

The Features of Values of Employment of Modern College students and the Corresponding Education on Employment

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Abstract—Through the questionnaires, values of employment of modern college students were analyzed. According to the survey, students tended to utilitarianism. They paid attention to their career planning, but they had vague understandings on it and lacked enough preparations, which would affect and restrict the success rate of market allocation to a certain extent. Under the pressure, the notion of job-hunting among college students had changed. Based on the survey, it was necessary to bring up the corresponding educational policies on employment, so college should pay attention to education and guidance in ideology and politics, which could change the employment notions. The article advanced the functions of career planning in the career guidance and focused on the training of students' abilities.

Keywords- values of employment; education on employment; career planning

1. Introduction

Values of employment are basic attitudes and opinions on the aim and meaning of employment. College students are regarded as important component of human resources in the society, so their values of employment have great effects on job-hunting and represent the direction of social values to some extent. The paper uses the way of questionnaires to analyze the features of values of employment of modern college students, on which makes some corresponding educational policies on employment based.

2. Background, Methods and Sampling of the Survey

From July to November in 2007, we made the survey in different levels of universities in the Northeast three provinces of China, including Harbin Technology Institute, Northeast Forestry University, Northeast Dianli University, Qiqihar University, Shenyang Jianzhu University, Bohai University, Shenyang Chemical Technology University and Heilongjiang East University.

The objects of this survey are the universities in the Northeast three provinces of China. The method is stratified random sampling. That means, first ensure the representative of each kind of universities, then choose randomly two classes in the same university, and choose again 20 students in each class. The criterion of delamination takes the social prestige of the university and the characters of students into count. According to these factors, we divide universities into four kinds: key universities with some influence in China, key provincial universities, ordinary colleges and universities, private higher learning institutions.

320 questionnaires were distributed and 256 were returned, which all were written by students themselves. Having eliminated invalid questionnaires and following the ratio of students' number in every kind of schools, we randomly selected 200 questionnaires in order to ensure the consistency of students' distribution and objects' distribution in the samples.

The male/female ratio is 53.5: 46.5; the specialty ratio (arts, science, engineering, others) is 25.5:25.5:41.5:7.5; the grade ratio (Grade1, Grade 2, Grade 3, Grade 4) is 26.5:22: 48:3.5; the political status

ratio (Chinese Communist, Chinese Preparatory Communist, Youth League Member, Populace) is 2.5:10:76.5:11.5; the family economic conditions ratio (rich, common, poor) is 2.0:62.5:32.5; the monthly living expenses ratio (< ¥300, ¥300-500, ¥500-1000, > ¥1000) is 20.5:44.5:33.0:2.0.

3. The Features of Values of Employment among Modern College students

We applied SPSS 11.5 to make the statistical analysis on the correlative data, and found out the features of values of employment among modern college students as follows:

3.1 Utilitarianism in the Values of Employment among Modern College students

In today's world, market competition is getting fierce. Students hope to have a good job. However, utilitarianism leads them to focus more on materials, direct benefits and direct effects of one's behavior, which will easily result in short-term activities. Students can't properly deal with the relations between personal values and social values, which reflects that the students' personal values in job selection and they pay more attention to the chance of personal development and the future of an industry. They are unwilling to endure hardships and have little awareness of active competition, which just lead to pursue a comfortable environment.

Those answers to the question "What's your opinion on the fact that graduates voluntarily serve in the West China?", showed that, 40% chose "Necessary and I will go to the region." 38% chose "Necessary, but I don't go to the region." 9% chose "Not necessary". 13% chose "No comment". Although 40% chose "Necessary and I will go to the region.", in fact the rate that graduates serve in the West China is quite low.

About the question "Which is the main factor in job-hunting", 10.5% would like to work in the most necessary area in China; 7.0% will obey the country; 28.0% will take into account both the national need and the personal interest; 40.0% will choose the job out of consideration for personal development; 7.0% choose other answers. According to the survey, most students answer the question in terms of personal development and national needs. As we can see, in job-hunting most students will think from the realization of their value when they take into account both personal benefits and social and national needs. To some extent, it reflects that graduates would like to work in the rich areas for their personal development, which presents a situation of "Peacock Flies to Southeast".

3.2 The Importance Attached to Career Planning and the Doubts Existing in the Planning

In the questionnaires, asked by the question "what're your understandings on the career planning" 64.5% think that "college students should have the career planning, because it can help them avoid the blind employment". It shows that the contemporary college students pay much attention to the career planning.

However, the vague understandings on one's career and the lack of preparations will influence and restrict the success rate of market allocation. 15% don't know what is the career planning and have no knowledge of it. 8.0% think that it's too early to make career planning in the universities. 17.0% think that the activity of job-hunting is a natural matter and it's not necessary to do career planning. In answering the question "what's your direction in job market after graduation", 24% students choose "Have no idea" and "Take things as they are". It reflects that students have puzzles and doubts in their career planning.

3.3 The Changes of Students' Notion of Job-Hunting under the Pressures

The notion is the core values. The right notion can bring right action and the right action can bring good result. In the survey, the notion of job-hunting is influenced by different kinds of social values and the attitudes to employment are also changing.

1) *Most students have already realized the severe conditions of employment, but they have a vague understanding on their orientation and lack confidence:* Facing with the severe conditions of employment, 38% prefer to have a certain job first while 25.5% would like to choose from kinds of jobs. Clearly, the different rate shows that college students have already realized the severity of the current employment.

