

Analysis on the Employment Situation and Countermeasures of Sino-foreign Cooperative College Graduates in Central and Western China - Based on the Analysis of the School Running Projects of C University

Xinzheng Huang, Shenggang Qu * and Xiaojiao Mo

School of International Education, China Guangxi University of Finance and Economics, Nanning 530003, China

Abstract: Under the background of the new era, how to serve the "the Belt and Road" strategy and how to train and deliver talents for Sino foreign cooperation in running schools in central and western universities has become a matter of social concern. In addition, under the influence of COVID-19, the employment space of graduates from Sino foreign cooperative education projects has been severely compressed, and the contradiction between talent supply and demand has intensified. Based on the data of the School of International Education of University C from 2015 to 2021, the analysis of employment status shows that the employment rate of graduates has fluctuated due to the impact of external environment in the past seven years. The analysis of the four aspects of employment region, employment type, employment market, and employment quality shows that the comprehensive quality of students needs to be improved, employment information service needs to be strengthened, employment assistance and guidance needs to be improved, and the participation of grass-roots employment projects is not high, It is expected to promote the employment of graduates of Sino foreign cooperation projects in colleges and universities in the central and western regions through the establishment of the employability enhancement project, the improvement of employment information service quality, the strengthening of employment assistance and guidance, and the vigorous publicity of grass-roots employment projects.

Keywords: colleges and universities in central and western China; sino-foreign cooperation in running schools; employment work

1. Introduction

In the context of the new era, how to serve the "the Belt and Road" strategy in the central and western regions and do a good job in the training and delivery of talents has become a matter of social concern. In particular, C University, which is located in the central and western regions, has established inter university cooperation with more than 50 universities abroad, Hong Kong, Macao and Taiwan, and has close relations with ASEAN countries. At present, it has been approved 4 Sino foreign cooperation projects, becoming the largest university in Guangxi that has been approved for Sino foreign cooperation projects. The projects are mainly

concentrated in the School of International Education. This paper takes the School of International Education of C University as the research object, and selects the employment data of graduates from the Sino foreign cooperation projects from 2015 to 2021 for analysis, with a view to promoting the employment of graduates from the Sino foreign cooperation in running schools in the central and western regions of China.

2. Overview of Sino foreign cooperation projects of the School of International Education

Since 2006, the School of International Education of University C has been carrying out Sino foreign cooperation in running schools. It has been adhering to the characteristics of internationalization of running schools, focusing on the quality of talent training, and adhering to the concept of cultivating professional talents serving the national and regional economic development. It strives to build four Sino foreign cooperation projects, namely, China Australia Accounting Undergraduate, China US International Business Undergraduate, China France Accounting Undergraduate, and China UK Accounting Undergraduate Five intercollegiate exchange programs, namely, the Sino French Accounting Undergraduate Program, the Sino Thai International Economics and Trade Undergraduate Program and the Sino Malaysian International Economics and Trade Undergraduate Program, and two innovative experimental classes, namely, the Sino Thai International Finance and Accounting Undergraduate Program and the ACCA International Accounting Experimental Program, adhere to the discipline characteristics and constantly improve the comprehensive quality of students.

