

# Research on strategies for improving students' employability

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**Abstract:** College graduates are required not only to have higher professional skills and practical ability under the guidance of high quality, but also to have higher comprehensive quality and professional accomplishment. As an important position for the training of applied talents, colleges and universities have always insisted on reform and innovation in the field of students' employability training in recent years, and pragmatic promotion has made great progress in the employability of college graduates. However, objectively speaking, there are still many imperfect links in the employability training system and there are still many problems to be solved. Therefore, it is required that colleges and universities should take the double-high construction as the starting point, always adhere to the perspective of students, and effectively strengthen education work, optimize the actual education access, improve the employment ability of students, and ensure that students can achieve high-quality employment. This paper takes the double-high construction as the background and universities as the research focus. Based on the concepts of double-high construction and employability, and combined with the current situation of students' employability, this paper explores the path to improve students' employability specifically for reference.

**Keywords:** Universities, employability, school-enterprise cooperation

## 1. Introduction

Under the background of the current times, the training of high quality applied talents is one of the basic functions of colleges and universities. Through the combination of German technology training school-enterprise cooperation, the technical skills of college graduates are comprehensively improved, and the all-round development of college graduates is guided. All parties work together to provide high-quality technical personnel guarantee for China's economic development and social progress. In order to effectively improve the employability of college graduates, Chinese colleges and universities have made a lot of efforts in the professional curriculum, innovation and entrepreneurship education, employment guidance and other aspects, but from the actual employment situation of college graduates, there is still a lot of room for improvement. How to effectively improve the employability of college students and meet the social demand of high-quality talents is an urgent problem for colleges and universities to solve.

## 2. The importance of enhancing the employability of college students

At present, there is no uniform definition of employability in the literature at home and abroad. scholars believe that employability refers to the various qualities that individuals possess to obtain, maintain and re-employment, and achieve excellent performance in their jobs. Usually includes knowledge, application ability, professional skills, general skills, personal characteristics and other comprehensive qualities, is a kind of career-related comprehensive ability, with a high degree of and flexible<sup>[1]</sup>. The development of the Internet not only brings new growth points for the entire but also brings new changes to the industrial structure and employment and entrepreneurship of the whole society. In this context, it is inevitable for colleges and universities to adapt to the development new economic forms by improving students' employability.

### 2.1 Industrial upgrading requires students to enhance their employability

It is a general law of economics that demand determines supply. In the process of the of the industry from resource-intensive to technology-intensive, from the traditional low-end industry

the high-end industry relying on the Internet, the matching supply of highly skilled labor should constantly meet the industrial demand to achieve a balance between supply and demand. The concept of employability affirms the value of practical ability to adapt to vocational needs, emphasizes that the goal of talent training must meet the needs of enterprises, and reflects the "employment-oriented" school-running philosophy and school-running purpose. The characteristics of "Internet +" cross-border integration have spawned a number of new industries, new forms of business, and new business models, which will inevitably produce a series of employment needs in the new era.

## ***2.2 Enhancing employability is an effective way to improve the employment quality of college students***

The quality of employment is a comprehensive category that reflects the quality of the specific conditions in which workers combine with means of production and get remuneration or income in employment activities. Labor remuneration, job stability, working environment and professional relevance are important indicators to reflect the quality of employment. The research shows that there is a positive correlation between college students' employability and employment quality, as well as employment quality factors such as workplace, salary, working environment, and the suitability of major and position. The development trend of college students' employability not only has guiding and motivating functions for educators and educatees, but also is an important basis for evaluating employment quality. College students have a low starting point, weak professional basic knowledge, poor comprehensive quality, and relatively weak employability, resulting in the employment quality of college graduates is generally lower than that of undergraduates<sup>[2]</sup>. Students with strong employability have strong social adaptability, relatively more development opportunities, and thus high job satisfaction, which directly improves the quality of employment. Internet technology has promoted the continuous evolution of industrial structure from low level to high level, and the change of industrial structure has further put forward new requirements on the knowledge, ability and quality of workers.

