

RESEARCH ON THE EMPLOYMENT OF GRADUATES OF PRIVATE COLLEGES AND UNIVERSITIES IN EDUCATIONAL MANAGEMENT ---- TAKING THE EXAMPLE OF BUSINESS MAJOR IN THE SCHOOL OF ACCOUNTING OF DIANCHI COLLEGE

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ABSTRACT

In recent years with the expansion of undergraduate students year by year and the saturation of demand in the talent market, the number of graduates has greatly exceeded the actual demand in the market, especially the graduating students at private colleges and universities are facing increasingly severe employment challenges. The number of fresh graduates nationwide in 2023 was 5,393,700, a figure derived from a survey of more than 2,750 colleges and universities nationwide in a variety of disciplines, including undergraduate and postgraduate students' total number of graduates. Compared to 2022, the number of undergraduate graduates in 2023 has increased, specifically by 820,000, a growth rate of 7.62%. Of course, the popular business majors of accounting and financial management continue to have one of the highest numbers of graduates. For many years business majors have been the hot majors in the general disciplines, because it is a hard position in various industries, arts and sciences, fast employment, easy to get started, and can be quickly put into the position after graduation, and the functioning of the market economy cannot be separated from this major. Between 2005-2018 accounting major is the peak period, the number of graduates far exceeds the number of actual demands in the market, but also let the business talent into the saturation state.

Keywords: Private Colleges and Universities Education Management Business Programs Employment Challenges

INTRODUCTION

With the progress of science and technology in business accounting, financial management in the work of the use of information technology, the rapid development of intelligent, so that the employment pressure on business students is getting bigger and bigger, so the higher the work requirements of enterprises, the higher the skills, the employment situation is more serious. This has led to a special phenomenon in the employment market. On the one hand, the recruitment requirements of employers are getting higher and higher, and it is impossible to recruit suitable business talents, and there is a shortage

of high-level business personnel. On the other hand, the market for primary skill qualification is basically saturated, and the basic positions are getting less and less, so it is difficult for business majors to find the right job. This paper investigates the main problems faced by business majors in private colleges and universities and proposes countermeasures to improve the competitiveness of employment from multiple perspectives, such as society, schools, and education management systems, in the hope of helping to solve the employment problems of business majors in private colleges and universities. [1].

For private colleges and universities seeking survival in the cracks of public schools, the road to employment is even more difficult, to Dianchi College of Accounting School of Business in 2010-2018, for example, business as Dianchi College's signature majors, one of the high-quality sources of students, the size of the student population in the peak stage reached about 3,000 (including 2016-2018 enrolled in the college students), in this decade due to the increasing enrollment of accounting students, the number of graduates remains high, with an average of about 1,200 graduates per cohort. As can be seen, business majors in the country each year, the continuous accumulation of graduates led to a graduate employment form of pressure, the serious situation of excess talent, thus, forming a general private colleges and universities enrollment and employment problems of the main contradiction: private colleges and universities need high quality and high number of students to maintain the development and construction of colleges and universities, at the same time, due to the large size of the graduates and lead to the employment of job-seeking group is too large, the market demand saturation, the government, the leadership of the college, the board of trustees. Therefore, the government, college leaders, the board of directors must not take more initiatives to promote employment.[2]

In summary, the following are the macro issues facing the business program in the School of Accountancy at Dianchi College.

1. Poor social acceptance.

Private colleges and universities are schools of higher learning and other educational institutions established on the initiative of enterprises, public organizations, social groups and other social organizations, as well as individual citizens, and make use of non-state financial education funds. Together with ordinary colleges and universities, private colleges and universities have promoted the development of China's higher education towards mass education, and in this process, they have gradually formed their own characteristics and advantages, and established a relatively good image and status in the field of education. However, due to the shortcomings of private colleges and universities in terms of teachers' qualifications and management, and the lowest admission scores in the undergraduate level, the social recognition of private colleges and universities is generally not high, and there are still some prejudices. The social recognition of private colleges and universities has a direct impact on the employment of accounting students, who are subject to greater employment pressure than students in public institutions. [3].

