

Research on the Improvement of Employment-oriented College Students' Professionalism

Fangjing Li

Xi'an International University, Xi'an, Shaanxi, 710077

Keywords: employment-oriented, college student, professionalism

Abstract: "Employment-oriented" concept for China's higher occupation education (hereinafter referred to as vocational education) pointed out the direction of development and opened the second reform and development of vocational education prelude. In order to encourage the reform and development of vocational education, the state has issued the relevant policy documents, to further promote the education reform of vocational education. In the "employment-oriented" vocational education practice, the university is the forefront of reform and development, and the success of the reform and development of vocational education play a decisive role. However, most colleges and universities focus on the cultivation of students' professional skills while ignoring the training of students to adapt to economic development and job requirements, which also deviates from the employment-oriented career.

1. Introduction

According to third-party survey agency Michael's release of "2012 Chinese College Students Employment Report" shows that the 2011 college graduates employment rate of 90.2%. Among them, the employment rate of undergraduate college graduates 90.8%, and 2010 session (91.2%) was flat; college graduates six months after the employment rate of 89.6%, compared with 2010 increased by 1.5 percentage points. 2013 report shows that the 2013 survey of graduate students signing rate of 26%, that job stress ratio of 70%; 35% of college graduates signing rate, that job stress ratio of 69%; University College graduates signed rate of 32%, that job stress ratio of 66%. From the third-party employment statistics released by college students, the employment rate of university graduates increased significantly, the employment pressure of graduates relative to the master's degree, college graduates employment pressure is smaller, which marks the vocational education to produce the production, management, Service and other first-line high-quality skilled personnel to adapt to regional economic and industrial development needs, highlighting the vocational education adhere to the "service for the purpose of employment-oriented" reform and development achieved remarkable results.

2. The Connotation and Characteristics of Employment-oriented College Students' Professionalism

With the expansion of higher education from the elite to the mass, enrollment continues to expand, more and more serious forms of employment of college students, has gradually become a recognized social problem and even the media in 2013 known as "the most difficult year." Statistics from the Ministry of Education for many years, in 2002, 727,000 college graduates, the employment rate of 67% in 2003, 1.08 million college graduates, the employment rate of 72% in 2004, 1.47 million college graduates, the employment rate of 61%. The number of university graduates has risen year by year, the problem of employment is more and more prominent, and even social recognition of vocational education has been reduced year by year. In order to break through the bottleneck of the development of vocational education, we must first solve the university's orientation, running objectives, the quality of personnel training and a series of problems, the most critical or school-oriented problem, since the university personnel training not suited to economic development, Then the need for a policy-oriented introduction of vocational education and social

and economic development guidelines, when the then Minister of Education Zhou Ji, "for the cause of socialist modernization services, requiring higher vocational education as employment-oriented. The main direction of running a school ", which is" employment-oriented "social roots. From the logical reasoning method analysis, "employment-oriented" vocational education is to adapt to economic development, in short, vocational education services economic society, social and economic development has provided a large number of jobs, so as to promote the employment of university students And re-employment issues. Therefore, the "employment-oriented" vocational education reform in the social and economic development is imperative.

"Career-oriented" literally means to guide someone in getting a job. Since "employment-oriented" has been identified as the direction of development of vocational education, "employment-oriented" content is not simply guide students to employment, but to guide vocational education "for social and economic development, production, construction, Management-line, for the social work of different trades and industries to cultivate short application period, can be used in time for the enterprise skills, application talents. "Therefore, employment-oriented is a social function, which by the economic development, occupation structure, employment policy, Social talent orientation and many other social factors, is not entirely dependent on vocational education. However, "employment-oriented" to guide the development of vocational education, vocational education is required for students to provide a vocational education services, training students the ability of sustainable employment, rather than simply to provide students with jobs. "Employment-oriented" is a goal of guidance, is the macro guidance of vocational education, first, from the "employment-oriented" background, its purpose is to meet the needs of economic and social development of vocational education; , From the "employment-oriented" guidelines range, its penetration into the vocational education of each environment, both the macro guidance, namely, school orientation, school policy, there are micro-guidelines, namely, personnel training programs, curriculum, Training, quality evaluation and so on. Thirdly, the ultimate objective of "employment-oriented" is to cultivate skilled and applied talents who meet the social needs and meet the needs of their jobs.

3. Status Quo of Research on College Students' Professionalism

In order to solve the employment problem of college students, the state has issued a series of policies and measures to promote the employment of college graduates. However, the implementation of various measures and policies far from the expected results, mainly due to the subjective factors of university graduates themselves. On the one hand, graduates of the employment situation awareness initiative are not strong. From the graduates to participate in all kinds of job fairs on campus will be special recruitment situation is not difficult to find, through the recruitment will be to understand the employment situation and understand the number of employment difficulties is far less than the total number of graduates, lack of understanding of the employment situation, Most of the graduates have wait and see attitude, in the process of choosing the job is easy to blind employment and herd mentality serious. On the other hand, students are conscious of career planning are all put into action. The vast majority of college students recognize the important role of career planning, but to overcome the difficulties of people who really take action is very few, career planning is often just a flash in the minds of ideas, so that most college students during school The goal of hard work is not clear, their lack of shortcomings and do not exercise to make up for, until the lack of employment goals or graduation when the competitiveness of employment, affecting the smooth employment.