Under the severe conditions, whether students can properly establish their orientation? In answering the question "whether one' major can help the employment", only 28.5% say Yes, 30.5% say No, 33.0% say Common, 8.0% have other opinions. Most students have a conservative answer on this question. That means,

61.5% say No or Common. It also shows that students are not confident facing with the pressures. 32.5% worry about their skills of English and computer. 15.5% worry about their studies. 49% worry about the working experience. 3.0% refuse to answer. Most students think it's hard to find a satisfying job because of lack of working experience.

2) *Facing with the employment pressures, more and more students take part in the entrance exams for postgraduate schools:* Facing with the employment pressures, many students choose to study further and the pressures become one of the factors for graduates to take the exam. In the survey on the direction after graduation, 19.5% choose to take the exam, which holds the highest proportion. The condition is closely related to the employment pressures. Many students will take the exam after a period of working. Among the reasons for that, 49.0% think further study can give them more development space, 27.5% think that is because of great pressures in working. And 23.5 think it's unnecessary to take the exam.

3) *Exist conservative ideology and mistaken psychological ideas in employment:* In the choice of jobs, the majority want to work in the state-owned big and medium enterprises, go on further study and work in the field of business and finance. The fact that students put public institutions and state-owned enterprises into the first choice, which shows that students want to have a stable job and hold the conservative notion in job-hunting; and students will follow others without much consideration. Students tend to rely on schools and society. For example, they mainly depend on job fairs held by schools and different kinds of job fairs in the society. For the fact that some students will forge job resume, 9.5% think "the action is for a good job, which can be understood"; 38% think "it's an unavoidable behavior because of employment pressures"; 38% think "one mustn't do that and should be practical"; 11.5% think "it can be done in some situation"; 3.0% have other opinions.

4. The corresponding Education on Employment

The employment education is an effective way to give education on students' ideology and politics. The improvement of students' quality in their minds is the guarantee of employment. The establishment of ideological and political education on employment lets students' values of employment closer to the society and it can have a good effect. The paper puts forward the corresponding educational policies on employment according to the features of values of employment represented in the survey.

4.1 Pay Attention to Ideological and Political Education and Guidance, in Order to Change the Notion of College students

Affected by the society and the employment situation, young college students have complex and pluralistic thoughts. Therefore, we should pay attention to ideological and political education and guidance. Aiming at improving their quality on ideology and politics, we should take different measures to offer students the education on the status of affairs, policies, national conditions, profession and ethics. And how to solve the problem of utilitarianism in job-hunting becomes the critical issue.

We should strengthen the education of students' values of employment and guide them to gradually coordinate personal need and social reality. That means, they can not only satisfy their needs, but also face with the reality. Helping students to form the right values of employment is the unavoidable responsibility for universities.

During the process of education and guidance, we should help students change their minds in employment. We should help them properly analyze and objectively evaluate themselves in order to adjust their expectation and values of employment. Through ideological and political education and guidance, Education on employment helps them change their minds in employment, adjust their expectations for employment, properly take their orientation and have the awareness of grass roots. It can also guide students to know their social responsibility and actively bear it.

4.2 The Functions of Career Planning in the Employment Guidance

1) *Combine the Guidance and Career Planning:* The survey shows that college students generally pay attention to career planning, but they have a vague understanding. Currently, employment guidance for graduates in Chinese universities is in the conditions of "starting to prepare only at the last moment". It can't combine effectively the guidance with career planning and the development. In order to realize the matching of graduates and their profession, services provided by special guidance and assessment are not enough.

In China, there is no complete guidance system. Although universities have already begun to think highly and promote career planning, the guidance is occasional and even lacks uniform tutoring materials for career planning. The guidance group in universities hasn't been established. In most schools career center and instructors take the responsibility. However, they are often lack of corresponding special knowledge and skills, systematic academic guidance and scientific operating techniques. So it's hard to offer special guidance in career planning and professional assessment.

Career planning is a systematic project that needs joint efforts and special researches. It should introduce advanced experience at home and abroad. We suggest that it establish a workshop for career planning in universities, which can offer instruction and consultation. And students can make their career planning under experts' instruction.

2)Offer Guidance in Different Phases and Levels: The guidance should be given during the whole process of university studies instead of near graduation. Universities should have different focuses according to features of different grade. And they should make plans for students with different features and needs, which can get good effects. The guidance starts from the lower grade and be offered to students in different phases and levels.

4.3 Focus on the Cultivation of Employability

In the survey, we can find that facing with the employment pressures, quite many students will negate themselves, show having no confidence with their major and even forge the materials. So how to cultivate employability has become a notable issue.

In contrast to foreign countries, the researches on employability in China start late and are weak, especially in the theories of employability structure and the practical guidance structure. The focus of the society has changed from one's position to one's ability and the ability of professional regeneration has been always represented in students' career. In order to improve employment rate, we should improve one's employability. In the industrial economy era, employment relies on skills. In knowledge economy era, employment relies on knowledge conversion. In the market as a platform, students compete with other groups of people. Their core competence is that they learn a lot, study fast and convert knowledge in a high rate.

Reasonable knowledge structure, creativity and comprehensive quality are the core competence in graduates' job-hunting and development of career. The competence can't be formed in a short period near graduation. So universities should establish the penetrative guidance system and service pattern in the whole process, in order to effectively improve the competence. From educational notions, arrangement of content, organization of the practical teaching, construction of campus culture and students' educational management, universities should offer effective guidance, service and help in students' employment.

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