

Research on Employment Impact Factors and Strategies of Vehicle Engineering Graduates Based on SWOT Matrix Analysis

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Abstract

For the employment status of vehicle engineering graduates, taking Changshu Institute of Automotive Engineering as an example, analyzes the employment problems of vehicle engineering graduates, analyzes the advantages, disadvantages and opportunities and challenges of vehicle engineering major, and proposes problem solving strategies from four dimensions of SO, WO, ST and WT.

Key words: Vehicle engineering major; Graduate employment; SWOT matrix analysis

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Since 1990s, after the introduction of the university enrollment policy, the employment difficulty of college students has become an extremely serious livelihood problem under the social environment and affected the consumption intensity and import and export trade scale at home and abroad, forcing some large enterprises to shrink and lay employees and small and medium-sized enterprises. According to the 2020 National Bureau of Statistics, the number of college graduates reached 8.74 million, a record high. At this time, the sudden outbreak of COVID-19 seriously frustrated the global supply chain and value chain and difficult traditional industrial and commercial operation. Under the influence of many factors, the employment problems faced by college

graduates tend to be diversified and complex, resulting to a substantial increase in unemployment. However, China's auto market has entered a period of steady growth, and China's passenger car market has entered a period of steady growth, which is expected to maintain a growth of 3% -5% in the next 5 years.

With the transformation of China's economic growth mode and the adjustment of industrial structure, China's economy has maintained a good momentum of rapid growth, especially the equipment manufacturing industry, the rapid development of the whole automobile industry and the driving role on the economy is remarkable, produced a strong pull to expand employment, especially college graduates as high-quality talents will have more employment space. In recent years, SWOT analysis method, as a strategic decision analysis method, has been applied in many aspects. Ranging from individual micro enterprises and national development strategic decisions, SWOT analysis method provides valuable reference for the final decision, and is also involved in the employment of college students.

This study analyzes the employment influence factors of vehicle engineering graduates and proposes corresponding strategies based on SWOT matrix analysis theory. SWOT analysis method is to take a logical and scientific perspective, make the full use of SWOT analysis method, carefully investigate the influencing factors (advantages, disadvantages, opportunities, challenges) one by one, and then in a matrix arrangement, comprehensive analysis, and finally obtain substantive and strategic decision-making research conclusions. This theory provides support and basis for the employment status and influencing factors of undergraduate graduates majoring in vehicle engineering. Thus to enrich and develop the research results in this field, and to broaden the new perspectives and ideas for the subsequent research.

Learn about the employment status of undergraduate graduates in vehicle engineering through the 2020 China

College Student Employment Report (Employment Blue Book) and the 2020 Graduate Employment Annual Report released by Changshu Institute of Technology. Through a comprehensive and detailed understanding of the graduate employment process advantages, disadvantages and opportunities and challenges, by interviewing students, school teachers and relevant business leaders to find strategies to solve the employment problems. Changshu Institute of Technology adheres to the orientation of “local, application-oriented and open” in running a school, and closely focuses on serving the economic and social development of the southern Jiangsu region and build applied technical university standards, to improve the quality of talent training as the core, deepen the reform of education and teaching; to improve the quality of employment. Quantity-oriented, innovative talent training mode and employment work mode. In 2019, Changshu Institute of Technology earnestly implemented the relevant national and provincial universities Policies related to graduate employment promotion, entrepreneurship guidance and grass-roots growth, and the working mechanism, working conditions for promoting the employment and entrepreneurship of graduates. We will guide and make their work achievements, encourage college graduates to find employment at the grass-roots level and key areas, and improve employment guidance for graduates Service level.

As of December 20, 2019, the employment rate of the class of 2019 is 96.97%, Overall graduation implementation is good, The initial employment rate has increased. From the college level, The year-end employment rate of most college graduates in 2019 is above 95.00%, Among them, the year-end employment rate of graduates of Mechanical Engineering and School of Electrical and Automation Engineering (98.42% and 98.27% respectively) is relatively high, Near 100.00%; At the professional level, The year-end employment rate of 22 majors, including vehicle engineering, information and computing science, Art and Design (Clothing Design), all reached 100.00%, The implementation of year-end employment is relatively sufficient.

