

Original Research Article

Research Employment Quality Management of College Students in Industrial Vocational and Technical College in Shaanxi Province

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Abstract: At present, with the continuous development and application of digital technology, new business models and career opportunities are emerging in an endless stream, which brings new challenges and opportunities to China's employment situation. At the same time, society's demand for labor skills and employment structures is also undergoing profound changes. Therefore, researchers need to comprehensively analyze and understand the development law of higher vocational education from the perspective of employment policy and actual demand, combine education quality with market demand, so as to achieve the best allocation of labor resources and improve the employment quality of vocational college graduates. Shaanxi Polytechnic, as a vocational college in China, is facing the important mission of cultivating high quality technical personnel, and the research on the quality management of college students' employment is of great significance. The purpose of this study is to learn from international advanced experience, explore a college student employment quality management model that is in line with the actual situation of Shaanxi Polytechnic, promote the improvement of the employment quality of graduates, and make positive contributions to the development of the university and social economy.

Keywords: employment quality; management; governance; vocational college

1. Introduction

At present, the new technological revolution and industrial transformation on a global scale are continuing to accelerate development, bringing profound changes in social production methods, organizational forms and business models^[1]. In this context, as professional and technical personnel, the employment quality of vocational college graduates is not only related to personal development, but also related to the progress and economic benefits of the whole society^[2]. Therefore, more and more countries begin to pay attention to the employment quality of vocational college graduates, and learn from the successful experience and practice of other countries. Taking Germany as an example, its vocational education developed earlier and has a long history. The biggest feature of German vocational education is that enterprises are the main body, aiming at cultivating practical talents. From the training of students to evaluation, all quality standards are benchmarked against the enterprise. Germany attaches great importance to cooperation and exchanges with enterprises, schools provide technology and talents for enterprises, and enterprises also provide internship positions for universities. It is of great significance for individuals, schools and society to cooperate closely with enterprises to organically combine school education with enterprise practice, realize the organic connection of talent training, effectively improve the employment level and improve the employment quality of higher vocational education graduates. The vocational education system in the United States is more flexible and focuses on cultivating students' innovative ability and practical ability. Students can get in touch with real work scenarios through internships and practical projects during school, accumulate practical experience and improve their competitiveness. At the same time, vocational education in the United States pays attention to diversity and provides rich elective courses and career

development guidance to help students make career planning according to their personal interests and abilities and better achieve their employment goals^[3]. With the popularization of this concept and practice in the world, the employment quality of vocational college graduates has gradually received extensive attention from the international community.

The implementation of China's college enrollment expansion policy has resulted in an increasing number of graduates each year, especially in higher vocational education. However, correspondingly, there are not enough high-quality jobs in the job market, which leads to the rise of the unemployment rate of college students. Therefore, studying the quality management of college students' employment can help the government and universities to better understand the root causes of unemployment and propose corresponding solutions, so that students can provide more realistic employment guidance and services, promote the healthy development of the job market, reduce the unemployment rate and enhance social stability. For colleges and universities, improving the employment quality of students is one of the important manifestations of their education quality. By studying the employment quality management of college students, colleges and universities can better understand the relationship between education and employment, optimize the curriculum and teaching methods, improve the comprehensive quality and employability of students, so as to improve the employment rate and employment quality of graduates, and enhance the social reputation and influence of colleges and universities. In addition, from the perspective of students, studying the quality management of college students' employment can help them plan their career more clearly, understand the needs and trends of the job market, prepare for employment in advance, enhance their competitiveness, achieve employment goals faster, and realize self-value.

2. Analysis on the Employment Quality of Vocational College Students

In this study, Shaanxi Polytechnic College of Industry and Technology is selected as the research location, because the researcher lives and works in Shaanxi Polytechnic College, and has a good understanding of this college in his daily life and work, so choosing this university is more convenient for data acquisition. Shaanxi Polytechnic, on the other hand, is a vocational college with a certain scale and influence, with multiple majors and subject areas, and its graduates cover a variety of employment backgrounds and industries. Shaanxi Polytechnic is located in Xianyang City, Shaanxi Province, which is representative of the level of economic development and the characteristics of the job market. Moreover, the university may have certain experience and practices in employment quality management, and the study of its employment situation and management mode is of reference significance for other similar higher vocational colleges.

In this study, stratified sampling technology will be used to sample the students graduating from Shaanxi Polytechnic in 2021, 2022 and 2023. There are about 13,000 students graduating from the college in 2021-2023. Among them, about 1,200 students are excluded from unemployed and self-employed students. Slovin's sample size calculation method in this study has a sample size of 386 people with a 95% confidence range and an error of 5%.

The survey objects of this study also include the business managers of the enterprises where the graduates of Shaanxi Polytechnic work, located in Xianyang City, Shaanxi Province, China. The purpose sampling technique is used in this study to investigate 60 enterprise managers' evaluation of the employment quality of graduates from Shaanxi Polytechnic.

