

Research on the Path of Employment Guidance Education and Service System Construction from the Perspective of School-Enterprise Cooperation

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Abstract: Since the 21st century, my country's higher education has entered a period of rapid expansion. University education has gradually shifted from elite education to mass education. The number of graduates has increased year by year. The problem of college students' "difficulty in obtaining employment" has become a hot topic every year. Higher vocational education is an important part of my country's higher education. The number of graduates is equal to that of undergraduates every year. The employment of graduates should be paid attention to by the whole society. As a key part of the employment of graduates in higher vocational colleges, employment guidance is not only the main means to promote the smooth employment of graduates, but also an important part of the daily administration and student management of higher vocational colleges. The establishment of a reasonable and effective employment guidance system in higher vocational colleges is of great significance in terms of schools, society and students. From a historical point of view, China's higher vocational education started relatively late. In the development process of many higher vocational colleges, they will mainly focus on the construction of campus and scale development, while neglecting the construction of employment guidance system. The employment guidance system of colleges and universities is not perfect. At the same time, due to the lack of participation of enterprises, the effect of employment guidance is quite different from the actual needs of enterprises. The school-enterprise cooperation is a breakthrough to solve many problems in higher vocational colleges and the direction of the future reform and development of higher vocational education.

1. Introduction

At present, the cultivation of vocational skills, especially the cultivation of high-quality vocational skills, is the focus of the education and teaching of higher vocational colleges, and the construction of a higher vocational employment guidance service system based on school-enterprise cooperation is mainly to serve students' vocational skills training. In order to better promote the construction of a higher vocational employment guidance service system based on school-enterprise cooperation, the article will analyze the significance, existing problems and paths of building a higher vocational employment guidance service system based on school-enterprise cooperation.

2. The Status Quo of Employment Guidance System in Higher Vocational Colleges in My Country

The number of graduates from higher vocational colleges in my country has been increasing year by year. According to data from the National Bureau of Statistics, the total number of fresh graduates from higher vocational colleges in my country in 2016 was 1.2 million, which is a huge employment group. According to statistics from the education department, the initial employment rate of graduates from higher vocational colleges in China has maintained steady growth in recent years, with an average annual growth rate of one percentage point in the past five years. The employment rate of graduates from higher vocational colleges in 2015 and 2016 has continued to increase. Two years higher than undergraduate colleges in the same period. In 2016, the Human Resources and Social Security Bureau of the People's Republic of China issued the "Analysis of the

Market Supply and Demand of Public Employment Service Institutions in Some Cities across the Country in 2015". From the data, 87% of all surveyed employers require job applicants to have a certain degree of education, 23% of employers require job applicants to have a junior high school diploma or below, 39% of employers require job applicants to have a high school diploma; 17% of employers require job applicants to have a college diploma, while only 8% of job applicants have a bachelor's degree Diploma and above. From this, we can know that the current demand for talents with a college education level and below in China's job market is much higher than that of job seekers with a bachelor's degree or above. This shows that compared to graduates with a bachelor's degree or above, the job market in China There is a greater demand for employment with a college degree or below.

The starting salaries of graduates of higher vocational colleges are in a recessive decline. Although from the data in recent years, the starting salary of graduates of higher vocational colleges has been at a relatively stable level, with the continuous increase of CPI and the continuous increase of the overall wages of employees in China, from the perspective of purchasing power The starting salary for college graduates is actually due to the process of declining. In addition, from a horizontal comparison, the starting salary of graduates from higher vocational colleges is lower than that of undergraduates. According to statistics in 2016, the average starting salary of graduates from vocational colleges is 3456 yuan. The average starting salary of students is only 2329 yuan, and the difference between the two is more than 1,000 yuan.

The employment area for graduates of higher vocational colleges in my country is relatively concentrated. Higher vocational college graduates are more willing to work in big cities like Beijing, Shanghai and Guangzhou. According to the statistics released by the Ministry of Education, the employment of graduates from higher vocational colleges in my country is concentrated in the "Yangtze River Delta", "Pearl River Delta" and "Bohai Rim" regions. This is actually a result of adverse selection, because vocational college graduates are more likely to find jobs in these places.

Judging from the current situation, most college graduates in our country are in a passive position in the job market. In the process of employment, employers often hold the initiative, and they have absolute autonomy in the standards and conditions of graduate admission, but many Enterprises show an irrational side in the recruitment process, and there is a phenomenon of "climbing high". Many companies' post-collegiate students are fully qualified, but companies clearly require only a bachelor's degree or above. In addition, in order to reduce short-term production costs, some companies are unwilling to recruit inexperienced fresh graduates, and even prefer to recruit retired employees. Therefore, vocational graduates are often left out in the job market. Another phenomenon is that from the data point of view, the treatment of undergraduates in the same unit is significantly higher than that of junior college students. The economic structure is constantly adjusted, and companies' demand for talents in different disciplines is also constantly changing. However, most of the professional settings of higher vocational colleges still follow the system of more than ten years ago, and there is no reform spirit to keep pace with the times, let alone The job market will be investigated, making the school's professional setting far away from the job market. In addition, some colleges and universities habitually open so-called popular majors, but these majors are only students who are willing to choose to study, and are out of touch with the actual job market, and the phenomenon of following the trend among colleges and universities has led to intensified homogenization competition among colleges and universities. There is a serious imbalance between supply and demand in the job market of "hot majors".

