

Exploration and Analysis of the Improvement Path of College Students' Employment Ability Under the Concept of Career Planning

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Abstract: In the face of the fierce environment of employment, the employment of college students is a hot topic in all walks of life. The concept of career planning plays an important role in promoting the employability of college students. The career planning course for college students is a course generally offered by colleges and universities, which can help college students to better determine their employment goal and direction, and lay a solid foundation for the improvement of the employment rate of Chinese college students. This paper analyzes the reasons for the difficult employment of college graduates, puts forward the application value of career planning education in the improvement of college students' employability, points out the reasons for the difficulties of college students' employment, and makes targeted measures to improve the employability of college students under the concept of college students' career planning.

Keywords: College students; Employment ability; Career planning

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1. Introduction

With the number of college graduates increasing year by year, the employment pressure of graduates also increases. In the employment activities of students, it largely depends on the employment ability of college students. At the same time, the employment situation of college graduates is a direct reflection of the quality of talent training in colleges and universities, which means that in order to achieve the high-quality development of talents, we must guide the students to establish the correct concept of employment as soon as possible. Career planning education is conducive to college students' own future planning and human resources development, it avoids the waste of human resources, promotes the improvement of college students' employment and entrepreneurship ability, and effectively relieves the increasingly severe employment pressure, and realizes the sustainable development of human resources.

2. Employment status of college graduates

The employment difficulty of college graduates is a significant problem for many years, which has become the focus of attention from all parties, and has a great impact on both college enrollment and enterprise talent introduction plan. Especially in the past three years, the employment situation has become more severe due to the impact of COVID-19 pandemic. The continuous optimization and upgrading of industrial structure, the development of virtual reality, artificial intelligence, and other high-tech technologies have put forward higher requirements for college graduates, and at present, college graduates are facing great challenges. In order to fundamentally solve the problem of college students' employment, relevant government departments have formulated and introduced the corresponding measures, universities have also carried out courses for college students' career planning and employment guidance. The purpose is to help college students to set up the correct employment concept, choose the right employment direction, and solve the problem of employment from the perspective of science.

On March 2, 2023, The State Council Information Office of China held a press conference. Wang Xiaoping, Minister of Human Resources and Social Security, said that the employment situation will continue to pick up in 2023 with the overall economic improvement. However, the pressure of total employment still exists, and the structural contradiction of difficult recruitment and employment is still prominent, making the employment situation of college students in 2023 still very severe, and forming a complex employment environment for college graduates in 2023.

The Opinions on Guiding and Encouraging College Graduates to Face Grassroots Employment issued by the General Office of the CPC Central Committee and the State Council clearly proposed that attention should be paid to guiding college graduates to firmly establish their self-consciousness of self-growth and integration into social practice. Therefore, it is of great significance for career planning education to actively explore various novel teaching methods and educational activities, train college students to establish correct life values, and actively integrate personal planning and development with the actual development of the country and society.

3. Analysis of the employment dilemma of college students

With the increasing number of college graduates seeking jobs every year, the long duration of the peak of job hunting, and the structural imbalance between supply and demand, the ability and quality of college graduates deviate from the social needs, which further aggravates the difficulty of employment, and many reasons behind the predicament.

3.1. Relatively outdated thought and concept of college students

Firstly, college students do not have strong willingness to start a business, the proportion of students with entrepreneurial ideas is small with most of the graduates choosing employment. According to the Employment Report of Chinese College Students 2022 (Employment Blue Book) released by MyCOS Research Institute on June 13, 2022, the entrepreneurial rate of college graduates in 2022 is 3.0%. Secondly, some graduates prefer employment within the system. According to statistics from the 2022 Chinese College Students Employment Report, the total number of applicants for the national civil service examination in 2022 exceeded 2 million, with an increase of 28% compared to 2018. Thirdly, most students are more inclined to develop their career in provincial capitals, emerging big cities, and first-tier cities. According to a survey conducted by Guangming Daily, 49.2% of graduates want to work in provincial capitals or emerging cities the most, 24.1% want to work

in first-tier cities the most, 20.5% want to work in medium-sized cities the most, and only 6.3% are willing to work in other places.

