

# *Research on the Employment Status and Employment Education of College Students*

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**Abstract:** Due to the impact of the COVID-19 epidemic and the global economic downturn, China's economic growth is sluggish and it is more difficult for college students to find jobs. At present, there are three reasons for the difficulty of college students' employment: the imbalance between supply and demand of the talent market, the high expectation of college students' general employment, and some college students' retreat from difficulties. Therefore, the employment education in colleges and universities should strengthen the introduction of the economic situation so that students can understand the current employment pressure. Employment education in colleges and universities should also help students reduce their employment expectations, and establish a correct outlook on employment.

## **1. Introduction**

In 2022, as the international environment becomes more complex and severe, the world economic recovery slows down, the global inflationary pressure remains high and difficult, the domestic local epidemic situation spreads in many places and occurs frequently, China's economic growth slows down significantly, and the unemployment rate remains at a high level. In July, the national urban unemployment rate was 5.4 percent. Among them, the unemployment rate of adults aged 25-59 is 4.3 percent. Compared with adults aged 25-59, the employment pressure of young people has increased significantly, and the unemployment rate has continued to rise. In July, the unemployment rate of urban youth aged 16-24 was 19.9 percent, up 0.6 percentage points over the previous month. In July, the unemployment rate of urban youth rose, and college students contributed a lot. July was the graduation season of colleges and universities. A large number of college graduates entered the labor market to find jobs, pushing up the unemployment rate of young people. The difficulty of college students' employment was also significantly greater than in previous years. Facing the severe employment situation of college students, it is urgent for colleges and universities to strengthen employment education for college students.

Domestic scholars have conducted many researches on the employment education of college students. Some scholars believe that the employment education of college students should strengthen humanism. Sun Zongguang believed that the employment education for college students should pay attention to humanism. Colleges and universities should serve, respect and care for college students, and integrate employment education with general education, professional

education and cultural education [1]. Dong Shihong, Hu Shunshun and Li Mingyue believed that college students' employment education should use China's excellent traditional culture to help college students re-examine their career planning and career positioning, and constantly improve their professional ethics [2].

Some scholars believe that college students' employment education should be closely linked with social practice. Yang Hongxiu believed that college students' employment education should focus on practice. Colleges and universities should organize students to carry out career planning, share successful alumni 'experience, innovate and start a business recruitment simulation and other forms to improve the employment competitiveness of college students [3]. Wu Nengwu believes that the employment education for college students should enrich the practical content, and let students understand their career needs and make personal career planning by organizing students to practice in enterprises with corresponding majors [4].

Some scholars believe that employment education for college students should improve services. Yang Ruixun believed that the employment education for college students should strengthen the whole process service. Colleges and universities should establish a college students' employment consulting studio to provide advice on various problems faced by college students' employment. On the other hand, colleges and universities should track and investigate the employment situation of college students, and adjust the content of employment education in a timely manner according to market feedback [5]. Shen Jian believed that college students' employment education should serve college students' employment. Colleges and universities should strengthen the research of the talent market, predict the demand of the society for professional talents, and help college students make career planning [6]. Cui Wei believed that the employment education for college students should be employment oriented, strengthen the innovation and entrepreneurship education services for college students, and help college students improve their employability [7]. Li Wenting believed that the employment education for college students should improve the service level of the employment education teachers and help college students establish a correct concept of career selection [8].

Some scholars also compared the employment education of college students in China and foreign countries, providing reference for employment education in China. Huang Shumin and Jia Ningjie analyzed the characteristics of employment education for college students on virtue day. American college students' employment education focuses on humanistic education, while German college students' employment education emphasizes the joint cultivation of schools and enterprises [9]. The Japanese college students' employment education government, universities and social branches will cooperate with each other. Ma Jizheng analyzed the characteristics of employment education for Japanese college students. The employment guidance and consultation system of Japanese college students is perfect. Colleges, enterprises and the government jointly serve college students. Employment education accompanies the whole process of four years' study of college students [10].

To sum up, the existing research mostly puts forward suggestions from the employment education of college students, and lacks research in the context of the COVID-19. For this reason, we will study the reasons why it is difficult for college students to obtain employment in the context of the COVID-19, and put forward suggestions for college students' employment education.

## **2. Reasons for Difficult Employment of College Students**

First of all, under the impact of COVID-19, the economic growth slowed down and the supply and demand of talent market was unbalanced.

2022 is the third year of the epidemic. In addition, the COVID-19 epidemic broke out in April in Shanghai and the whole city was blocked. As Shanghai is China's largest trade port and an important chip manufacturing base for many industries, China's economic growth is facing a huge

negative impact, and the demand for talent is naturally also negatively affected. In the first half of 2022, the GDP will be 56264.2 billion yuan, with a year-on-year growth of 2.5 percent at constant prices. By industry, the added value of the primary industry was 2913.7 billion yuan, up 5.0 percent year on year; The added value of the secondary industry was 22863.6 billion yuan, up 3.2 percent; The added value of the tertiary industry was 30486.8 billion yuan, up 1.8 percent. The GDP in the second quarter was 29246.4 billion yuan, up 0.4 percent year on year. By industry, the added value of the primary industry in the second quarter was 1818.3 billion yuan, up 4.4 percent year on year; The added value of the secondary industry was 12245 billion yuan, up 0.9 percent; The added value of the tertiary industry was 15183.1 billion yuan, down 0.4 percent. Economic growth is the most sustainable driving force for employment. In the second quarter, economic growth slowed down significantly, enterprises were hit by the epidemic, production and operation were difficult, and the ability to absorb employment continued to decline. In particular, the tertiary industry, where youth employment accounts for a relatively high proportion, has recovered slowly, and large-scale layoffs and reduced recruitment have intensified the employment competition of college students. From the perspective of talent supply, in 2022, there will be 10.76 million college graduates in China, an increase of 1.67 million over the same period last year, which is the first time in history to break through the ten million people's congress. The demand for talents is less than the supply, which makes the employment of college students more difficult.

