

Research on the Path of Improving the Professional Ability of the Application-Oriented College Students

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Abstract: With the deterioration of the employment of college students, the research on the professional value of students is becoming more and more important. Among them, first of all, the introduction of professional values, the analysis of the specific characteristics and influencing factors of the values of application majors, the formation of appropriate professional values, the improvement of the employment of vocational education plan, the suggestions of College Students' guidance, software training to build a network platform.

1. Introduction

The value of experts lies in that the most valuable experience reward of college students can help individuals to clarify the value orientation of job-hunting activities and determine whether the company's work objectives and corporate culture match. The professional value of college students is reflected in their professional desire when they choose to work. At the same time, it affects their attitude to work, determines their internal motivation in the process of work, and affects their end of experience and their achievement of personal self-esteem[1]. The research and application of College Students' professional value and the value of ordinary college students have common characteristics, but also reflects some of their own characteristics. The research on the professional value of applied university students is the help of the university students with their own clear understanding, understanding the needs of the society, the selection criteria of operators, and adjusting their own development to establish the goal of career and realize the value of life. That is another goal. It provides suggestions for talent cultivation and application of University oriented work instructions.

2. An Analysis of the Characteristics of College Students' Professional Values

2.1. Enhance Self-Awareness and Pursue Self-Worth

With the development of China's economic level and the improvement of material living standards, compared with the Post-70s and post-80s, the post-90s and post-95s college students' professional values have unique characteristics and important changes of the times. The realization of self-esteem and the performance of personality are important characteristics in the late 1990s, which are also reflected in their professional values. The results show that about 50% of college students have clear career goals, pay attention to the performance of self-esteem, and pay attention to the personal growth space brought by work[2]. Wages and profits are often not the main criteria and the only motivation for their choice of work. When choosing a career, they have a strong sense of autonomy and independence, and they are more worried about whether their work and professional knowledge can be successfully realized. That is my personal efforts and the realization of my talent's self-esteem. At the same time, some students know little about employment and job market, have not completed their own career development plan, and are not clear about their career choice. The student group is to know what school students want to choose in the future. What is the state of work and life.

2.2. Diversified Career Value Orientation

Application university students have a variety of family environment, growth experience, ability level and personality, interest and hobbies, so the professional needs are very different. Employment methods and career goals have also diversified. There are also new forms of employment, such as self employment and free employment. The types of career choice companies mainly focus on small and medium-sized enterprises such as private enterprises, foreign-funded enterprises, township enterprises and village enterprises, and pay less attention to large state-owned enterprises with high entry threshold. At the same time, the professional values of professional college students have different reflection in their major, gender and students' place. For example, Application-oriented College Students and boys also have different professional values. On the one hand, girls have more value, on the other hand, they have less value considering the decision of career. Boys pay more attention to specific central issues, girls pay more attention to wages and profits, safety and stability, achieve professional knowledge, promotion opportunities, working environment, boys pay more attention to services than others, and work stability and security are particularly careful. For most women, economics and management are particularly important when interviewing students.

Table 1 Career improvement path of College Students

Main points of view	Representative Scholar	Definition Description
Characteristic View	McClelland	Competency refers to the ability to distinguish the individual characteristics of a particular T-job with excellent performance from that of a share holder.
	Bowaz	Competence does not refer to knowledge and skills in a general sense, but to the use of knowledge and skills in a particular job.
Behavior View	Sandberg	Competence is the synthesis of all the characteristics related to knowledge, technology, competence and high performance in work.
	Mirabir	Competence is the synthesis of all the characteristics related to knowledge, technology, competence and high performance in work.
Comprehensive View	Biham	Competence is all work-related behaviors, such as knowledge, motivation, etc.
	Radford	Competency is the knowledge, skills and behavioral traits that individuals possess to produce excellent performance, which are verifiable traits.

2.3. Pay More Attention to Personal Growth Space and Self-Development

In the interview, 70% of the students pay attention to their growth space when they choose a career, and their salary level and advantages rank second and third respectively. When choosing a career, the satisfaction of College Students' own personal needs and interests, the pursuit of promotion and development opportunities, and the sense of achievement for personal growth space and work are the enthusiasm and internal motivation of college students that can be stimulated[3]. Compared with other universities, the students with application tendency have more charm in order to further improve their ability. Because the Application-oriented College students don't know enough about their abilities, they believe that their higher education is not enough to get a good salary directly. Welfare is to improve the competitiveness of the workplace, obtain more favorable benefits, bring about the improvement of ability and skills, and need to rely on the work itself.

2.4. More Pragmatic and Rational Career Choice

As mentioned above, in the interview process, it is found that application oriented college students have stronger charm in order to improve their personal ability. They often have a clear self-awareness and self positioning in their career choices, and they are more reasonable in their career choices. "Put work first, choose work" is often the choice. Allow you to conduct a wide range of surveys in the initial, college and early stages of your experience without too much restriction on

yourself. For enterprises and start-up enterprises, paying attention to taking risks and accepting new things is a reasonable embodiment of the effective coordination between College Students' self positioning and social needs in this stage of severe employment situation. At the same time, it provides college students with a positive or passive choice to adapt to the social environment.

