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Analysis on the problem of unemployment after undergraduate under the perspective of socialist core value cultivation

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ABSTRACT

Aiming at the current situation of China's university difficulties in undergraduate employment, the paper analyzed the main problems existing in the process of employment from the four aspects of government, universities, the employment market and media, then proposed the main measures of innovation of universities students' employment under the guidance of socialist core values cultivation.

KEYWORDS

Socialist core value cultivation; Undergraduate employment; Values of employment.



INTRODUCTION

In China, every year millions of students flood into universities while millions of undergraduates enter the job market, the condition of who greatly affects every family, concerns the harmony and stability of the society and also influences the implementation of our talent strategy; however, a university diploma is no longer a reliable guarantee of employment. To correctly guide the undergraduates to get a job, on October 14, 2014, the Ministry of Education showed a “red card” to some undergraduate programs which have a low employment rate nationally and provincially^[1], which greatly hit some “high-end, classy and high-grade” majors, once fashionable and popular, such as tourism management, marketing, broadcasting and hosting art and E-commerce. It is really a big splash, within a few days the news caused social concern and aroused strong repercussions. With reproductions and reports by newspapers and network media, some students and their parents, especially in-school undergraduates of such “listed” majors became restless and could not be “calm”, in fact, such a statistics shall be treated and analyzed rationally.

Low employment rate of some majors are not only related to government policies, economic development and majors of universities, but also related to current employment demand and the number of the students of the same majors; the specific reasons can be classified into the following four aspects:

ANALYSIS ON REASONS OF LOW EMPLOYMENT RATE OF UNDERGRADUATE MAJORS

Government. The Ministry of Education shows the majors with low employment rate with a major intent of strengthening macro-direction for major setting of universities, guiding the universities to actively adjust their own structure of academic disciplines through major warning and warning the candidates for an entrance examination and their parents of not focusing on such majors like a swarm of bees, for fear of intensifying the disconnection with the employment market. In fact, the government should have thought that current employment market cannot accept so many students. Low employment rate of the undergraduates is also related to the large-scale enrollment expansion of colleges and universities, enrollment expansion of colleges and universities sprang up all over the country. However, because lacking the adequate thinking about the employment demand of the students, all colleges and universities set their programs blindly and repeatedly, which causes that the enrollment scale of a major far exceeds its demand.

Undergraduate employment is closely related to our economy, economic development, education development and employment difficulties of undergraduates coexist^[2]. With the changes in economy, once popular majors will also change because of the imbalance between supply and demand and when such majors is no long “popular” in the employment market, job searching will become difficult. Now Chinese economy has entered a period of economic growth shifting, a period of pains of structural adjustment and a digestion period of previous policies, and the coming of “turning point phase” makes our economy increasingly complex and more challenges are posed to “economic growth” and “structural adjustment”. Under the dual pressure from slowdown of economic growth and transformation of mode & structural adjustment, the employment market becomes weaker and weaker in absorbing undergraduates; therefore, it becomes much difficult for the undergraduates to find a job year after year.

Colleges and universities. Social demand and industry development are the bases for setting a new major. But many colleges and universities are too money-worshipping in practical operation, they operate the major setting as a “business” and set the majors that can earn money much quicker. In the principle of money first, lots of colleges and universities rush to setting their majors and students and their parents blindly follow suit, which eventually causes serious imbalance to some majors. Due to lag in qualified teachers and training schemes, the students of such majors generally will not have strong professional skills, therefore, many undergraduates will leave their school with nothing both materially and inwardly, and when the economy is cooling, it will be hard for them to find a job.

And some colleges and universities fail to position themselves in the employment market and do not know what kind of talents they really want to train. It is a mission for a university to train citizens with independent mind and their own thoughts or talents, but, not all colleges and universities will insist on this concept and way in cultivating and training students. Firstly, schools can be divided into classes, the schools of different classes will also train different students. For example, colleges and universities in 985 plan mainly train students for a high-end purpose, while it is more suitable for higher vocational college and general universities to train students for economic purpose. In fact, in addition to the inheritance of civilization, many colleges and universities will undertake a greater mission in training students’ solid employment ability and professional quality.