## **3. Analysis of the current situation of employability of college graduates**

### ***3.1 College students lack a strong sense of career planning***

According to the survey, many students do not know clearly what the core of employability is, feel confused and confused about their development direction, and do not have a correct orientation for their future employment. Some only choose to upgrade to a higher college, regardless of whether they pass the exam or not, and directly give up the training of professional quality and employability. They do not have a clear orientation of their employment direction, lack a comprehensive understanding of their hobbies, interests and technical expertise, and do not carry out career planning suitable for themselves. They learn whatever courses are offered by the school, and follow the trend of learning purposes instead of combining their interests, preferences and professional specialties to learn vocational skills. Cause loss of interest in study. Some students choose a single career goal in the future, and limit their employment goal to civil servants, public institutions and state-owned enterprises. Due to their lack of excellent professional skills, they can hardly bear the pressure of excessive employment competition, and some may even be eliminated by the market<sup>[3]</sup>. With the rapid development of China's economy, the demand for talents is increasing, and the scale of college enrollment is gradually expanding. In order to cultivate talents with applied skills, the number of college enrollment is also increasing, and the comprehensive quality and ability of students to accept knowledge are also uneven. Traditional theoretical teaching in colleges and universities has not broken the framework of the knowledge system, and practical teaching has insufficient weight compared with the goal of vocational skill training. There is no deep connection between students' own quality and skills and the social market demand, and the training of vocational quality and employability has not been effectively combined with social demand. At the same time, the practical ability of students in the study is generally insufficient, so that the adaptability and pertinency of students to the talent market are reduced, and the quality and skills are difficult to meet the market demand, the most direct result is the weakening of the employability of graduates.

### ***3.2 College students lack the spirit of hard work***

From the point of view of the job search process, some college students will lose confidence after experience failure. A desirable graduate should have the following basic elements: not picky about work

and able to start small; Be practical and serious in work and have a sense of responsibility and high initiative; Good at finding problems in work and able to communicate and exchange with teachers in time; A desirable graduate should have a strong ability to accept and constantly supplement lack of knowledge. They will not only can complete the task smoothly, but also complete it with high quality, which means that a desirable graduate can do work perfectly and work well with other colleagues in the department.

### ***3.3 College teaching can not meet the needs of industry development***

College students tend to prefer computers, e-commerce, accounting, etc., and have fewer choices for engineering manufacturing majors with high technical content, such as mold design and manufacturing, mechatronic integration technology, hardware and software development, medical and biological engineering, etc. This has resulted in fierce competition for graduates of popular majors, and a shortage of engineering manufacturing professionals, the foundation and pillar of the national production capacity and the national economy. In addition, some universities blindly follow the trend, expand the scale, the professional curriculum is single, students have less freedom in course choice, to a certain extent, restricting the employment development direction of graduates

## **4. The way to improve college students' employability**

### ***4.1 Help students improve their self-employment ability***

Combined with the double-high construction background, in order to effectively improve students' employability, students are required to start from themselves, effectively strengthen their professional perfection, and ensure that students can obtain more employment opportunities and promote high-quality employment for students by optimizing their self-improvement level. College students should deeply understand the connotation of double-high construction, establish a correct attitude, maintain a good attitude, strengthen their own internal quality improvement, and effectively strengthen their own employment ability in many aspects. At present, the intensification of market competition has significantly improved the competitiveness of enterprises, and enterprises have clearer requirements for the quality of employees. Once students do not form comprehensive strength, it will increase the difficulty of their employment. Therefore, in the university, students should combine relevant theories as guidance, in-depth understanding of the double high construction content, always motivate themselves, through continuous learning, strengthen their own professional knowledge, actively expand their vision, take the initiative to participate in various social practices, and improve their ability to adapt to the environment. At the same time, students can start from practice, while raising problems, through teamwork, effectively promote problem solving. During the teamwork period, students should strengthen their communication skills, do a good job of emotion regulation, actively cooperate with the team research, ensure the execution of the entire cooperation process, effectively optimize their comprehensive ability, and then improve their comprehensive literacy, creating conditions for subsequent employment<sup>[4]</sup>. Combined with the background of double-high construction, students should actively change their employment concepts to adhere to the comprehensive development as the goal, in addition to applying for various enterprises, they should also actively start their own businesses. Compared with employment, entrepreneurship is more free, not only in line with the current national policy guidance, but also to enable themselves to obtain better employment prospects, can meet their own employment on the basis of creating more jobs, to meet the market demand for employment, can alleviate the current market employment pressure to the greatest extent. However, entrepreneurship requires higher comprehensive quality of students, emphasizing that students should have good knowledge reserves, but also have a certain degree of courage. Therefore, students should strengthen their professional knowledge learning, achieve comprehensive development and accumulate experience, and effectively improve their entrepreneurial ability.

