

Total Quality Management: New Perspective of Employment Quality Management in Colleges and Universities

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Keywords: Total quality management, Employment quality in colleges and universities, New perspective

Abstract: To introduce the concept of total quality management into the employment quality management of colleges and universities can guide colleges and universities to establish a more scientific employment quality management system and improve the employment rate of college students. This paper expounds the scientific principle of total quality management, combining with the current situation of employment quality management in colleges and universities, puts forward the ways of strengthening macro-control, scientifically guiding students to apply for an examination, establishing employment feedback mechanism, and controlling students' learning career in the whole process. It is hoped that colleges and universities will strengthen cooperation with all sectors of society, so that more excellent graduates can find ideal jobs.

1. Introduction

The current employment situation of college students is very serious, "Graduation is Unemployed" mood shrouded, some people with ulterior motives spread rumors in an attempt to create social unrest. Under such circumstances, the State Council deliberated and adopted the National medium-and long-term Education Reform and Development Plan (2010-2020), which states: "the relevant departments of colleges and universities should firmly establish a new concept of educational development with improving quality as the core", in order to improve the quality management of employment in colleges and universities in an all-round way and train new people of the times who can be held up for the country.

2. Summary of the Principle of Total Quality Management

Total Quality Management (TQM) refers to a management approach that is based on the quality of the organization and is based on the full participation of all members of the organization, with the aim of achieving long-term success through the satisfaction of the customer and the overall benefit of all the members and the society of the organization. In this principle, the concept of quality is related to the implementation of all management objectives. It is characterized by comprehensiveness, and it is necessary to control all the links and all stages of the product quality, and the scope is the whole society. In order to achieve real economic benefits, the overall quality management emphasizes the need to keep the customer satisfied with the customer's needs at any time. In the current employment quality management of colleges and universities, college graduates can be regarded as "products" and their clients as employment units. The introduction of total quality management in colleges and universities requires us to examine the needs of the society for graduates at any time, constantly improve the teaching content, and constantly improve the comprehensive ability of graduates, so that graduates can get ideal jobs, use qualified personnel, improve the comprehensive ability and social reputation of colleges and universities, and finally promote the harmonious development of the whole society.

3. The Current Situation of the Quality Management of Employment in the Current University

3.1 The Real Employment Rate is Not Optimistic

Every year, millions of graduates go out of the campus and move towards the society. However, the real employment rate is not optimistic. The reason is as follows: First, since the expansion of the university in our country, many provincial and professional-oriented colleges and universities have developed vigorously, and all want to develop into a comprehensive university. However, the excellent talents in all walks of life are put into the fields of the research and development of the cutting-edge technology and the creation of the economic value. In contrast, the talents who are willing to engage in the teaching of the university are extremely deficient, which directly leads to the weakness of the teachers of most universities and the limited learning of the students. The ability to master the needs of the society at the time of graduation is often frustrated in the job search. Second, the majority of the graduates in the last decade did not have the experience of higher education is lack of systematic understanding of the composition of universities, the setting of teaching contents and the specialty of signboard, so it is impossible to give effective suggestions when guiding students to apply for examinations. When students enter the school, they find that they are far from their ideals, and the instantaneous change from “heteronomy” to “self-discipline” directly results in the gradual disappearance of the former outstanding people. Third, the number of “good jobs” in the public cognition is limited. It is a social consensus that girls study finance and boys study management. However, the mobility of such jobs is extremely poor, and the number of applicants is increasing year by year. Under the condition of extremely low social demand, the “high failure and low failure” mood of college students spreads, and “unemployment upon graduation” is not surprising [1].

3.2 Employment Management is a Mere Formality and There is No Connection between Universities and Graduates.

The “tripartite agreement” of graduates is generally favored by colleges and universities in our country. Some colleges and universities regard it as a rigid regulation, and can't obtain graduation certificate without tripartite agreement. After graduation, the students seem to have nothing to do with the school. There is no special employment management department in Colleges and universities. Most of the students contact the employing units independently from the third and fourth academic years. The help provided by the university is very limited. The teacher who works as a counselor is the one who has the most contact with the students. However, when the old students graduate, the new students will flow in continuously. The counselor can only communicate with the former monitor and other student cadres in a limited way, which can not represent the employment trend of all the students. In the long run, colleges and universities lack sufficient understanding of the current situation of social employment, ignore the current popular technology of the society, and stick to the campus, many colleges and universities' curriculum is only the most basic theory of the industry, the examination content and social reality are lack of effective combination, many students participate in multiple interviews before finding their own basic theory and practice ability is insufficient. Apart from some potential students, none of them could find the ideal job. In recent years, “postgraduate entrance examination fever” is a way for undergraduates to delay entering the society.