Employment market. Disconnection between major setting and employment market causes that the major of the undergraduates cannot meet the demand of the employment market. For example, counterparts for the students of social work major includes civil affairs, federation, community services, street committee and professional social work institutions, etc., while such institutions are mostly government entity and require a quota, with limited ability to absorb the undergraduates. The low employment rate of broadcasting and hosting major results from its narrow professional choices and small number of counterparts, therefore, many undergraduates of this major select a flexible pattern of employment or make their own choice. The recruit standard of some majors is high, their employment units generally require master degree candidate or candidates with higher education background and the quantity demanded is limited. For example, large enterprises generally have their own full-time translators and will not hire the undergraduates of English major, and small companies will temporarily hire college teachers as a translator in case of need, while school education posts applicable to the undergraduates

are absolutely limited. And some majors are too advanced, for example, public utilities management, public security, resources and environment science, though they are in line with the needs of future social development, they are not targeted for businesses now. As the relevant fields have not yet been fully developed, demand for personnel is few temporarily, and now the undergraduates of such majors are mainly absorbed by enterprises, their employment rate is relatively low.

“Un-qualification for job post” resulting from occupational quality of the undergraduates is also relatively prominent. Now theories of higher education are in great number and not practiced. But the employment market is full of pressure and competition, the employment units are unwilling to hire the undergraduates without any work experience. Many undergraduates, after years of studying, find that what they learn is completely useless in work and they cannot find a job even with a graduation certificate.

Media. Employment rate of the undergraduate is an eternal topic to the media. The media who have the greatest responsibilities for social supervision and query often unthinkingly do propaganda obviously misleading the students and their parents and make their audiences doubly confused. Because the employment rate is a “vanity work”, for the local government, the employment rate is related to the implementation of national undergraduate employment policy and local “image”; for universities, the employment rate is not only related to maintenance or cancellation of a major, also related to school image and enrollment. Under interests fighting, the employment rate is in fraud, various “fake employment” and “being employed” is very common. “False prosperity” brought by “fake employment” and “being employed” does not solve the problem of undergraduate employment, on the contrary, the employment problem is only temporarily covered up and misleads the society to mis-understand the demand for certain majors, which makes government policy-making departments can not accurately grasp the demand for a certain type of majors, makes some majors that should have been cancelled still linger and misleads the undergraduates not understanding the quotation in major studying and the junior school students in major selection. In fact, many so-called “unexpected majors” and “popular majors” during college application filling every year are the product of the speculation of media. “Injection” and “stirring” of the media will not only mislead national decision on employment policies and universities’ decision on major setting, but also cause fundamental misalignment of supply & demand information in the employment market and make undergraduate employment increasingly difficult.

Based on the above analysis, an integration model can be built between four aspects including the government, colleges and universities, job market and media and college major, as shown in Figure 1.