Therefore, college students should abandon the influence and shackles of the traditional view of career selection, shift their attention from the welfare and salary to the more long-term target factors, and pay attention to the development prospects of enterprises and the space for personal development. Moreover, students should also approach from their own interests and abilities, and extensively listen to the opinions of their parents and teachers, so as to ensure the accuracy and rationality of their employment choices ^[1].

3.2. Lack of awareness of career planning

As the main participants and service objects of career planning, students should reflect high autonomy and enthusiasm. Influenced by traditional educational concepts and teaching methods, students generally have a poor understanding and attention to career planning. Students cannot have a good understanding of the professional direction and market changes, and will feel great pressure and burden in the face of graduation or employment choice ^[2]. On the one hand, some college students lack a clear understanding of the connection between their major and their future career, and they do not know what vocational abilities they should have, thus they lack initiative in learning. On the other hand, they lack social practice, focus only on the study of professional courses, and do not pay attention to career planning, which ultimately leads to the lack of core competitiveness in the process of employment of college students and entrepreneurship.

3.3. Presence of a gap between the ability and quality of college students and the social needs

College students lack the necessary practical experience in their professional positions. In the National Skills Revitalization Strategy, the Ministry of Labor and Social Security of China has identified the eight skills of “communication with people,” “digital application,” “information processing,” “human cooperation,” “problem solving,” “self-improvement,” “innovation,” and “foreign language application” as the key skills.

Key competencies need to be acquired through long-term practical activities. However, as far as the current situation is concerned, college students mainly study in school, and the internship is a short-term professional internship. Many colleges and universities only arrange about two months of internship in the first semester of the senior year, the short internship duration cannot combine and transform theoretical study and social practice well. At the same time, colleges and universities lack a reasonable evaluation and assessment mechanism, generally focusing on the mastery of professional knowledge of college students, and the assessment of practical ability is basically a mere formality. The traditional assessment method causes college students obtaining the university diploma without having the employment ability needed by the society. Therefore, it is necessary to cultivate the skills of college students, not only professional skills, but also key skills.

3.4. Insufficient professional level of teachers

At present, most employment instructors in colleges and universities in China are often head teachers or professional teachers, who may not be able to provide targeted guidance to college students. Most of the courses of “College Student Career Planning Guidance” are opened in the second semester of sophomore year, which is too late in enlightening students’ career planning education. Moreover, the duration of career planning courses is short, with each class once a week, two sections at a time, and some universities even have biweekly career planning courses. The proportion of its theoretical courses is too large, the professional practice conditions are imperfect, the practice opportunities are few, the update of books and the curriculum reform progress are

stagnant. Moreover, the current means of career planning guidance in colleges and universities are conservative and single, they are not based on the unique nature of each major, and the course content lacks pertinacity and practical significance.

4. Application value of career planning in employability improvement

4.1. Determination of college students' career needs

At present, since the career goals of college students are unclear, they cannot effectively determine their suitable career paths, resulting in relatively high employment pressure. In the face of various types of job fairs, it is difficult for college graduates to make choices of employment units and positions suitable for their own situation. Most resume delivery activities are based on herd mentality or online submission, even when facing ideal positions, it is difficult for them to accurately express their career goals. The fundamental reason is that students do not understand the needs of society and themselves, and do not fully carry out career planning. Therefore, college students should carry out career planning activities ^[3].

4.2. Improvement of college students' employment competitiveness

In the face of fierce professional competition, college students need to carry out career planning activities in advance if they want to get their desired jobs. Relevant authoritative research activities show that goals play a crucial guiding role in the development activities of life. Students should carry out career planning focusing on their career goals and life planning, and make unremitting efforts. Only in this way can they occupy a favorable position in the fierce competitive environment.