4. Establish a Scientific Employment Quality Management System under the Concept of Comprehensive Quality Management

4.1 Strengthen Macro - Control, Scientific Guidance for Students to Apply for Professional Work

To solve the problem of the difficult employment of the college students, the primary task is to strengthen the macro-control and introduce the policy to guide the high school graduates to apply

for the examination and examination of the family science. The specific way is as follows: First, the ministry of education needs to cooperate fully with the ministry of finance and other departments to accurately analyze the hot work direction of the next five years, formulate detailed plans, and focus on the high school students' families. For example, the time of the 5G time is coming, the talent of the 5G communication tip is short, and the demand of the 5G personnel will be high for a long time in the future. Therefore, the student's family with the record of communication and digital technology can collect the information and prepare for the examination. Second, the student's ambition is different. Some students want to travel around the world and increase the experience; some students want to learn something to build their hometown. Therefore, the local government should cooperate with the provincial colleges and universities, develop the relevant orientation policy for the local development situation, and carry out the system training as soon as the students enter the school, master the actual working ability, immediately enter the work post after graduation, and quickly get on the hand, so that both personal and local construction can be well developed. The Liaoning Engineering Technology University, aiming at the strategic development of the local economic transformation of Fuxin, is facing the local poor high school students to promote the directional entrance policy, and the eligible students will be exempted from the tuition after entering the school. The condition is that five years after graduation, it is necessary to stay in Fuxin local area. Work to contribute to the construction of the hometown. It is a difficult task to raise school fees for poor students. They also want to stay on the ground after graduation and work for home as soon as possible, so the policy has been strongly supported. Third, to improve the degree of overall social cognition, avoid the situation that the "to pile up" is in the same profession, the government is facing the public to publicize the shortage of the professionals, and can relieve the college students' employment pressure from the source[2].

4.2 Establishment of an Employment Feedback Mechanism to Analyze the Employment Situation

The comprehensive ability of colleges and universities is not only reflected in the strong strength of teachers and the high level of graduates, but also in the ability to constantly improve their own institutional settings and absorb advanced social technology at any time. Therefore, colleges and universities must establish a complete employment feedback mechanism, cooperate with all sectors of society, analyze the employment situation of students, improve teaching programs: first, pay attention to graduate campus job fairs, master the recruitment requirements of Huawei, Ali, Vanke and other well-known social enterprises and state-owned enterprises, focus on the starting salary of graduates, performance bonuses, promotion space and other students' attention content, and play an incentive role in the follow-up freshman education. Second, the formation of the same enterprises Strategic cooperation, while periodically providing fresh graduates with talents for enterprises, at the same time, detailed understanding of feedback information, from the graduates of the grasp of job skills, work attitude, work efficiency and the overall evaluation of the graduates of the enterprise batch analysis of the comprehensive level of graduates, to meet the requirements of the part continue to maintain the current teaching program, to meet the requirements of the part immediately adjusted, so that the follow-up students have improved. Third, establish a good communication channel with graduates, grasp the future development trend of the industry, adjust the teaching focus, make students become the object of competition of major enterprises immediately after graduation, which can greatly improve the employment probability and obtain the salary treatment higher than the average level of the industry. For example, in the software industry, a large number of intelligent devices have been put into the market in previous years, and application software development engineers are scarce. As long as graduates master the JAVA,C language, C++,.net, either of the assembly languages will be hired by Internet companies immediately. The treatment of new employees is the same as that of old employees, which leads to complaints from a large number of senior development engineers. With the development of technology, the popularity of development is declining, the gap of software testing talents is magnified, and graduates do not even have to send resumes when they master the test technology.

The major headhunters and human resources departments are scrambling for talents to the extent that they are almost “psychopath”. The salary and treatment is generally higher than that of the old employees, and the salary and treatment are generally higher than those of the old employees. Old employees no longer complain because the market is growing so fast that there is no bargaining capital for new technologies.

4.3 Change the Thinking of Employment Management and Carry out the Whole Process of Control and Learning.

Many students have come to three and four to take into account the employment problem, which is relatively late and cannot be effectively adjusted according to their own level. Therefore, the university's employment quality management department must change the way of thinking, strictly control and process through the learning career from the beginning of the student's admission. In addition, it should also attract the excellent teachers to join and improve the school teachers' strength. At present, when a freshman is in school, because only the public basic course has no knowledge of the professional course and the employment direction, the student basically has no pressure, leading to the student's “to fly oneself”. The part of the self-discipline is still in the heart of the sophomore, seriously consider the way forward, whether it is to take the postgraduate examination or participate in the work, can make a good plan and strict implementation. However, students with poor self-discipline cannot adjust their thinking, and the phenomenon of skipping classes is becoming more and more serious. It is too late to regret that they have been thrown away by their classmates. Therefore, colleges and universities must strengthen control, from the beginning of freshman strict requirements for students, so that once the proud children of heaven to continue the good learning state of high school, timely understanding of the practice information, cultivate a responsible attitude for themselves, responsible for the family, serious study, improve professional skills, for their own efforts to seek a better future.

5. Conclusion

In summary, colleges and universities should be responsible for students and the country, control students' learning career, cultivate students' sense of crisis, make students cherish time, make continuous efforts, and finally get ideal job opportunities. Not only that, colleges and universities need to contact the society in an all-round way, and make more scientific and reasonable management plans according to the employment situation, so that graduates can meet the social needs. For the students who have been employed, they should know the feedback of the employer in time, and constantly improve the teaching content, so as to promote each other and grow together.

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