

ANALYSIS AND OPTIMIZATION OF COLLEGE STUDENT'S EDUCATION AND TRAINING BASED ON TALENT MARKET DEMAND

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ABSTRACT – Research shows that there is a problem of low employment happiness index among Chinese college graduates in employment. Through literature research and market survey, we found that geographical differences and low matching of positions and majors are the main reasons. Therefore, we deeply analyze the logical relationship between them and propose improvement suggestions and directions for the above problems. This study aims to examine the correlation between school discipline settings, education methods and employment from the actual needs of society, so as to design a feedback mechanism to optimize the dependent variable through the inverse adjustment of the independent variable and finally solve the above-mentioned employment happiness problems. The samples for this study were collected from fresh graduates of universities in Guangdong Transportation Vocational College and several nearby cities. The research questionnaire was designed by the researcher himself and issued to and solicited from these graduates and school staff. The results showed that regional economic differences had little effect on graduates' employment well-being index, but education patterns and curriculum had a greater effect on graduates' employment well-being index. These findings have important theoretical, pedagogical, and practical implications..

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INTRODUCTION

This study is to investigate the relationship between the employment happiness of Chinese university graduates and the teaching methods and economic regions of their majors. Specifically, it is a survey of college graduates from several nearby cities, led by Guangdong Institute of Transportation Technology. After the data collection program is drawn up, the reform program is proposed from the perspective of promoting employment through visiting survey, sampling survey, problem formulation and problem demonstration, using scientific analysis methods to ensure the feasibility of reform measures. We provide colleges and universities with college talent cultivation programs oriented to social talent needs, and create a dynamic, timely and accurate cultivation model through various aspects such as school-oriented reform and school-enterprise cooperation.

The significance of the study is divided into two parts: micro perspective and macro perspective:

From the micro perspective, after studying and analyzing several issues raised above, a more excellent education model for tertiary students is given after optimizing the current program, which can mainly achieve the following aspects of practical significance:

First, optimization allows for better matching of students trained at the tertiary level to the workplace.

Secondly, optimization can make the students trained by the tertiary institutions to adapt to the jobs faster;

Third, optimization can make the students trained in tertiary education more stable in the corresponding jobs; Fourth, the optimization can make the students trained by the college have a stronger ability to work in a single unit. From the macroscopic point of view, the country gradually enters the period of decreasing demographic dividend effect, modern tertiary education is closely connected with industrial economy, and the high quality development of economy needs the release of higher unit talent value, so as to offset the declining demographic dividend, promote employment and stable employment, and achieve the goal of enhancing the total employment dividend and employment structure dividend.

To enhance the counterpart and unit quality of talent training in colleges and universities oriented to the needs of the social talent market is not only a means to effectively enhance the human capital dividend and employment dividend, but also a legitimate responsibility of college education to promote, protect and stabilize people's livelihood and help economic development. Through the analysis of the current employment quality, the deep investigation of the root of the problem and the proposal of the new reform model, this paper explores the optimization in order to realize the high-quality employment of college graduates and also promote the long-term development of the economy.

PROBLEM STATEMENT

The following aspects were obtained from the survey of China's college graduation situation:

First, the employment level of students in each economic region is unbalanced. Subject to the distribution of China's natural resources, industrial technology base, ecological construction, the level of resource development and construction, the level of market-oriented operation and economic policies and other diversified unbalanced factors, China's regional economic development is unbalanced, the college degree contributes to a large degree of education regional employment level is also different.

The second is the structural contradiction formed by the low relevance of professional settings and jobs. The relevance of the jobs of college graduates of various majors to the profession can, to a certain extent, reflect whether the students trained by the profession can adapt to the needs of the rapid development of the social economy. To sum up, as far as the current situation is concerned, the professional settings of tertiary institutions do not fit very well with the actual job requirements of enterprises, resulting in a frequent mismatch between what students learn and the actual situation. what they use in their work.

