

Exploration of graduate employment guidance from the perspective of "new liberal arts"

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Abstract: *This paper starts from the macro employment environment and points out the importance of innovative employment guidance in colleges and universities. Secondly, with the support of relevant educational theories, the connotation of the construction of "new liberal arts" is combined with the employment guidance work under the new situation, and new requirements are put forward. This paper uses the situation of literature analysis method to point out the shortcomings of current graduate employment guidance from three levels of school, staff and graduate students. Finally, in view of the problem combined with the new requirements of the construction of "new arts" put forward the corresponding measures, to help colleges and universities with "new arts" horizon characteristics of employment guidance courses and employment service management system, help college staff to strengthen employment guidance professional level, help graduate students improve employment competitiveness and ability to adapt, eventually further promote the sustainable development of higher education employment module.*

Keywords: *new liberal arts; graduate student employment; employment guidance; teaching reform*

1. Introduction

Under the policy background of the construction of "new liberal arts", it is necessary to cultivate high-quality compound talents with correct value orientation and broad discipline vision. As a bridge of communication between theory and practice, it is particularly important for employment guidance to adapt to the construction of "new liberal arts". The final employment quality of young students is also an important result of the construction of "new liberal arts", and an important symbol to test the effectiveness of the construction of "new liberal arts".

2. The current situation of graduate student employment environment

With the expansion and structural change of higher education in China, the number of graduate students in China has maintained a rapid growth trend. In 2022, the number of graduate students in China was 862,200,22 times that of the total number of graduate students in 1997, and an increase of 67.9% [1] compared with 2012. The factors affecting graduate employment mainly include the following two aspects:

Firstly, China's economic system is being constantly reformed. At present, the global scope is emerging a new round of technological revolution and industrial revolution, our country economy is from high quality development stage, by high growth in new technology, new industries, new forms, new model of new economy booming, under the economic structure, digital technology to accelerate industrial convergence, bring profound changes to the industry, also put forward new requirements for employment. This means that the development trend of the new economy will stimulate the labor market to have a large number of demands for qualified talents who are both equipped with industry expertise and proficient in data technology. At present, the requirements of a large number of recruitment positions in China's talent market have shifted from simple professional matching to comprehensive, the requirements of professional matching are getting lower and lower, and the demand for compound talents is becoming more and more strong [2].

Secondly, from the perspective of the environment dimension of The Times, the employment situation of college students in the post-epidemic era is becoming increasingly severe. Today, the impact of COVID-19 on the social employment environment is still continuing. In such an employment environment, the employment area of graduate students is further narrowed. How to increase their

skills, enhance their innovation ability, improve cross-field comprehensive quality and cross-professional employment is a problem that graduate students must think about in the post-epidemic era.

To sum up, the supply and demand of college graduates coexist, it is difficult for highly educated graduates to apply for the intended positions, and for units to recruit talents to adapt to the development of enterprises, highlighting the structural contradictions faced by college graduates. The employment guidance work of college graduate students undertakes the important task of providing employment guidance and employment education for students, and is an important part of the employment work of college graduates. Therefore, under the current special employment situation, colleges and universities need to innovate the graduate student employment guidance work according to the needs of social development.

3. The connotation requirements of graduate employment guidance under the perspective of "new liberal arts"

Employment education under the perspective of "new liberal arts" refers to the focus on cultivating high-quality talents with broad disciplinary vision and cross-field innovation ability under the new era and new situation, so as to provide necessary support and guarantee for the organic combination of talent training and social needs. In the contemporary employment environment, employment education has become an indispensable part of talent training in colleges and universities, its goal is to help students understand their professional interest and ability, to choose the most suitable for their career, and provide the guidance of employment skills and career planning guidance, improve their employment competitiveness, but also help society better development. The construction of "new liberal arts" puts forward the following connotation requirements for the effective development of graduate student employment guidance work:

3.1 Focus on student development and meet students' personalized needs

The employment guidance under the perspective of "new liberal arts" reflects the characteristics of "humanization, personalization, practicality and intelligence", emphasizes the establishment of students' awareness of career planning and career goals, and helps students to actively improve their competitiveness in employment. The educational concept of promoting student development is an educational concept that emphasizes that education is student-oriented, meeting students' needs and promoting students' comprehensive development. Rogers' humanism believes that education should promote students to actively play their self-awareness and promote curiosity to develop their personal potential, that is, meaningful free learning [3]. Second, centered on students also emphasizes the attention on the principal position of students, pay attention to the individual differences, respect the development needs of students, support students' autonomous learning and self development, which requires students to adjust according to the development of social economic knowledge structure, and according to the needs of the employment environment integrate their own knowledge system innovation, to take the initiative to improve employment competitiveness.