3. Analysis on the Employment Status of Graduates from School of International Education

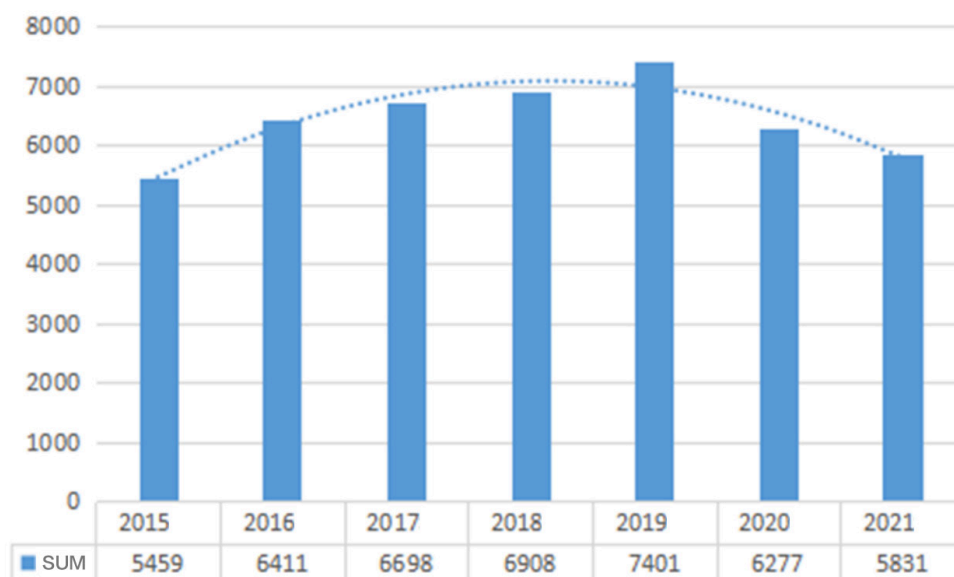


Figure 1. Statistics of the number of graduates of University C from 2015 to 2021.

The Report of the 19th National Congress of the Communist Party of China pointed out that employment is the greatest livelihood. We should improve the quality of employment and promote the employment and entrepreneurship of young groups such as college graduates. The colleges and universities in the central and western regions are facing the disadvantage of employment location, and the employment problem of their graduates is related to the development of the central and western regions of China. As a mid-western university, the number of graduates of University C is on the rise, from 5459 in 2015 to 5831 in 2021, as shown in Figure 1. In addition, the school employment rate fluctuates under the socio-economic impact. The data shows that the employment rate of 2017's graduates is the highest, reaching 96.75%. Affected by the epidemic, the employment rate of graduates will fall back in 2021. In the theory of career choice motivation, "the intensity of individual action motivation depends on the magnitude of valence and expectation". [1] The intensity of motivation is proportional to valence and expectation. The greater the valence, the higher the expectation, and the stronger the individual behavior motivation." [2] It can be seen from this that while colleges and universities in the central

and western regions continue to "produce" talents, high-quality employment guidance for graduates should become the focus of work.

According to American psychologist Veron, "There are different levels of employment needs and different levels of employment guidance." Under the concept of training professional talents to serve the national and regional economic development, the employment guidance work of Sino foreign cooperation projects has formed a set of working methods with international school running characteristics through continuous practice and exploration, laying a solid foundation for improving the quality of employment work.

3.1. Basic employment situation of graduates

3.1.1. The "output" of graduates continues to grow

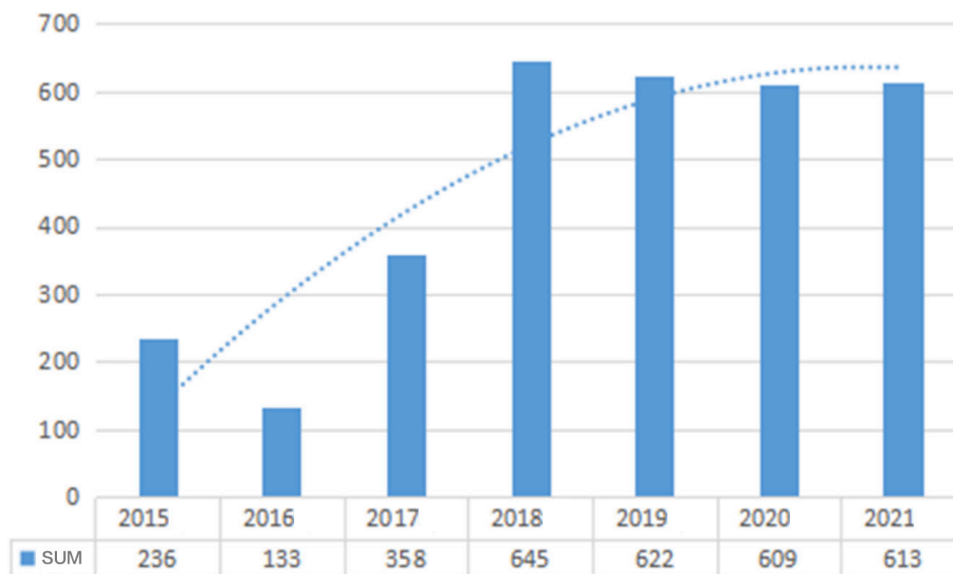


Figure 2. Statistics of the number of graduates of the School of International Education from 2015 to 2021.

