

Challenges and Opportunities of Chinese College Students' Employment Environment Based on SWOT Theory

Liu Chenjiao ¹, Valliappan Raju ²

¹ Limkokwing University of Creative Technology, PhD, Selangor Darul Ehsan, Malaysia;

² Limkokwing University of Creative Technology, Assoc. Prof. Dr., Selangor Darul Ehsan, Malaysia

¹ E-mail address 3317686802@qq.com; ² E-mail address 290635938@qq.com

Abstract

The employment of college students in China is a widespread social problem. This study uses the method of directional research to analyze the employment environment from the SWOT theory. This will not only help college students better understand the current situation and adjust their employment expectations in a timely manner but also combine with the implementation of the school's strategy to enhance the employability of college students, and promote the healthy growth of college students in all directions, so that they have stronger social survivability.

Keywords: College Students, Employment, SWOT

1. OVERVIEW OF SWOT THEORY

The SWOT theory is also the SWOT analysis method, also known as the advantage and disadvantage analysis method, that it is a company's strategic analysis method. Through this method, it can determine what the company's own competitive advantages and disadvantages are, and what opportunities exist and what threats will be received (Wu Xue, 2020). Enterprises use SWOT analysis to analyze themselves, which can help enterprises better understand their own situation, so as to effectively integrate various resources of the enterprise, and deploy in conjunction with the company's strategy to promote better development of the enterprise. Although SWOT analysis is an analysis method for enterprises, it is widely used in all aspects of people's work and life (Zhang Yi, 2020).

2. SWOT ANALYSIS OF COLLEGE STUDENTS' EMPLOYMENT ENVIRONMENT

2.1 External environmental threats

For the employment of college students, the external environmental threat they face mainly comes from the fierce competition in the market (Huang Jingmei, Yuan Meijian, 2020). As the number of college graduates continues to increase, there are insufficient job opportunities, and the narrow market is very serious,

making it difficult for college students to provide enough jobs. In addition, colleges and universities have also been disconnected from society in their professional design, and coupled with the rapid changes in the social landscape, some professional employment situations are awkward, that employers have more restrictive conditions when recruiting under the circumstances of large selection, which makes the employment of college students difficult.

2.2 External environmental opportunities

College students have experienced systematic learning and not only have a strong level in their professional abilities, at the same time in the training of campus cultural activities and social practice; they have also developed a strong comprehensive ability. Under such circumstances, they will have a certain foundation for their adaptability to different positions. As a result, the probability of employment has greatly increased. From the perspective of the employer, they prefer to select employees with a strong comprehensive ability and strong learning ability. Therefore, college students have gained certain favors and advantages. In recent years, the state has issued many policies to provide assistance in the employment of college students, the introduction of these policies has also brought students a better external environment and opportunities, provided favorable conditions for their employment.

2.3 Internal advantages

College students are the main representatives of intellectuals that they have active thinking, systematic education, and rich imagination. Compared with those who have not received a college education, they have relatively strong language expression ability, interpersonal communication ability and coordination communication ability, which can highlight the advantages of employment competition. Regarding the social environment, although college students lack experience, they still have relatively strong adaptability, and for some new things, strong acceptance and easy to keep up with the pace of social development. At the same time, due to systematic education, the thinking, habits and thoughts of college students are more in line with the needs of society, and they have developed some good habits, ways of thinking and moral qualities in the long-term study life.

2.4 Internal disadvantages

The main body of employment is college graduates, however, judging from the current situation that many college students have relatively weak employment awareness and relatively backward employment concepts. Many students do not prepare for employment in advance, but only choose their jobs in a panic after the graduation season. Affected by parents and traditional ideas, many students are still too pursuing the "Authority unit and Institution" in employment, and have not been able to change according to the characteristics of the times. Some college students are low-eyed and low-handed, and their psychological quality of employment is relatively poor. When the positions provided by the employer are not in line with each other or are not ideal, they are prone to psychological fluctuations and anxiety. In addition, the lack of self-assessment ability and the lack of objective evaluation of one's own abilities and advantages lead to

students' influence and deviation in employment. This lack of ability also forms a disadvantage for students in employment.