2. Theoretical courses are outdated and heavily weighted in the academic program, while practical courses account for less.

Business theory courses in private colleges and universities are generally based on lectures by teachers, who seldom interact with students, such as asking questions, group discussions, brainstorming, and so on. Even though teachers nowadays enhance multimedia teaching, they simply show the teaching content in class, which does not substantially improve the monotony of theory teaching and cannot attract students' concentration. The theory courses of business majors are mainly accounting, tax law, intermediate financial accounting, cost accounting, etc., which are very closely related to the actual work, but because most young teachers often lack practical experience, and most of the lectures are based on

textbooks, they are unable to provide practical courses for students to understand the relevant contents more intuitively.[4]

3. Lack of practical courses.

With the restructuring of China's market economy and the expansion of the scale of undergraduate graduates, enterprises are demanding more and more knowledge, skills and practical experience from job seekers, while fresh graduates generally lack practical work experience and are in a relatively disadvantaged position when seeking employment. After years of development, the business science majors of private colleges and universities have formed a relatively perfect teaching system, but they still lack the cultivation of students' practical skills. Firstly, the number of "dual teacher" teachers is relatively small, and most of the teachers are good at teaching theoretical knowledge, but lack of practical work experience, are not adapted to the teaching of practical courses, or their practical teaching ability is relatively low. Secondly, many schools do not have sufficient hardware facilities to meet the teaching requirements of practical courses. Finally, due to the relatively large number of business majors, the number of off-campus practical training bases is also a drop in the bucket. All these situations directly lead to the lack of practical ability of students, and it is difficult to meet the requirements of employers.[5]

4. the impact of the rise of financially intelligent robots on business talent.

With the rapid development of modern technology, artificial intelligence research results have been applied to all aspects of human production and life. The field of business management is no exception, many companies have gone online with financial robots, and process automation has been widely used in the financial field. If the system is set up in advance of the established logic, financial robots can be based on the conditions of accurate judgement, rapid processing of some repetitive business, processing speed is more than ten times the artificial, but also 24 hours of uninterrupted work. Financial robots' high efficiency, low cost, is the traditional artificial incomparable, some of the basic management and technical positions are gradually replaced by financial robots, the market demand for accounting positions for accounting has fallen sharply.

5. Employment concepts are backward, but expectations are too high.

On the one hand, the business majors of private universities are often the signature majors of the universities, and their admission scores have all along been "high", which gives students of business majors a sense of superiority, and parents also think that accounting is a very good major, and it is a matter of course for them to find a good job. [6] Such a perception will lead to students' employment expectations being much higher than the reality, as they hope to take up well-paid jobs in large enterprises in big cities, and they cannot afford to take up jobs in small cities or small enterprises, nor are they willing to go to the grass-roots level. On the other hand, during their studies, students do not care about the work situation in society, they know very little about employment information, and they do not have a clear understanding of the future direction and content of employment, not to mention career planning, and it is only after graduation that they wake up and face the predicament of "graduation as unemployment". [7].

METHODOLOGY

This study will use a variety of research methods to gain a comprehensive and in-depth understanding of the study of employment in private colleges and universities as exemplified by Dianchi College. The researcher has adopted the following methods: research object and sample, research instrument, data collection, and data analysis.

The study was conducted on the employment destination data of the name 2,700 graduates of the School of Accounting at Dianchi College for the years 2019-2022 and 14 faculty members of the college. The researcher determined a sample size of 200 student samples and 14 faculty members based on Krejcie and Morgan's (1970, pp. 607-610) sample scale. The interview sample group for this study consisted of five career guidance administrators at Diane College (purposive sampling).[8]

The first instrument used in this study is the year-end employment data on fresh graduates of the School of Accountancy, Dianchi College for the last three years, which is divided into two parts as follows: The first part of the data is the personal status of the respondents. It was in the form of a checklist asking for basic information about the respondents, i.e. 1) Gender of the respondent 2) Age of the respondent 3) Highest educational background of the respondent and 4) Intention of the respondent to find a job 5) Follow up on the employment status of the respondent once in every three months. The second part of this questionnaire is about the overall employment data of the School of Accountancy over the past three years, broadly categorized into: postgraduate admissions, establishment admissions, financial system admissions, corporate admissions, self-employment, conscription into the armed forces, and six broad categories of data produced by the researcher with a total of six items.