The number of graduates of the School of International Education has been on the rise in the past seven years. Figure 2 shows that the number of graduates will increase from 236 in 2015 to 613 in 2021. Over the past seven years, the number of graduates has increased by 377, with an average annual growth rate of about 40%. Among them, in 2017, the college set up 6 majors instead of 3 majors, with the largest increase in the number of graduates, 225 more than the previous year, a growth rate of 169%. This shows that with the development of the talent training model, the specialty setting of the School of International Education is constantly expanding, and the talent supply capacity is constantly enhanced. Under the increasingly fierce market competition, the employment guidance for graduates should keep pace with the times and meet the requirements of the new era.

3.1.2. The employment rate of graduates fluctuates

In 2016, the employment rate of the graduates of the school of international education was 100%, and the employment rate was basically the same from 2017 to 2019. In particular, in 2020, due to the impact of COVID-19, the social economy was stagnant, and the employment rate fluctuated. The employment rate was 70.76%, which recovered to 77.7% in 2021. This shows that under the circumstances of the continuous growth of the number of graduates and the reduction of the demand of employers, broadening employment channels, cultivating the employment market, actively strengthening the exchange and contact of foreign universities in Sino foreign cooperation projects, and opening up the employment market for off campus practice have become the key and difficult points of employment services.

3.2. Analysis of graduates' employment

3.2.1. The employment area is centralized

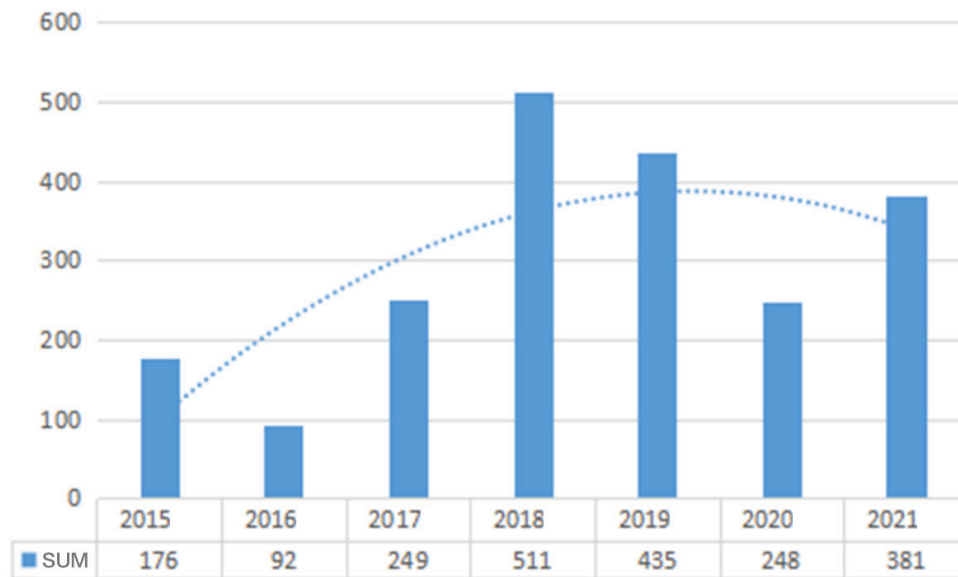


Figure 3. Statistics of the number of employees in the School of International Education from 2015 to 2021.

