

# *The Effective Path of Precise Employment Support for College Graduates—Taking a Fresh Graduate of Accounting and Finance as an Example*

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**Keywords:** Graduates; employment; initiatives

**Abstract:** The employment of college graduates has always been the focus of the Party and the country, and how to help college graduates to achieve high-quality employment is the focus of the current higher education. As a member of the university teachers and management team, college counselors should base on their own work reality, effectively help college graduates to achieve high-quality employment, and achieve the phased goals of life.

## 1. Introduction

Employment is the basis of people's livelihood, and the Party and the State have always attached great importance to employment work, among which employment of college graduates is the top priority. 2023 National Network Video Conference on Employment and Entrepreneurship for Graduates of Ordinary Colleges and Universities was held in mid-November 2022, and the conference clearly emphasized the great significance of doing a good job of employment and entrepreneurship for college graduates in the current and future period. 2022 National Colleges and Universities in mid-to-late November 2022 The recruitment of educational talents for the class of 2023 graduates was officially launched. The Ministry of Education, the Ministry of Human Resources and Social Security and other departments collaborated with each other to fully guarantee and promote the steady operation of the employment and entrepreneurship work of college graduates.

The phenomenon of "slow employment" has been a major phenomenon in the employment situation of college graduates, and many scholars in the field have conducted special studies on it. Ma Li has studied the causes and countermeasures of the "negative slow employment" of college graduates by taking the 2015-2018 college graduates of a university in Beijing as the subjects<sup>[1]</sup>. The sudden outbreak of Newcastle Pneumonia in recent years has put many industries on the verge of bankruptcy and reduced the number of workers in many industries, which has made the originally competitive job market more and more severe. Coupled with the yearly increase in the number of college graduates, the employment of college graduates has become a focus of concern for the whole society. When analysing the characteristics of the unemployed group during the epidemic period, Li Tao and Sun Nun et al. cited "subjective factors and objective epidemic" as the

main factors for the difficulties faced in employment work<sup>[2]</sup>. In order to help the graduates in their classes to better plan their lives as university students and achieve their life goals, they provide students with targeted guidance based on their professional characteristics and the current employment situation.

## 2. Case analysis

As a prospective graduate, Li has been torn between graduate school and work. As a member of the arts committee of the class, Li has a strong overall quality and ability in all aspects, and became a reserve party member in the second semester of her junior year. However, after the start of the school year in September, Li has been torn between working or studying for a job, a question that has been troubling her. As her counsellor, I took the initiative to talk to Xiao Li to understand her real thoughts, and combined this with the previous years' examinations and employment situation of our university's asset valuation major. As a final year counsellor, it was both necessary and urgent to guide students to make a choice in the light of their actual situation. After several online and offline conversations, we understood Xiao Li's needs precisely and finally helped her to make the decision to go to an internship firm, helping her to escape from the difficult situation.

The employment rate of college graduates has always been one of the important indicators to measure the level of development of universities, Xiao Li as a prospective college graduate is now facing tangles and struggles proves that he is thinking about the choice of life stage, this matter is crucial for the growth and development of students, need to pay attention to help them grasp the pace of employment and create a good atmosphere of employment guidance<sup>[3]</sup>.

As a prospective graduate, Xiao Li is relatively good in all aspects and has actively participated in various competitions during her school years, with strong overall qualities and abilities. As a member of the class art committee, Li has a lively personality, gets along well with her classmates and is good at interpersonal communication. During her time at school, Li actively participates in various group activities and has strong organisational and coordination skills, management skills and stress resistance. This is Li's own advantage, while the examination needs to be calm and sit on the bench, Li's outgoing personality does not like to be bound by the life. The reason why she is torn is that she does not like to follow the rules and is not willing to live a stable and uneventful life.

As a senior student, Xiao Li struggles and struggles at the crossroads of life, which are common problems faced by college graduates. However, how to plan the phased goal of life and take a key step to achieve the maximization of personal value requires college graduates to assess the situation and make targeted choices according to their own situation. As an in-service college counselor who has been experienced as a graduating class, the asset Appraisal major, as a "young" major in our college, has been established since 2017. In 2022, the employment situation of the postgraduate entrance examination is generally good. The employment rate of the graduating class of 2018 is as high as 97%, but most of the postgraduate entrance examination is cross-majors, and the optional schools are limited compared with other majors. And accounting professions pay more attention to work experience, many recruitment clearly require work experience. Although the office work is tedious, the pressure, but the professional counterpart. According to the author, although some students who go to the office will feel the busy office, tired, but also feel that the harvest is quite abundant, it is a rare experience for personal growth.

In the conversation with Xiao Li, I found that Xiao Li himself already had a clear understanding of the issue, but just wanted to get affirmation and support from the author. His parents are ordinary working-class people who have always respected his personal choice and have been more open-minded in their upbringing. During the conversation, Xiao Li said she could not see the point of studying for the exam and also understood the requirements for recruitment in some industries.

She felt that she was also studying for a job, and that she should take the initiative to grasp better employment opportunities if they were now available. The company's main goal is to provide the best possible service to its customers. The company's main focus is on the development of a new product, which is a new product. She has a general understanding of the nature and type of work in a firm, and she is not averse to going to a firm, and would like to take advantage of her youth to work in a firm for a few years. This reality proves that Li has a high level of satisfaction with her work at the firm, and if she is able to work at the firm as she wishes, she will be able to meet her goal of quality employment<sup>[4]</sup>.

