

## **Research on the Path of Improving the Employment Ability of Students in Application-oriented Universities**

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**Keywords:** Applied undergraduate course; College students; Employability; Lifting path

**Abstract:** Application-oriented undergraduate colleges refer to those colleges that mainly focus on undergraduate education, serve the regional economy and society, rely on discipline construction, take social talents' needs as the training orientation, and train high-level and high-quality applied talents based on application-oriented professional education. In recent years, with the rise and expansion of local undergraduate colleges, the number of college graduates has soared, but the employment situation is not optimistic. This paper analyzes the reasons for the lack of employability of local application-oriented undergraduate students, and finds that local application-oriented undergraduate universities pay insufficient attention to the cultivation of practical ability in employment, which is mainly due to the unclear objectives of training programs, the lack of training subjects and insufficient attention to practical ability. Finally, it puts forward ways to improve the employability of application-oriented undergraduate students from different aspects.

### **1. Introduction**

College students are an important human resource for national construction and development, and the employment and entrepreneurship of college students is a problem that the party and government are very concerned about, the society is very concerned, and young students urgently need to solve. Serving college students' employment and entrepreneurship is an important measure for the Communist Youth League to serve the overall situation and youth. Application-oriented undergraduate course refers to a group of undergraduate colleges which account for nearly 30% of the total number of undergraduate universities in China and are different from traditional undergraduate colleges [1-2]. For enterprises, what is important is how much benefits employees can help enterprises obtain. If they are scientific research companies, they are naturally more willing to choose college students who have studied in key universities with scientific research resources [3]. Enterprises are employers, and the number of college students in local ordinary undergraduate universities is huge, which is a very important employment population. How to improve the employability of college students and meet the employment needs of employers under the new background is a very important and urgent issue.

### **2. Problems existing in the employment of college students in current application-oriented universities**

#### **2.1. The knowledge structure is single, and the migration ability needs to be improved**

At present, college students' learning activities are limited to a certain professional field, lacking basic and necessary theoretical knowledge, narrow knowledge and serious division of arts and sciences; however, there are some problems in university curriculum, such as high knowledge obsolescence rate, outdated teaching materials and teaching contents, and weak systematicness and scientificity of teaching syllabus. The obsolescence of teaching content and the single knowledge structure of college students hinder students' knowledge renewal, and they can't actively and effectively understand and master the knowledge and information of new scientific and technological achievements, and their knowledge application ability is poor. In the survey, 90% of college students' knowledge can't be used effectively in their practical work after graduation.

Although there are natural old and aging elements, more of them are caused by poor ability to use knowledge.

## **2.2. Insufficient attention to practical ability**

On the whole, the practical ability in the employability of applied undergraduate graduates is lacking. The main reason is that the cultivation of practical ability has not been taken as the main concern in the course setting, classroom teaching and training plan formulation, and the practice teaching has not yet become an important part of teaching.

We must be soberly aware that the emphasis on the cultivation of practical ability in application-oriented undergraduate universities will not lead to the systematization and foundation of the cultivation process. On the contrary, integrating practicality, foundation and system into the curriculum system, classroom teaching and cultivation scheme can effectively enhance the employability of graduates. Many application-oriented undergraduate universities regard internship as a simple teaching link. Under this training concept, the role of internship as consolidating professional knowledge and improving employment practice ability cannot be effectively played [4]. Therefore, no matter from the curriculum system, classroom teaching or training scheme, the lack of practical ability training is an important reason for the lack of employability of application-oriented undergraduate universities.

## **2.3. The job-seeking goal is unclear and the employment concept is biased**

Newly-built undergraduate colleges have already shifted from elite education to mass education. Some students still regard government agencies, large state-owned enterprises and big cities along the southeast coast as ideal employment fields because they are influenced by employment concepts such as relatives and friends, and their expectations are too high. They don't value employment opportunities such as grass-roots units, private units and even micro enterprises. Individual students have unclear learning objectives, low enthusiasm, weak self-planning and planning ability, and serious thoughts of "waiting, relying and being lazy". They don't pay attention to the development and changes of the external world, such as the majors, industries, enterprises and post requirements, and wait for their families and rely on schools to provide employment information, thus missing the good opportunity and causing the employment to be unsuccessful.