As shown in Figure 3, according to the statistical data analysis for nearly seven years, the employment of graduates of the School of International Education is concentrated in Guangxi, accounting for 65.05% of the total employment of graduates, indicating that the current talent training of the School mainly serves the economic and social development of Guangxi. According to the employment situation in the district, Nanning and Liuzhou have the largest number of graduates. In recent three years, the number of graduates in Nanning has reached 55.86%, and that in Liuzhou City has reached 5.7%, showing a trend of continuous growth. This shows that the regions with rapid economic development in the region have great attraction for graduates. As Veron believes, "the intensity of individual career choice motivation is affected by the intensity of individual career needs, the nature of motivation and behavioral goals." [2] Therefore, it is of great significance to correctly guide graduates to understand individual professional needs and behavioral goals for talent cultivation in western ethnic regions.

3.2.2. Diversified types of employment

With the development of national and regional economy, the demand for specialized talents continues to expand, and the types of graduates' employment continue to diversify. In 2015, there were two types of employment for graduates of the School of International Education: private enterprises and higher education. Among them, 62.27% of the graduates worked in private enterprises and 25% of the graduates went to higher education. By 2020, the number of graduates entering private enterprises, financial institutions, state-owned enterprises, government agencies and institutions will increase. In addition, 80 people went to higher education, with a rate of 21.05%, an increase of 7% over 2019. Four were recruited into the army, two participated in grassroots employment, and many started their own businesses through the Internet. Judging from the distribution of employment types in the past seven years, the employment types of college graduates in the central and western ethnic regions are constantly diversified. On the one hand, the promotion of national policies has created opportunities for college graduates in the central and western regions, and on the other hand, the college's employment guidance has played a significant role in guiding them.

3.2.3. The employment market is expansive

The School of International Education has carefully cultivated the employment market. Through constant exploration and practice, it has achieved certain results, showing the trend of expanding the employment market, which is mainly reflected in two aspects: first, the expansion of the domestic employment market. Through in-

vestigation and research, the college's employment market has been expanding from inside to outside in the past seven years. Before 2017, the college mainly explored the employment market by visiting and investigating the employers in Guangxi. Since 2018, the college has further broadened the employment channels for students and contacted employers in Wuhan, Guangdong, Kunming and other places to increase graduates' employment competitiveness. Second, the overseas employment market is expanded. The college has visited Thailand, Malaysia, the United Kingdom, Australia and other countries to exchange ideas and constantly build a platform for graduates to study for master's degree. In the past seven years, 280 undergraduate students have successfully applied for overseas postgraduate education. ① (① Data source: Data compilation of the Graduate Employment Quality Report (2015-2021) of School of International Education of University C.)

4. Problems in the employment of graduates of Sino foreign cooperation projects in colleges and universities in the central and western regions

4.1. The comprehensive quality of students needs to be improved

The comprehensive quality of graduates refers to the basic ability and comprehensive quality that graduates can show to complete different roles and tasks under a certain educational environment. The comprehensive quality of graduates needs to be improved mainly in two aspects: first, the quality of practical ability needs to be improved. On the one hand, students have insufficient understanding of practice. Some students only regard participation in social practice as a teaching task, and their attitude is not correct enough. On the other hand, the preparation for social practice is insufficient. Some students do not have strong basic skills in social practice, and their knowledge reserves are not solid, so they are likely to be at a loss when encountering problems. Second, the innovation ability needs to be strengthened. Due to the influence of exam oriented education ideas, graduates lack the "soil" for their innovative ideas and abilities. As the main body of innovation, most of the student groups have the attitude of learning for the purpose of examination, and the innovation ability cannot be fully exerted.

4.2. Employment information services need to be strengthened

From the perspective of the functions of the employment information system, the employment information system is mainly used for the release and information management of graduates' employment information. Its functions are relatively simple, lacking the positive interaction between graduates and the employment department, and its guidance function is relatively weak. The employment information is mostly one-way flow. Some students said that graduates can understand the information of the unit and the school, but their real needs are difficult to meet. From the perspective of the objects of employment information service, the service objects are limited to graduates, ignoring the cultivation of students' employment awareness when they enter the university, and failing to provide students with all-round employment guidance in the whole process.