Third, the satisfaction of college graduates with the current employment situation is low. Employment satisfaction is a subjective judgment of college graduates on their current employment situation, which plays an important role in enhancing employment stability. The overall employment satisfaction of college graduates in 2018 is about 65%. Although the employment situation has improved compared with graduates in previous years, there is still room for improvement of 35% in satisfaction. From the above data, the employment satisfaction of Chinese college graduates in recent years is low and the employment stability is not very high.

Based on the above three points, we can find that the employment situation of colleges and universities is unbalanced due to regional economic differences; the employment misunderstanding caused by the lag in updating the professional settings of colleges and universities; the employment expectations of graduates are higher than the actual employment environment, which leads to low employment satisfaction and poor stability. In short, around the employment in colleges and universities. The above problems in different aspects need to optimize the teaching methods and curriculum of colleges and universities.

LITERATURE REVIEW

An Overview of Literature Review

Based on the study of the articles by Zhang Xiaolin (Zhang,2021), Li Xinhua (Li,2021), Zhao Zhijun (Zhao,2020) and others, the following points are obtained. With the continuous progress and development of China's social economy, the demand for high-quality skilled talents in various industries in China is also increasing. Therefore, colleges and universities should adapt to the changes of the current employment situation, actively innovate the concept of education management, and take the delivery of excellent and qualified vocational talents to the society as the ultimate training goal. Based on this, this paper firstly analyzes the problems of higher vocational education management concept, and then focuses on the innovation path of higher vocational education management concept based on employment orientation. In order to continuously improve the quality of talent cultivation in China's institutions of higher education.

Analytical Features of a Literature Review

This paper focuses on the employment situation of college graduates and identifies problems from it. This study can better address the problems of high employment difficulty, low employment stability, and low employment happiness.

The cited articles have some common points with the points I studied, such as:

- Promoting the innovation of education system system.
- Constructing a college training system oriented to the market demand of talents.
- Improve the matching degree between job demand in talent market and college major settings.

These are the points that can help my research, but the purpose of my research is not only to find out where the problems are, but to give a reasonable solution based on the above. Based on the above research results, a system that can be iterated in time is proposed by combining the system, talents, market information, teaching direction of the college, teaching content, teaching methods and other factors.

Innovation of employment system

Xinhua Li (Li,2021) emphasized the importance of stable employment in his work the setting of high-quality employment system, and emphasized that talents should serve the modernization construction. More is from the system level, trying to change the employment orientation of higher vocational graduates from the system. The discussion on employment results only focuses on the stability of employment, lacks the perspective of students, and lacks the analysis of job satisfaction and students' happiness. For high-quality employment, it only focuses on improving students' personal abilities, and does not give how to accurately match talents with the market.

"To meet the demand of higher quality and fuller employment, employment oriented higher vocational education can improve the vocational skills of students, enhance their employment and entrepreneurship ability, improve the adaptability and job transfer ability of workers, and promote the reasonable flow of labor force to a greater extent. The continuous change of industrial economic structure makes the structure of employment talents change constantly. As a form of higher education closest to the market, It can respond to the adjustment of the economic structure at the fastest speed. High quality employment needs scientific system guarantee. Through empirical analysis and system analysis of the employment quality of higher vocational graduates, this paper explores the construction of a system coordination system to achieve high-quality employment of higher vocational graduates and promote economic development. Xinhua Li.(Li,2021)

The above viewpoints should be expanded to look at problems, not only from the high-level system, but also from the perspective of students. In order to solve the problem of employment stability, it is essential to improve students' liking and recognition of their posts.

The importance of demand orientation

The starting point of Zhijun Zhao (Zhao,2020) in the employment-oriented talent training mode is basically the same as my research direction. The author conducts research from the market demand, and updates the actual market demand in a detailed and timely manner, so as to guide the courses and

majors of colleges and universities in a reverse direction based on the actual demand, and especially give suggestions on the employment direction and employment policy of students. However, my research plan is to establish a real-time update mechanism of market demand based on the research path. There is a Chinese proverb "it is better to teach people to fish than to teach people to fish", which means that it is better to teach the parties how to solve the problems than to solve the current problems.

