact on different industries is different, and the employment situation faced by college students of different majors is also different. In terms of the survey results, more than half of the graduates believe that it has a great impact on their majors. For example, tourism, catering and international trade majors have been impacted, while nursing, public health and medical prevention, and Internet majors are favored.

Most college students have changed their original employment goals due to the impact of the recent three years and the change of recruitment market policies, which may lead to college students seeking jobs in the professional fields they are good at, but they have to change their advantages and move to other fields they are not good at because of the current situation; And some people are not willing to change their original employment goals. They believe that under the current situation, the opportunities for college students to go out for internships are greatly reduced, resulting in college students' lack of employment experience. Compared with other social competitors, college students lack a very important bonus item, Professional counterparts are one of the most important things for college students, so that they are not willing to easily change their original employment goals, which leads to the phenomenon of "recruitment difficulty, employment

difficulty”.

Most enterprises want to adapt to the current situation and environment as soon as possible. On the one hand, they will be more inclined to recruit talents who have rich work experience and are good at their professional fields; On the other hand, it will reduce the number of talents to be recruited, so as to give enterprises a buffer time for “healing”.

According to the above analysis, the employment difficulties of college graduates in the current situation are mainly as follows: first, the number of college graduates continues to grow, the pressure of College Students’ employment competition is high, and the phenomenon of “talent shortage market” appears; Second, most enterprises have sharply reduced their demand for talent recruitment and changed their recruitment policies. Under the impact of the past three years, many enterprises that need labor force are facing bankruptcy one after another, which also indirectly updates and replaces the generation. Enterprises need new talents to adapt to the current situation; Third, fresh graduates lack internship experience. In the face of increasing employment competition, many fresh graduates cannot fully understand their own advantages and disadvantages. They are frustrated in job hunting and gradually form a “slow employment” psychology.

2. effective countermeasures for college students’ Employment under the current situation

2.1 student level

2.1.1 strive to improve their professional quality and professional technology

In the past three years, the employment situation of college students has become increasingly severe. In the process of job hunting, college students should pay attention to the cultivation of skills, the accumulation of professional knowledge, the absorption of knowledge from other industries and fields, actively expand their knowledge, enhance their learning ability, improve their development ability and the ability to adapt to the market, and constantly improve their knowledge and skill reserves, Expand the scope of employment. Secondly, we should pay attention to improving our practical operation ability, avoid “double skin”, combine theoretical knowledge with production practice, test theoretical knowledge in actual operation, develop lifelong learning concept, and make ourselves better. At the same time, we should pay attention to improving our analytical ability, accurately grasp the ability of the current economic situation, and think about our job selection and employment according to the changes of the times.

2.1.2 have good career planning, self-confidence and good working attitude

When choosing a job, college students should make a scientific plan for their career, and should not be restricted by personal hobbies, interests, regions, industries, treatment and other factors. They should combine ideals with reality, make analysis, judgment, and choose direction. They should recognize that employment is the premise and foundation of choosing a job after employment, and survival before development. We should build confidence and try our best to seize every opportunity. We should not shrink back because of fear. We should know how to face difficulties. In the face of complicated and confusing situations, we should look at work with a positive attitude, face work with a positive attitude, and work flexibly, not excluding employment.

2.1.3 have a preliminary understanding of job hunting and improve their overall ability

While consolidating professional skills, students should strengthen the cultivation of professional abilities and abilities beyond professional skills, broaden job search channels, give full play to the role of schools and teachers, and pay close attention to the work needs of different industries. Don’t be bound by your expertise. If you master your expertise, you can give yourself more opportunities. Students who are well prepared are more likely to get opportunities. Before applying for a job, they should be prepared for resume and interview. They should contact more industries and collect more information to see which is more suitable and can increase their work experience. Even if they are not satisfied, they can stop the loss in the shortest time.

2.2 school level

2.2.1 promote career planning with more accurate guidance

In the survey, only 31% of the graduates said that they had made a detailed career planning and made efforts to achieve it in the current environment in the past three years, 40% of the graduates had made a career planning but were not clear, and the remaining 29% of the graduates said they had not made a detailed planning at all. In order to guide graduates to do a good job in career planning, on the one hand, the college should improve and enrich the employment and entrepreneurship courses with professional characteristics according to professional characteristics, integrate career planning and employment guidance into professional courses, guide graduates to plan their career development reasonably, focus on improving students’ professional ability, and improve their ability of career planning and employment. At the same time, we should actively promote the successful employment examples of previous graduates, contact senior brothers and sisters in various fields to exchange their experience and growth feelings, inspire students’ correct understanding of work, adjust their working attitude, and encourage and guide them to realize their life ideals.

2.2.2 deepen the construction of employment guidance and service system for college graduates

Employment guidance is not only an important part of employment work in Colleges and universities, but also an important link to improve the quality of talent training. Colleges and universities should put accurate guidance throughout the whole process of employment guidance. In view of the various preferential policies issued by the state in the past three years, the employment guidance department of colleges and universities should interpret them in detail to help college students choose the appropriate way of work according to their own conditions and make career planning. The employment center of colleges and universities can carry out targeted work according to the needs

of students of different majors. At the same time, colleges and universities should establish an employment team composed of counselors, professional teachers and enterprise mentors according to their specific conditions, give full play to the initiative, professionalism and flexibility of teachers, actively carry out various training activities, improve the professional quality of teachers, and promote the specialization of employment counseling. Students live in a relatively tight control environment for a long time, which is easy to produce a rebellious psychology, as well as to stimulate a resistance to events that touch their own interests. For college students with work difficulties, set up special assistance institutions to track their employment status and provide necessary assistance to protect their employment in the whole process.

