

Study on the Precision Guidance Model of Employment and Entrepreneurship of Poor Students in Higher Vocational Education under the Big Data Environment

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Abstract: After 37 years of reform and opening up, we have successfully embarked on a road of poverty alleviation and saved more than 700 million rural poor from poverty. The government ensures that all poor areas and the poor will enter a comprehensive well-off society by 2020. The country is paying more and more attention to education for poor students. As an important education subject of poverty alleviation, vocational colleges and universities are responsible for how to accurately train poor students into qualified or high-quality technical employers and help them to be successful in the employment. This paper analyzes the factors affecting the employment of poor students in higher vocational education, and puts forward the precise measures to strengthen the employment ability of poor students in higher vocational colleges, so as to achieve the smooth employment of poor students in higher vocational education.

1. Introduction of Employment and Entrepreneurship Situation

With the occurrence of reform and policies in education system, college students in China have become more and more and they are facing greater competition in the society. Among them, the number of poor students is growing. Students with financial difficulties in the family refer to students who can raise money from themselves and their families, but they are unable to pay for the basic expenses of study and life cost during their studies. Nowadays, the trend or features of college students' employment are: University graduates are no longer "elites", but "normal ones"[1]; College graduates are inclined to work in the tertiary industry; The employment market for college graduates moves from "seller" to "buyer"; The initial unemployment rate of college graduates is relatively high. Under the current difficult employment situation, poor college students are not optimistic in job-hunting or entrepreneurship.

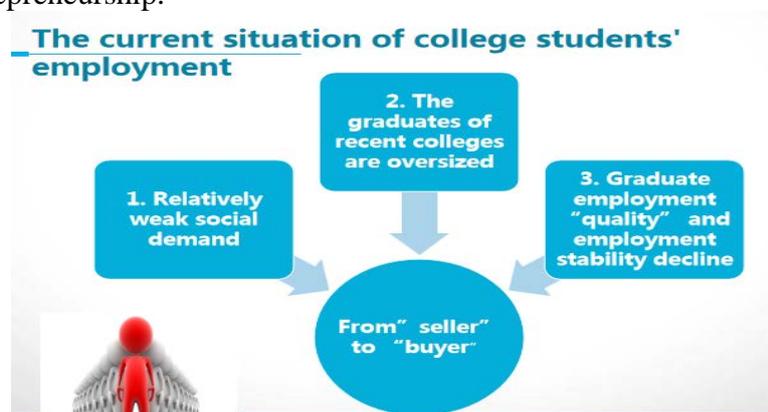


Fig. 1 The current situation of college students' employment

According to the study of big data in employment, the cross-border integration of "Internet +" and the continuous promotion of big data technology have a large demand for high-tech talents, and the

Internet/e-commerce industry has shown a better employment situation [2]. The traditional processing and manufacturing industry has accumulated long-term accumulation in the employment market, with more talent stocks and supply, and the employment situation is relatively poor. In the first quarter of 2019, the CIER index of the eastern, central and western regions continued to decline. The eastern region benefited from the support of national policies and geographical advantages. The employment sentiment index always led other regions. The western enterprises are mainly labor-intensive energy or traditional processing and manufacturing industries, which are affected by policy adjustments and the employment situation is relatively poor. In terms of different cities, first-tier and new-tier cities still have strong development opportunities for emerging industries, and employment has a high degree of employment; while the demand for cities under the third-tier cities has fallen sharply year-on-year. According to the classification of enterprises, the employment prosperity index of small and micro enterprises is relatively high, and the demand for talent recruitment is large. The employment capacity of large and medium-sized enterprises that have entered the stable period is relatively low.

2. Factors Affecting the Employment of Poor Students

2.1 Lack of comprehensive employment mechanisms to reduce employment inequity

Although most employments adopt the open recruitment system, some administration department lack effective supervision [3]. Even if the poor students are excellent but have no social relations, they will not be able to obtain the corresponding positions. The poor students in higher vocational colleges are mostly from rural and economically disadvantaged families, and their social relations are limited. Therefore, poor students will lose many opportunities for employment and entrepreneurship.

2.2 Restrictions on family economic support

Poor students are unable to afford job-seeking expenses because they are restricted by economic conditions, and can only be forced to give up their job search opportunities. In addition, more and more students choose to study further. In contrast, poor students cannot afford to pay for further education, which increases the limits of employment and entrepreneurship for poor students.

2.3 The school employment guidance teaching model is not efficient enough

Most poor students have a certain degree of closed psychology, inferiority, and psychological pressure. The school has not taken any measures to help the poor students. The employment guidance and employment assistance work for students has not been put forward.

2.4 Poor student subsidy policy is not reasonable enough

In order to help poor college students to successfully complete their studies, the country has issued a series of "help, award, and loan" policies, but some schools are not serious enough to investigate the poverty level of students. The evaluation of these funding policies emphasizes students' academic performance without comprehensive analysis of other students' abilities, which leads to poor students only paying attention to learning, rather than focusing on the cultivation of comprehensive quality. A large number of promulgation policies have limited effect.

