

Qualitative Status Analysis for College Graduates' Employment in Central Jiangsu Region

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Abstract. College graduates' employment is a social systematic project. The paper has analyzed the factors that college graduates' employment in Central Jiangsu Region has good qualitative status from aspects of location advantage, policy support, school guidance, enterprises participation and students' self-regulation, etc., while analyzed the factors that there are deficiencies for the qualitative status of college graduates' employment in Central Jiangsu Region from four aspects of government, universities, students and business.

Introduction

College graduates include college students venture is a huge social system engineering, to improve the qualitative of employment of university students, it involves many aspects of government, enterprises, universities and students and their families need to work together, work together, steadily. To further understand the Central Jiangsu Region of university graduates employment quality of state, we have targeted in Yangzhou, Taizhou, Nantong each selected 1206, 658, 1136 conducted a survey of young college students, 2878 copies of valid questionnaires, of which the proportion of the unemployed population accounted for 13.4%.

Factors analysis that college graduates' employment in Central Jiangsu Region has good qualitative status

From the survey found that the college graduates' employment in Central Jiangsu Region although slightly flawed, but generally speaking, looking for a job is not difficult, the main advantage, policy support, school guidance and other factors, more the key is that college students face self-regulation under the new employment situation.

Location advantage, good economic development status and favourable employment policy provide good material foundation for college graduates

Central Jiangsu Region has location advantage that links South Jiangsu Region, radiation to North Jiangsu Region, subordinates to range within two hours of metropolitan Shanghai, Nanjing, with the continuous improvement in Jiangsu Province highway network and intensive, the new long railway and Nanjing-Qidong railway, Runyang Bridge, Sutong Bridge, Jiangyin Bridge and Taizhou Bridge have been completed and put into use, with the distance between Central Jiangsu Region and South Jiangsu Region and North Jiangsu Region has been greatly reduced; from the implementation of river, coastal development strategy to join the Yangtze River Delta city economy ACC, especially in recent years, Shanghai World Expo organized during Central Jiangsu Region to accelerate full integration with Shanghai, southern Jiangsu, comprehensive integrated development advantage is more prominent, showing steady and rapid economic development pattern, the Central Jiangsu Region has a large number of well-known domestic enterprises settled and new investment projects in the region annually, tens of thousands of small and medium enterprises have mushroomed rise, which for the graduates of the Central Jiangsu Region in the youth job provides a unique job market.

With the "*Employment Promotion Law*", "*Labor Contract Law*" promulgated and implemented, making job security, promotion of employment policies and funding levels in the formation of a long-term mechanism, fully embodies the fairness of employment, which requires the government

and colleges and universities to enhance employment responsibility, enterprises should have honest and trustworthy, legitimate employment of awareness and ability, focus on young college graduates to safeguard their legitimate rights and interests, we must pay attention to establish a good work ethic, and the establishment of harmonious labor relations unit. To encourage enterprises to absorb or retain more young university graduates, the state introduced the corresponding policies to encourage, such as *"Notice that to take active measures to alleviate burden of enterprises and stabilize employment"* issued by Ministry of Human Resources and Social Security, Ministry of Finance, State Administration of Taxation, which encourages enterprises to retain college graduates and other enterprises; the Central Jiangsu Region has also introduced employment assistance projects such as *"Suggestions to further improve employment of college graduates"*, *"Suggestion to promote zero-employment families and employment difficulty personnel work"*, *"On Trial for college graduates Employment Service Card management advice"* *"On hiring college graduates to the grassroots work of the implementation of measures"*, *"Suggestions to further improve the rural practical talent development Work"* to promote employment matching measures, which provides policy support for youth employment of university students in the Central Jiangsu Region for entrepreneurship.