In higher vocational colleges, higher vocational education should take employment as the guide, take improving the employment rate of students as the educational goal, meet the needs of society for talents, and establish an education system that conforms to society. Talent training mode and implementation methods are the contents that the education industry and higher vocational schools

should pay attention to at this stage. The education department should take the social and employment needs as the guidance and innovate the methods of talent training in higher vocational colleges. In this way, the employment rate of students can be improved, and students can develop better. In short, higher vocational colleges should constantly innovate employment-oriented talent training methods, take improving students' quality as the direction of education, take the social demand for talents as the driving force, and effectively reform the methods of talent training. In this way, we can improve the quality of talent training and improve the employment rate of students after graduation. (Zhao,2020)

The improvement of employment quality is not only related to the number and accuracy of employment. To fundamentally improve the quality of employment, we need to put forward a set of mechanisms that meet the common interests of the three parties from the three directions of schools, enterprises and students to promote the implementation of the reform plan.

Talent distribution involves both supply and demand sides.

Xiaoling Zhang (Zhang,2020) focuses on the discussion of high-quality skilled talents in the article employment oriented higher vocational education concept, focusing on how to focus on resources and cultivate high-quality graduates from the perspective of students. The training and employment of high-quality graduates is also part of my research direction, which can be used for reference. However, the problem of difficult employment involves all aspects of the education system, not just the problem under the quality of students. It is a one-sided view to blame the problem of difficult employment on the quality of students. We should look at the problem from a better perspective. We should not blindly focus on the ability of students. Employment is the result of cooperation between the supply and demand sides, not just one-sided reasons. What we need to solve is not only to connect excellent talents to excellent enterprises, but also to provide all graduates with a more reasonable job. It is the focus of my research to put forward a plan to better allocate talents.

With the continuous advancement of China's social modernization situation, the demand for high-quality skilled talents in all sectors of our society have always been in a state of scarcity. Therefore, it is essential to continuously improve the management of higher vocational education and cultivate more high-quality skilled talents for China's development. However, there are still some problems with the management concept of Higher Vocational Education Based on employment orientation in China, which makes many graduates of higher vocational schools unable to adapt to some new jobs in modern society. In order to cultivate more high-quality skilled talents, it is necessary to constantly innovate the management concept of higher vocational education and build a bridge between Higher Vocational Colleges and modern enterprises based on the employment orientation, so as to cultivate students into talents required by enterprises. Based on this, this paper first analyzes the problems existing in the management concept of Higher Vocational Education under the employment orientation, and then focuses on Four Innovation Paths of the management concept of Higher Vocational Education Based on the employment orientation. This is for communication and reference only. (Zhang,2021).

METHODOLOGY

The required data are collected through questionnaires, literature inquiries and in-depth interviews, and key information such as job satisfaction and talent development is obtained from the

in-depth interviews. The data such as professional matching degree is obtained through literature query, and the differences of graduates from universities in economic regions are obtained through questionnaires. Then summarize and analyze the data. The proportion of factors affecting job happiness index.

Research Design

In order to study what factors, affect the high level of employment happiness, employment happiness is set as the dependent variable and the degree of matching between the job and the studied major is set as the independent variable. In the analysis of the relationship between the degree of professional matching of students' positions and the educational teaching process of the school, the degree of professional matching of students' positions is set as the dependent variable and the educational teaching process of vocational institutions is set as the independent variable. Through

deductive reasoning, the relationship between employment happiness, students' job professional matching degree and teaching process of institutions is introduced and explained in an analogous way, with different teaching processes having different effects on employment happiness. The questionnaire is designed around the connotation index of employment happiness and based on the analysis of questionnaire data and the use of quantitative and qualitative research methods, the conceptual model of employment happiness influencing factors of graduates from vocational colleges is constructed. Finally, we conduct practical exploration based on the conceptual model of influencing factors and propose feasible paths and countermeasures to enhance employment happiness in vocational education.