This requires that colleges and universities should play the role of guiding and assisting, and provide students with diversified career planning strategies: for example, the project with "Industry-University-Research Employment Guidance Practice Center" as the carrier to promote the smooth employment of graduates and continuously track their career; the career guidance activity is to carry out employment guidance on the basis of planning first, so as to promote students to realize personal value.

3.2 Carry out the fundamental task of cultivating people by virtue and cultivate the feelings of family and country

"New liberal arts" is strengthening value guidance. The direct service object of the construction of contemporary new liberal arts is Chinese society, the rise of cultural China, science and technology China and socialist China, and the great cause of the rejuvenation of the Chinese nation. In this sense, the core content [4] of the construction of new Chinese arts is to consolidate Chinese value, cultivate Chinese spirit, boost the spirit, spirit and god of the Chinese people, and truly enhance the appeal, shaping power and influence of Chinese culture.

Therefore, under the background of "new arts", humanities and social science graduate students

need to establish discipline confidence, professional confidence, and consciously to own career ideal and the fate of the country together, determined to do when national revival of new era, sets up the concept of "employment education", strengthen the social responsibility of the feelings, the personal ideal pursuit into national and national cause, in key areas, major projects, major projects, grassroots organizations, rural revitalization and other areas, to the country and the people need in underdeveloped [5]. Colleges and universities should strengthen the guidance of employment concept and stimulate students' endogenous motivation of job hunting [5]. China's higher education has entered the stage of popularization. It is necessary to guide college graduates to find their own self-positioning, apply what they have learned in practice, encourage them to set up career ideals, forge ahead, and realize their personal value with practical actions.

3.3 Grasp the direction of employment and cultivate high-level compound talents

In 2004, George Simmons (George Siemens) systematically expounded the learning theory of Unicom doctrine for the first time in *Connectivism: A Learning Theory for the Digital Age*. Its learning view can be summarized as nodes connecting other elements in the form of connection, promoting the circulation of knowledge, creating a learning network for students, reflecting the connectivity, diversity and process [6]. The construction of "new liberal arts" is the inheritance and innovative development of the learning theory of Unicom, which emphasizes the cultivation of compound application talents. The mastery of interdisciplinary knowledge requires students to establish a set of knowledge system as well as the network, which can be retrieved and extracted at any time when applied at any time. Therefore, the construction of "new liberal arts" in the new period emphasizes interdisciplinary and comprehensive and aim to cultivate talents with comprehensive quality and innovation ability; the core idea of its construction is to integrate knowledge and skills among different disciplines to cope with complex social problems and challenges.

The demand for talents in social development highlights the characteristics of practicality and practicality, while the traditional liberal arts education focuses too much on basic and knowledge, and lacks relative practical ability to guide [7]. At present, the development of the new economy and the layout of the emerging industries require that the new liberal arts talents must be high-quality international composite talents with innovative ability and practical ability. New liberal arts talents should not only have a solid and broad knowledge base, but also have the ability to use new technologies and new means to solve existing problems. Not only in the economy, society and management, but also in a certain subject academic [7].

The construction of "new liberal arts" is committed to breaking down professional barriers and discipline barriers, advocating the interweaving and integration of different disciplines, grasping the direction of employment and cultivating high-level compound talents, which is crucial to solving the difficulties encountered by the current employment guidance work in colleges and universities. This requires colleges and universities in the employment guidance course construction level emphasizes humanities and social science and emerging science and technology to form new research areas, establish a realistic demand oriented guidance mode, grasp the industry demand, expand training direction, broaden the employment channels, safeguard graduates and society is not disconnected, break the deadlock of graduation is unemployment.

4. The shortcomings of the current university graduate student employment guidance work

The employment guidance of college graduate students is a dynamic system of work, which refers to the cultivation of students 'information input and working methods of students' personal ability and professional ability, so as to meet the demand of the employment market for talents [7]. At present, the employment guidance work in colleges and universities mainly has the following deficiencies:

4.1 The school level

on the one hand, unreasonable employment guidance curriculum is worthy to pay attention. As far as colleges and universities are concerned, employment guidance course is an important starting point and carrier of employment guidance education, and is the breakthrough of reform and attack area [8]. At present, most of the graduate employment guidance courses in Chinese universities are limited to one or two, and the course objectives lack flexibility. Secondly, the teaching content of the employment guidance course is monotonous and outdated. With the development of the Internet and the advent of

the era of big data, the requirements of the job market for students show a diversified trend, and the traditional employment guidance courses can no longer meet the needs of contemporary college students for employment guidance. The education content of employment guidance courses in most colleges and universities is not closely integrated with The Times. Under the new economic situation of the job market need more innovative entrepreneurial ability, professional practice ability, high comprehensive quality of talents, so the formation of the personal comprehensive quality, ability, should be integrated into university employment guidance service process, but the current employment guidance courses and service work pertinence is not strong, guidance content stay in the theoretical level, failed to social demand, industry and closely combined with the development of The Times. Secondly, as a subject, the employment guidance course, its system, logic and scientific nature need to be improved, and there is still a long way from the complete establishment of the curriculum theoretical system. Therefore, this requires colleges and universities to continuously explore, innovate and enrich the employment guidance courses, and give them their due status, and establish a perfect basic system framework.