2.2.3 expand the online recruitment scale of college students and realize the integration of online and offline

Judging from the current campus recruitment of colleges and universities, and the repeated situation in the past three years, online recruitment fairs have gradually become a popular trend in campus recruitment. Therefore, while organizing large-scale job fairs and special job fairs offline, the Employment Department of the school should also establish a perfect online job hunting platform, organize enterprises to hold “air propaganda” and “online double selection”, provide good services for the smooth development of campus recruitment, and realize the simultaneous development of online and offline recruitment. In addition, colleges and universities should continue to strengthen communication and contact with online recruitment enterprises and relevant government agencies, and make full use of various resources to provide more reliable information and channels for graduates, so as to avoid graduates falling into the fraud of online false recruitment information.

2.3 enterprise level

2.3.1 increase job opportunities and reduce work pressure

Affected by the current situation, the domestic economic situation is grim and complex, and the downward pressure is increasing. The real economy and small, medium and micro enterprises have been seriously harmed, which has an impact on the recruitment of employers. Employers innovate and develop, provide “high-quality, more excellent” jobs for college students, and relieve the employment pressure. However, it is necessary to ensure the normal recruitment of employers on campus and ensure the participation of excellent graduates. It is also necessary to establish stable long-term cooperative relations with more colleges and universities, strengthen the connection with colleges and universities, timely grasp the employment situation of college graduates, and adjust the employment demand of enterprises according to the needs of national policies, so as to provide more “high-quality and multi excellent” jobs for college students.

2.3.2 innovate recruitment methods to achieve precise docking

In order to better serve college graduates, the recruitment platform should innovate recruitment methods, intelligently match the majors and job search needs of college graduates, adopt two-way mutual selection, and increase job opportunities for fresh students through online and offline publicity, video interviews and other methods. The Ministry of Education launched the “24365 campus recruitment service”, the Ministry of human resources and Social Security launched the “hundred days and ten million” online recruitment special action, and the SASAC launched the large-scale online recruitment such as the “spring flowers bloom, state employment action”. It has effectively reduced the communication risk in the past three years, greatly reduced the recruitment cost of enterprises, and better improved the efficiency and effect of supply and demand docking.

2.3.3 establish and improve the integrity system of colleges and universities to provide integrity guarantee for college students' Employment

Employing enterprises should strictly abide by relevant laws and regulations, fully protect the legitimate rights and interests of fresh graduates, dare to take responsibility, and show their enterprise style in talent recruitment. At the same time, when selecting online recruitment channels, enterprises should focus on “right” rather than “expensive”. If recruiting talents across the country, they should choose national recruitment websites, if only in a certain region, We should choose a strong regional recruitment website to ensure the safety and reliability of the recruitment website and provide trust guarantee for college students' employment.

Under the current situation and the downward pressure of the economy, college graduates are facing the problem of difficult employment. Under the leadership of the party and the government, students, colleges and enterprises should always take the initiative to meet challenges, seize opportunities, change employment concepts, and innovate college students' employment services. Students, colleges and enterprises should work together to achieve “non isolation of employment services”, Ease the employment pressure of college graduates.

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Design of case teaching mode based on flipped classroom in digital intelligence Era

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Abstract: guided by the concept of flipped classroom teaching, problem-based, student-centered, and using network information technology, this paper establishes a circular and closed teaching model of “pre class - in class - after class - before class...”, and integrates the assessment and evaluation of the learning process and learning results in each stage of learning activities, A new case teaching mode of organic integration of online teaching and offline teaching is constructed. In order to provide new ideas for the education and teaching reform of Business Administration major.

Key words: digital intelligence era; Flipped classroom; Case teaching mode;

At present, the rapid development of big data, cloud computing, Internet of things, artificial intelligence and other technologies has profoundly changed the form of education and talent demand. The concept of flipped classroom is closely combined with case teaching method, which has become an important way to build the ability of undergraduate students majoring in business administration and cultivate national innovative and entrepreneurial talents under the background of economic globalization in the digital intelligence era and the increasing integration of China's higher education with the world.

1 Design of case teaching mode based on flipped classroom

1.1 Design objectives

1. Overall objectives:

(1) With wechat, MOOC, rain classroom and other information technologies as the media, combined with the new form of flipped classroom, we should strengthen the selection of cases and the updating of course content, and constantly improve the effectiveness of teaching and the guarantee of teaching quality.

(2) Establish a problem-based teaching mode, stimulate students' interest in learning, and cultivate their autonomous learning ability, problem-solving ability, teamwork ability and innovation ability through communication, discussion, sharing and debate.

(3) Realize teaching and education, pay attention to the comprehensive development of students, and integrate the knowledge goal, ability goal and emotional values goal.

2. Specific objectives:

(1) Complete the literature review of flipped classroom teaching mode, case teaching method and integrated teaching mode.

(2) Build a case teaching model based on flipped classroom.

(3) Complete the teaching practice exploration of case teaching mode based on flipped classroom, and verify the effect of the teaching mode.

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