

Research on the Employment of Normal University Students from the Perspective of Public Economics

Dongwei Chu*

Zhanjiang Medium Medical Department School, Zhanjiang 524094, Guangdong Province, China

Abstract: From the perspective of public economics, this paper discusses the employment of normal college students in China, defines employment as the attribute category of mixed products, and analyzes the reasons for the failure of the employment market of normal college students. The government should strengthen the supply side structural reform of normal students' employment through the incentive mechanism and macro-control, and guide the employment supply of normal students with the actual demand of primary and secondary schools. Normal colleges and universities should strengthen the reform of normal education, improve the employment competitiveness of normal students through the construction of normal professional curriculum system, strengthening professional quality, and carrying out employment guidance.

Keywords: Public economics; Normal students; Employment; Government; Normal University

Publication date: June, 2020

Publication online: 30 June, 2020

***Corresponding author:** Dongwei Chu, 2978958859@qq.com

In recent years, with the continuous promotion of the popularization of higher education, the employment of college students has become a hot issue of general concern to the country and society. Affected by the epidemic situation, this year's college graduates will reach a record high of 8.74 million, the employment situation is extremely severe, and normal students are no exception. How to observe the employment of normal college students from the perspective of public economics and put forward countermeasures to promote the employment of normal college students are

not only the hot spots of the whole society, but also the difficulties that need to be solved by the government and normal colleges.

1 Economic analysis of the attributes of employment products

Public goods are any consumer's consumption of the goods will not affect the interests of other consumers, nor the interests of the whole society^[1]. Public goods are non exclusive and non competitive. The former means that once public goods are provided, no one will be excluded from the use of public goods. The latter refers to the fact that one person's use of public goods does not simultaneously reduce the amount that others can consume. Different combinations of these two characteristics distinguish public products, private products and mixed products. The mixed goods refer to the goods with the characteristics of public goods and private goods, or the mixed goods are the private goods with greater positive external effects, and the non competitiveness and non exclusiveness of these goods are incomplete^[2].

Employment is the foundation of survival. Good employment enables individuals to obtain better income, status, dignity, *etc.*, with obvious characteristics of private products. At the same time, a good employment situation can not only effectively integrate social resources and achieve the best allocation of resources, but also benefit the whole society through the exertion of individual subjective initiative. Therefore, it has a certain positive external effect of publicity. On the other hand, the jobs provided by the market every year are limited and competitive in consumption. The problem of unemployment is actually a contradiction between the limited supply of jobs and a large number

of employment demands. The creation or creation of new jobs must be based on the premise of increasing labor demand, which requires the employer to spend a certain cost (for example, wage cost)^[3]. Therefore, the marginal cost of new jobs is not equal to zero. In addition, employment is also related to multiple factors such as individual education level, practical ability, personality, environment, *etc.* In this sense, employment also conforms to the characteristics of private products. Thus, employment belongs to the category of mixed products.

Due to the nature of mixed products, in the initial stage, private can provide sufficient incentives to provide such products, that is to say, market economy can generate employment. However, due to the positive external effects of mixed products, the best allocation of resources cannot be achieved only by relying on the market economy. When the demand for labor reaches a certain level, that is, the marginal cost of employing labor equals to its marginal income, the employer will no longer increase the demand for labor, and thus the market will fail in providing employment opportunities^[3]. Normal students to primary and secondary schools and other grassroots employment, in order to meet their own employment needs, but also has a great positive external effect, which provides a theoretical basis for the government to intervene in the labor market, the employment market, and promote the employment of normal students.

2 The market failure of Normal University Students' Employment

According to the theory of public economics, the best way to provide mixed products is the combination of the government and the market. The market plays a decisive role in the allocation of resources. The government corrects the failure of the employment market in adjusting the allocation of labor resources by providing a series of policy or system level guarantees. However, this conclusion is based on the assumption of complete competition, sufficient information, rational economic man and zero transaction cost. In fact, it is difficult to meet these assumptions in real economic life, so market failure will occur^[4]. When there is a positive externality in employment, the social value of goods is greater than the personal value, and the employment will always be in the state of supply less than demand, which is also a major premise for the lack of employment of normal college students. In

addition, the number of primary school students and junior high school students in China is decreasing year by year, the demand for primary school teachers is also decreasing year by year, junior high school teachers tend to be saturated, but the number of normal students is increasing. At present, many colleges and universities have set up normal majors, but about 30% of graduates enter the field of basic education from teaching.

The fierce competition of normal students is also one of the reasons for the difficulty of employment. At present, the national unified examination is carried out for teachers' qualification certificate, and normal students need to pass the examination to obtain teachers' qualification certificate. The past era of normal students automatically obtaining teachers' qualification certificate when they graduate has gone forever, and the examination is also open to non normal students. The national examination of teachers' qualification certificate, the diversity of teachers' sources and recruitment channels make normal students lose their original professional advantages. In addition, many excellent master's and even doctoral students from comprehensive universities come to compete for the positions of teachers. Compared with these excellent comprehensive university students, the innate advantages of normal students are further reduced. These can be regarded as the opportunity cost of recruiting students in primary and secondary schools. Compared with the students in comprehensive universities, the opportunity cost of recruiting normal students in normal universities is higher. Under the market economy, the primary and secondary schools with the purpose of maximizing the input-output ratio will inevitably make the choice of recruiting excellent social personnel and comprehensive university students for the purpose of cost-benefit measurement.

