

## Research on the Training of Employment Ability of College Students under the Financial Crisis Based on Stakeholders

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**Keywords:** Financial Crisis; College Students; Employment Ability

**Abstract:** There are many reasons for the difficulty of employment, and the employment ability of college students is undoubtedly an important one. Based on the increasingly severe employment situation under the current financial crisis, combined with the connotation of College Students' employment ability and the current situation of employment ability, this paper studies the necessity of training and training college students' employment ability and how to implement the training of College Students' employment ability. In the context of the financial crisis, the cultivation of the employment ability of college graduates requires the scientific establishment of disciplines and specialties in Colleges and universities. According to the basic composition of employability, the capacity improvement system and activity system are effectively constructed to effectively improve the employability of graduates in long-term training. Using the theory of stakeholders to comprehensively analyze the employment problems of college students from the government, employers, universities and college students themselves, and put forward relevant suggestions in combination with the actual situation, in order to promote the smooth employment of college students.

### 1. Introduction

At present, the global financial crisis is accelerating the spread from virtual economy to real economy, from developed countries to emerging economies and developing countries, which makes the employment situation of university students in our country "worse" [1]. Faced with the huge army of graduates and the severe employment situation, especially in the context of the financial crisis, how to make college graduates obtain employment smoothly has become the top priority and key and difficult work of every university [2]. Judging from the disasters brought about by the financial crisis, it not only brought down the global economy, but also made a considerable number of people unemployed. As a position for cultivating a large number of outstanding talents for the country, colleges and universities should find the enlightenment of talent cultivation in the financial crisis [3]. For the employment of college students, the key factors affecting are: short-term supply excess, regional choice preference, and insufficient employment capacity. Among them, solving the problem of insufficient employment capacity will be the fundamental solution to effectively solve the employment of college students. This grim fact poses new challenges to the educational philosophy and teaching methods of higher education institutions in China. Exploring the cultivation of college students' employment is not only related to the vital interests of the majority of young students, but also related to the deepening reform of higher education and the harmony and stability of society [4].

As an important part of employment public service, the employment information platform for college graduates plays an important role in optimizing the allocation of human resources and promoting employment. At present, there are institutional "three-legged" patterns in employment public services in China [5]. It requires the "four-in-one" linkage mechanism of the government, employers, universities, and college students. Only four linkages, each doing its job, coordinating and unifying, and exerting its overall functions can effectively promote the cultivation of college students' social practice ability. Promoting the employment of college graduates is the key work of the livelihood project. All relevant departments and colleges around the region focus on achieving the goal of full employment of college graduates [6]. We should adopt methods and measures that

are more conducive to improving graduates' employment ability to promote the quality improvement and employment work of College graduates. Therefore, in the context of the current financial crisis, it is of great practical and practical significance to study the cultivation of College Students' employment ability [7].

## 2. The Necessity of Training and Training College Students' Employment Ability

With the further development of higher education popularization and the acceleration of rural urbanization, the number of college students and surplus labor force will further increase, the contradiction between supply and demand of labor force will only become more prominent, and the employment competition of college students will become more and more fierce [8-9]. The employment situation of college students is different. Therefore, only by setting up specialties and disciplines can colleges and universities better meet the actual needs of graduates and the demand for talents in the talent market. It is the main means for the country to carry out human resources development activities, and it is also the fundamental way to achieve a strong country and a rich people. Employers want to recruit the talents they need to make them better and faster. The outstanding problems in practice are as follows: First, the teaching process is based on indoctrination, ignoring the independent thinking of students. By letting learners work together to solve real problems, they can learn the scientific knowledge hidden behind the problem and cultivate students' questioning awareness, creative thinking skills and ability to solve problems [10].

Table 1 below and Figure 1 are shown. The data from it can reflect that the smooth information channel is crucial for graduates and employers to achieve double elections. Therefore, integrating and building employment information platforms is a reasonable requirement of these stakeholders.