### **3. Case plan**

#### **3.1 In-depth understanding, accurate help**

At the beginning of the fourth year of university, in order to better help final year students to achieve higher quality employment and make critical decisions in their lives, we share and release employment information through online workshops to create an atmosphere of graduation and a sense of urgency for final year students. Although most undergraduates will now join the graduate school, the situation of graduate school is severe, and only a few students will be able to pass the exam every year. As a full-time counsellor, how can you help your final year students plan their university life accurately? How to play the role of a real life guide and friend of university students? This requires counsellors to take practical action to understand the needs and ideas of each graduate, and make guidance and help in the light of the current situation.

Through both online and offline methods, we found out that the main reason for the student's struggle was that Li had been preparing for graduate school since the beginning of her senior year and now had an internship opportunity with a firm. He has had internship experience in a firm before and is very interested in working in a firm. He has excellent grades, strong overall ability and a strong personality profile, which provides him with more employment opportunities[5]. Combining Xiao Li's current situation and personal thoughts, a general understanding of the firm's work was gained through colleagues, previous graduates and online. Through in-depth understanding, targeted guidance and assistance were provided to help Xiao Li strengthen his inner determination to go to the firm, so that he could seize the employment opportunity in time to overcome the life stage dilemma.

#### **3.2 Strengthen guidance and relieve pressure**

As a member of the class arts committee, Li has always had the experience of being a member of the class committee during her schooling, and in junior and senior high school Li held the position of class president. During the course of his studies, he was found to be an outgoing person who got along well with his classmates and was always well received by teachers and students. However, due to the current employment situation and the craze for graduate school, Li began to struggle with his choice after entering his senior year. This state of affairs has seriously affected the progress and efficiency of Xiao Li's revision, leaving him in a difficult position of hesitation and struggle.

In order to help Xiao Li get out of trouble, as a college counselor, he systematically analyzed the current employment situation after understanding the current employment situation. Knowing Xiao Li's yearning for the life of the firm, the author further determined Xiao Li's real thoughts, and made Xiao Li through several heart-to-heart talks let Xiao Li follow his true thoughts and overcome his anxiety. Combined with Xiao Li's own situation, after understanding his needs and ideas, the author recommended to Xiao Li the students who went to the past session to work in the office. After communicating with the senior students, Xiao Li found the author once again. The author affirmed

Xiao Li's choice and assisted Xiao Li to make the decision of Lixin Office.

### **3.3 Continuous tracking, to contribute to the development**

As a graduate of a finance and economics school majoring in asset valuation, Xiao Li has a GPA of around 4.2 and is now a CPC reserve member. At the beginning of his senior year, Xiao Li had been preparing for the graduate school, but after the start of the school year, Xiao Li was also submitting his CV and received a reply shortly afterwards. After careful consideration, Li decided to go to a firm for two years and then take some professional certificates later, which would be more beneficial to Li's long-term development.

After helping Li make her choice, as a counsellor she continued to follow Li's working life at the firm in order to learn more about her development after going there. With so much going on in the firm and a busy day-to-day schedule, Li felt the pressure but also learnt about the key elements of the industry he wanted to work in. Work experience is far more important than education, "all roads lead to Rome", in order to achieve higher quality employment, combined with Xiaoli's CV and the actual situation to help Xiaoli refine the job search materials, to achieve precise match and help.

## **4. Brief summary**

### **4.1 Based on the development of students, to consolidate the foundation of education**

As a friend and the first responsible person of students, counselors in colleges and universities should effectively take up the fundamental task of establishing moral education and building a solid foundation for nurturing people in colleges and universities, based on the development of students. In addition to attaching great importance to the guidance of employment, it is necessary to review the situation and understand the needs and ideas of students, so that they can fully understand themselves and recognize the current employment situation<sup>[2]</sup>. On this basis, we should find out the crux of the problem and prescribe the right remedy.

### **4.2 Understand students' needs and help students to make the right choices**

Most students are confused and torn. As a counsellor, you need to think about how to help students make a rational analysis and make the right choice.

### **4.3 Mobilize all resources to help students achieve high-quality employment**

In order to further provide students with quality platforms and resources, college counselors should make good use of their own resources, strive to build a pattern of employment assistance involving all staff, produce a lasting and precise assistance effect, and help students achieve high-quality employment by combining their professional characteristics and their own strengths<sup>[4]</sup>.

## **5. Conclusion**

Through in-depth understanding and precise assistance, strengthening guidance and relieving pressure, and continuous tracking and development, we have gained a comprehensive and in-depth understanding of the student's needs and personality characteristics, helped the student get rid of the current difficulties, and guided the student to realise his life stage goals.

## Acknowledgements

This paper is supported by the following fund projects: Anhui Province Demonstration Experimental and Training Center Project-Accounting Demonstration Experimental and Training Center, acszjyyb2020sxzx01; Anhui Province "four new" research and reform practice project, acszjyyb2021sx006; University-level Teaching and Research Project of Anhui University of Finance and Economics: Research on the Leading and Demonstration Role of College Student Cadres in multi-dimensional Classroom System, acszjyyb2021055; Teaching research project of Anhui University of Finance and Economics "Research on ideological and Political Construction of Accounting Courses in Universities", acszjyyb2021005.

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