The employment orientated and career planning carried out by colleges have achieved initial success

Revise the specialty teaching programs. According to the university over the years the employment situation and the feedback information obtained from market research, on the one hand the teaching plans to adjust to "a combination of teaching and practice" model, students have a longer time to fully digest, practical expertise, constantly absorbing, supplementary social experience and other knowledge; while students practice period, fought a long time by the community, not only to eliminate the impetuous psychology, ideological stable employment, but also to extend the period of employment careers, increasing the student to deal with risks capacity; the proportion of the other hand, adjust the theory and practice of class hours in the teaching programs, increasing class practice, theory course delete unnecessary or converted into quality electives, which can guide the students will gain expertise in an important position, and skills to master proficiency and qualifications acquired but also can improve students' competitiveness in the job market.

Increase employment guidance courses. Taizhou Polytechnic practice is carried out separately from the employment policy, employment psychological, interpersonal communication, interviewing skills, cover letter and resume writing, professional ethics and other aspects of experienced teachers from more than series of lectures, so that students took to the internship positions Before, it has been learned about the employment policy of the country, know how to protect their legal employment rights with legal weapons, master the principles and certain job skills, produced a fine for personal resume; by learning courses, students Update the area concept, get rid of the concept of the city, home concept. Updated treatment concept, get rid of the concept of salary, job outlook. Update the concept of development, get rid of the concept of professional, academic concept; in career guidance process, focus on strengthening students 'core employment force training, college students in the job market from a seller's to a buyer's situation, focusing on students' overall ability to enhance cooperation and interpersonal skills, the ability to obtain and use information system operational capability, the ability to use a variety of technological means of work, focusing on strengthening employment motivation, interpersonal skills, a wealth of scientific knowledge and effective methods of work, a keen broad perspective core qualities bring up.

Patient guidance, do well in career planning education. When the students came to the school, yearning for a free, relaxed good life, yet do not realize future social competition, employment pressure, if left unchecked, student self-development, learning at school on their own, many students will be the future development generating a loss, it requires teachers to timely intervention to help students from the school on career planning.

College students' employment and job concept transformation provides sound ideological guarantee for their successful employment

Implementation of employment, no matter how much the government introduced favorable policies to guide how much school work, how many companies have introduced job, after all, or the need for self-conscious college students change jobs, face the situation becomes increasingly excited, increasing competition situation, many students from the ideal type of transfer reality type, gradually embarked on the road of rational job. The research group summarizes some students experience as the following:

First, correct attitude, upbeat employment psychological shape. In the course of employment, can objectively look at the job of some inequities, low professional counterparts Post treatment reality, more optimistic about the future of sustainable explosiveness and endurance, so to lower their social status, based on their interests, strengths and the ability to size, social demand conditions, characteristics and career development opportunities that may be encountered, scientific planning their own development path. During the school will be able to do the stock of knowledge accumulated practical experience and actively participate in job fairs, resume carefully prepared to meet the interview, the employer accepts information from schools and friends to provide, criticisms and suggestions.

Second, focus on the future and establish the development of future employment ideas. Entering the community, you first need to solve the problem is to survive, to get rid of unrealistic "elite consciousness" Building up popularized the concept of employment. For small and large businesses, corporate location, benefits, professional counterparts, job adaptation decreased attention, instead more concerned about the future of development, whether personal interests meet, learn skills, whether there is a good atmosphere for business, enterprise core values, the company's employment requirements and standards, self-promotion and career transition in the enterprise space and the like. Taking into account both the individual's future business prospects is concerned.

Third, consciously accept the entrepreneurship education, entrepreneurial dream cast. Typical stories of successful people at the school of education, career passionate life, some students hearts initiation of the entrepreneurial dream. In school, they received a certain degree of entrepreneurship education, business practices participated in the activities, which is a new model of work and study in the career guidance curriculum, initially formed a sense of entrepreneurship. By participating in the design competition entrepreneurship, business practice to carry out the project to exercise their entrepreneurial capacity to understand in practice and master the use of the professional knowledge and skills related to the theory, the accumulation of entrepreneurial experience in practice, improve the entrepreneurial ability and confidence, more stimulate enthusiasm for learning and work, and establish a scientific concept of employment, employment, career, entrepreneurship, has become many students achieve self-worth trilogy. Faced with a small project selection, management capacity, and less financing, lack of social resources and other unfavorable factors, their specific course of action and has no direct business, but the choice of "start curves" of the road, the entrepreneurial activity as their own amateur part-time, "do not do raw cooked" to provide intelligence services from established tutoring agency, less use of network management and other commodity inputs, outputs higher industry started to reduce the risk and increase experience, accumulated contacts, learn from other people, the basis for other companies on the experience and lessons learned, to try different management styles and marketing content, improve marketing and management ability to form their own philosophy, paved the way for their own business.