Table 1 Job hunting channels for college graduates and employers

Job recruitment channel	Number of people	Proportion(%)
Job fair	82	78.23
Agency	71	68.97
Media information	32	45.37

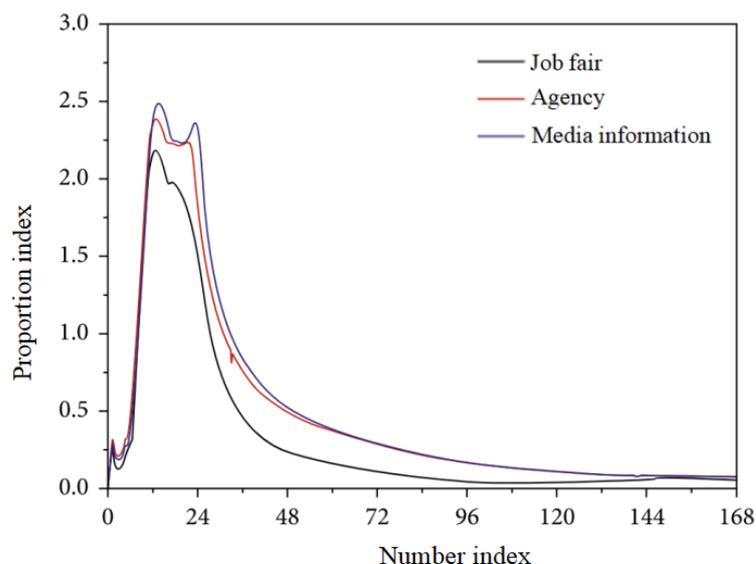


Fig.1. Job hunting channels for college graduates and employers

Through the research on the integration strategy of college graduate employment information platform, it will help college graduates to share information and interaction, reduce job search costs and improve job search efficiency. In particular, the employment market of college students is becoming smaller, and the problem of employment is plaguing people. To solve these problems and give play to the government's support role, it is especially important to cultivate college students' social practice ability, enhance social service skills, and actively adapt to the needs of society.

Therefore, it is imperative to improve the employment ability of college students. It is one of the effective ways to slow down the pressure of college graduates and improve the competitiveness of employment. It is also a key factor affecting the reputation and even survival of colleges and universities. At present, many colleges and universities in our country are fully aware of this and adjust their specialties and disciplines according to the market demand. Therefore, from the perspective of human resources development theory, higher education is the process of the state, universities, employers and individual college students to form a joint effort to achieve the goal of talent cultivation.

The cultivation of College Students' employment ability has not been raised to the strategic height of running a university. Colleges and universities often place more emphasis on discipline or scientific research development planning, and it is not clear that the cultivation of College Students' employment ability should be included in the long-term planning of school development. Vocational guidance is included in the teaching plan as a public compulsory course, which includes employment knowledge and entrepreneurship knowledge. There are two breakthroughs to solve this problem: first, to understand the interests of stakeholders, to define their respective responsibilities in the integration of information platforms, and to play the leading role of stakeholders. Formulate measures that are conducive to the cultivation of practical ability of college students, create a good external environment, and focus on strengthening macroeconomic policy guidance and increasing capital investment. However, college education often neglects the cultivation of college students' professional ability. The reality shows that in the mass education stage, more and more employers not only pay attention to the professional ability of students, but also pay more attention to professional competence. Only in accordance with the changes in the market, colleges and universities can set up majors according to the needs of the market, especially the key professions that set the needs of the national economy and the people's livelihood, and will be effectively improved in the development.

### **3. How to Implement the Cultivation and Training of College Students' Employment Ability in an All-round Way**

Under the current financial crisis, many colleges and universities have done relatively weak and lagging work on how to improve the employability of college students, especially the use of employability training from the practical operation level to improve the employability of college students. The employment capacity improvement system is the most important means to ensure the improvement of college students' employability. In this system, it mainly includes reasonable organizational structure and corresponding capacity improvement policies. For enterprises, without the participation of high-quality workers, the development and even survival of enterprises may be affected, and resources are not effectively utilized, which is undoubtedly a big loss. For a long time, universities have not quickly adapted to the increasingly stringent demands of the employment market on higher education. From the perspective of knowledge transfer, knowledge education is still a very large proportion in the whole university education. Entrepreneurship knowledge should take into account not only discipline, specialty, students' personality and interest, but also local economic characteristics and development status. Its focus is to cultivate students' entrepreneurial awareness and entrepreneurial ability. Vocational guidance is like a beacon in the course of life, which solves the problem of the direction of employment training.