2.5 Poor students lack of comprehensive quality

Poor students are confused about the future, unwilling and unable to make scientific, reasonable and detailed plans for their study, life and career during college, so that their advantages have not been strengthened, and their disadvantages have not been compensated. Because poor students in higher vocational education are relatively backward in terms of educational facilities, education and teaching level and education service industry, teachers and parents generally do not pay too much attention to students' personality differences, quality-oriented education and special development. Therefore, these students are not so talkative and talented.

3. The Study on the Precision Guidance Model of Employment and Entrepreneurship of Poor Students

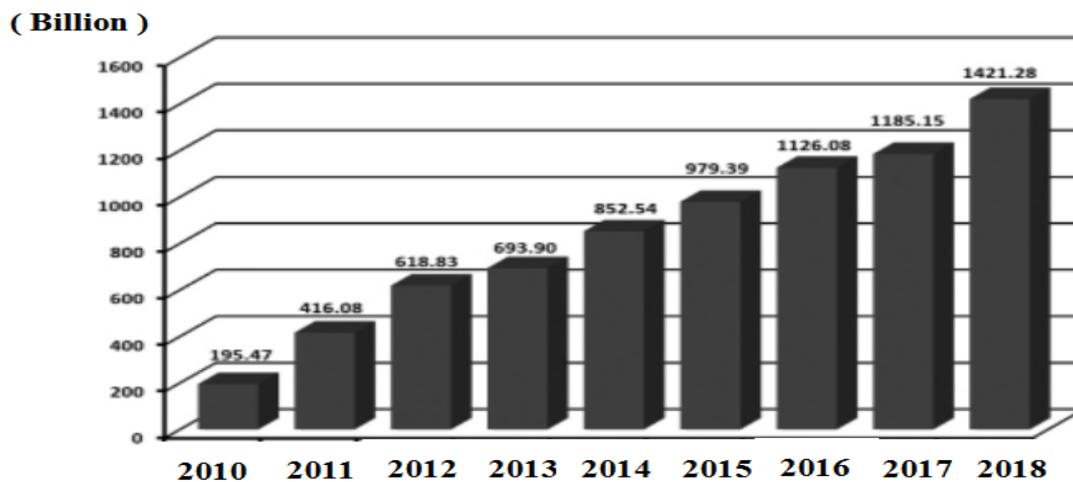


Fig. 2 Education data: support each poor student to become a talent [4]

3.1 Measures taken by poor students

A) Poor college students should analyze themselves, correctly understand themselves, make assessments of their own advantages and disadvantages, and plan their careers ahead of time according to their own characteristics.

B) Change the concept of employment, get rid of the constraints of traditional concepts, correctly understand the employment situation, combine your expectations of work with the social situation, and adjust the employment expectations to the appropriate range.

C) Poor college students should pay attention to strengthening their comprehensive quality training, read more books in different subjects, cultivate interest in all aspects, actively participate in various activities to train themselves, improve their ability widely, and thus improve the competitiveness of employment.

3.2 Measures taken by vocational colleges

A) With big data, we can accurately identify poor students and improve the accuracy of employment assistance. By analyzing the correlation between the data, it is possible to determine whether it is a poor student. And at the same time, through the analysis of the data, the situation of the poor students can be grasped at any time so as to constantly adjust the status of their growth. The financial aid for each poor college student was more targeted and the service was more accurate.

B) Expand financial aid channels and increase funding money for poor students. Among vocational colleges, try to communicate and cooperate with the society, mobilize all forces to raise funds, and solve the primary problems faced by poor college students from the perspective of funding.

C) Pay attention to the cultivation and improvement of the comprehensive quality of poor college students, and build a platform for capacity training [5]. Through this platform, poor students can learn all aspects of knowledge and skills in schools, which can improve their ability in interpersonal communication, vocational skills, social practice and other aspects to improve their overall quality.

D) Carry out a series of activities to improve the psychological quality of poor college students. Hold various activities such as Thanks-giving education and psychological counseling to cultivate optimistic and up-to-date mentality and make them filled with confidence in life and work. If you can motivate counselors, students and teachers to go for dormitory visits to have face-to-face communication with poor students, and interpret policies in a sensible manner, so that they are willing to accept help. And the implementation of policies will be much better.

E) Create internship opportunities to help poor college students accumulate work experience. Enterprises value the job experience of candidates, so colleges should not only let students learn theoretical knowledge in schools, but also create internship opportunities for students. It is helpful for poor students to go to internships, accumulate work experience, and get in touch with society early.

3.3 Measures taken by society

A) The government should have increased its support for poor college students. Simplify the process of processing student loans, increase the number and amount of bursaries, and increase the number of subsidized projects. Increase the scope of subsidies for poor students and reduce the cost of employment for poor college students.

B) The government should introduce relevant policies for employment and standardize the job hunting environment for fair competition. The government should introduce relevant policies, establish a fair and just competitive environment, and severely punish the employment of unfair behaviors, so that poor college students and non-poor college students can compete fairly on their own strength [6].

4. The Significance of the Precision Guidance Model of Employment and Entrepreneurship of Poor Students under Big Data Time

The employment of poor graduates is related to the vital interests and happiness of thousands of families, and is related to social stability and the future of the nation. To do a good job in the people's livelihood project of benefiting the country and the people. We may wish to come up with the enthusiasm and methods of "precise poverty alleviation". It is also hoped that all sectors of society, the country, and the school will be able to make concerted efforts and contribute to solving the problem of employment for poor students.

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