

Analysis on the Employment Situation and Trend of Private College Students

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Abstract: With the increasing attention and support of the state to higher education and the transformation and upgrading of economic and social development, students in private colleges are also facing new opportunities in innovation, entrepreneurship and career development. Therefore, private colleges and universities should strengthen the quality of personnel training, improve students' comprehensive quality and vocational skills, so as to better adapt to market demand and promote social and economic development. Through in-depth investigation and analysis of the employment status of private college students, this study discusses the employment status, industry distribution, salary level and employment channels of private college graduates under the current economic situation. At the same time, combined with relevant policies, economic development trend and talent market demand, the future employment trend of private college students is predicted and analyzed.

1. Introduction

With the rapid development of higher education in China, private colleges are playing an increasingly important role in cultivating high-quality talents. However, under the background of current economic transformation and upgrading and industrial restructuring, the employment situation of private college graduates is also facing new challenges and opportunities. Therefore, an in-depth analysis of the employment status and future trends of students in private colleges is of great significance for promoting the development of higher education, improving the quality of personnel training and promoting social and economic development.

2. Analysis of the employment status of students in private colleges

First of all, compared with public universities, the employment rate of graduates from private universities is generally low. This is mainly because there is a certain gap between private universities and public universities in terms of school conditions and teachers, which leads to certain restrictions on graduates' employment. Some private colleges and universities lack professional settings that match the needs of society, which leads to the mismatch between graduates' employment and social

post needs.

Secondly, the graduates of private colleges and universities are faced with some problems in the process of employment, such as employers' low trust in the employment of private colleges and universities, which makes them face certain competitive pressure in the process of finding jobs. In addition, in terms of salary expectation, the salary level expected by private college graduates is generally high. This may be because the education quality and social recognition of private colleges and universities are relatively high, and graduates have high expectations for their own abilities and future development. However, excessive salary requirements may reduce their employment competitiveness. [1]

In view of the above problems, private colleges and universities can take some effective countermeasures. First of all, private colleges and universities should improve their teaching level and teaching staff on the basis of strengthening the quality of running schools, so as to improve the comprehensive competitiveness of graduates. Secondly, private colleges and universities can strengthen cooperation with the society, deeply understand the employment needs of the society, adjust the professional settings, and provide professional training that meets the market demand, thus increasing the employment opportunities of graduates. In addition, private colleges and universities can strengthen communication and cooperation with employers, and build more employment opportunities for graduates through cooperation with enterprises and internship training. Finally, private colleges and universities can strengthen the employment guidance for graduates, provide more employment information and employment guidance services, and help graduates improve their job-hunting skills and employment awareness.

Generally speaking, there are some problems and challenges in the employment situation of students in private colleges, but the employment competitiveness of graduates can be effectively improved by strengthening the quality of running schools, improving the teaching level and teaching staff, understanding social needs and adjusting professional settings, strengthening communication and cooperation with employers, and providing more employment information and guidance services. [2-3]

Table 1 below is an analysis of the employment situation of college students in private colleges in Jiangsu and Zhejiang provinces. The table shows many aspects of the employment status of students in private colleges, including employment rate, employment field, salary level, employment satisfaction and so on. By analyzing these data, we can better understand the employment status and trend of private college students.(Table 1)

Table 1: Analysis Table of Employment Status of Private College Students in Jiangsu and Zhejiang Provinces

project	data
employment rate	70% - 80%
Main fields of employment	Internet, e-commerce, finance, education, medical care, etc.
Salary level	The average starting salary is 5000-8000 RMB.
Employment satisfaction	About 60% are satisfied or basically satisfied with their work.
Employment city selection	Beijing, Shanghai, Guangzhou, Shenzhen and other first-tier cities are the main cities.
Entrepreneurship situation	Some students choose to start their own businesses, involving fields such as e-commerce and technological innovation.

3. Private college students employment trends

The employment trend of private college students is influenced by many factors, including industry development trend, skill demand change, regional employment trend, salary forecast and employment policy. The development trend of the industry has a great influence on the employment of private college students. In the next few years, the development trend of some industries may change, such as the rise of emerging industries and the transformation of traditional industries, which will directly affect the demand for students in private colleges. At the same time, the change of skill demand will also affect the employment trend. With the continuous updating of technology, some skills may become obsolete, while new skills may become more important [4].

3.1. Industry development trend: the development trend of major industries in the future.

In the next few years, the development trend of major industries may be influenced by many factors, including technological progress, market demand and policy environment. The following are some possible trends:

3.1.1. Technology industry

With the continuous progress of technology, the technology industry may continue to maintain rapid development. In the next few years, the demand for artificial intelligence, big data, cloud computing, Internet of Things and other fields may continue to grow, and more employment opportunities will also be generated.