3. THE CURRENT EMPLOYABILITY OF COLLEGE STUDENTS

3.1 The employment policy is not well understood and the ability to interpret is relatively weak.

Employment policies are some beneficial measures launched by the state and government to promote the employment of college students and protect the rights and interests of college students' employment. They are important resources with greater stability and lower risks. If we can grasp the employment policy in place, we can better obtain advantages and gains in employment. For college students in colleges and universities, grasping the employment policy is their basic responsibility and the ability they should have. Students' understanding of the employment situation will help them make the right employment choices, and grasping the employment policy will promote them to get better help in employment. At present, many college students in China do not pay much attention to employment policies, and some even pay attention to it, because they lack good interpretation and understanding skills, which makes them to grasp policy not adequate and accurate, which is not conducive to their employment the conduct of behaviour and the presentation of good results in employment.

3.2 The self-assessment positioning is inaccurate, and the assessment results are quite different

The so-called "Know the enemy and know yourself, and you can fight a hundred battles with no danger of defeat." If college students can accurately position themselves, then they will be more targeted in employment and the success rate will be higher. Self-positioning requires self-assessment, which can be better positioned through self-assessment (Zhang Lina, 2014). At present, college students in China generally lack a reasonable and accurate assessment of their abilities and do not understand their own abilities. Therefore, there are too large employment expectations, serious self-thinking, and failure to combine their actual conditions and social environment. Correct assessment and positioning will eventually lead to deviations in actual employment and self-ability. It not only affected our own development and the development of employers but also caused a waste of educational resources and other resources in the country. Although some students have evaluated themselves, it is common for incorrect evaluations. The main reason is not only their unclear understanding of themselves but also the influence of some families on them. Some students are seriously affected by traditional family values, and the backward employment concept makes their self-assessment and self-positioning inaccurate, unscientific and impractical, resulting in a significant drop in the success rate of employment and failure to improve employee satisfaction.

3.3 Employment skills are not outstanding enough, and job competitiveness is not strong.

Employment is a comprehensive process, which not only competes with students' own abilities but also their employment skills and abilities. Therefore, employability skills are an important part of employability. Employment skills are a very broad concept, its scope is very wide, and college students' language

expression, resume production, on-the-spot performance, communication skills, problem-solving skills, etc. are all part of it. At the same time, with the advent of the era of information technology and new media, students' adaptability to new media and new environments is also a part of employment skills. At present, college students in my country's universities are relatively weak in terms of comprehensive employability, especially in interpersonal communication. Although they highlight the advantages of those who have not received higher education in this regard, from the perspective of overall communication skills, they have not yet reached the state of social demand. Compared with people with similar academic backgrounds, some college students' exhibit unnaturalness or stage fright, are not thoughtful enough about issues and lack corresponding social practice experience. At the same time, it is not outstanding enough in terms of its own etiquette and professional qualities, and it cannot make itself an opportunity in employment, gain the favor of recruiters and win better positions. The lack of outstanding employment skills will ultimately affect the comprehensive competitiveness of college students so that they do not occupy an advantageous position in employment.

4. STRATEGIES FOR CULTIVATING COLLEGE STUDENTS' EMPLOYABILITY BASED ON SWOT THEORY

4.1 Overview of the employability of college students

The concept of employability was first born in the United Kingdom at the beginning of the last century, it refers to "employability", which is simply a person's ability to obtain and maintain a job (Ma Yongxia, Liang Jinhui, 2016). Generally speaking, the employability of college students not only refers to the process of completing their employment but also should pay attention to their completion of the job and their enduring ownership and fulfillment of their career development.

4.2 Strategies for cultivating college students' employability based on SWOT theory

4.2.1 Carry out career planning education to lay a solid foundation for the cultivation of employability.

The purpose of setting up a career planning course among college students is to guide students to organize their university life in a purposeful and planned manner and avoid spending time. At the same time, it can also guide them to actively pay attention to the needs of society according to their actual situation, understand the development status of their majors and ideal careers, so that students can make better adjustments and formulate feasible plans for them. Chinese colleges and universities have always carried out career planning and employment guidance courses in college students' employment guidance (Zhai Ying, 2014). The education of college students' career planning can allow them to make plans and plans for themselves as early as possible, step by step to improve their employability and capital. To carry out career planning education among college students, we must grasp the two standpoints of serving students' career planning and improving their employability. According to the different conditions of students, respect the differences of students, based on the premise of the concept of career planning, and create a personalized

guidance model according to the characteristics and needs of students to help students improve. Teachers should conduct targeted guidance on the basis of respecting the personality of students so that students can develop themselves better, and in this process of development, it is possible to find a return to the commonality of the group, rather than blindly personalization, which leads to a far cry from the needs of society, becoming a heterogeneity and being eliminated by society.