### ***4.2 College students need to integrate professional skills with Internet skills***

Professional skills and Internet cross-border integration ability are not only the core elements of college students' employability, but also the necessary prerequisite for their innovation and entrepreneurship relying on the Internet. First, theoretical knowledge and Internet integration ability. The close combination of "Internet +" and traditional industries forces college students to have only a single professional theoretical knowledge is no longer enough to meet their employment needs, and the

cross-border integration of theoretical knowledge and Internet is their core ability to support future career development. In the new round of global scientific and technological revolution and industrial transformation, the integrated development of the Internet and various fields has broad prospects and unlimited potential, and has become an irresistible trend of The Times, and has a strategic and overall impact on the economic and social development of countries. Globalization and informatization make the industries no longer exist in a single form, but gradually blur the boundary and eventually form industrial integration. Information industrialization and industrial informatization have become the two major trends in the future, integrated emerging industries have become the new driving force and new pillar of development, and the cross-border integration of human capital and the Internet will become the core competence of workers. Second, the ability to integrate practical skills with the Internet. Professional practical skills and the ability of cross-border integration of the Internet are the necessary prerequisites for the ability to rely on the Internet for innovation and entrepreneurship. In an interconnected, globalized world, creativity and innovation will become the focus of human development, and creativity and innovation depend on the knowledge, capabilities and networks between people to build connections, the possibility of innovation lies in these fusion or combination. Economic and industrial changes have undoubtedly posed a huge challenge to the original professional setting, training objectives and curriculum system of colleges and universities. Large-scale assembly line production and standardized services in the old industrialization era can no longer meet the requirements of industrial integration and transformation and upgrading. Colleges and universities should closely follow the changes in industrial structure and employment structure, take the initiative to closely combine professional practice skills with the Internet, and cultivate, update and expand students' employability to meet the fundamental needs of the economy.

#### ***4.3 Colleges and universities need to strengthen employment guidance***

First, strengthen theoretical guidance in class, combine social mainstream media reports, focus on the use of typical cases in class teaching, use social hot examples, positive and negative people or things around the teaching, so that the employment guidance theory and cases can be effectively combined, avoid the classroom explanation of empty and weak, enhance the attractiveness and persuasiveness; The second is to broaden the scope of teachers' knowledge, build a "double-qualified" teacher team, and send professional teachers to enterprises and society for temporary training in a planned way, so that teachers can personally understand the needs of enterprises for application-oriented talents, bring corporate culture and talent needs into the classroom, and combine theoretical knowledge to make education and teaching more attractive. Enable students to come into contact with advanced corporate concepts and excellent corporate culture in the classroom, imperceptibly enhance students' employability. The third is to pay attention to the workplace experience education of college students, regularly invite business leaders, industry experts, technical backbones, etc., to the school to give special lectures, or organize students to the school's cooperation units to practice, use holidays to carry out social practice, and experience the workplace life in advance. The fourth is to carry out entrepreneurship education, improve students' awareness of entrepreneurship, build an innovation and entrepreneurship base, build an entrepreneurship platform, help students get familiar with the bidding process, actively organize them to participate in various entrepreneurship competitions, and lay a solid foundation for students to graduate and start their own businesses.

#### ***4.4 Colleges need to further strengthen the in-depth cooperation between schools and enterprises***

In order to optimize the employability of students as the goal, colleges and universities should clarify the current employment competition situation, take the construction of double high as the background, and effectively promote the integration of production and education, through strengthening the cooperation between schools and enterprises, while completing the professional knowledge education of students on campus, effectively promote the training of targeted vocational skills, and effectively implement various integrated management work. Through the analysis of market demand, the employment demand is integrated with the content of professional courses to ensure that students complete the theoretical knowledge of the subject, so that various professional knowledge can fully meet the actual needs of the workplace, and further strengthen the practical skills of students, so that students can successfully adapt to the employment environment after employment and do their own work. On the basis of improving the pertinence of learning theoretical knowledge, it can make students clear the learning direction and accurately control their learning rhythm, thus improving their learning ability. By allowing students to participate in the practice of enterprises, it can not only test the knowledge of students, improve the application ability of students' professional knowledge, but also

further strengthen the innovation ability of students, which is conducive to improving the college education system. In combination with practice, colleges and universities should hire employment guidance, organize various training work regularly, and effectively strengthen teachers' understanding of the construction of double high schools and the integration of production and education on the basis of effective thematic lectures, strengthen teachers' innovative ideas, and promote the reform of various teaching modes, so as to ensure that students can provide effective skill guidance and fully understand the actual needs of enterprises. Combined with the individual needs of students, we provide corresponding employment suggestions for students.

## 5. Conclusion

Under the guidance of high quality, the training of college students' employability is an important content of higher education, which is directly related to the professional quality and talent value of college students. The employability of students cannot be achieved overnight, which requires the continuous attention and support of the whole society, the regulation of laws and policies of the competent government departments, the wholehearted support of university administrators and professional ethics educators, the self-learning and understanding of students, and the cooperation of enterprises and public institutions. Only the joint efforts and cooperation of the whole society are required. Only in order to comprehensively improve the employment level and employment quality of Chinese college students, can we better train the high quality talents needed for the rapid economic and social development in our country.

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