On the other hand, the employment guidance and service process is not accurate is Gradually important. At present, the employment guidance work of graduate students in colleges and universities shows a guiding and operational lag phenomenon, which reflects that the existing employment guidance service management system in colleges and universities is not perfect. Outstanding performance in the employment guidance service process of colleges and universities is not accurate enough. At present, most of the employment guidance in colleges and universities determines the specific direction of employment guidance according to the common majors of students, and fails to establish a dynamic tracking employment service system that highlights students' personal characteristics and real needs. For example, at present, online employment services will become the mainstream, but the online employment resource information sharing platform has not yet been established, which cannot truly run through the whole process of employment guidance and education for college students. At the same time, there are also insufficient problems of accurate and personalized employment guidance services. In job hunting, contemporary graduate students often have jobs that they are interested in or clear about their needs. However, faced with massive data in the era of big data, it is difficult for them to judge the matching degree between job information and their needs, and the authenticity of social recruitment websites also needs to be studied. Therefore, in the employment guidance service of modern colleges and universities, it is necessary to use big data means to establish a real, safe and reliable and accurate service platform, accurately grasp the personalized needs of students, fully integrate the previous demand information of employers and students, and achieve accurate recommendation.

4.2 Staff level

The employment of college graduates is a systematic project, which requires the unified leadership of the university Party committee, joint management, cooperation of departments and full participation, and gives play to the exemplary and leading role of teachers, students and party members. At present, the integration degree of party building and employment in colleges and universities is not enough, and the party branch of teachers and students is still relatively weak. There are still gaps between teachers and party members in helping students grow and develop, employment guidance services, and industry selection guidance and guidance. On the one hand, the teacher party members play the cutting edge model to promote employment is not enough, teacher party members in teaching, scientific research and management work, grass-roots student group is not enough, lack of students' knowledge level, professional skills, intention, the depth of the career planning, to a certain extent affected the student employment guidance work. On the other hand, the demonstration and leading role of student party members is not wide, and the selection and promotion of student party members' grassroots employment, enlistment, and innovation and entrepreneurship models are not enough, and the form of publicity and education is not attractive. Therefore, it is necessary to extensively go deep into the student group through student party members, carry out research and publicity, form a good atmosphere for mutual assistance and progress, and actively guide the majority of students to integrate their own growth with national development needs, so as to build "living textbooks" for employment and entrepreneurship.

4.3 Graduate student level

First of all, most graduate students have the problem that their working ability does not match the

needs of employers [9]. With the reform, transformation and upgrading, enterprises' demand for talents has changed from a single professional skill type to a compound talent type. Some graduate students have the professional foundation is not solid enough, the comprehensive core competitiveness of employment is not strong, the scientific research level, general skills and practical skills cannot meet the job needs of employers, and the ability structure does not match.

Secondly, the awareness of employment is weak, and some graduate students even have slow employment or even no employment. The vast majority of graduate students underestimate the severe situation of the employment market and the employment pressure, and even mistakenly think that the economic environment has little impact on their own employment. If the graduate student failed in early stage will set up clear learning goals, career goals, then will appear the problem of insufficient knowledge, unable to information comprehensive objective judgment, also according to the external economic situation and employment environment changes adjust employment target, so that the career choice period will be in a state of confusion helpless [9].

5. Strategy analysis of graduate student employment guidance under the background of "new liberal arts"

As a communication bridge between theory and practice, it is particularly important for employment guidance can adapt to the construction of "new liberal arts" system. In view of the shortcomings of graduate employment guidance in universities, this paper studies the strategies of graduate employment guidance under the background of "new liberal arts" from the following aspects:

5.1 Build characteristic courses according to the needs of graduate students

"Student development as the center" is the core purpose of the new liberal arts education under [10]. The goal of the new liberal arts education is to enable students to adapt to the changing times and know how to learn effectively [10]. Therefore, the employment guidance curriculum system should be combined with the needs of graduate students and centered on the comprehensive development of students. First, in the course implementation, the content of each part should be designed scientifically in combination with the characteristics of graduate students, and the roles and tasks of teachers and graduate students should be reasonably assigned. For example, high expectations of graduate employment is a traditional problem of graduate employment. In class, this question can be set in the form of "debate competition", with the positive and negative sides debating to arouse the attention and reflection of graduate students. It can also be designed as a form of role exchange, so that graduate students can judge whether their employment expectations are reasonable from the perspective of employers and job seekers respectively. Realize the moderate matching of individual abilities and expectations in the process of empathy. Second, the teaching content of employment guidance is combined with the current demand of the employment market, and the training mode can be updated in combination with students' personality and professional characteristics, and pay attention to the cultivation of students' thinking mode and practical ability.

