

An Exploration of the Employment Guidance Course in Application-oriented University based on Improving Students' Employability

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Abstract. The main objective of Application-oriented universities is to train the professional and technical personnel in short supply in the society. Under the current employment situation, the employment guidance course should be carried out for students in the university to guide them to pay attention to the employment direction, make a good career plan, and provide them with corresponding practical training and internship opportunities, so as to improve their employability. Only after graduation can they be favored by employers more easily. Under this background, it is of great practical value to explore the development strategy of employability oriented career guidance course.

Keywords: Employability; Employment Needs; Professionalism; University-enterprise Cooperation.

1. Introduction

In recent years, colleges and universities have opened employment guidance courses successively. However, from the perspective of the actual development of the courses, a series of problems are always existed for instance weak faculty, weak teaching management, neglect of ability training, etc, which fail to truly help college students to improve their employability. That is not agree with the talent training objectives of Application-oriented universities colleges and universities. Therefore, colleges and universities should readjust the idea of offering career guidance courses, and must focus on the core objectives of "promoting industry's competitiveness". By further strengthening conditions of cooperation between university and enterprise and paying attention to the construction of teachers and universities truly equip students with employment-related innovation and creative ability, anti-pressure and anti-frustration quality, and fair competition awareness and so on.

2. The Present Situation of Employment Guidance Course of Application-oriented Universities

2.1 Emphasis on Theoretical Teaching and Neglect Ability Training

Although many Application-oriented colleges and universities offer career guidance courses on the basis of requirements for the moment, from the perspective of curriculum and teaching approach, in most cases, they still focus on theoretical explanation, while ignoring the cultivation of students' necessary ability for employment [1]. For example, employment and innovation, for college students with shallow social experience and unavoidably for they don't fit to environmental change, appear frustration this situation, has the strong ability to work under pressure Anti-frustration ability can help college students to adjust their mentality and emotions in time, so as to treat difficulties with a more positive and sunny attitude. These employability can not be obtained by students only through theoretical teaching.

2.2 Insufficient Funding and Weak Teaching Faculty

Carry out career guidance course, special teachers must be responsible for. These faculty, except for learning the distinguishing feature of each major, the current employment situation, and the

employment needs of enterprises, must master certain knowledge of psychology, management, and so on, put forward higher requirements for the comprehensive ability of teachers. At present, employment guidance courses offered by Application-oriented universities are mainly arranged by counselors and teachers of ideology politics lessons, the volume of all-time employment guidance teachers is small and the quality is poor[2]. In addition, for the limitation of funding input, the lack of timely training opportunities for these teachers led to the weakening of employment guidance.

2.3 Loose Organization and Weak Teaching Management

To offer career guidance courses, we must combine the characteristics of each major in colleges and universities, not only to reflect the professional characteristics, but also to pay attention to the employment prospects, through carrying out a series of professional practice activities, students' employability has been gradually improved. Although some Application-oriented universities have organized and carried out a series of professional training and internship activities, the management of the school is not in place. And in addition to leading teachers, there is no special guidance team or management organization. In the process of professional internship, students are short of making good use of the hard-won opportunities of internship due to the short of supervision and lack of discipline, so the enhancement of professional skills and employability is not obvious.

3. Employability Oriented Employment Curriculum Features

3.1 Employability Orientation is Reflected in the Objectives of Career Guidance Courses.

For Application-oriented universities, only based on adjusting instructional strategies according to the need of the market can students decrease the resistance of employment and improve their employability. Employability oriented career guidance course, one of its goal is to need teachers, have to use the Internet and other channels, pay close attention to and at any time to understand the industry development status , and professional corresponding enterprises or job recruitment needs. According to the results of the survey, make a full analysis, formulate targeted career guidance course plans, adopt the "order type" talent training mode, ensure that graduates going out of universities can be favored by employers, and go a step further increase the employment rate of school - leavers [3].

3.2 Employability Orientation is Reflected in the Content of Career Guidance Courses

To learn professional knowledge well and master professional skills is an indispensable requirement on the way of job hunting, but without excellent professional quality, it is difficult to go further and more stable in career. The main content of employment-based career guidance courses requires teachers to combine students' professional characteristics, provide on-campus training opportunities, off-campus in-post internship and other channels, and let them gradually integrate professional theories and practical skills, so as to truly adapt to the employment environment in advance and get familiar with the work process. Meanwhile, it also lays emphasis on the cultivation of the professionalism of students, for instance excellence, meticulous dedication to work, dare to question, and improving the creative spirit, which is also the educational goal pursued by the career guidance course.

4. College Employment Guidance Course Design based on Improving Employability

4.1 To Construct a Curriculum System Supplemented by Theoretical Teaching and Dominated by Ability Cultivation

The career guidance course, which is offered none but in junior and senior class at present, will be moved to the freshman year of the college. From time of the freshmen, the teaching will be whole-process, all-staff, and oriented to all students. It will be conducted in stages and groups

throughout the whole university learning period [4]. Also pay attention to pertinence and difference, according to different stages, different needs, the content of employment guidance should have different emphasis, such as grade for professional education, academic planning; the second grade focuses on vocational values and vocational skills training; the junior and senior grade are mainly for job-hunting and employment education. On the premise of helping college students further consolidate the employment theoretic, attention should be paid to the cultivation of employability, such as environmental adaptability, resistance to pressure and frustration, innovation and inventive, etc.

4.2 Establish a Long Investment Mechanisms and Build Compound Teachers

At present, Application-oriented universities attach more importance to occupational planning and vocational counsel for college students, and it is decisive to building a team of composite teachers who are competent in career guidance courses. For solve the matter of high demand for career guidance courses and low number of full-time teachers, schools should establish a long-term investment mechanism and focus on building a compound teacher team. The general ability is mainly embodied with the following areas: first, I have a solid theoretical basis of employment guidance, and I am familiar with the theories in textbooks such as college students' employment guidance, college students' career development and employment guidance, and have my own unique views. Secondly, we should be capable of combining the characteristics of each major, reflecting the personalization of employment guidance, and really help undergraduate to enhance their employability. And in addition, universities and universities should also provide teachers of career guidance courses with learning and training opportunities, so as to provide a better range of teaching services in keeping with the development requirements of employment counseling courses and the employment needs of contemporary college students.

4.3 Improve Curriculum Management and Promote University-enterprise Cooperation

Although college career guidance courses have been launched, the management of courses is not standardized enough, especially there is not a set of regulations in full , which impeded the development of courses. Therefore, we should work on the core target of cultivating employability and sound management system. Meanwhile, we should continue to open up cooperation between schools and enterprises, and insist on the coordination of "quantity" and "quality" to boost the deepen cooperation with school-enterprise . And in terms of "quantity", It is essential to expand internship positions, provide more job choices and meet the internship needs of university students. In terms of "quality", internship management and guidance should be enhanced to make interns cherish internship opportunities and truly learn useful employment skills [5].

5. Conclusion

The current employment situation, decided that universities should be on the basis of professional teaching, as quickly as possible to open career guidance courses, while assisting in career planning, really let college students with strong employability, so that in the later social life , to suit working environment as soon as possible, increase the post competency. Colleges and universities should focus on the cultivation of employability, innovate teaching thinking of employment guidance courses, pay attention to the training of teachers, and truly provide all-round guarantee for the better employment of college students.

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