3. The Significance of Building a Higher Vocational Employment Guidance Service System Based on School-Enterprise Cooperation

To build a higher vocational employment guidance service system, it is not only necessary to cultivate students' practical skills as the main training goal, but also to strengthen the integration with enterprises as the main development direction. Exploring the construction of a higher vocational employment guidance service system based on school-enterprise cooperation can analyze the current construction status of the higher vocational employment guidance service

system, understand some of the problems in the construction process, and facilitate a reasonable evaluation of the current higher vocational employment guidance service system Construction and implementation effects; on the basis of evaluating the construction and implementation effects, it can promote the improvement and promotion of the teaching quality of higher vocational guidance service courses, and teach students better learning content and learning methods, thereby improving their vocational skills. Therefore, building a higher vocational employment guidance service system based on school-enterprise cooperation has important practical guiding significance for improving students' professional ethics and vocational skills, and meeting the requirements of the job market.

4. The Path to Construct a Higher Vocational Employment Guidance Service System Based on School-Enterprise Cooperation

Strengthening school-enterprise cooperation is the goal of higher vocational employment guidance service system construction. After clarifying the goals of the employment guidance service system in higher vocational colleges, it is necessary to make a scientific plan for the construction of the employment guidance service system. Specifically, first of all, the school should formulate a scientific and complete employment guidance service system construction plan that demonstrates the school's characteristics according to its actual development situation, and ensure that the employment guidance service system construction conforms to the development trend of the school and the students' career Requirements for capacity development. Secondly, in the specific process of constructing the employment guidance service system, we must fully learn from the mature practices of other schools' employment system construction, learn from each other's strengths, avoid detours on common problems that tend to arise, and make great efforts to carry out higher-level construction to achieve Better development. Finally, in the internal curriculum construction of the employment guidance service system, we must pay special attention to and highlight the design of the practical teaching system, because the employment curriculum must be practiced, so that we can better prepare for employment, improve the employability of students, and make Students better face the pressure and challenges of employment. In short, higher vocational colleges must further improve the top-level design and realize the overall planning and scientific development of the employment guidance system.

Under the development concept of school-enterprise cooperation, the construction of the employment guidance service system of higher vocational colleges must fully integrate the current development of talents in the industry and enterprise development practice, with the fundamental goal of improving students' professional ability and employment competitiveness. To achieve this goal, first of all, higher vocational colleges must continue to deepen their understanding of employment guidance, not to neglect theoretical guidance, but also to strengthen practical guidance, set a reasonable ratio for the two in the specific implementation process, and improve students The theoretical and practical knowledge of employment can better meet the development needs of enterprises. Secondly, when constructing the employment guidance service system of higher vocational colleges, it is necessary to combine the recruitment conditions of the enterprise to provide relevant employment guidance to students, and through analysis of the development needs of the enterprise, it can guide students' vocational skills learning in a targeted manner, so as to better Guide students to effectively master the necessary professional skills and promote the continuous improvement of their professional quality. Finally, in the process of practical guidance, you can lead students to the front line of the company, visit the production and operation process of the company, guide students to further understand the company, understand the company, and discover their own shortcomings, so as to provide students with more professional guidance. Eventually promote the construction of school employment guidance service system. Under the current increasingly severe employment situation, it is difficult to truly promote the improvement of students' employability and meet the needs of social development by relying solely on school teachers' work behind closed doors. Only by keeping up with the social development situation and taking the actual development of the enterprise as the construction standards and principles can we better guide students' employment and truly promote their career development.

In order to better promote the construction of the employment guidance service system in higher vocational education, it is also necessary to strengthen the construction of the employment guidance work team, so as to provide more guidance and help for students' employment skills training. First, the school must introduce professional employment guidance teachers. When recruiting teachers, it is necessary to conduct necessary and comprehensive assessment of teachers' employment guidance common sense and basic knowledge to ensure that teachers can more scientifically guide students' employment skills training and provide effective help for students' career choices. Secondly, higher vocational colleges should conduct professional training for the employment guidance teachers within the school.

5. Conclusion

To build a higher vocational employment guidance service system, it is not only necessary to cultivate students' practical skills as the main goal, but also to strengthen the integration with enterprises as the main development direction. In view of the problems in the construction of the employment guidance service system, higher vocational colleges should better promote the construction of an employment guidance service system based on school-enterprise cooperation, including: based on their own reality, improve the overall construction of the employment guidance service system; Enterprise needs, increase practical guidance in employment guidance services; introduce excellent employees from enterprises, strengthen the construction of employment guidance service teams; refer to the enterprise assessment mechanism, improve the employment guidance evaluation system; combine the actual development of the enterprise, choose appropriate employment guidance materials.

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