4.3. Handover between colleges and universities and the society in advance

Colleges and universities shoulder the responsibility of conveying prospective talents for various social positions. Therefore, in the process of carrying out education activities in colleges and universities, we should give full play to the guiding role of college students' employment activities, and determine the main teaching objectives as the cultivation of students' ability, which requires colleges and universities to seriously carry out the planning activities of students' career. Before starting the student career planning work, students should have a systematic grasp of the job position and work skills requirements needed in the society ^[4].

5. Paths to improve college students' employability

College students' employment guidance and career planning setting have strong practicability. They require teachers on the basis of theoretical knowledge, strengthen the cultivation of college students' practical application ability, help students to better understand their own strengths and weaknesses, set up good employment and career direction, in order to adapt to the future society and market competition. Therefore, the improvement of college students' employability should be carried out from the following aspects.

5.1. Guiding college students to set up the employment target and direction correctly

The purpose of career planning and employment guidance for college students is to help students to choose the most appropriate career, which also means that students should not blindly pursue high salary or popular career, but should choose employment rationally and cautiously. Clear employment goal is the beginning of employment guidance and career planning, and it can provide a guideline for the later vocational training. The establishment of employment goals can help students to find the right development path, and achieve the

dual effect of career planning and personal skills improvement. Due to lack of experience or personal skills, students are prone to employment mistakes. Teachers and parents should serve as leaders or guides for students to help them to establish employment goals from the aspects of interests, personal strengths, and professional knowledge.

5.2. Cultivating college students' employment analysis ability

After establishing the employment goal, college students basically have the direction and development path. At this time, we need to consider the matching degree and adaptability of personal skills and employment goals. If there is a large gap between college students' personal skills and employment goals, it means that the employment goal is unreasonable or the space for efforts is relatively large. At present, college students' understanding and treatment of personal skills often stay on their academic performance, and cannot obtain the employment needs and job matching degree of enterprises through the correct way. College students' career planning and employment guidance can help students to accurately analyze their employment ability, and understand whether their professional skills and moral accomplishment meet the employment requirements. A comprehensive evaluation scheme is formed through the analysis of their interests, advantages, and professional knowledge reserves, which is convenient for students to understand the gap between their ability and employment target, thus letting the students consolidate and improve personal skills through continuous learning and practice.

5.3. Strengthening the construction of career planning teachers

Colleges and universities should pay more attention to the career planning education of college students, increase capital investment, select and hire excellent career planners, conduct regular professional training for counselors, head teachers, and full-time career planning teachers, carry out regular exchange meetings for career planning teachers, and discuss new methods and ideas of career planning education with each other. Career planning teachers should also speed up learning, reserve certain professional knowledge, improve the professional level, enhance the scientificity, systematicness, and feasibility of career planning education, and cultivate students' ability to reasonably plan career routes.

5.4. Strengthening the seamless connection between theory and practice guidance

The career planning and employment guidance of college students in colleges and universities cannot be accomplished overnight. Students should be guided to study and work in different links and steps of theory and practice, and employment guidance teachers should help students to complete the consolidation and strengthening of personal skills and employment development. At the same time, the schools should improve the education system combining theory with practice, such as "school-enterprise cooperation" and "industry-education integration," jointly complete the training tasks, strengthen the integration of professional courses and enterprise practice, and complete the expansion of the campus laboratory; they should also actively organize more targeted skills training, expand the scale of employment internship, such as holding mock interview competition, "Three to the Country" practice activities, professional experience activities, skills competition, training, etc. Only in this way can the students adapt to the needs of the workplace as soon as possible.

6. Conclusion

With the continuous development of social economy, the number of Chinese college graduates is also increasing year by year. In this case, the employment pressure of college students is becoming more and more obvious.

According to the National People’s Congress and government work report of the 2023, more priority should be given to promoting the employment of young people, especially college graduates. The employment and entrepreneurship of college students require the concerted efforts of the government, society, families, and colleges and universities. Solving college students’ employment problem requires perfect career planning and employment guidance curriculum, in the process of learning, college students establish clear employment goals and development direction, constantly consolidate and strengthen the professional foundation, thereby further improve the level of actual operation, and enhance the foundation for China’s university education career development and employment level.

Disclosure statement

The authors declare no conflict of interest.

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