The psychology and comprehensive quality of normal students are also one of the reasons for the difficulty of employment. Since the reform of higher education, the cost of going to university has increased dramatically, and families have borne more education costs. Although human capital belongs to long-term investment, it is a common mentality for most families and students to recover the training cost as soon as possible. Therefore, when considering the jobs, normal students will also consider the relevant costs, try to choose those jobs that are higher than the training cost, "the jobs that pursue high salary, high quality and good treatment are also based on the maximization of their

own interests”, which also leads to a large number of normal students are reluctant to work in rural areas, remote areas, central and western regions and other grass-roots schools, and they are more keen on public examination and the market failure often occurs in the places where teachers are really needed. In addition, some normal students have narrow knowledge, do not take the initiative in learning, do not work hard, do not reach the corresponding depth in “three words and one word” and other teachers’ professional skills, and can not meet the teaching requirements of primary and secondary schools, which makes normal students have a quality trust crisis in employment.

3 Suggestions on employment of Normal College Students

In order to solve the employment problem of normal college students, the key is to coordinate the market and the government’s reasonable positioning in solving the employment problem, and strengthen the improvement and development of the employment market of normal college students on the premise of giving full play to the decisive role of the market. At the same time, normal colleges and universities should also play a role in promoting employment, and normal students themselves should constantly improve their comprehensive quality to form an overall employment force.

3.1 The government strengthens macro-control

3.1.1 Establish policy incentive mechanism

From the perspective of increasing employment opportunities for normal students, government departments can adopt preferential tax policies and financial subsidy policies to strengthen policies for primary and secondary schools, especially rural schools and schools in the remote areas of the west, so that urban and rural teachers can get equal pay for equal work, better attract normal students to rural and schools in the remote areas of the West for employment, and alleviate the shortage of local teachers.

3.1.2 Increase employment opportunities

Under the framework of overall quota control, the number of teachers at the grass-roots level should be appropriately allocated to rural areas, western areas and other remote areas, and teachers' public welfare posts can also be increased in the western plan and the "three supports and one support" plan. At the same time, we

should increase the number of guaranteed research and free normal students, and return to primary and secondary schools after graduation.

3.1.3 Improve the legal system

Some primary and secondary schools have requirements for education background and school level in recruitment. Although they dare not set the threshold of "double first class" openly, they still have requirements for key high-level universities in disguise. Relevant government departments can issue laws, policies and measures on equal employment, regulate the recruitment of primary and secondary schools, strengthen supervision, increase the illegal cost of employment discrimination, and create a good legal environment for the employment of normal school students.

3.2 Strengthening education reform in normal colleges and Universities

3.2.1 Strengthen the construction of normal major

To clarify the guiding ideology of normal education curriculum, that is, to strengthen the foundation, broaden the vision, and improve the skills. We should optimize normal education courses, and offer practical, liberal, cohesive and general courses, such as Chinese studies, etiquette, and physical education. Strengthen cooperation with government departments and local primary and secondary schools, such as the establishment of the Ministry of education, the implementation of the "three party collaborative excellent teacher training plan", the employment of practical tutors from primary and secondary schools, the construction of teacher training community, the construction of practice base for normal students, etc., to form a new model of education and teaching curriculum.

3.2.2 Improve the professional quality of normal students

The skill level of normal college students is the key to determine the employment quality of normal college students, so we should vigorously carry out the basic skill training of normal college students and improve their professional quality. The basic teaching skills of normal college students mainly include "three characters and one word", modern educational technology, practical work of head teachers, etc. The school can improve the professional quality of normal students in an all-round way and adapt to the needs of

the market in the form of order training by means of skill contest, speech, debate, simulation lecture contest, three character assessment, summer support and so on.

3.2.3 Strengthen employment guidance

The student department, recruitment department and Youth League Committee should strengthen the employment guidance work, carry out career education at the beginning of new students' enrollment, let normal students understand the employment situation, and make clear the career planning and objectives. To invite alumni, members of the teaching support group and other members to come back to school for discussion, so as to encourage the majority of normal students to have lofty aspirations and teach in remote areas and areas where the motherland needs. We should encourage normal students to take secondary education and strive to become "one specialty, many abilities" composite talents.

4 Conclusion

In a word, in the face of the severe employment situation of normal students, the government should strengthen the supply side structural reform of normal

students' employment, guide the employment supply of normal students with the actual demand of primary and secondary schools, realize the dynamic balance of the total supply and demand of teachers and the linkage, and optimize the allocation and full utilization of human resources through the incentive mechanism and macro-control. Normal colleges and universities should strengthen the reform of normal education, improve the employment competitiveness of normal students through the construction of professional curriculum system, strengthening professional quality, and carrying out employment guidance.

References

- [1] Samuelson P. Pure theory of public expenditure[J]. *Contemporary economic research*, 1999(8).
- [2] Original author: Brown J, translated author: Zhang X. *Public sector economics (Fourth Edition)*[M]. Beijing: Renmin University Press, 2000: 64.
- [3] Fu BY. Reflections on employment from the perspective of public economics[J]. *Journal of Northeast University of Finance and economics*, 2006, (2).
- [4] Wu LH. Public economic analysis of increasing employment opportunities for female college students[J]. *Social development*, 2009, (3).