Through in-depth analysis of the employment perception level of graduates of Shaanxi Polytechnic, this study reveals that graduates are generally highly agree with their mastery of knowledge, skills and attitude. In

terms of knowledge, the weighted average of graduates reached 3.32, among which the highest evaluation of knowledge outside the major was 3.39, showing the success of the college in cultivating students' adaptability to a diverse working environment. In the skill dimension, the highest rating was 3.38, emphasizing the importance of practical skills. In terms of attitude, graduates believe that positive career attitude is extremely important, among which positive career attitude helps employment with the highest score of 3.45, highlighting the impact of positive attitude on career success. These data support the effectiveness of college education in emphasizing balanced development strategies that focus not only on expertise, but also on skills training and mindset building.

According to the data analysis, employers generally believe that graduates have done a good job of professional knowledge required for their careers. "You think the knowledge of the major" received the highest evaluation, with a weighted average of 3.27, expressing "Strongly agree". However, employer satisfaction was relatively low on how to meet the challenges in future career development, and this item only received a 2.93 rating, reflecting graduates' deficiencies in interprofessional skills and preparedness for future challenges. In the skills area, employers saw the most significant improvement in student competitiveness, with a score of 3.27. Overall, employers showed a satisfactory attitude towards graduate skills and knowledge, with overall evaluations of 3.16 and 3.14, but highlighted the need for further strengthening in practical skills and theoretical depth.

The education model of Shaanxi Industrial Vocational and Technical College has shown good results in the cultivation of knowledge, skills and attitude. The high integration and balance of these aspects is the key to the success of graduates in the job market. The overall weighted average of 3.29 reflects the strong and comprehensive satisfaction of the graduates with the education and training provided by the college, believing that these preparations effectively supported their careers.

On the whole, although the employers have affirmed the employment quality of Shaanxi Polytechnic graduates, the analysis points out that despite the overall good satisfaction, the graduates still have room for improvement in some key areas. Especially in terms of future skills development and cross-professional knowledge, the college needs to optimize the teaching content and strategies accordingly.

The comprehensive analysis results show that although there are some differences in the evaluation of graduates by different employer backgrounds, the overall employers are agree with the employment quality of graduates. Gender differences were significantly in employer evaluations, pointing out that female employers may give higher ratings of graduates' career readiness, which differ from gender employers in expectations, evaluation criteria, or perceptions of professional literacy. Nonetheless, the differences in job levels and enterprise types did not appear statistically significant, suggesting that education providers should extensively consider the needs of different industries and positions when designing the curriculum and training strategies.

3. Simulation Experiment Design and Result Analysis

Based on the research findings, Shaanxi Polytechnic should continue to strengthen and innovate its teaching methods to further improve the quality of education and meet the needs of graduates and employers. First, the college needs to integrate theoretical knowledge with practical skills training to ensure that students can apply what they have learned in practical work. Furthermore, given cross-professional skills and the ability to respond to future challenges being identified as potential weaknesses, colleges can develop courses including critical thinking, innovative solutions, and technological adaptation. For example, project-based learning and case study methods are implemented to allow students to solve problems in a simulated real work environment,

thus improving their practical skills and adaptability to future employment. By introducing more experts and professional practitioners directly related to the industry to jointly design and teach the curriculum, real-time updates of the teaching content and industry relevance can be ensured.

The college needs to adopt more flexible and responsive educational strategies for the evaluation differences of different employer backgrounds (such as gender and position level). This includes gender-sensitive adjustments to educational content and methods to ensure that the expectations of both male and female employers are met. For example, strengthening students' career development and employment preparedness guidance by increasing career-oriented discussion and evaluation, especially in enhancing professional attitudes and soft skills highly rated by female employers. At the same time, the college can consider the different needs of the job levels, and provide students with career development paths and skills training at different levels to adapt to the specific needs and expectations of different management levels. In addition, considering the consistency of evaluation among different enterprise types, the college should further strengthen the cooperation with enterprises in various industries to understand and integrate more industry-specific needs and skills to improve the industry relevance and practicality of educational programs.

In order to ensure the effectiveness of educational improvement measures, Shaanxi Industrial Vocational and Technical College needs to establish a comprehensive education quality assurance and evaluation mechanism. This includes regular collection and analysis of feedback from graduates and employers to monitor educational outcomes and employment quality. The college can create a cross-departmental quality assurance team that tracks graduates' career development and employer satisfaction, and regularly reviews the modernity and relevance of course content and teaching methods. Furthermore, given the rapid changes in skills and knowledge, the college can regularly invite industry experts to participate in course evaluations and workshops, ensuring that the educational content can keep pace with the development of the industry. By implementing these quality assurance measures, the college is not only able to enhance the transparency and credibility of educational services, but also to continuously improve educational practices, ensure that graduates can remain competitive in the fierce job market.

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