

# Enhancing Normal University Students' Career Guidance and Employment Ability

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**Abstract.** In recent years, Chinese higher education has realized rapid development; especially after the employment structure reform of colleges and universities starts, the college students' employment problem has become a hot problem which attracts the school and the society's joint attention. Under this situation, with continuously deepening of employment system of public institutions, the problem of normal university students' employment becomes more and more prominent, and the college students' employment ability becomes the key factor to solve problem of employment. Therefore, it is especially important to improve normal university students' employment ability.

## I. Analysis on normal university students' employment difficulty

Firstly, the total number of normal graduates has exceeded more than twice of demand number of education system at present, thus the normal university students face a very severe employment situation. Through analysis, it can be found that the employment difficulty of normal university students is caused by following aspects. Firstly, it is less faulty demand, wide faculty resource, and high threshold of employment unit. With deepening of increasing enrollment of higher education, the number of normal university students increases year by year; affected by educational administration, manning and other factors, the limited teacher manning post receives competition from many normal university students. Meanwhile, at present, many non-normal university students also join teacher team, which further enhance normal university students' employment pressure. Besides, the employment units not only pays attention to students' knowledge and skills, but also pays attention to teachers' influence and expansion of cognitive domain, which intangibly increases employment threshold.

Secondly, the schools pay little attention, with unreasonable curriculum provision and not timely career guidance. Currently, the comprehensive universities pay main attention to scientific research, but pay minor attention to theory, teaching and practice, and pay little attention to teacher education major. The teacher-education curriculum provision is little, and the main attention is paid to theoretical explanation, but minor attention is paid to training of practical skills, which seriously influences the quality of normal graduates. Many colleges pay little attention to career guidance and lack of guidance for students' career planning, thus the students can't position themselves reasonably. Finally, the students have serious concept of secure job, male and female students have different view of employment, and the personal expectation is excessively high. Most of normal university students regard teacher as the first post and think that the teacher is a relatively stable job, which is also the primary reason causing students' employment difficulty. Most of normal university students are female, and the female students require stable work, with rooted concept of only taking the post of teacher.

## II. Important significance of enhancing normal university students' career guidance

(I) To adapt to talent market demand, and promote realization of smooth employment

In recent years, with gradually deepening of reform of employment system of college graduates, same as other students, the normal university students also enter into the society through talent

market under the guidance of national policy. Currently, the change has happened in the supply-demand relation between talents and society, and the employment competition between normal university students is also very fierce. According to realistic situation, Chinese normal graduates lack of knowledge of the reform situation of employment system and have high employment expectation; they also have serious psychological dependence; even when they take the post, they often have job-hopping due to weak adaptability. A series of problems tell us that it is very critical to enhance the career guidance on normal university students; in the guidance, it is able to give a systematic introduction to normal graduates about current situation of society and educational development, introduce some policies about students' employment, and guide students how to make job-hunting preparations and adapt to trend development.

(II) To enhance ideological and political education effect

The problem that the normal graduates are most sensitive to and gives most intense response to is employment problem; the employment is not only closely related to personal interests and ideas, but also closely related to social interests and national interests. Driven by economic interests, many students are eroded by bad thoughts such as money worship and hedonism; those students can handle the relation among the state, the group, and the individual; even after they take the post, they can't handle their work well. Currently, China is facing a situation of faculty shortage, especially wide rural areas and economic less-developed areas; therefore, it is required that large number of normal university students pay attention to collective interests and national interests and go to the place in need of them. The teacher is called "engineer of human beings"; therefore, teachers shall have lofty ideological and political quality, love students and also love the motherland. The career guidance can help students to make clear China's basic national conditions, establish correct view of life and value, and also continuously improve students' ideological and political quality.

(III) To communicate the contact with the society, promote students' comprehensive development

Through career guidance, the schools can serve as the bridge between students and the society and promote students' comprehensive development; meanwhile, the schools can help to collect various kinds of information related to graduates in the society, get a comprehensive knowledge of graduates' overall quality, shorten the gap between graduates' quality and actual demand of the society, timely find out inconsistency between talent cultivation mode of schools and social demand, further deepen teaching reform, adjust professional teaching structure, actively guide students to study scientific and cultural knowledge and improve comprehensive quality so as to lay a firm foundation for employment. If the normal universities pay little attention to career guidance, they will separate themselves from the society, and the students they cultivate will not meet actual requirements of educational development, which is very disadvantageous for their future employment.

### **III. Means of cultivating normal university students' employment ability**

(I) To improve students' comprehensive quality

The students always show their defects in comprehensive quality in employment process. At this time, the schools shall provide students with timely and correct guidance, change the pressure into a power, and guide students to strictly require themselves in daily life and study so as to further improve their comprehensive quality. On one hand, the students shall learn their professional knowledge well; on the other hand, the students shall take active practice in multiple abilities so as to lay a good foundation for cultivating themselves as qualified teachers. As for this aspect, it is able to concentrate the efforts from following points:

Firstly, it is required to enhance construction of rules and regulations, and enhance the ideological and political education on students to guide students to develop a concept of observing laws and disciplines and civilized code of conduct. Any person's words and deeds in the life may become a kind of habit, and those habits will show one person's quality comprehensively. Under this condition, the schools shall enhance the construction of rules and regulations, and enhance ideological and political education to further improve students' moral cultivation and thought height

through those means, as well as help students to develop corresponding civilized code of conduct and the concept of observing laws and disciplines. Except for excellence in professional work, the talents demanded by employment unit shall also observe laws and disciplines, and be civilized. As for this point, the students shall pay attention to their words and deeds at any time.