3.1.2. Medical and health industry

With the aging of the population and the improvement of health awareness, the medical and health industry may continue to grow. In the next few years, the demand in medical science and technology, biotechnology, pharmacy and other fields may continue to increase, and at the same time, more employment opportunities will be generated (Figure 1).



Figure 1: Medical and health industry

3.1.3. New energy industry

With the improvement of environmental awareness and the popularization of renewable energy, the new energy industry may usher in greater development space. In the next few years, the demand for solar energy, wind energy, hydropower and other fields may continue to grow, and at the same time, more employment opportunities will be created.

4. Electronic commerce industry

With the popularity of the Internet and changes in consumer behavior, the e-commerce industry may continue to grow. In the next few years, the demand for e-commerce platform, logistics, customer service and other fields may continue to increase, and at the same time, more employment opportunities will be generated (Figure 2)[5].

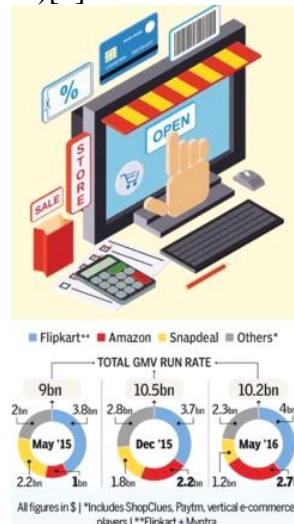


Figure 2: E-commerce industry

The above is only a trend forecast, and the actual development may be affected by many factors, including market changes and policy adjustments. Therefore, private colleges and universities should pay close attention to market changes and policy adjustments, and timely adjust educational strategies and career planning guidance to help students better adapt to changes in the job market [6].

4.1. Changes in skills demand: changes in future major skills demand.

Future changes in the demand for major skills may be influenced by many factors, including technological progress, market demand and policy environment. Here are some possible changes in skill requirements:

4.2. Digital skills

With the advent of the digital age, the demand for digital skills may continue to increase. In the next few years, skills such as data analysis, artificial intelligence and software development may become essential skills for many positions. Mastering these skills will help to improve employment opportunities and career development.

4.3. Innovation capacity

With the acceleration of changes in the workplace environment, innovative thinking and adaptability may become important soft skills. The future workplace needs more innovative talents who can quickly adapt to changes and bring new value to enterprises. Interdisciplinary cooperation and communication skills may become one of the necessary skills for future jobs. The future workplace needs more interdisciplinary cooperation and communication and coordination skills, and can effectively cooperate and communicate with talents in different fields [7].

4.3.1. Global skills

With the acceleration of global integration and the improvement of workplace internationalization, global skills may become more important. In the future, the workplace needs more talents with global skills such as cross-cultural communication, language ability and virtual collaboration to meet the challenges and opportunities brought by globalization [8-9].

4.3.2. Green skills

With the promotion of deepening environmental governance and industrial upgrading and transformation strategies in various countries, green skills may become one of the important skills in the next few years. Mastering skills related to new energy, energy conservation and environmental protection, and green manufacturing will help improve employment opportunities and career development.

4.3.3. Health medical skills

With the aging of the population and the improvement of health awareness, health care skills may become one of the important skills in the next few years. Mastering skills related to medical care, health management, rehabilitation and health care will help improve employment opportunities and career development.

Private colleges and universities should pay close attention to market changes and policy adjustments, and timely adjust educational strategies and career planning guidance to help students better adapt to changes in the job market.

5. Regional Employment Trends: Trends of major employment regions in the future

5.1. Urban agglomeration development

With the continuous development and expansion of urban agglomerations, cities around urban agglomerations may also become new employment centers. For example, cities around urban agglomerations such as Beijing-Tianjin-Hebei, Yangtze River Delta and Pearl River Delta may become new employment hotspots [10].

5.1.1. Rural revitalization

With the promotion of rural revitalization strategy, employment opportunities in rural areas may also increase. In the next few years, rural e-commerce, characteristic agriculture, rural tourism and other industries may become employment hotspots in rural areas.

5.1.2. Overseas market expansion

With the acceleration of globalization of enterprises in China, the demand for overseas market expansion may also increase. In the next few years, talents with foreign language ability, cross-cultural communication ability and international vision may get more employment opportunities in overseas market expansion.

5.1.3. Coordinated development across regions

With the promotion of national regional coordinated development strategy, employment opportunities in different regions may also change. In the next few years, some emerging industries and advantageous industries may develop rapidly in some areas, thus driving local employment

growth.

5.2. Salary forecast: the average salary trend in the next few years

5.2.1. Economic growth and salary increase

With the sustained economic growth in China, the average salary may also increase accordingly. The faster the economic growth, the greater the possibility of salary increase.

5.2.2. Industry demand and salary

The demand and development of different industries will also affect the average salary level. For example, the rapid development of science and technology, Internet and other industries may drive the salary level of related positions to increase.