4.2.2 Strengthen the establishment of practice bases to provide a platform for the cultivation of employability.

Cultivating the employability of college students needs to be promoted through various aspects. In the teaching method of employment guidance courses, we must be creative and do not blindly adopt the traditional teaching mode to wipe out the interest and enthusiasm of students. The employment guidance course is easier to innovate in the teaching method due to the characteristics of the content because it is a practical course that originates from theory but eventually needs to be returned to practice (Yan Yi, 2015). In the innovation of teaching methods, the school can carry out some employment skills competitions, workplace simulation activities, job search, and observation (Qiao Zhihong, Jiang Ying, Yang Hongtao & Guo Xiaoyu, 2013). Move the theoretical classroom to practical operation occasions, let students feel every link of employment in an immersive way, and trigger the subjective initiative of the self from the perspective of his own experience, so as to selectively supplement and build knowledge in the course of learning. In addition, universities should also focus on strengthening the establishment of practice bases. For the cultivation of the employability of college students, more practical opportunities are needed, let them experience and polish themselves in their own feelings to adjust and improve. Therefore, it is very important to strengthen the construction of practice bases. Colleges and universities should make full use of their own resources and some enterprises in the society to jointly run schools to provide students with a practical platform for them to improve their employability through continuous experience and exercise.

4.2.3 Reform the training program and pay attention to employment education.

In colleges and universities, the employment guidance of college students is something that every college will have, but the specific development effect is not satisfactory. The reason is that employment education has not been well integrated into the talent training program, and the lack of a systematic background has prevented it from being valued. It has become a dispensable thing, so thereby enhancing the employability of students does not work well. Colleges and universities should combine the cultivation of college students' employability and the cultivation of talents, present and realize them through training programs, increase the proportion of employment education, and effectively provide assistance to the improvement of college students' employability.

4.2.4 Improve teachers' strengths and strengthen targeted education.

Many college teachers engaged in employment guidance courses are counselors, they lack professional vocational guidance ability and practical skills training ability, it is difficult to make more meaningful changes in the way of employment guidance, and the grasp of course content and guidance methods are relatively limited (Li Peng, 2015). At the same time, due to the current status of the counselors' work, the tedious daily work makes it difficult for them to devote more energy to employment guidance. The level of teachers in employment guidance and the overall teacher structure have a greater impact on the improvement of students' employability. Although the counselor has more contact time with students and has also received some basic knowledge such as pedagogy and psychology, it is still lacking in terms of teacher strength and level.

In terms of talent introduction and the composition of the teacher structure, the school's attitude towards personalized employment guidance is also very important. Many colleges and universities only pay attention to the final employment rate, because this is closely related to the school's enrollment, so it ignores the education process. In fact, the quality of the education process is an important factor in determining the final employment performance. It is precisely because such ideological awareness is not in a place that will make the quality of college graduates' employment guidance teachers rise slowly and fail to keep up with the development requirements of the social guidance for employment guidance. Some teachers engaged in teaching in this area are not professional in themselves. This state determines that the level of personalized employment guidance does not meet the social standards, and it is difficult to promote the overall improvement of students. Therefore, it is very important to strengthen the construction of teachers. We must improve ourselves and pay attention to the good integration of social resources. Therefore, the management department can hire outstanding people from some companies to serve as mentors outside the school and regularly visit the employment guidance courses to provide practical assistance for the cultivation of college students' employability.

4.2.5 Strengthen employment psychological education and plan employment expectations reasonably.

From the theoretical analysis of SWOT, the psychological problems of college students in employment are also an important factor. Some students' psychological qualities are not strong enough to make their own disadvantages continue to increase. In recent years, with the increasing employment pressure and the increasingly fierce social competition, many college students are also facing greater pressure in employment, which has caused some psychological problems. Under such circumstances, colleges and universities should strengthen psychological education in employment for college students, and establish a professional psychological education team to provide psychological counseling to students in a timely manner to ensure that they are in a healthy and active state, to provide favorable psychological and ideological help for the improvement of employability. In the psychological education of employment, colleges and universities should pay attention to the development of educational work, at the same time, we must pay attention to the investigation and tracking of students' psychology, especially for students with psychological problems, it is necessary to establish a tracking file and carry out intervention treatment to avoid serious consequences.

5. CONCLUSIONS

The employment problem of college students is not only a personal problem and it is also a social problem. Based on the SWOT theory, a comprehensive analysis of the employment environment of college students and the corresponding strategies are proposed to promote the improvement of the employability of college students will be conducive to the better growth of students.

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