Another tool is the employment teacher interview form, which is an interview form made by the researcher. It contains questions about the current employment status of the graduates of the School of Accounting in Dianchi College, and it finds that there are five aspects of problems, including a large base of graduates, a single evaluation system, late employment, and stereotypical concepts of choosing a career, which are mainly reflected in the centralized examination for establishment and inadequate employment guidance. The researcher firstly made the interview sheet of the employment guidance teachers at the accounting school based on the analysis of the employment prospects of the graduates of the accounting school and concluded that the average value of each aspect is smaller than the total average value. Secondly, the researcher modified the interview form for the employment guidance teachers in the Accounting College of Dianchi College according to the suggestions of the thesis advisor. Third, the interview subjects: eight teachers including members of the leading group responsible for employment work in this school, teachers with more than 3 years of experience in employment guidance work, and teachers familiar with the ability of employment analysis in their own majors.

RESULTS

The study revealed the following characteristics, strengths, and challenges in the employment of graduates of business programs in private universities:

1. One's own factors.

1.1 Blindness in choosing career positioning. Business students think that the main reason why they choose business, the main reason is that Bi good employment, choice of opportunities, and rightly think that after graduation, the work should be one step, most students preferred positions are ideal, such as: stable work, high social status, good working environment, high treatment units; and most students want to go to the economically developed areas for employment, and only a very small number of students are willing to put down roots at the grass-roots level to go to difficult areas and remote areas for employment; some students blindly compare, and students worse than the units are not willing to go, there is the situation of high and low, over-ambitious. To go to the hard areas and remote areas of

employment; some students blindly compare, and classmates than, worse than classmates are not willing to go to the unit, there is a low-eye, over-ambitious situation.

1.2 Inferiority complex. In the College of Business this is true but only a small part of the students, the main reason is still the family material conditions are not high, their own skills and social skills lack of the situation, think they are not as good as the public school students, in the job search process is mainly manifested in the process of interviews are not confident, master of the professional skills are not much, participate in the social practice is not much.[9]

1.3 Dependent psychology exists. In the process of job-seeking of the student group of business majors, there is still a strong dependence on the psychology, lack of a clear understanding of their own, do not take the initiative to look for a job; their own positioning is vague, do not understand their own strengths and specialties, cannot fully demonstrate themselves, and lack of confidence in choosing a job; there are also students who are waiting for, relying on, demanding, and lack of initiative. They are overly dependent on their parents, schools and society, and lack the spirit of enterprise and the sense of self-promotion.

1.4 Stereotyped concepts of employment. Under the influence of traditional concepts, some students are still attached to their status as cadres, preferring to work in State organs, institutions or State-owned enterprises, and are unwilling to work in private enterprises; some students prefer to work in large cities, where they can settle their household accounts, and are unwilling to work in small cities, so there is an erroneous concept of employment.

2.School factors

2.1 Stagnation in professional construction and unbalanced development of disciplines. From the enrollment of Dianchi College in the past five years and the general environment of the job market trends, science and technology, language, teacher training basic disciplines show a clear advantage over the business sector shows a rise, while the business curriculum and professional construction still do not have their own characteristics and teaching innovations, business teaching results are not significant, but also stays in the theoretical basis for the dominant core of the level of the teaching facilities are set up obsolete, teaching software The teaching facilities are outdated, the teaching software is not updated in time, the arrangement of practical courses is very little, and there is a lack of discipline leaders with leadership and innovation, which leads to the decline in the quality of teaching management and the development of the quality of talent cultivation is not balanced, and it lacks competitiveness in the face of the promotion of employment opportunities as compared with the public colleges and universities. Therefore, to do a good job in the construction of business majors, to improve practical teaching and to strengthen the talent construction of discipline leaders will also indirectly improve the employment advantage of business majors in private colleges and universities.