Population and Sampling

The sample of this study is the recently graduated college students from Guangdong Transportation Vocational College and universities in several nearby cities. The data in this study were obtained through questionnaires distributed, research and interviews in Guangdong Transportation Vocational College, and are first-hand research data. The evaluation factors about the employment happiness of graduates from vocational colleges were obtained from the data statistics of the questionnaires distributed in this field research visit. The interviews used in the analysis of the factors influencing employment happiness were obtained from the interviews conducted in Guangdong Transportation Vocational College at this stage. In the analysis of the factors influencing employment happiness of graduates from vocational colleges, a questionnaire was used, and a random sample of 50 graduates from Guangdong Transportation Vocational College in the past 2-3 years was used to collect questionnaires by email, telephone inquiry, WeChat, QQ contact and questionnaire mailing. The data were analyzed using SPSS24.0 software to quantify the study.

Data Collection

This study mainly used questionnaires and in-depth interviews. Questionnaires were used to collect professionally matched data. Descriptive research is defined as a research method that describes the characteristics of the population or phenomenon under study. In-depth interviews are used to obtain key information such as job satisfaction, personal career development and personal competence enhancement paths.

RESULTS

Supported by the following three research data, the index category classification and weight distribution were carried out, and finally a comprehensive evaluation system was obtained. The evaluation system is used to evaluate the research object and obtain the desired results. The greatest significance of the evaluation system of this qualitative study is to point out the direction of reform for the follow-up reform plan in the article.

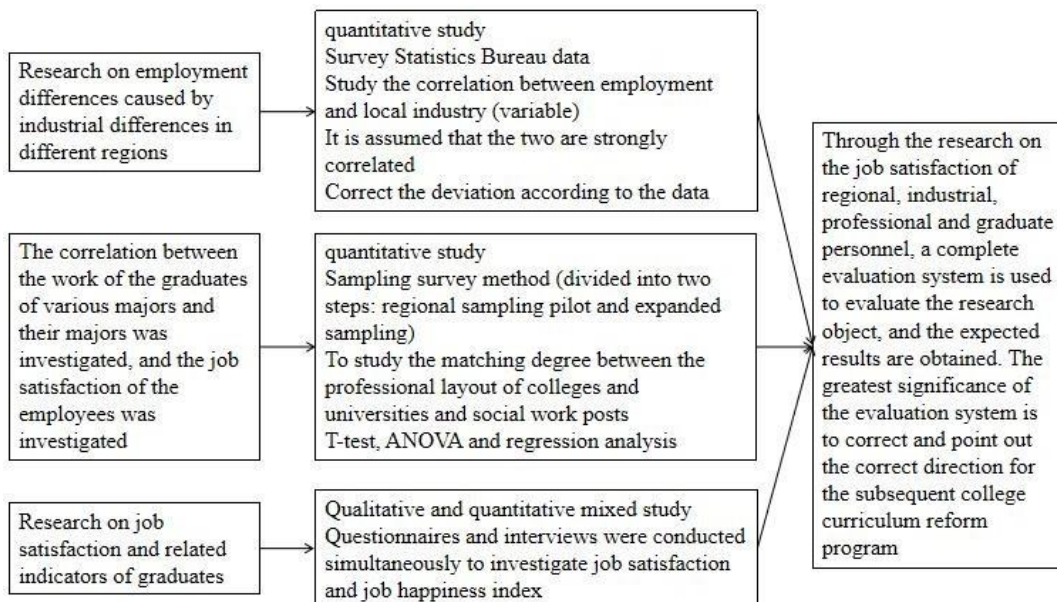


Figure 1. Research Element Design Model

First of all, based on the issues raised in this paper, the relationship between regional industrial differences and employment differences is studied.

