

Thoughts on Promoting High-Quality Employment of Students Based on School-Enterprise Cooperation

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Abstract: The effective operation of school-enterprise cooperation is of great strategic significance to promote college students to achieve employment of high-quality. Therefore, this paper will make a detailed discussion on the effect that school-enterprise cooperation accelerates college students to achieve employment in good quality, hoping that it can provide the necessary guidance information to the researchers in this field.

Keywords: School-enterprise cooperation; Promotion; Employment in good quality of students

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1 Introduction

With the continuous development of college education in China, most domestic colleges and universities have clearly made a school-enterprise cooperation and the integration of industry and education, and hence the quality of students' employment has been significantly improved. In order to promote the stable development of school-enterprise cooperation and give full play to the important role of enterprises in promoting the employment of students, the State Council of China has promulgated "*the Measures for the Promotion of School-enterprise Cooperation between Colleges and Universities*" and "*the Decision on Accelerating the Development of Modern Higher Education*" and other documents, which is of great significance to the promotion of employment in good quality of college graduates in China. According to relevant authoritative data, it is predicted that 8.57 million college students will face difficulties in employment

this year. So taking necessary measures to help college graduates achieve better employment is the only way to achieve the prosperity and development of college education in China, and school-enterprise cooperation is also the core content of these reforming measures. Based on this, the author will first analyze the current employment situation of college graduates in China, and then explore the problems faced by college graduates in the employment process, and then discuss the specific situation of the implementation of school-enterprise cooperation in some colleges and universities in China. And the promotion of the implementation of school-enterprise cooperation in China's college graduates will be analyzed to achieve employment in good quality. And finally the author will discuss the optimization strategy of school-enterprise cooperation to promote student employment for readers' reference.

2 Analysis of the current employment situation of college students

According to the statistics data of employment of college graduates in China in 2019, a total of 8.06 million college graduates entered the job market last year, and a total of 20,600 enterprises entered colleges and universities, which provided 118,000 jobs for college students. The employment rate rose to 98.76%, the professional matching degree reached 75.67%, and nearly 32% of the students entered the electronic information industry. From the survey data, the employment of college students in China is mainly concentrated in the field of computer industry. The total number of graduates in the top five industries in 2019 is 3.01 million, accounting for 37.3% of the total number of graduates. The average monthly income of the top five occupations for the most graduates in 2019 is 3673

yuan, which fully indicates that the current employment situation of college students in China is relatively optimistic^[1].

3 Problems faced by college students in employment

3.1 The proportion of students who choose further studying and self-employment is small

Judging from the employment quality reports of college students over the years, even though the employment rate of students has risen to more than 96%, the proportion of the total number of students who choose further studying and self-employment has not exceeded 5%. Looking at the actual situation of 32% of college students entering the electronic information industry, most of the college students entering the computer industry are doing the most basic jobs of the enterprise, and their working conditions are relatively bad^[2]. College students should take the necessary measures to effectively improve their academic qualifications in a long run, and then promote their own employment competitiveness to higher degree.

3.2 There is a clear difference between the actual employability of students and the actual development needs of the enterprise

At present, another problem faced by Chinese college students in the employment process is that there is a clear difference between the actual employability of college students and the actual development needs of enterprises. This is mainly manifested in the fact that there are significant differences in the level of importance at relevant factors such as employability that enterprises and students are viewing. Generally speaking, enterprises will pay more attention to students' actual learning ability, but enterprises will also pay attention to key work elements such as students' professional ethics and personal ethics^[3]. However, students pay more attention to their professional certificates, academic achievements, practical ability, etc. than enterprises do, while they attach much less importance to personal professional ability, personal ethics, etc. than enterprises do. The actual level of attention to these levels.

3.3 The comprehensive resistance to stress of college students is relatively weak

At present, the problems faced by Chinese college

students in the course of employment also include that the comprehensive resistance to stress of college students is weak. Currently, the vast majority of college students in China are mainly employed in the electronic information industry and other fields, and they are working at the lowest level of the enterprise. It means that these college students must not only have the spirit of not being afraid of hardship, but also have a higher comprehensive resistance to stress^[4]. Only in this way can these students effectively be competent for this kind of basic work. However, most of the current college graduates are the only children. They have been spoiled at home since childhood, and have not experienced much hardship and difficulty, so it is difficult for them to have a high ability to withstand stress. When faced with long working time, hard working environment, interpersonal tension and other difficulties, they will tend to choose the way of eviting problem, which obviously cannot effectively solve the work problem^[5].

4 Analysis of the specific situation of college-enterprise cooperation

4.1 School-enterprise cooperation mode

In recent years, colleges and universities in our country constantly explore and practice the issues of college education and student employment. At present, a diversified school-enterprise cooperation model has been formed. Generally, these school-enterprise cooperation modes can be divided into three categories. The first category is the introduction of enterprises into schools, that is, colleges and universities provide recruitment venues and other services, and companies provide professional technical instructors and corresponding work equipment. Both parties jointly fund to achieve the effective establishment of the production training base in the school. The purpose is to provide students with the necessary production training positions. The second category is the "order" training mode, that is, in accordance with the actual requirements of the jobs required by the enterprise, the school and the enterprise jointly participate in the formulation of the talent training program, and maximize the effective improvement of the work ability of the enterprise employees. Moreover, this school-enterprise cooperation mode will adopt the "2+2" training method to achieve the perfect docking work between schools and enterprises^[6]. The third type is the technology promotion mode, that is, enterprises

provide advanced production equipment for colleges and universities, and regularly carry out corresponding training course to achieve a major improvement in the technical operation ability of teachers and students in colleges and universities. The fourth type is the alternation of engineering and learning mode, that is, the technical staff of the enterprise provides necessary guidance to college students, and then urge them to perform corresponding internship work within the enterprise, so as to achieve a significant reduction in the production cost of the enterprise. And college students can also enter the work in advance^[7].