Increased business participation and improvement of employment standard and benefits make college students full of confidence for employment

In terms of employment standards, the enterprise is no longer honors the preferred market, many companies blows past those "Bachelor degree or above, CET4 or above" and slick conditions favor more pragmatic, biased in favor of a comprehensive study of students quality and learning ability, such as social practice, ideological quality, pragmatic work hard, seeing the students' personal

qualities and professional conduct, and academic qualifications do not ask, just with the majority of the student population in the case of secondary students phase anastomosis. From the difficult conditions for the rural students, and more companies value their hard-working spirit, which for the employment of university students from the northern Jiangsu and neighboring provinces to open the door.

Factors analysis for deficiencies for the qualitative status of college graduates' employment in Central Jiangsu Region

In 2878 young college students surveyed, the proportion of newly unemployed population in Central Jiangsu Region accounted for 13.4%, indicating that the young college students in the course of employment is still not satisfactory, there are some places, mainly in the social support measures in place, universities and professional development social needs are not synchronized, student employment mentality errors and shortcomings of corporate social responsibility is not enough and so on.

Lack of social supporting measures which impacts on college students' employment

The existing system and policy does not provide sufficient incentives and development space, so that students can at the grassroots level in rural areas to fully display their talents and their due reward. Talent market, imperfect intermediary organizations, employment information system is not smooth like. In addition, enforcement of government oversight labor contract law is not enough, there is no cost of living increase in wage growth faster, the government offered free multi-skills seminars, and trainings are not enough, not enough to support big business and so on.

Colleges' personnel cultivating program lacks of market orientated, personnel cultivation is not linked with practical demands

Most of our training program is also limited to higher education discipline type, theory-based aspects, some professional since the excess number of university graduates leaving to become unemployed due to the severe underrepresentation of certain professions and are highly sought after, this situation led to the education structure out of touch with the market demand for graduates has affected the human resources market competitiveness.

College students' employment idea is biased and has limited employment capability which is off the beat with employment market

A considerable number of university graduates in professional orientation are unclear, job objective is unknown, the lack of core competencies, job competition is weak, and to keep up with the requirements of economic development and industrial development, professional knowledge and skills cannot meet the required positions, always in the market edge eliminated.

Businesses focus on profit, and lacks of development view and talent planning

The businesses in Central Jiangsu Region are mainly SMEs, labor-intensive, non-public enterprises, in which many SMEs have a "recruitment difficulties" and many companies are dissatisfied for they cannot recruit enough workers. On the one hand due to the employment of college students it means to pay higher labor costs, on the other hand business owners and university students considered to be low labor efficiency, the lack of spirit of bearing hardships. Many companies work content, work environment, wages and benefits, employee training, etc. cannot meet the needs of college students, the unit provides a relatively low wage jobs, the lack of long-term attractiveness of college students. Some SMEs, the existing positions is saturated, there is no expansion of technology and the ability of reproduction, reluctant to increase investment in the introduction of talent and technological progress, the accustomed low cost remained low, and employment is clearly insufficient to absorb the students' confidence. As the number of college graduates increased significantly, enterprise choice in the recruitment of personnel is very large,

increasing the threshold recruitment, conditions more demanding in terms of employment, as well as "experience access" does not fit this kind of final year students conditions, knowledge-intensive enterprises are more willing to work directly recruit mature experienced staff in the industry, but there are concerns about the recruitment of university graduates. Family management of SMEs, the development of a smaller space to provide students, business leaders together with the leadership, the lack of affinity, reluctant in personnel training, on payment of the appropriate personnel welfare costs.

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