College graduates pay more attention to personal values in the value of the main. Currently, college graduates pay more attention to the personal values of their professional lives, and rarely consider and take into account the social value of their careers. Based on this ideological basis of the career process, some graduates in career choice often focus on career reputation, social status, income level, and sometimes even desperate, at all costs to the popular, paid, leisure "good unit" While ignoring the social value of their personal pursuit of the economic interests of the excessive, making college graduates easily overlooked when their career lofty ideals of their own, and the

future occupation can play their real professional strengths and expertise, whether better To achieve their own ideals of life and other fundamental issues on the secondary status.

Students pay more attention to the theoretical knowledge and neglect the practical application of the process of training, attention to academic achievement and the actual problem-solving skills, pay attention to the level of written examination scores and despise their practical ability training, resulting in employment, Career choice, it is the master of the eye, big things do not, do not want to do small things, in theory, rhetoric, the actual hands will be at a loss. Many employers believe that college graduates in the actual work experience of transmission, poor operational capacity, recruitment of their come, the companies also need to spend considerable effort on their practical training, which can not be quickly used for me Fundamental purpose.

4. Ways of Cultivating Employment-oriented Education for College Students

Ministry of Education, "on the comprehensive improvement of the quality of higher vocational education teaching a number of opinions" on the vocational education personnel training put forward the general goal: "to attach great importance to students of professional ethics education and legal education, attention to students integrity, professionalism and responsibility Awareness, abide by the law consciousness, cultivate a group of high-quality technical talent. To meet the characteristics of higher vocational colleges students, cultivate students' social adaptability, education students to establish lifelong learning concept, improve learning ability, learn to communicate and Teamwork, to improve students' practical ability, creativity, employability and entrepreneurial ability, to cultivate the comprehensive development of moral and intellectual body of the socialist builders and successors.

Secondly, the university should be combined with detailed refinement of specific training objectives, highlighting the characteristics of their respective students professionalism education and training. Such as the Ningbo Vocational and Technical College, training with the necessary theoretical knowledge and strong practical ability of the production, construction, management and service of the first line of senior applied technical personnel and highly skilled personnel; our school put forward to cultivate honesty, Good communication, management, entrepreneurial skills and technical personnel, this is not listed one by one.

The goal of college students' professional quality training is the direction of education and teaching, which is the important basis for inspecting the quality standard of personnel training. Therefore, the goal is guiding, principled and general. Achieve the goal, Effective training mode. based on the needs of economic and social development and regional industries, the scientific students' professional accomplishment training model is based on the research on the job requirements of professional related enterprises, and analyzes what kind of people and enterprises are required by the society and their core positions. Students have what knowledge, ability and quality; but also through the source analysis, a clear object of training the existing basic information, comprehensive development of students professional quality training model. For example, according to the requirements of the enterprises and enterprises on the knowledge, ability and quality of high-skilled talents and the needs of students' sustainable development, the work process-oriented course system and teaching content training mode have been formulated, and further perfected " Module "curriculum structure, and strengthen the cultivation of students' professional qualities, highlighting the professional education, occupation, relevance and adaptability. In accordance with the national occupational standards and related professional qualifications requirements, our school into the professional standards of curriculum content, to achieve academic credentials and vocational qualification certificate docking. Such as computerized accounting system based on the work process of the curriculum system, food detection and management professionals based on technical fields and professional positions (group) standard curriculum system, environmental art design based on the project teaching curriculum system, in the maintenance of platform courses with Relative stability, based on the need to flexibly adjust modules, both to ensure the standardization of professional construction and stability, but also to achieve the cultivation of student professionalism flexibility and relevance.

The practical skills training teaching is the key link in the cultivation of students' professional quality, which plays an important role in the cultivation of university students' professional quality. To this end, an effective way to promote the combination of theoretical teaching and practical teaching is to integrate the needs of industries, industries, enterprises and occupations into curriculum and teaching resources, implement school-enterprise cooperation, combine work and study, formulate skills training programs, and scientifically plan basic skills Training, professional skills training, comprehensive ability training and internship skills training practice teaching system, to promote the teaching process and production process docking, so that school learning and practical work, internship and off-campus learning, the students professional quality training throughout practice Teaching the whole process, to develop students to solve problems of practical ability. For example, our school in accordance with the rules of education and market rules, to build school-enterprise internship training base 19 including student practice base, student employment base, teaching resource base, research results into base, social service base.

5. Conclusion

With the continuous progress of society, the rapid development of market economy, the professional quality of workers put forward higher and higher requirements. University graduates are the main force of the job market, and building the system of cultivating college students' professional quality is one of the important tasks of higher education. To improve the professional quality of college students will help to enhance the employment competitiveness of students, with good professional quality of students tend to be favored by employers, employment is relatively easy. It can be seen that professional quality is the foundation of the sound and rapid development of college students. Only through the whole process of studying and living in universities and strengthening the cultivation of professional qualities, college students can realize their own goals in serving the society, to achieve "employment - career - career" change, reflect their own value, to make a contribution to society.

References

- [1] Dong Liping. Vocational and technical students professional quality of thinking [J]. Modern Enterprise Education. 2013 (16)
- [2] Huang Feiqing. Higher vocational students professional humane accomplishment of the basic connotation of the basic characteristics of [J]. Technology Horizon, 2013 (23)
- [3] Gao Fang Hong. Social needs-oriented vocational students in vocational training approach [J]. Journal of Jingdezhen Vocational College, 2013(03)
- [4] Ouyang Dongmei, Zhang Yurong, Jiao Jiangfu .Analysis on the Professional Accomplishment and Cultivation of Higher Vocational Students [J]. Vocational Education Newsletter, 2013 (11)
- [5] Li Shaoyong, Kang Jianjun. Looking on the Vocational Lack of Vocational College Students [J]. Culture and Education. 2013 (06)