4.2 Effect of school-enterprise cooperation

With the continuous deepening of industry-educational integration and school-enterprise cooperation, most colleges and universities in China have established special board of directors for school-enterprise cooperation. Some city government departments have jointly established municipal government-university-enterprise board with local enterprises and universities. The cooperation council is responsible for the daily affairs of some school-enterprise cooperation projects. At the same time, some local governments have adopted more strategic deployments at the level of talent training model improvement and school-enterprise cooperation platform construction, which ultimately promoted the smoother cooperation between schools and enterprises. By implementing the necessary rectification work on the talent training mode in the school-enterprise cooperation business, it can promote the perfect docking between college students and work positions, so that the students trained by the college can be more fully welcomed by the enterprise. The number of students enrolled and the graduation rate will thus be significantly improved.

5 Research on the role of school-enterprise cooperation in achieving good-quality employment for students

5.1 The necessary optimization for the operation mode of college education in China

Most colleges and universities in China and large domestic state-owned enterprises implement the "order-based" talent training mode, which can promote college students to achieve high-quality employment at a higher level^[8-13]. The implementation of school-enterprise cooperation can realize the necessary optimization

for the operation mode of China's college education, and fully realize the necessary combination of the functions of serving enterprises and educative training. It is for the purpose that the advantages of educational resources can be better played and fully meet the actual demand of teaching of universities and development of enterprise. In detail, the implementation of school-enterprise cooperation enables companies to participate more fully in the cultivation of enterprise employees from the development of talent training programs to recruiting employees, from learning classrooms to internship workshops, and from training employee skills to cultivating professional ethics of employees^[14].

5.2 Effective training of college students' practical ability

At present, universities in China have more than 1,000 training bases inside and outside the school, which can basically meet the practical requirements of college students for internships and alternating between work and study. The main purpose of the construction of the training base is to promote the practical training of college students, so the interaction and contact between enterprises and universities can be first strengthened so as to fundamentally ensure that the cooperation between universities and enterprises can be effective and long-lasting. And the function of integrating skill training and teaching can be truly realized^[13]. In addition, colleges and universities should also invite corporate managers and technical workers to colleges and universities to carry out corresponding meeting of exchanging experience and communication, in order to help college students fully understand the specific implementation process of the jobs.

5.3 The timely establishment of employment channels for college students

With the continuous deepening of emphasis on college education in China, school-enterprise cooperation and the integration of industry and education have become increasingly urgent. The effective operation of the school-enterprise cooperation can encourage college students to fully understand the company's working positions, so that they can bury themselves in the work earlier. Carrying out school-enterprise cooperation can promote the spirits of hard-working and respecting the occupations of college students, which is of great significance for the realization of the transformation of the role of students^[9]. Secondly,

colleges and universities should implement the effective establishment of a long-term cooperation mechanism between schools and enterprises in accordance with the principle of cooperation and win-win. It is for the purpose of effectively mobilizing the work enthusiasm of enterprise employees, and then promoting the timely establishment of employment channels for college students.

6 School-enterprise cooperation optimizes the strategy of high-quality employment of students

6.1 Multiple ways to improve the professional quality of college students

To realize the effective optimization of the school-enterprise cooperation, we can deploy corresponding reform measures from the perspective of cultivating the professional qualities of college students in multiple ways, in order to significantly improve students' work ability and personal ethics. In actual implementation of this development strategy, the corresponding work can be implemented according to the following four levels. The first level is to integrate the content of the company's industrial manufacturing standards and job requirements into the classroom teaching in colleges and universities^[10]. The second level is to use the "project penetration" teaching method to integrate the production process of the company's professional products and its related core technology into the teaching and practice in the classroom of colleges and universities. And the skilled talents of the company are hired to carry out corresponding experience-sharing work, in order to greatly improve college students' work ability. The third level, that is, the six-month internship system should be adhered to, so that college students can effectively connect with the internship of the job before officially entering the work. The fourth level is to carry out various campus cultural activities on a regular basis. We should try our best to integrate the profession of the company and its corresponding professional ethics into campus activities. And we should also do the utmost to achieve the significant improvement of the employability of college students^[11].

6.2 College students' innovation and entrepreneurship are assisted to achieve the necessary cultivation

In the current "mass entrepreneurship" era, some college

students will choose to start their own businesses if they are not satisfied with their job positions. Therefore, colleges and universities in China should take necessary measures to help college students achieve the necessary innovation and entrepreneurship capabilities. Cultivation. Second, colleges and universities should actively look for enterprises with which they can effectively develop cooperative ventures. It is for the purpose of encouraging students in the greatest efforts to participate in the construction of school-enterprise cooperation projects in a timely manner. And the students will fully appreciate the working environment of independent entrepreneurship^[12]. The third is to hire skilled talents from large enterprises to carry out corresponding experience-sharing courses in colleges and universities, in order to provide necessary advice for students' entrepreneurial work.

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