5.2.3. Skills demand and salary

As the demand for skills changes, people with certain skills may get higher salaries. For example, digital skills, innovation ability and communication ability may become the representative skills of high salary in the next few years.

5.2.4. Regional differences and salaries

The economic development level and industry demand in different regions will also affect the local salary level. For example, some developed cities or coastal cities may offer higher average salaries. [11]

5.2.5. Impact of employment policy: the impact of policy changes on the employment of private college students.

The impact of employment policy changes on the employment of private college students is mainly reflected in the following aspects:

5.2.6. Fairness of employment opportunities

With the development of society, the government pays more and more attention to the issue of employment equity, and has issued a series of policies and measures to promote fair employment. The implementation of these policies has enabled private college students and public college students to enjoy equal competition opportunities in the job market, reducing the employment inequality caused by different backgrounds.

6. Stability of the job market

The government's supporting policies can increase the stability of the job market and reduce the unemployment rate, thus providing a better guarantee for the employment of students in private colleges. For example, the government can stabilize the job market by increasing support for small and medium-sized enterprises and encouraging innovation and entrepreneurship, so as to improve the employment opportunities of students in private colleges.

Improvement of employment quality: The government can improve the employment quality of students in private colleges by formulating a series of policies and measures. For example, the government can help private college students better adapt to market demand and improve their employment competitiveness by strengthening vocational training and providing employment

guidance.

In short, a series of policies issued by the government to promote fair employment and support the development of small and medium-sized enterprises can provide better protection and services for the employment of students in private colleges and help them better realize their career dreams.

6.1. Private college students employment countermeasures and suggestions

To improve career planning education, private colleges should provide comprehensive career planning education from the beginning of students' enrollment. This includes helping students understand their interests, abilities and career development potential, and making reasonable career goals and study plans. At the same time, the school can also invite business people to give career lectures to provide students with more career guidance and suggestions [12].

6.1.1. Strengthen practical teaching

Private colleges and universities should pay attention to strengthening practical teaching and improving students' practical operation ability. This can be achieved by cooperating with relevant enterprises, establishing practice bases and organizing practice projects. Through practice, students can better understand theoretical knowledge, improve their skills and prepare for future employment.

6.1.2. Improve teaching quality

Private colleges and universities should pay attention to improving teaching quality and ensure that students can learn practical knowledge and skills. This can be achieved by strengthening the construction of teachers, improving teaching methods and improving teaching facilities. At the same time, the school can also invite enterprises to participate in teaching, and integrate the latest development trends and needs of the industry into teaching, so as to better cultivate students' practical ability [13].

6.1.3. Strengthen school-enterprise cooperation

Private colleges and universities should actively cooperate with enterprises to jointly promote talent training. Through school-enterprise cooperation, enterprises can better understand the training situation of schools and students' ability, and provide more opportunities and help for students' employment. At the same time, schools can also understand the needs and trends of enterprises through school-enterprise cooperation, and adjust the teaching plan and talent training direction in time (Figure 3).



Figure 3: School-enterprise cooperation

6.1.4. Encourage innovation and entrepreneurship.

Private colleges and universities should actively encourage students to innovate and start businesses, and cultivate their innovative consciousness and entrepreneurial ability. Schools can set up venture funds and provide entrepreneurial guidance services to support students' innovation and entrepreneurship. At the same time, the government should also introduce relevant policies to support college students' innovation and entrepreneurship, and provide more entrepreneurial opportunities and platforms for college students.

In a word, improving the employment competitiveness of students in private colleges requires the joint efforts of schools, governments and enterprises. Measures such as improving career planning education, strengthening practical teaching, improving teaching quality, strengthening school-enterprise cooperation and encouraging innovation and entrepreneurship can effectively improve the employment competitiveness of private college students and lay a solid foundation for their future career development [14-15].

7. Conclusion

Through the analysis of the current situation and trend of employment of students in private colleges, we find that students in private colleges are facing some difficulties and challenges in employment. Many factors such as industry development trend, skill demand change, regional employment trend, salary forecast and employment policy influence the employment situation of students in private colleges to varying degrees. However, by improving career planning education, strengthening practical teaching, improving teaching quality, strengthening school-enterprise cooperation and encouraging innovation and entrepreneurship, we can effectively improve the employment competitiveness and future career development potential of private college students. At the same time, the government and enterprises should also work together to provide more support and opportunities for students in private colleges and promote their better career development and life value. In the next few years, with the sustained economic growth and the upgrading of industrial structure in China, the employment opportunities of private college students may increase, but at the same time they are facing some challenges. Therefore, we need to pay close attention to market changes and policy adjustments, and timely adjust educational strategies and career planning guidance to help students better adapt to changes in the job market.

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