3. An Analysis of the Influencing Factors of the Vocational Values of the Applied College Students

There are many factors that affect professional values, such as interaction, interaction and complex and overall factors. It mainly focuses on career itself, social factors, family environment, personal value and self-awareness.

3.1. Influence of Occupation Itself

Occupation has a multivalued function for college students. According to the needs theory of Marlowe class, almost all occupations are satisfied, reflecting the physiological needs, security needs, social needs, respect needs, and self-worth for people[4]. Different levels of psychological needs make professional activities have practical value, which is of great significance to individuals. The goal of application-oriented universities is to contribute to the economic development of specific regions and meet the talent needs of employers. In the process of career selection, graduates are more inclined to those who have strong ability, service orientation or need service orientation work, rather than choose the occupation with higher professional technology or basic research.

3.2. Influence of Social Factors

In the era of China's rapid economic development, the students in the late 1990s grew up with rich material life, and the society entered a transition period. With the rapid development of science and technology, the post-90s live in the Internet era from childhood[5]. Equality, initiative, symbiosis and sharing are their life style. At the same time, the change of life style and the one-child policy are that children are more self-centered from the early stage, pursuing personal value, lack of service, lack of desire to cooperate with other people, online interaction and adaptation, and interpersonal interaction and sparse interpretation in real life. The change will directly or indirectly affect the professional value of college students.

3.3. Impact of Family Environment

Family is the first environment for individual growth and the environment for life. It determines and influences people's character, quality, thinking mode and value. The influence on the professional value of college students can not be ignored. It is not only the parents' behavior, occupation and personality characteristics, but also the economic basis of the family, the number and structure of the family, and the family atmosphere. Compared with the main facilities, the proportion of rural university students is larger than that of urban ones. This is related to the distribution of educational resources in China. In rural areas, graduation certificate and college students from education are the only way for rural population to enter the city, but family is an important basis for them to obtain social status. When choosing a career, they pay more attention to job security and social prestige.

3.4. Influence of Personal Values and Self Cognition

Professional values are the concrete expression of personal values in career choice. The diversity, realization, complexity and individuality of College Students' values are also reflected in their professional values. Compared with the students of key universities, the application-oriented students are generally not optimistic about their learning ability and environment[6]. They often don't have full confidence in the competitiveness of the workplace. Knowledge and self orientation are often more incorrect.

4. Guiding Mechanism of Vocational Values of Applied College Students

In the process of talent training, application-oriented colleges and universities, college students establish the right professional value, in order to make these hired tour guides improve, college students' employment choice and lack of enterprise demand, in order to make up for the efforts that can be increased from the side.

4.1. Application Oriented Universities Adhere to Characteristic and Differential Development

When individuals engage in work matching their own donation conditions, their job satisfaction will be higher and their career development will be better. For application-oriented universities, the demand of the professional market and the uniqueness of the university itself focus on the direction and specialty of talent training, especially for the relatively limited resources and application-oriented universities. By analyzing the employment industry and occupation, we can concentrate on it. The main resources are invested in the number of advantageous majors or fields and compete with other universities in differentiation. By building these specialties of the school into specialty of characteristic brand, the work effect is formed in the brand market. At the same time, it is also conducive to students to obtain more resources, cultivate employment opportunities, form a reasonable professional value, and form a competitive and word-of-mouth effect in the job market.

4.2. Strengthen Vocational Guidance and Planning Education for College Students

To guide college students to establish reasonable employment goals and correct their career value orientation. College students should constantly update their self-knowledge and self-evaluation, understand their professional value, ability characteristics and quality characteristics, more accurately and clearly view the changes in the job market, and define their own positioning. Application oriented colleges and universities offer courses related to career planning, but most of the interviewed students do not have scientific and perfect professional values or professional ability tests and evaluations. Constructive future guidance therefore, the vocational education and vocational guidance of the universities and colleges receiving vocational education are more practical, organized and regular. The future career of the students is chosen, but the personal goals and the post needs of the enterprises are guaranteed to meet and work hard[7]. It can realize the effective distribution of talents, the adjustment and unification of individual ability and potential, individual goal and individual value of social development, and make contribution to social and economic development.

4.3. Improve the Soft Skills Training of College Students and Improve their Professional Quality

In addition, in the training of software skills, especially in the training of innovation ability and interpersonal communication ability, the focus of creating excellent professional quality should be played. It is also an important content of College Students' professional value. Today's society attaches great importance to people's comprehensive quality, such as team spirit, self-management ability, innovation ability, professionalism, learning ability, interpersonal relationship processing ability, communication ability, pressure resistance ability, etc[8]. Schools, in order to meet the ability conditions of future work, curriculum content arrangement, education reform, construction ability and innovation and entrepreneurship awards will be based on their innovation and personal technology, in order to improve the platform, students can provide.

5. Conclusion

Network, especially social media, has become an important part of College Students' daily life. In order to supplement and improve professional value education anytime and anywhere, it is necessary to make full use of the timely, efficient, fragmented and personalized information release methods of social networks [9]. Application oriented universities and colleges must rely on the characteristics of students and behaviors, and schools and students must rely on professional value education to build online platforms. Organize topics, start activities and make full use of the

Internet. In order to understand, comprehensively, timely and effectively establish a reasonable professional value, in order to meet the needs of the society and develop to guide students.

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