## **2.4. Teachers are not strong**

In order to cultivate high-quality students, the quality and ability of teachers play a very important role. Because private universities can't get help from the state and the government, they all need their own efforts, and they are also constrained by the national education system. Therefore, from the current situation of teachers, the quality of teachers is poor, the stability is poor, and the ability is poor. Even teachers with better ability are re-employed older teachers or young teachers who have just graduated, and the polarization phenomenon is serious [5]. There is a lack of backbone teachers, and because there is no guarantee like public teachers, many teachers have multiple jobs, the purpose is to get more income, which further enhances the mobility of teachers, resulting in some loopholes in training students, basically no innovative education, and all educational contents are mostly scripted.

## **3. Structural system of college students' employability**

The structural system of college students' employability is shown in Figure 1.

The employability structure of college students can be divided into four modules [6]: professional ability, general ability, planning ability and application ability. Professional ability includes the professional knowledge and skills of college students. General ability is the basic ability that can be applied in all kinds of work, including communication ability, management ability, learning ability and innovation ability. Planning ability is a kind of ability for college students to plan their future career, including career development planning ability and career choice planning ability. The ability to apply for jobs is the ability that college students have to obtain

employment opportunities, including job-seeking knowledge, skills and attitude.

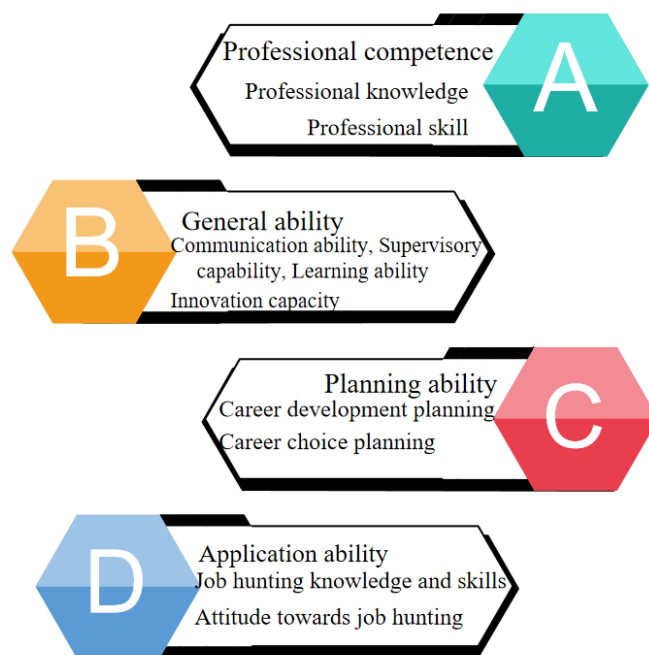


Figure 1 Structural system of college students' employability

#### 4. Strategies to improve the employability of applied undergraduate students

##### 4.1. Strengthen the basic quality of students

According to the feedback information of employment situation in universities in recent years, more and more employers have chosen to attach importance to talents and morality. They put the ideological and moral quality of college students in the first place, and have high political and ideological quality, dedication, responsibility and hard-working spirit, which will be concerned or recognized by employers.

Different universities and even different majors have different goals in cultivating college students. Even majors in the same department show significant differences in different stages. In addition, there will be a number of choices of training objectives after making concerted efforts. It is necessary to compare and select the best ones after collecting public opinions and passing scientific evaluation. Only college students with sense of responsibility can keep forging ahead, give full play to their potential, not only make contributions to society, but also realize their own life value.

##### 4.2. Increase school-enterprise cooperation

Student employers are satisfied with the professional knowledge of college students, while their satisfaction with professional skills is relatively low. Therefore, when cultivating students, universities should not only pay attention to the mastery of students' professional knowledge, but also spend some time and energy on the cultivation of students' professional skills, so as to increase the breadth and depth of school-enterprise cooperation, provide more and better practical opportunities and jobs for college students to enhance their professional ability, and enable them to apply what they have learned in practice and master more reliable professional skills.

Carry out school-local cooperation with the government. In order to let more college students stay in local employment, reserve talents for local high-tech zones or industrial parks. Universities can strengthen cooperation with local governments or economic development zones (service outsourcing industrial parks), and jointly hold special classes for university-local cooperation to implement "order-based" talent training. And let students get familiar with and understand the corporate culture and work system in advance. Students can enter the park for employment

smoothly as long as they pass the examination and meet the employment needs of enterprises when they graduate.