Secondly, the normal university students shall enhance the training of basic teaching skills to cultivate their occupational skills. As a qualified normal university student, he shall have following basic skills: oral expression ability, written expression ability, modern education technology, and class work undertaking ability, etc. Some normal university students always have some problems at those aspects, such as narrow scope of knowledge, poor oral competence, being weak in blackboard writing, and poor strain capacity in classroom; the existence of those problems forms certain resistance for normal university students' employment; if the students have poor oral expression ability, they will also have problems in language organization, which is reflected at weak logics. As for this phenomenon, we can practice students' critical thinking skills and oral expression ability via speech contest, debate competition, and other means.

Thirdly, the schools can carry out campus culture activities to practice students' practice ability and cultivate students' humanistic quality. It is able to make full use of spare time to carry out some group activities ; those activities shall be active, healthy with elegant style and certain practical significance. Through carrying out those cultural activities, it is able to not only enrich students' after-school life, but also provide students with a platform to show themselves. In participation process, it is able to practice students' multiple abilities, and also expand their scope of knowledge.

#### (II) To perfect teacher knowledge structure

Firstly, the curriculum provision for many teacher-education majors is not reasonable and there exist the problems such as old-fashioned teaching method and teaching mode, which directly causes imperfection of normal university students' relevant skills. The imperfection is mainly reflected at following points. Firstly, there are few psychology courses, and the courses mainly stay at the level of psychology, education, and teaching methods. There exists large quantity of theoretical knowledge in teaching content; the teaching content is dull and seriously deviates from practice, thus it is hard to adjust students' learning initiative and enthusiasm. Most of students learn the knowledge via memorizing mechanically; under this teaching mode, the students can't truly and skillfully master the knowledge. Meanwhile, the teachers' teaching only stays at book teaching, and there are few teaching examples of analysis via theory. Secondly, the normal university students' education practice stays at the form; the students have little degree of participation, and there are few opportunity of true practice.

The above two phenomena seriously restrict the construction of normal university students' knowledge structure. Therefore, the teaching reform is imperative; it is required to take teaching method and curriculum provision as entry point for adjustment, and reasonably increase the proportion of education theory courses. As for teaching of education theory courses, it is required to actively change teaching concept and teaching method, promote combination of teaching theory and practice to provide students with more teaching practice opportunities. The normal university students shall have active coordination and seize practice opportunity to improve their own relevant knowledge and skills.

#### (III) To cultivate students' love of education

In education practice activities, the teachers shall have certain moral trait and moral ideas, which is the teacher's ethics we often mention. The teacher's ethics mainly include 8 factors, such as teacher's occupational style, professional duty, and professional honor. At current stage, the education of normal universities always stay at the teaching of professional knowledge and skills, with little education and teaching related to teacher's ethics. This directly causes a situation that many normal graduates lack of knowledge and understanding of teacher's ethics and have no love of education. Therefore, the schools shall enhance the education on teacher's ethics and establish special courses related to teacher's ethics to highlight the effectiveness of education in course teaching. Besides, it is required to also enhance the education of professional idea on students, and guide students to love education in education process and consciously devote themselves into

education.

(IV) To enhance competitive capacity of employment

The core of career guidance is realization of profession and employment, on the basis of which the education and service work is done. That is to say, the career guidance is an education provided to students before they step into the society. The career guidance shall be enhanced from following aspects:

Firstly, it is required to help students to design their career. The career refers to students' whole career experience, and it is formulated via combination with students' various factors. In career planning process, the students shall determine their own career development goal, formulate corresponding education plan based on this goal, and make specific scheduling to implement their career goal via corresponding action. In career guidance, the career design is a very important link; it can help students to get a deep knowledge and analysis of their strong points and ability, and formulate the goal after graduation under combination with current employment situation to guide students to combine with college life and long-term goal so as to promote students' comprehensive development. In specific implementation process of career planning, it is required to actively guide students to combine with actual development situation, and combine with others' evaluation to analyze and modify the career planning.

Secondly, it is required to set up systematic career guidance courses. Currently, much college education purely pays attention to knowledge and skill teaching; actually, this practice is incorrect; the school shall expand teaching content to cultivation of behavior activities, and establish a comprehensive teaching course system which pays attention to occupational training. Nowadays, many universities have set up courses related to career guidance. The current employment trend is extremely fierce, thus the simple explanation on employment policies is far enough. The schools shall carry out a deep-level digging on students' potential through employment courses, and set up some practical courses such as speech and eloquence, and etiquettes related to the employment so as to expand students' employment ability to a great extent. Besides, the normal universities shall carry out some relevant courses such as lesson speaking competition in career guidance courses.

Thirdly, due to influence of traditional planned economic system, the psychology that the employment mode is uniform distribution and students seek for stability has been deep-rooted. In the employment process, the normal university students shall not give more consideration on their education background, social status, and theoretical knowledge, but shall actively change their employment concept and establish a correct profession-choosing concept and continuing education concept so as to make preparations for future career transition.

#### **IV. Conclusion**

In a word, the normal universities shall further enhance career guidance, establish an efficient employment mechanism, and strengthen students' employment ability via many means. However, in order to solve this social issue, it is required to realize active coordination among society, schools, and government so that the problem can be solved via some effective means. The employment difficulty can't be solved in an action, and it will be handled for a long time.

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