

Research on the Construction of Employment Guidance Teaching System in Higher Vocational Colleges from the Perspective of Precision Employment

Sun Chao

Xi'an Aeronautical Polytechnic Institute, Shaanxi, China, 710089

Keywords: Precise employment; higher vocational colleges; employment guidance

Abstract: With the development of education, higher vocational education has become more and more important in higher education. The employment situation of higher vocational students will directly affect the reputation of Higher Vocational colleges, and will have a great impact on their development. At present, higher vocational colleges have really realized the importance of employment guidance, but the work of employment guidance started relatively late, which also led to more problems in the work of employment guidance in higher vocational colleges. This paper mainly analyses the function and significance of developing precise employment service, and puts forward some measures of constructing precise employment service system in higher vocational colleges, such as information platform, security system and assistance measures, in order to conform to the trend of the times and improve the level of employment service in higher vocational colleges.

In April 2015, the State Council's "Opinions on Further Improving Employment and Entrepreneurship Work under the New Situation" for the first time put forward the requirements for underemployment work with "accuracy". In March 2016, the Ministry of Education "Notice on Developing Precision Employment Service for Graduates of National Colleges and Universities" clearly proposed that we should establish and improve the precise employment service mechanism to promote more full and higher quality employment of graduates. Specific measures should be taken in five aspects: attaching great importance to precise employment services, accurately grasping supply and demand information, establishing precise docking platform, expanding service content and ensuring information security. These documents put forward new and higher requirements for higher vocational colleges to further improve the employment of graduates, but also pointed out the direction.

1. The role and significance of developing precision employment service

At present, the number of college graduates in China is still in the growth stage. Generally speaking, the employment situation is still severe and the pressure is still great. The employment rate of higher vocational colleges is generally at a high level, and the absolute number of Posts offered by colleges can also meet the basic needs of graduates. However, from the perspective of

employment quality, there is still much room for improvement in the aspects of job-to-profession correspondence, salary level, career development prospects, job satisfaction and so on. Therefore, it is of practical significance to develop precise employment services. As shown in figure 1:

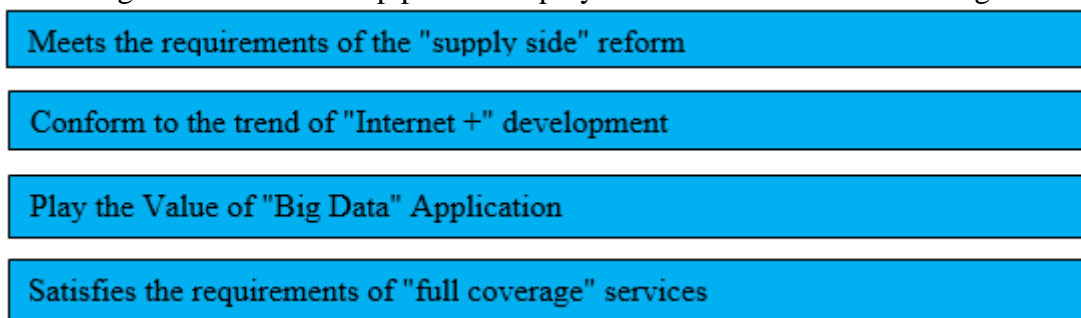


Figure 1. The Role and Significance of Developing Precision Employment Service

1.1 Meets the requirements of the "supply side" reform

In the employment market, employers are hungry for high-quality talents, but they often fail to employ suitable talents, which makes it difficult to recruit. Taking Nanjing Communications Vocational and Technical College as an example, the number of Posts offered by recruiting units is 3-5 times the number of graduates each year, but at the beginning of the internship period, about 5% of graduates with employment intention can not implement the unit. The phenomenon of "difficult recruitment" and "difficult employment" coexist. This fully reflects the crux of the contradiction between supply and demand in the graduate employment market. It is not the lack of demand, but the supply problem. Implementing precision employment is to overcome inaccurate and incomplete phenomena in supply.

