



Ways to Improve College Students' Employability from the Perspective of Human Resource Management

Zheng Wang Xiaoxia Yang*

Dezhou University, Dezhou 253023, Shandong province, China.

Abstract: Compared with other stages of education, college education has distinct characteristics in terms of teaching positioning, teaching objectives and education content. The purpose of college education is to improve students' professional ability and quality in the process of education, so as to lay a foundation for students' future development and growth. Through college education, students can better step into the society, engage in the corresponding social production and obtain the corresponding goods and materials. But at the present stage of practice, the employment ability of college students is relatively weak. This paper also focuses on the cultivation of college students' employability, mainly explores the problems existing in college students' employability from the perspective of human resource management, and how to effectively improve college students' employability.

Keywords: Human Resource Management; Employability; College Education; Strategies Analysis

1. Introduction

With the continuous development of economy and society, China's education is also in constant progress and development. The popularization of education has effectively improved people's comprehensive literacy, but it is also because of the popularization and promotion of education that a large number of talents are accumulated in the society. Meanwhile, the development of market economy also makes enterprises face more and more competitive pressure and operational risks at the present stage. In this case, the job competition becomes very serious, and college students are facing more and more employment pressure. Therefore, college education needs to make corresponding adjustments and improvements to help college students better obtain employment. However, there are still some problems to be solved in the cultivation of college students' employability from the perspective of human resource management.^[1]

2. The main problems of college students' employability from the perspective of human resource management

2.1 Lack of advanced employment concepts

There is no equal distinction between high and low occupations, but many college students still focus on several fixed occupations. In the eyes of college students, occupations are divided into various grades and ranks. It is because of the widespread existence of this concept that most college students strive in one direction and the competitive pressure is further increased. In addition to employment awareness, the entrepreneurial awareness of college students at this stage is relatively weak. There is a high blindness in the process of entrepreneurship. Therefore, the scientificity and longevity of entrepreneurship have also been greatly affected. As a result, the employment rate of college students is relatively low and the success rate of entrepreneurship is relatively low.

2.2 College students themselves have limited abilities

In the process of analyzing the employability of college students, we can mainly study from two perspectives: employability and entrepreneurial ability. First of all, in terms of employability, there is a gap between the professional quality of college students and the needs of society. Influenced by the idea of exam-oriented education for a long time, college students have relatively high requirements for employment positions. In the process of learning, they pay too much attention to theoretical learning, which leads to the obvious deficiency of students' practical operation ability, and the situation that they have grandiose aims but puny abilities. In the process of professional competition and practical work, due to the lack of practical operation ability, work efficiency and work quality of them are greatly reduced, which is incompatible with the requirements of the enterprises. Secondly, from the perspective of entrepreneurial ability, compared with the ability structure required by employment, the standard of entrepreneurial ability is higher. Students not only need to have more professional quality and ability, but also are required for their higher interpersonal skills, communication skills, expression skills and other abilities. One of the most significant characteristics of college students is that their theoretical knowledge is relatively strong, but they have serious deficiencies and deficiencies in social experience. As a result, many college students fail in the process of starting their own business. Their self-confidence is severely frustrated, and they also lose a lot of energy and wherewithal.^[2]

2.3 Lack of corresponding policy guidance and school support

In fact, college students are in a disadvantaged position in terms of entrepreneurship and employment, because of their lack of social experience and practical experience. Therefore, there are many difficulties in the process of practice. In order to ensure that professional talents in China shine in their fields and give young people more opportunities for growth, policy guidance and school support are very important. First of all, from the perspective of policy guidance, our government should provide more employment policy guidance and support to college students, such as housing subsidies and transportation subsidies for the migrant population struggling in first-tier cities. For another example, college students who start their own businesses can also receive appropriate tax breaks. With the guidance and support of these policies, college students can be helped to complete employment and start their own businesses faster and better. However, in the process of practical operation, there are still problems such as poor policy guidance and insufficient political environment. Secondly, from the point of view of the support given by the school, considering the disadvantaged position of college students, the school should provide regular theoretical support, even to a certain extent, the fund tilt. However, at present, colleges and universities are relatively high in the support of speech, but they do not give the corresponding objective conditions to support. That is to say, universities create relatively good public opinion atmosphere, but not reflected in specific support. This also leads to a hot mind of college students to employment and entrepreneurship, but the preparation is not enough and their own conditions are not sufficient, greatly increasing the difficulty of employment and entrepreneurship of college students.