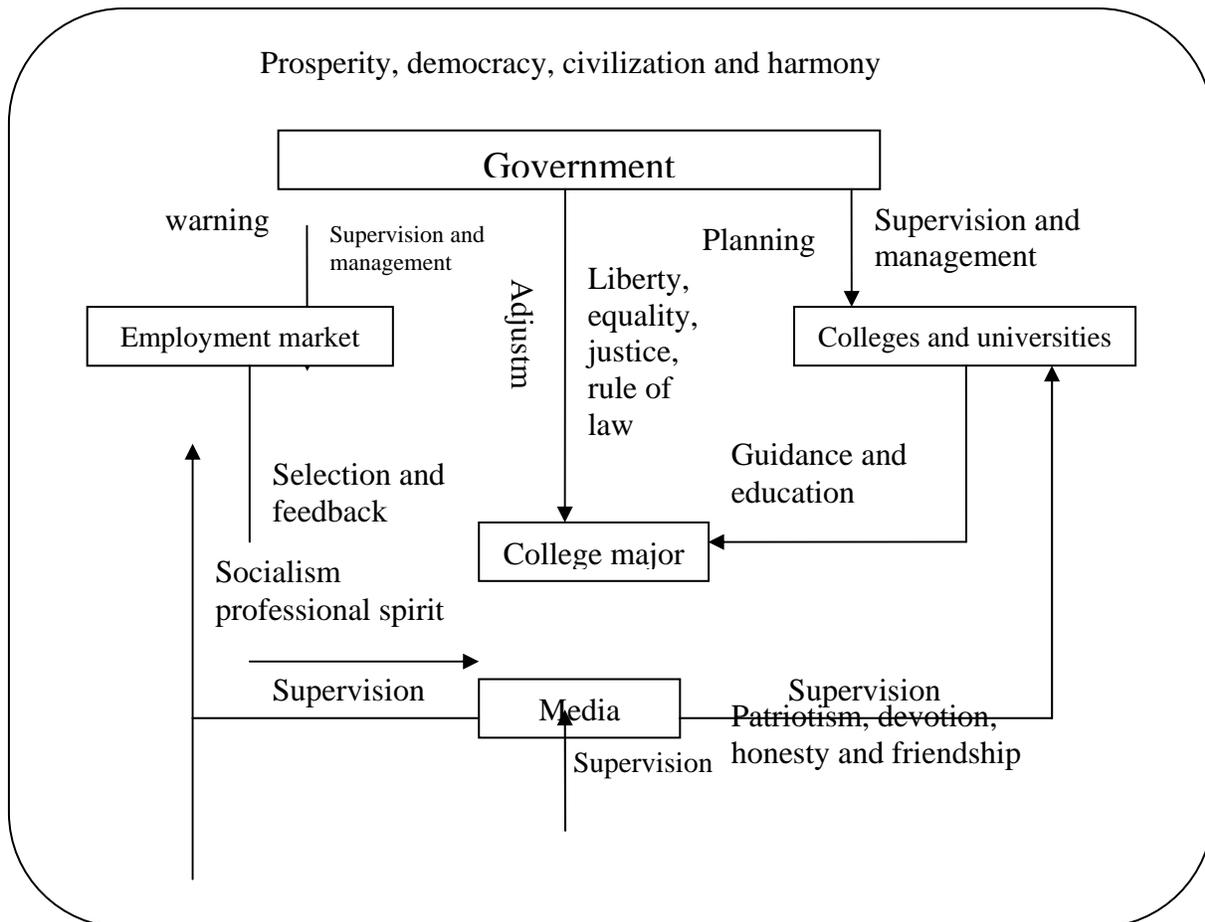


Figure 1: Relation Diagram of Major Selection of Undergraduates under the Perspective of Socialist Core Value Cultivation

KEY MEASURES FOR INNOVATION OF UNDERGRADUATE EMPLOYMENT UNDER THE PERSPECTIVE OF SOCIALIST CORE VALUE CULTIVATION

From Figure 1 it can be drawn that low employment rate of the undergraduates is related to the management of all sections of the society and their coordination, this requires that we should face the contradictions and problems during the period of social transformation and actively cultivate and practice the socialist core values.

The state. Unemployment after graduation has become a potential factor of social instability and requires an innovative professional regulatory mechanism at the macro level. The list of the undergraduate majors with a low employment rate issued by the Ministry of Education is a warning measure taken for the undergraduate employment difficulty in past two years. To seek a better future development, it is necessary to thoroughly research the employment quality of the undergraduates who have graduated at least two or three years at a national level and establish a “employment--enrollment feedback mechanism”. By improving professional warning, quit and dynamic adjustment mechanism, properly “plan and adjust” the majors of each college and university while maintaining the “relative stability”. At the same time, we shall also note that one-sided emphasis on the employment rate will make China’s universities become a simple place for vocational training, employment standards-based college teaching organization will lead to a serious decline in the quality of our higher education and make it more hard for the undergraduates to find a job. So, rather than setting a major based on the employment rate, why not give universities more autonomy to run, which will also help to break the strange phenomenon of “all in the same key”.