1.2 Conform to the trend of "Internet +" development

With the rapid development of information technology, the service mode has been constantly updated. By making full use of employment network, employment A P P, Hatcheck public number and other channels, a precise docking service platform between supply and demand has been established, which is more acceptable to young students. According to the needs of graduates at different stages and their desire to apply for jobs, precise promotion of relevant employment policies, job information and guidance services can achieve individualized, differentiated and confirmation employment services, which is of course more effective.

1.3 Play the value of "big data" application

Using the employment service platform, we will collect the demand information of the employment market, the basic situation of graduates and job-seeking intention information, and the basic situation information of the school, carry out comprehensive identification, storage, analysis, research and mining, and form a precise employment data system through the unified management of cloud computing technology. The application of big data in employment work will effectively promote the development of employment work, enhance the pertinence and individuality of employment service, realize the linkage of employment, enrollment, training and other functions, and form an accurate employment linkage and early warning mechanism.

1.4 Satisfies the requirements of "full coverage" services

Because of the deviation of employment orientation, family economic difficulties, psychological difficulties or obstacles, a small number of graduates can not get high-quality employment or even implement the unit, becoming a "critical minority". Through the establishment of a precise employment service system, the school takes measures such as policy announcement, individual counseling and economic assistance to cover the employment service to all graduates.

2. Main Problems of Employment Guidance in Higher Vocational Colleges

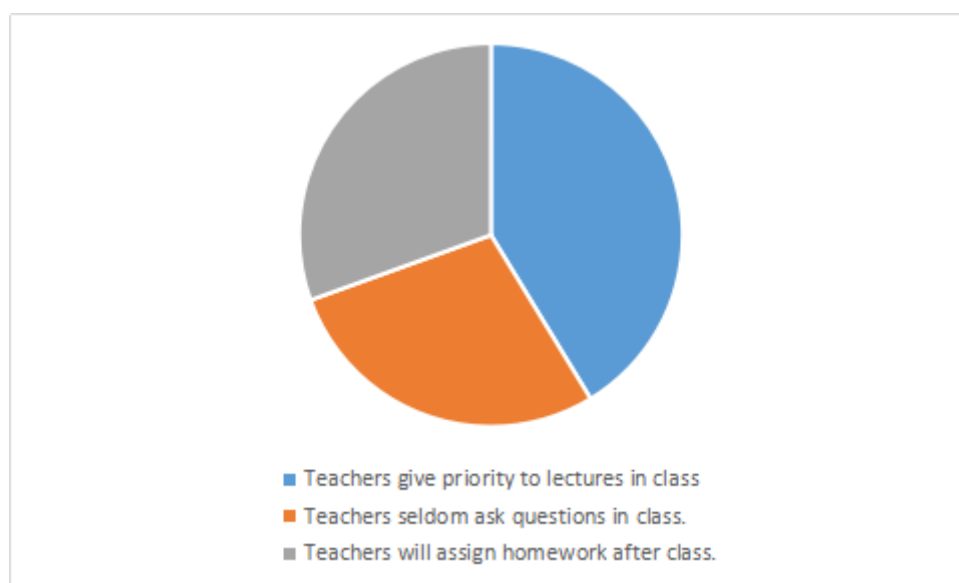


Figure 2. Main Problems of Employment Guidance in Higher Vocational Colleges

As shown in figure 2, a detailed analysis is presented above.

2.1 The shallow understanding

Now, although some higher vocational colleges have established employment guidance institutions, but their understanding of employment guidance is not comprehensive enough, which will also lead to more problems in their work, and the understanding of employment guidance is not comprehensive enough. For example, many higher vocational colleges do not regard homework guidance as a course or add it to the teaching plan, which directly leads to the employment guidance course can not meet the actual needs, and even some schools think that the employment guidance work is only employment training, only to introduce some employment skills to students, provide employment information, employment guidance system is not. Enough system.