4.3. Employment assistance and guidance need to be improved

First, the employment guidance for ethnic minority graduates was not paid enough attention. As a place where ethnic minorities live together, Guangxi should give planned guidance to the employment of ethnic minority college students according to the national interests and social needs. At present, the employment departments of some colleges and universities have not included the employment analysis of minority students in the employment quality analysis report, which shows that they have not paid enough attention to the employment assistance of minority students. Second, the employment assistance for poor students lacks linkage. The employment assistance for poor students is a systematic project. To give full play to the effectiveness of assistance, we must play the role of multi participation and work management. Through talking with poor college students, most students think that the linkage between the help subjects is relatively poor, mainly focusing on knowledge education and teaching, without paying attention to the actual needs of the help objects.

4.4. Low participation in grassroots employment projects

From the statistical data, from 2015 to 2016, no one from the School of International Education signed up to participate in the grassroots employment project. In 2017, although "zero breakthrough" was achieved, only

one person was involved in grass-roots undertakings. In 2018 and 2019, 2 and 5 graduates participated in grass-roots employment projects, mainly in the "three supports and one support" grassroots employment projects. As of August 2021, 31 graduates of the School of International Education have obtained the qualification of candidates recommended by the university, and 4 graduates have gone to the grassroots to practice. On the whole, the employment rate of grassroots employment projects is not high. Although the School of International Education encourages students of Sino foreign cooperative education projects to go to grassroots and hard areas to hone their will and become talents, there is still much room for grassroots employment.

5. Countermeasures and Suggestions for Promoting the Employment of Sino foreign Cooperative Education Projects in Colleges and Universities in Central and Western China

"With the change of the labor market and the expansion of higher education, many students are facing more and more problems in the transition from higher education to employment. The unemployment rate of graduates in many countries is very high. As a result, employers, politicians and the media all require to help students improve their employability and provide support for their entry into the labor market." [2] There are four ways to promote the employment of graduates of Sino foreign cooperative education programs in colleges and universities in the central and western regions.

5.1. Establish the project of improving employability

Colleges and universities in the central and western ethnic regions should turn their regional disadvantages into training advantages. "In terms of talent training, we should take the actual economic and social development in the western ethnic regions as the starting point, and adjust the discipline layout and specialty settings, so that the college training project is more scientific, reasonable and targeted." [3] In the establishment of the project of improving employability, the first is to invite experts to participate in employment guidance. Colleges and universities can create employment brand activities, invite heads of professional enterprises and institutions, senior alumni and employment service professionals to enter the school, so that students can understand and master the current employment situation. Second, we will increase investment in employment. "A skillful woman cannot make bricks without straw". To cultivate students' comprehensive ability, we need to increase capital investment. The increased special funds for employment are mainly used for employment research, employment teachers, employment guidance and employment assistance. The third is to build special employment consultation points. It serves the special needs of student recruitment information, resume production, interview skills and legal aid. Fourth, build a diversified system of employment teachers. Adjust the structure of employment teachers to form a comprehensive structure of teachers with rich guidance experience in enterprises, undertakings, entering schools, grass-roots employment, joining the army and so on, so as to teach students in accordance with their aptitude and give targeted guidance to different employment groups.

5.2. Improve the quality of employment information service

Improving the quality of employment information service is the essence of graduates' employment and also the starting point. First, unblock employment information transmission channels. On the one hand, we should improve the development of the employment information system, establish and improve the functions of employment information release, students' employment difficulties, employment needs, students' career exploration, and make full use of the employment information management system to realize the two-way flow of networked employment information services between students and employers. On the other hand, build an online employment platform. Network platform is an effective means to shorten the employment information gap between colleges and universities in the central and Western Ethnic Regions and other regions. We should use QQ, wechat, Weibo, Tiktok and other frequently used network platforms to carry out employment information consulting services, timely answer the problems and difficulties encountered by graduates in the employment process, and realize the networking, informatization and modernization of employment guidance. Second, expand the employment information service objects. The target of employment service is not limited to graduates. It focuses on the cultivation of employment awareness and the provision of employment services when students enter the university, expands

the scope of services to all students, formulates an all-round and whole process employment training plan for students, and improves the employment guidance courses, so as to improve the quality of employment information services for students.