2.2 The general problem of private colleges and universities is the lack of financial investment. Public colleges and universities have strong government financial resources and superior teaching and research conditions. Private colleges and universities in our country have only 20 years of development time, school construction without national input, need to rely on the source of students, but the employment situation of graduates in turn reacts to the enrolment situation. Therefore, private colleges and universities lack of funds, slow development, faculty, teaching hardware facilities and public colleges and universities there is a certain gap, which also affects the employment of graduates of the basic conditions of career choice.

3.Social factors

3.1 Employers are becoming more demanding. As a result of the continuing impact of the global economic crisis, college graduates are facing a situation in which supply exceeds demand in the labour market, and some employers have raised their employment conditions, pursuing high academic qualifications and requiring work experience, and selecting only the best graduates; some units are unable to give graduates of private colleges and universities the same employment opportunities, and many graduates of private colleges and universities have been refused admission to their colleges and universities. With the increasing competition, employers have also lowered the salary level of college students. All these have become obstacles to the successful employment of university students.

3.2 The number of graduates has increased dramatically. Private colleges and universities, especially those specialising in business, have made great development and progress in recent years under the policy support of governments at all levels, and private colleges and universities have invested huge manpower, material and financial resources in enrolment, resulting in an expansive development in terms of scale. Although the private colleges and universities in the employment work has also made a great investment, the huge base of graduate's surge to the employment work has caused great pressure. [5].

CONCLUSION AND FUTURE WORK

If private colleges and universities want to win survival and development, they must strengthen the employment work of students. This paper analyses the current problems in the employment work of students in private colleges and universities, and points out targeted countermeasures to solve the problem:

1. scientific adjustment of professional, strengthen the student employment guidance. Private colleges and universities must comply with the market development needs, scientific adjustment of professional settings, and strengthen the students' employment guidance. To this end, private colleges and universities must deploy competent forces to conduct extensive and full research on the current employment environment, fully understand the changes in the supply and demand market, according to changes in the market demand for talents to adjust the professional settings.

2. Attaching importance to the quality of students and eliminating discrimination by employers. Private schools must aim to meet the changing needs of the market and strengthen the cultivation of students' comprehensive abilities and qualities, so as to make them become high-quality composite professionals adapted to the needs of social development. During the study period, students should not only learn the knowledge of their own majors, but also actively participate in various activities organized by the school, such as debate competitions, speech contests and various performances, in order to exercise their own expression and interpersonal communication skills. In addition, students should also actively participate in social practice activities and internship activities, so as to cultivate their own love and dedication to their work, so as to gradually enrich their comprehensive ability and quality, to obtain comprehensive development, to meet the needs of society and enterprises for talents.

3. Carrying out education on dual creativity and encouraging students to start their own business.

Private colleges and universities should strengthen the education of "dual creation" according to the remarkable characteristics of students, cultivate students' innovative spirit and entrepreneurial ability, and cultivate students' independent entrepreneurial spirit, so as to effectively improve their employment and entrepreneurial ability. Private colleges and universities should actively carry out the second-class education, and at the same time set up the guidance Center for students' independent entrepreneurship,

actively provide various entrepreneurial guidance for the students of the school, and provide them with corresponding entrepreneurial policy support, so as to help the students who want to start a business to complete their independent entrepreneurship. For students who have succeeded in starting their own business, schools should actively give certain rewards to motivate more students to participate in innovation and entrepreneurship activities, so as to effectively broaden the employment channels of students and promote the future development of the school.

4. Strengthening the construction of business majors and disciplines, increasing the introduction of discipline leaders, and giving good play to academic advantages. At the same time, it will strengthen the cooperation between schools and enterprises, develop more practical internship bases for students, and improve the competitiveness of employment.

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This paper analyses the current problems in the employment of students in private colleges and universities, and targeted to point out the countermeasures to solve the problem, which is only a little personal opinion of the author, I hope to be able to provide reference to the employment of students in private colleges and universities, improve the employment rate of students, and promote the sustained development of private colleges and universities.

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