In addition, in a market economy, the government shall respect the laws of the market, give instructions in regulating the employment market based on market economy, explore effective ways to broaden the employment of college graduates and constantly improve the efficiency and quality of services. In terms of platform building, the government can extensively collect jobs and free offer them to the majority of college graduates. Secondly, the government can also organize large public recruitment activity for the college graduates based on institutions property, location, industry, profession and so on. Then the government can also make online recruitment relying on the employment information network of college graduates and local employment network, etc. Employment promotion. The government shall better organize the undergraduates to go to grass-roots villages and carry out the plan of “three supports and one assistance” including agricultural support, educational support, medical support and “help the poor” program after graduating and vigorously promote the “internship” program. In addition, to help graduates better find a job, the government can also make government subsidies-based entrepreneurial awareness training, entrepreneurship training or skill training.

The society. Though some undergraduate professions are warned or shown a “red card”, it does not mean that the society does not need such professionals, instead, it means that in colleges and universities have enrolled in too many students in these professions, which thus causes low employment rate of such professions. This requires all colleges and universities to flexibly set their undergraduate profession and regularly make assessment based on academic development and talent training needs. For example, all professions, except new ones, can be ranked according to three indicators including source of students, employment rate and discipline level and the enrollment quota for those professions with unacceptable assessment results can be reduced or even cancelled.

School-enterprise cooperation can improve the teaching quality and service capabilities of colleges and universities, give play to professional advantages of characteristic discipline of colleges and universities and show their characteristics, and cultivation of professional spirit of the undergraduates is also a concrete reflection of implementing socialist core values^[3]. By training model innovation, School-enterprise cooperation is more helpful to construct colleges and universities into distinctive high-level application-oriented university, train more high-quality, applied, versatile and innovative talents as well as find and nurture the talent in shortage.

Of course, the employment may be in different ways, the undergraduates do not have to find a steady job to support themselves after graduation, they are free to start their own business. For example, the undergraduates of performances, music, arts and other related professions can serve training institutions as a part-time teacher or be on tour to earn money. Free entrepreneurship and innovation are the most important symbol of vitality of the society and a major sign of social harmony, and the media can play their role of “bridge” advantage and recommend entrepreneurial opportunities and methods to the undergraduates.

The individual. To solve the undergraduate employment problem, in addition to reforming profession setting of higher education in order to meet the social needs, more attentions shall be also paid to professional skills, social adaption ability and other aspects of the undergraduates.

Firstly, when choosing a profession, students and their parents should not blindly stare at “popular” or “unpopular” ones, after all, this is not representative of “money prospect” four years later. For college students, the interest is the most important. Our era is the era of innovation, the demand of innovation and entrepreneurial ability is greatly elevated in future, only when the students are willing to learn, can they better grasp scientific knowledge and technology and can they have a creative idea.

Secondly, the professions shown a “red card” can also be selected, comprehensive ability of talents is also very important in future. Apart from a few particularly strong professional posts, more and more enterprises have no high requirements for undergraduate, even have no professional restrictions. In fact, transcripts are generally concerned about by the employers, because this is the most direct proof of the learning ability of a graduate, and social practice ability, teamwork ability and interpersonal skill of a graduate are also valued by the employers.

Then the undergraduates shall also properly adjust their mentality in order to adapt to increasingly competitive job market. Currently in China, while the graduates can not find a job, many enterprises are in shortage of technical personnel, it is very difficult for the enterprises to hire car mechanics, welders, toolmaker and other workers, recruiting well-educated technical staff has become a problem to many enterprises. Because contemporary China's one-child policy has caused that the undergraduates carry too many expectations of their family, everyone wants to have a decent job, hard, dirty and tiring work are thrown aside, this causes that a lot of undergraduates earn far less than migrant workers, it is urgent for the undergraduates to change their incorrect concept of choosing a job.

CONCLUSION

College students are valuable human resources to our country and new force for modernization construction, providing them with more jobs and guaranteeing their full employment are the essential requirement for practicing socialist core values. As long as all sectors of society care for and support employment of college graduates and play their positive energy under the guidance of socialist core values, low employment rate will be solved properly.

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