Secondly, on the basis of studying the relationship between regional economic and industrial differences and employment, investigate the matching ratio between practitioners of various majors and their majors.

Table 1. Research on work relevance of various majors

Research on work relevance of various majors			Proportion of graduates engaged in their majors
Disciplines	Subdivided Specialized		
Philosophy	Philosophy Class	Philosophy	41%
		Logic	60%
		Religion	71%
Economics	Economics Class	Economics	49%
		Economic Statistics	69%
	Finance Class	Finance	46%
		Taxation	78%
	Finance Class	Finance	56%
		Financial	33%
A Law	Economics And Trade Class Of Law	Engineering	47%
		Insurance	30%
	Economics And Trade	Investment	30%
		International Economics and Trade	46%
	Class Of Law	Trade And Economic	70%
		A Law	60%
	Political Science Class	Science Of Political Science and Administration	50%
		International Political	47%
	Sociology Class	Diplomacy	35%
		Sociology	78%
Marxist theory class	A class of ethnology	Social work	77%
		ethnology	40%
	Marxist theory class	Socialism of science	57%
		History of the Communist Party of China	75%
		Ideological and political education	72%

Finally, the degree of satisfaction and recognition of graduates from different industries and positions is obtained as an indicator to measure the quality of social employment.

DISCUSSION

The conclusions of the study summarize the importance of the direction of higher education training oriented to the social demand for talents and the optimization of higher education education model. The overall data of current employment quality is listed and preliminary data analysis is conducted using rhyme literature research, post-graduation employee interviews, enterprise human resource interviews and questionnaire surveys. From this, regional contradictions, structural

contradictions and employment stability of college employment can be deduced. In order to explore and analyze these problems, we will dig deeper into the causes and root causes of the problems, which will help us find the direction of optimization.

Based on the four steps of situation investigation, data analysis, problem interpretation and traceability, we can basically determine the cultivation direction and the optimization measures of cultivation mode, which mainly focus on the following aspects.

First, improve the configuration of theory and practice courses, strengthen the relevance of theory and practice, and reasonably set the ratio of theory and practice composition.

Secondly, the practical training courses should simulate the actual operation process of enterprises to the maximum extent, connect with the actual workflow of enterprises, combine with the real operation scenes of enterprises, and improve the effect of practical training.

Third, school-enterprise cooperation is undoubtedly the most important education methods and links. Through school-enterprise cooperation, the real talent needs of enterprises should be found to the maximum extent, so as to adjust the training direction and training methods of schools in a targeted and timely manner.

Fourthly, the establishment of a system for school teachers to go to enterprises for internship and exercise, so that teachers can understand the real business scenarios more clearly, which is conducive to the authenticity and accuracy of cases in the teaching process. Accordingly, school teachers and students should focus on strengthening seminars and experience exchange activities between enterprises and schools, especially in interpreting talent demand plans from the perspective of enterprises.

Fifth, enterprises and schools cooperate deeply to establish a system of mentor-apprentice relationship between enterprise employees and students to expose students to real working scenarios, cultivate students' teamwork and individual working ability in specific positions, and help students improve their emotional intelligence working process.

Giving students enough opportunities for job rotation in school-enterprise cooperation gives students the opportunity to discover their own abilities and early on their strengths, which is conducive to the development of the school in the direction of strengths.

Sixth, improve students' self-ability and self-oriented consciousness, learn to combine self-employment and small business, give them some free play platform and capital, and train their comprehensive operation ability in advance.

CONCLUSION AND IMPLICATIONS

Through situation investigation, problem raising, problem demonstration and implementation of reform measures, we will provide a college talent training program oriented to the needs of social talents, and create a dynamic, timely and accurate training mode through many aspects of education orientation focused reform and school enterprise cooperation. So as to improve the accuracy of employment, the satisfaction of employees and the benign employment structure, and finally achieve the harmonious setting of talents and the maximum value.

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