5.2 Precise employment guidance services to improve the quality of employment education

The employment guidance under the perspective of "new liberal arts" advocates teaching students in accordance with their aptitude, which varies from person to person, so as to adopt fine service management mode to cultivate high-quality talents. Precise and precise employment service is an inevitable requirement to improve the level of employment guidance service and do a good job in the employment and entrepreneurship of college graduates under the new situation [11]. Colleges and universities to introduce the concept of "Internet + employment" employment services, improve the employment information system professional, intelligent, personalized performance, build on the basis of graduate employment information network, mobile platform and social network for the expansion of information platform, explore the new normal and new demand of accurate employment service mode. Make full use of network channels, according to the different information needs of different groups, such as students, units and employment instructors, to build an information network platform where personalized functions and various functional data can be used interactively used, to provide strong support for refined employment services. For students "jobs, policy, guidance", the graduate job will database and unit of choose and employ persons demand database, accurate push recruitment information for students, according to the graduates job demand time, classification don't push grassroots employment, self-employment, joined the army, difficult support policy measures, improve

the employment guidance consulting, online resume modification and delivery, post search and intelligent matching, and other accurate services.

5.3 Adhere to the correct values and strengthen ideological and political education

The employment education under the perspective of the "new liberal arts" abides by the principle of value guidance, and cultivates new liberal arts talents who know China, love China and can be the responsibility of national rejuvenation. Colleges and universities should adhere to the correct political stand and value orientation, and increase the integration of ideological and political education into the employment guidance work. It is embodied in helping graduate students to establish correct and scientific values and career selection, so that they can combine personal career planning with national development, strengthen students' career ideals and beliefs, and effectively combine the fundamental task of moral education with employment guidance.

Colleges and universities can make use of the power of the Party organization to guide students to set up lofty career ideals, encourage students to exercise and work in the most needed places of the motherland, so as to make contributions, realize their own personal value, and really play the effectiveness of education. Party organizations in colleges and universities are the "bridge" between the Party, students and teachers, and have certain potential in promoting the employment of college graduates. We should give full play to the party organizations in the employment of college graduates and the vanguard role of party members, and gather the joint force of employment guidance and service. For teacher party members, they should play the role of employment and education, and teachers of full-time employment guidance should guide graduates in job planning and job preparation; for student party members, they should strengthen the demonstration and leading role, create a good atmosphere of active employment, full employment and high quality employment, and promote other graduates to obtain early employment and good employment.

5.4 Improve the interdisciplinary learning ability of postgraduates and cultivate interdisciplinary liberal arts talents

The construction of "new liberal arts" focuses on multidisciplinary integration and interdisciplinary cooperation, aiming to reconstruct the liberal arts talent training system in higher education in China, and comprehensively improve the quality of liberal arts talent training. The rapid development of new industries characterized by cross-border integration, such as "Artificial Intelligence +" and "Big Data +", requires an urgent need for interdisciplinary talents with interdisciplinary thinking and ability and multiple skills. Employment guidance work emphasizes the whole process, which requires graduate students to establish an interdisciplinary learning consciousness when entering the school, and to prepare for the employment matching positions. Based on the concept of interdisciplinary integration, deepening the cultivation of compound talents requires college students to have interdisciplinary professional learning ability, so that college students can continuously improve their learning ability and learning effectiveness in terms of interdisciplinary learning interaction, so as to create favorable conditions for subsequent employment development and further study.

The graduate students themselves should consolidate the interdisciplinary professional foundation and improve the comprehensive core competitiveness of employment. Graduate students should set up a market-oriented career development plan, learn the corresponding employment knowledge and skills according to the social needs for talents, and promote the core competitiveness of postgraduates and the actual needs of employers, so that the knowledge and technology they have learned can achieve zero distance docking with the job needs of enterprises.

6. Conclusion

The strategies to promote the employment of liberal arts graduate students in science and engineering universities are as follows: build characteristic courses according to the needs of graduate students; precise employment guidance services to improve the quality of employment education; adhere to the correct values and strengthen ideological and political education; improve the interdisciplinary learning ability of postgraduates and cultivate interdisciplinary liberal arts talents.

To sum up, this study has some reference significance for promoting the employment of postgraduate students under the new liberal arts background of our university, while the difficult employment of postgraduate graduate students and postgraduate students in general universities needs

to be further studied, and this limitation leaves space for the subsequent development of this study.

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