Carry out school-enterprise cooperation with enterprises. In cooperation with enterprises, we have explored the talent training mode of one major corresponding to one enterprise, and can carry out the following projects [7]: First, according to the requirements of enterprises and posts, enterprise engineers and experts are invited to work with school professional leaders and teachers of professional committees to jointly formulate talent training programs. Second, according to the post requirements of enterprises, both schools and enterprises jointly develop the curriculum system and teaching materials suitable for personnel training. Third, school teachers and enterprise engineers send each other to learn from each other, that is, teachers go to enterprises to carry out on-the-job internships, go deep into workshops to complete production tasks, and enterprise engineers come to school to teach and guide student projects.

#### **4.3. Establish an evaluation system and improve the evaluation mechanism**

The current teaching evaluation mechanism is not enough to match the current application-oriented teaching reform, which needs to be improved. It can't give feedback to some problems encountered in the teaching process, and the problems can't be solved in time. Therefore, application-oriented universities should establish a sound teaching evaluation mechanism to find and solve problems in teaching in time.

For example, regular classroom discussion meetings are held, in which students preside over and discuss the contents, and then submit them to relevant teachers for teaching reform and trial teaching. As a result, questions can be raised by the parties, and then timely adjustments can be made. The current teaching evaluation mechanism is completed by the Internet, and the Internet technology can be updated to reform the evaluation mechanism, so as to adapt to today's applied university teaching methods.

#### **4.4. Hold a science and technology innovation and entrepreneurship competition to encourage the cultivation of applied talents**

It is necessary to study and establish a long-term mechanism to ensure students' growth and success, give support and help from the aspects of activity funds, instructors and learning environment, encourage students to engage in scientific and technological innovation activities, and cultivate students' scientific research ability and enterprising spirit; Vigorously carry out scientific and technological innovation activities, improve students' professional skills, and motivate applied undergraduate students' awareness of scientific and technological innovation.

#### **4.5. Carry out career planning education for college students in the whole process**

Career planning education for freshmen is not accomplished overnight. From the beginning of entering the university, it is necessary to formulate a whole-course career planning education, and carry out and implement it step by step, so that career education runs through the whole university.

Freshman is the exploration period of career, so it is necessary to guide college students to establish the consciousness of career planning. Sophomore is a career orientation period. Universities should use some scientific evaluation software to help students explore themselves deeply and form an accurate self-orientation. The junior year is a career promotion period, which focuses on the classification guidance of students and refines them to individual students. According to the different choices of graduates, graduates and students going abroad, they should be given classified guidance, and do a good job in career planning education and employment preparation. Senior year is a career shaping period. On the basis of internship practice, it helps to learn to clarify one's career direction and provide corresponding employment psychological counseling and employment preparation guidance.

#### **4.6. Strengthen the teaching staff and innovate the teaching team**

Local application-oriented universities that have just been transformed lack a new generation of innovative teachers. However, this does not mean that all traditional teachers will be eliminated,

and universities will not lay off a large number of old teachers. Instead, they will strengthen their teachers in a planned way, recruiting a group of qualified teachers for posts every year or every period in a planned way, which is mature and innovative and keeps pace with the times. Part-time teachers can also be introduced to make up for the problems that full-time teachers have high academic qualifications and rich theoretical knowledge, but have few practical operations and weak scientific research ability, so as to ensure the quality of teachers [8].

#### **4.7. Improve the employment and entrepreneurship policy**

College students have become a very special group in employment situation. The government should provide practical employment policies and entrepreneurial policies that can stimulate college students' employment enthusiasm and conform to the reality of college students' entrepreneurship, so that college students can get policy support and assistance when they are employed and start businesses, so that their employment and entrepreneurship can be carried out smoothly. For example, in the field of college students' employment, enterprises offer preferential policies to provide more employment opportunities for college students, and provide public welfare jobs. Provide more policy support and financial policies for college students' entrepreneurship, and create more convenient entrepreneurial conditions.

### **5. Conclusions**

At present, the employment situation of application-oriented graduates is becoming increasingly severe, and it is urgent to improve their employability. In order to improve the employability of college students, not only do many reforms in universities, but also students themselves must make certain changes. Improving the structure of college students' employability is not only the premise of promoting college students to adapt to social needs, but also the common responsibility of society and college students. On the road of development in the future, we should grasp the development direction, key points and requirements of local undergraduate universities, persist in cultivating people with moral integrity, cultivate high-quality all-around applied talents who have both ability and political integrity, develop in an all-round way and serve the people, so that local undergraduate universities can keep advancing in serving the local economic and social development. In short, in order to improve the employment competitiveness of college students, social needs are the guide, school training is the foundation, and personal efforts are the key. Only through multi-party cooperation can the employment ability of college students be improved.

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