Secondly, college students generally have high employment expectations.

According to the survey of the National Bureau of Statistics, only 5 percent of new graduates are willing to go to third tier cities in 2022, but the actual signing rate is 15 percent. In 2022, only 21 percent of fresh graduates want to go to private enterprises, but the actual signing rate is 47 percent. In 2022, fresh graduates expect to work in popular industries. For example, IT accounts for 21 percent, and they also expect to earn higher income. 52 percent of them expect to earn more than RMB 6000 per month, but less than 30 percent of them expect to earn more than RMB 6000 per month. The turnover rate of new graduates is also high, and the turnover rate of 2022 graduates has reached 24.6 percent by the end of November 2022. The wage premium of college students still exists and tends to expand. In 2022, the starting salary of undergraduate students will be 25 percent higher than that of vocational students which will increase compared with 24 percent in 2021. College students generally have high expectations of cities, enterprises and salaries for employment, but large cities provide limited high-quality job opportunities, resulting in difficult employment for college students.

Finally, some college students quit when faced with difficulties and applied for postgraduate or civil service examinations.

In the face of the severe employment situation, many college students want to take postgraduate examinations to improve their academic qualifications, hoping to avoid the impact of the COVID-19 and make their employment path more smoothly. Because the approved enrollment quota of universities is linked to the "employment rate", each university attaches great importance to its own employment rate indicator. Some schools even said that they would not be allowed to participate in the thesis defense without signing the Tripartite Agreement on Employment. Some students do not want to spend time looking for jobs, nor do they want to ask acquaintances to seal employment agreements, so they simply join the army of postgraduate entrance examination. The number of postgraduate candidates has been increasing year by year in the past five years, with 2.01 million in 2017, 2.38 million in 2018, 2.9 million in 2019, 3.41 million in 2020, 3.77 million in 2021 and 4.147 million in 2022.

Facing the uncertainty of the future, there are still some college graduates who choose to enter the system to avoid, leading to the increasingly fierce selection competition in the system. In the eyes of college students, civil servants in government departments are still "iron rice bowl". If you

study well, you will become an official. Being a civil servant has stable income and is more respectable in front of relatives and parents. Since 2009, the number of applicants for the national civil service examination has exceeded one million for 14 consecutive years. In 2022, about 2.12 million people will pass the qualification examination, and the ratio of reporting to recording will reach 68:1. Many civil service posts will be one in a thousand, or even one in a thousand.

### 3. Countermeasures for Improving College Students' Employment Education

First of all, the employment education in colleges and universities should strengthen the introduction of the economic situation to make students understand the current employment pressure.

Since the outbreak of the COVID-19 in 2020, various domestic nucleic acid testing, health codes, travel codes and cross regional mobile home quarantine policies have brought negative impacts on economic development to a certain extent, but they have ensured the health of the people throughout the country to the maximum extent, allowing everyone to go to public places safely. The slowdown of China's economic growth is more affected by the international economic downturn. The high inflation in Europe and the United States, the slowing demand and the rise in international energy prices caused by the conflict between Russia and Ukraine have all had a negative impact on China's economy. In 2022, China announced that it would release domestic control and no longer require nucleic acid testing, travel codes and cross regional mobile home isolation, which seems to be greatly beneficial to the economy. However, deregulation will inevitably lead to large-scale infection of COVID-19. Although the toxicity of the Omicron strain is greatly reduced, it still causes people's fever, cough, sore throat, and general pain. The patients need to rest at home, which affects the social operation. People who have not yet been infected will also be afraid to consume in public because they are afraid of being infected with COVID-19. There is little possibility of large-scale recovery of consumption in the short term. Consumption is weak and demand is not strong. Enterprises will not expand production scale and increase recruitment of talents. College students will face difficulties in employment, even more serious than before. College graduates should be prepared for difficult employment, which is determined by the economic environment and has little to do with their professional knowledge and personal ability.

Secondly, employment education in colleges and universities should help students reduce their employment expectations, and establish a correct outlook on employment.

According to the survey of Zhaopin recruitment, the average expected monthly salary of 2022 graduates is 6295 yuan, down about 6 percent from 6711 yuan last year. Among them, the expected monthly salary below 4000 yuan accounted for 12.8 percent, higher than 8.9 percent in 2021; The expected monthly salary above 6000 yuan accounted for 44.6 percent, lower than 50.8 percent in 2021. Whether from the perspective of average or sectional salary, it is universal for graduates to reduce their monthly salary expectations, which also shows that graduates are willing to reduce their salary requirements to adapt to the job market. Although the employment expectation of college graduates has decreased, the average expected monthly salary still exceeds 6000 yuan. The cost of living varies in different cities. The expected monthly salary for the first tier cities is normal, but for the second tier and third tier cities, it may be difficult to achieve the expected monthly salary. Employment education in colleges and universities should also encourage students to go to small and medium-sized cities and small and medium-sized enterprises. After all, big cities and large enterprises provide limited job opportunities. For college students who take the postgraduate entrance examination and the civil service examination, they should also be fully prepared mentally, and should not be discouraged even if they fail. The road is tortuous and the future is bright.

## 4. Conclusions

To sum up, economic recession and high expectations of employment lead to the current employment difficulties of college students. Therefore, the employment education in colleges and universities should strengthen the publicity of the economic situation and reduce the students' employment expectation.

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