Of course, an important prerequisite for information resource sharing is to sort out and clarify the quantity and quality of information resources owned by various stakeholders. Only by satisfying a certain quantity can the effectiveness of information sharing be brought into play, and at the same time, a certain quality be satisfied, so as to ensure the accuracy of information sharing. In order to fully and effectively play the important role of colleges and universities in the cultivation of College Students' social practical ability, the government should give financial support to the policies of colleges and universities. In this way, college students are encouraged to form a correct career direction, lay a solid career foundation, enhance job skills, strengthen professional skills, and improve their ability to adapt to society and integrate into society. By breaking the barriers of

disciplines, integrating the innovative curriculum system, excavating and sharing curriculum resources, infiltrating the factors of quality education in each course, fully satisfying the needs of students' individual ability development, and forming a synergy of quality education courses. In a sense, it is the interests of all stakeholders. Therefore, it is necessary to establish an information resource sharing operation mechanism based on the interests of stakeholders. Figure 2 below is a survey of the employability of college students.

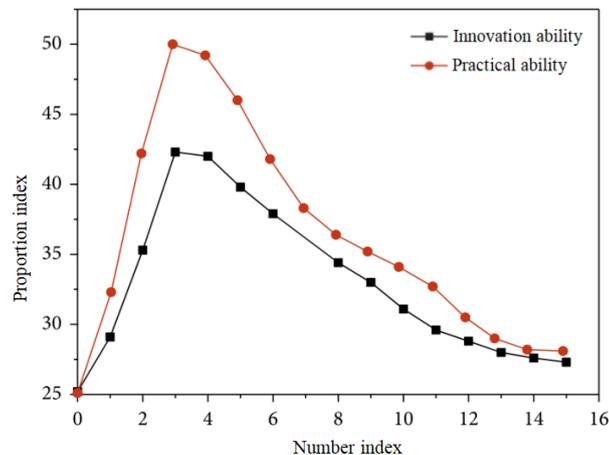


Fig.2. Investigation on the employment ability of college students

Changing the mental model the biggest difference between people and people is the difference in mental models. People with the same academic qualifications, environment and opportunities will have different development speeds and heights of life, mainly due to differences in mental models. Establish a student-oriented educational philosophy. The ultimate goal of a student-centered educational philosophy is the sustainable development of students. Those regions with strong economic strength and good talent environment are very attractive to college students, and most graduates choose to work in these areas with superior conditions. However, it should be pointed out that these achievements are also relatively limited. Not only do college students disapprove of the education of employment skills adopted by colleges and universities, but also the education of employment skills in Colleges and universities remains at a relatively primary stage, and is still the basic skill education for college students. According to the learning stage of College students, flexible and diverse training programs for employment ability training are selected, and the whole process of training for employment ability is carried out. At the same time, in the reform of students' assessment methods and content, we should focus on the assessment of students' procedural knowledge, such as analysis of problems and solving problems. We should take the comprehensive ability of assessment as the starting point and the foothold.

#### 4. Conclusions

To sum up, the cultivation of College graduates' employment ability needs the efforts of colleges and universities in setting up professional disciplines, education system and activity system of employment ability. Over time, through better training, the employment ability of college graduates will be improved accordingly. The financial crisis has challenged colleges and universities to cultivate students' practical ability. Objectively, colleges and universities provide educational mechanism guarantee for the cultivation and improvement of College Students' social practice ability. Admittedly, the integration and construction of employment information platform for college graduates is not achieved overnight, but a long-term development process. In this process, it will inevitably encounter many difficulties and problems, such as policy guarantee, system breakthrough, resource utilization, technological upgrading and so on. The social practice link has created a three-dimensional multi-dimensional practical training platform to overcome the lack of social adaptability of contemporary college students, poor practical operation ability, slow role transformation, and poor ability to comprehensively apply knowledge. At the same time, it can also

promote the transformation of the concept of running a school, deepen the curriculum reform, improve the quality of graduate employment and the public image of the university itself.

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