3. Suggestions on how to improve college students' entrepreneurial ability from the perspective of human resource management

3.1 To cultivate college students' multidimensional consciousness of employment and entrepreneurship

It is a very common phenomenon that college students are fastidious but incompetent. Many college students are more inclined to work in some national government agencies, believing that these jobs are high-grade and the work content is relatively easy in the process of practical work, and they sniff at some service jobs such as cleaning, sanitation and catering. As a result, college students only focus on one point in entrepreneurship and employment, which is not conducive to college students' employment and entrepreneurship. Therefore, we should further strengthen the concept construction. Colleges and universities need to improve the curriculum and introduce the cultivation

of employment concepts, especially in the process of ideological and political education and the teaching of some subjects with relatively strong literature, concept construction and awareness training should be introduced. At the same time, the education of vocational employment idea and the education of entrepreneurship idea should be introduced. Through the adjustment of course construction, the ideological consciousness of university students can be effectively cultivated, so that university students in the process of entrepreneurship and employment adhere to the correct concept of employment, objectively and fairly making effective choices according to their own ability and needs.

3.2 To improve the comprehensive quality of college students

There is a great gap between social employment and students' study in school. In the process of social employment and the process of students' entrepreneurship, the requirements for the comprehensive literacy of related students are relatively high. Students not only need to have high professional quality and professional ability, but also need to have high management skills, interpersonal skills, operational skills, negotiation skills, analytical skills and communication skills. Therefore, in college education, in order to effectively improve the employability and entrepreneurial ability of college students, it is necessary to further strengthen the comprehensive quality of college students. The cultivation of college students is carried out from multiple perspectives, so as to cultivate compound talents with relatively high comprehensive quality and provide the ability foundation and quality guarantee for college students' employment and entrepreneurship.^[3]

3.3 To strengthen policy guidance and entrepreneurship support for college students

In fact, in the process of analyzing the employability of college students, we not only consider the ability of college students to enter enterprises or administrative units in the future, but also pay more attention to the entrepreneurial ability of college students. On the one hand, the entrepreneurship of college students can provide more employment positions for the society and alleviate the problem of job tension at the present stage. On the other hand, the entrepreneurship of college students can also let college students get more hone, promote the faster and better growth of college students, and accelerate the development of China's economy. In the process of improving the employment ability and employment rate of college students, the shaping of the environment is very necessary. First of all, the government should strengthen policy guidance and improve policy support. College students who go out for development should be given certain policy subsidies, and college students who start their own businesses should also be given certain policy preferences to provide more security for their employment and entrepreneurship. At the same time, it is also necessary to strengthen the construction and guidance of theory and atmosphere, so that college students realize that there is no distinction between employments. Meanwhile, it also enables college students to realize the necessity and advantages of entrepreneurship, and effectively shape and cultivate students' employment thought, employment ability and entrepreneurial thought and entrepreneurial ability. Concurrently, colleges and universities should also strengthen the alliance with enterprises, and constantly improve students' working ability and quality through the school-enterprise alliance, so that students can accumulate practical experience, and then effectively improve the employment ability and entrepreneurial ability of college students. In addition, this can also effectively alleviate the plight of employment and entrepreneurship of college students at the present stage.

References:

- [1] Han S, Guo D, Xin H. On the role of vocational guidance in promoting college students' employment and the way to improve (in Chinese). *Comparative Study of Cultural Innovation* 2019; 3(16): 187–188.
- [2] Yu L, Ning X. Research on ways to improve college students' employability and entrepreneurship based on employment psychological capital (in Chinese). *Journal of Nanning College for Vocational Technology* 2019; 24(3): 50–52.
- [3] Chen W. Study on the ways to improve the professional ability of Xinjiang Minority college students — Take the electromechanical integration technology major as an example (in Chinese). *Academy* 2018; 11(9): 32, 42.