5.3. Strengthen employment assistance and guidance

Minority students have not received enough attention in employment. Poor students belong to vulnerable groups when seeking employment. Therefore, we should strengthen employment assistance and guidance. The first is to "formulate an accurate employment assistance plan for minority students and poor students, so that students can understand the current employment situation, find their own position, and guide them to establish a correct concept of career selection." [4] Secondly, it is necessary to establish the employment information database of minority students and poor students, establish the assistance files of minority students and poor students, classify and summarize them according to the nationality and the source of students, achieve one person, one volume, and provide one-to-one assistance teachers, understand the students' desire to find a job, identify the students' needs for job search, achieve dynamic records in the process of students' job search, and achieve accurate assistance. The third is to establish the employer information database. Summarize the nature, salary and other information of employers by category, build an accurate database of employers, and pay regular return visits to employers to lay the foundation for quickly providing students with jobs that meet their needs.

5.4. Vigorously publicize grass-roots employment projects

Under the influence of COVID-19, the employment space of college graduates has been severely compressed, facing the contradiction of increasing talent supply and shrinking job demand. However, with the implementation of the rural revitalization strategy and the development of the modernization of grass-roots governance, a number of new jobs have been created at the grass-roots level, expanding the current employment space. In the new situation where challenges and opportunities coexist, it is urgent to vigorously promote college graduates' employment at the grassroots level. First, we need to integrate publicity resources through multiple linkage. Relying on the official websites, official account, policy consultation desks, brochures, exhibition boards and other publicity channels of schools and educational institutions, we will widely publicize the policies and measures of grass-roots employment projects, spread the project spirit, and expand the influence of grass-roots employment projects. Second, we should pay attention to the leading role of advanced models. On the one hand, we will establish a mechanism to commend advanced models. A variety of evaluation activities are carried out among students who are employed at the grassroots level, and their spiritual outlook is displayed through online media and other platforms. On the other hand, track the growth process and on duty status of grass-roots personnel, regularly hold the outstanding and advanced typical deeds lectures at all levels and at all posts, and give play to the incentive role of advanced and typical people.

Funding

1. The 2022 Guangxi Undergraduate Education Reform Project "Exploration and Practice of the Iterative Development Model of the New Engineering Modern Industrial College of Local Colleges and Universities under the Concept of "New Infrastructure "(2022JGB333)
- 2 The special topic of the college students' employment research in 2022 under the "Fourteenth Five Year Plan" of Guangxi Education and Science, "Analysis of the Phenomenon of "Slow Employment" of the Graduates of Guangxi's Economic and Management Colleges in the Context of the Epidemic Situation and Research on the Strategy of "Quick Response" (2022ZJY1557)

Author Contributions

X.H. is responsible for writing the first draft and final draft of the thesis. S.Q. is responsible for theoretical guidance and gives constructive suggestions. X.M. is responsible for data collection and analysis. All of the authors read and agreed to the published the final manuscript.

Institutional Review Board Statement

Not applicable.

Informed Consent Statement

Not applicable.

Data Availability Statement

Data is available upon request from the corresponding authors.

Conflicts of Interest

The authors declare no conflict of interest.

References

- 1 Chen JZ. *Career Planning Theory and Practice*; Aviation Industry Press: Beijing, China, 2014.
- 2 Watts AG, VanEsbroek R. *New Skills for New Futures: Higher Education Guidance and Counselling Services in the European Union*. VUB University Press: Brussels, Belgium, 2000.
- 3 Liu YH. Research on the Path of Improving the Employment Quality of Colleges and Universities in Western Ethnic Regions. *Journal of Jixi University* 2015; **15 (08)**:18–20.
- 4 Cheng HN. Research on the Ways to Improve the Employability of College Students from Poor Families. *Science and Technology Innovation Herald* 2019; **16 (11)**: 236–237.

© The Author(s) 2022. Published by Global Science Publishing (GSP).



This is an Open Access article distributed under the terms of the Creative Commons Attribution License (<https://creativecommons.org/licenses/by/4.0>), which permits unrestricted use, distribution, and reproduction in any medium, provided the original work is properly cited.