2.2 The dull content and single form of employment guidance

When vocational colleges carry out employment guidance, they need to take into account the actual situation of the development of the times and meet the actual needs of the society for talents. However, when many vocational colleges carry out employment guidance, they still simply talk about some theories, lack of practical teaching, lack of systematic and unified employment knowledge and employment guidance, and lack of deep understanding of employment quality training and career planning, which directly leads to poor awareness of career planning of students

in many vocational colleges. Nowadays, some vocational colleges have poor pertinence and practicality when conducting employment guidance. Many of them attach great importance to employment links and guidance. They seldom use strategies such as social practice, school-enterprise cooperation and employment evaluation.

2.3 The poor quality of employment guidance team

Now the employment situation is very serious. When vocational colleges carry out employment guidance, they need to take into account the actual needs of different grades and majors, and provide targeted employment guidance and training. Employment instructors in teaching, not only need to introduce the relevant policies and situation of employment to students, but also should help students to carry out career planning. Moreover, nowadays, employment guidance in many higher vocational colleges is often carried out in the quality development center. These teachers are often part-time and lack of practical experience, which also leads to the quality of employment guidance is not guaranteed.

3. Strategies for constructing employment guidance system in higher vocational colleges

3.1 Full consideration of market needs

When constructing the employment guidance system in Higher Vocational colleges, we should take into account the actual needs of the market for talents on the basis of the past, constantly improve the system, take social needs as a guide, pay attention to the optimization of courses, improve the pertinence of employment guidance, and rationally adjust the content of employment guidance. In the course design, we should attach importance to broadening studentships, rationally adjust the teaching content of employment guidance, improve students' adaptability and social adaptability, and ensure that students can improve their career planning through employment guidance courses.

3.2 Establishment of professional teachers

Teachers are very important to do a good job of employment guidance in Higher Vocational colleges. When building a high-quality teaching staff, we need to take into account bacteriology, psychology and pedagogy. Teachers should be encouraged to participate in the training so as to improve their professional ability and quality. This can lay a foundation for better employment guidance teaching.

3.3 Survey on the employment of graduates

Although the employment rate of higher vocational colleges is relatively high now, the employment rate is relatively high, which does not mean that the construction of employment guidance system in Colleges and universities has been in place. If vocational colleges want to do a good job in employment guidance, they need to have a comprehensive understanding of the employment situation of graduates, see if they are well adapted to the current job, whether they have the construction of career planning system, understand the salary and welfare of graduates and other aspects, and establish the information files of graduates. Moreover, schools should regularly communicate and communicate with cooperative enterprises to understand the needs of employers, so as to help improve the quality of employment guidance.

4. Conclusion

The proposal of precise employment requires higher vocational colleges to highlight the principle of student-centered employment, strengthen service awareness, take full employment and high-quality employment of all graduates as the foothold of their work, highlight refinement, accuracy and effectiveness, integrate more initiative and execution into their work, further clarify ideas, strengthen effects, and build systems. In a more targeted, direct and effective way, efforts should be made to improve the accuracy of employment guidance and services.

References

- [1] Li Haiku. *Discussion on Constructing Systematic Employment Guidance Course System in Higher Vocational Colleges* [J]. *Learning Weekly*, 2015, (19): 19.
- [2] Wang Jun. *Study on the Construction of the Whole Process System of Vocational Planning and Employment Guidance Education in Higher Vocational Colleges* [J/OL]. *Journal of Changchun Institute of Education*, 2015, 31 (04): 149-151.
- [3] Ye Lichen. *Necessity and Strategies for the Construction of Employment Guidance System in Higher Vocational Colleges under the New Situation* [J]. *Intelligence*, 2014, (32): 125.02 *Science and Education Forum Science and Technology Wind* January 2018
- [4] Wang Meier. *Research on Precision Employment Service in Colleges and Universities in the Big Data Era* [J]. *Ideological and Theoretical Education*, 2016 (6): 84.
- [5] Ma Jinnah, Lu Ting. *Exploration of the Precise Guidance Model for Graduate Employment in Universities* [J]. *Time Education*, 2016 (3): 98.