1. EMPLOYMENT ADVANTAGES OF COLLEGE STUDENTS

Advantage 1: the professional basic knowledge is solid and comprehensive. According to the survey, 82.78% of college students believe that solid and comprehensive professional knowledge will be the key to establish and development in the future. This shows that most college students still have clear learning goals, adhere to building a perfect professional basic knowledge system, to lay a foundation for meeting the challenges of the knowledge economy era and the information age. A questionnaire survey of alumni who work in design after graduation

shows that up to 95.20% of alumni believe that solid and comprehensive professional knowledge is the basis for a steady rise in their career. In general, the current college students are still open and studious, with a solid professional basic knowledge.

Advantages 2: strong independent learning ability. Having a strong learning ability is an intuitive embodiment of a person’s comprehensive quality. After the baptism of the college entrance examination, the learning state of college students has been changed fundamentally, from passive learning to active enterprising, which makes the independent learning ability to get better exercise. Freshness is an effective catalyst for a person to constantly pursue progress, especially for college students who have just entered college, everything is fresh, which stimulates their original desire for knowledge. In the survey of school students, 78.14% of students found that strong learning ability was a major advantage, and 90.57% found that exercising and cultivating strong independent learning skills during college, especially in exposure to new knowledge and learning new skills.

This shows that their pleasure of learning and their desire to seek knowledge, after entering the society, are still attracted by various people and things in the society. Several years of college study and life let them not only have a rich professional basic knowledge, but also have a strong independent learning ability and independent thinking ability.

2. EMPLOYMENT DISADVANTAGE OF COLLEGE STUDENTS

Disadvantage 1: lack of work experience and job application skills. Due to the heavy task of the college entrance examination, college students have no time or opportunity to participate in various social exercises or practice training before entering the university. After entering the school, due to limited resources and fierce competition, only a small number of graduates clearly have the actual work experience in the relevant industries. In the recruitment, employers made it clear that they should have certain social work experience, college students have a heavy learning task, it is difficult to have time to meet the relevant job-hunting requirements, and even some college students fled to “practice” in order to have the so-called work experience. When considering the reality of students’ employment, the school also intends to arrange students to participate in the professional course internship or work practice, but it is still difficult to increase the weight of college students in the job hunting. The role of various factors, make the lack of work experience is one of the success of the disadvantage. The existing social demand is relatively high, and college students as the new generation, most are the only children, often excessive emphasis on self-centered or pursue the

so-called “personality”, the lack of basic etiquette, lack of work required team ability, show lack of integrity, lack of responsibility.

Disadvantage 2: Lack of career planning, no target direction. The survey found that up to 85% of students are chosen by parents. In the four years of college, I have been confused, no clear goals and plans, no serious thinking about how to spend a meaningful college life, let alone the planning and goal setting of future career development, which has an adverse impact on my employment and future work and life. Questionnaire for graduating alumni also showed that lack of goals and career planning was the root of lack of subsequent development motivation and difficulty to achieve their career development.

3. EMPLOYMENT OPPORTUNITIES FOR COLLEGE STUDENTS

Opportunity 1: School employment rich guidance resources. Many colleges and universities have opened and strengthened employment guidance for the problems of the lack of ability in the employment process, to provide students with multi-level employment assistance. Such as the author’s university every year according to the actual situation of different majors, grade students, open the university career guidance, career planning and employment guidance courses, the school also set up a special employment guidance group, responsible for providing students with “one to one” guidance, help, and set up the employment training class, in the process of simulation training, students can combine theoretical knowledge and practice, master the main links in the actual employment scene. According to the requirements, combined with their own professional characteristics, the colleges also carry out career planning guidance, employment guidance lectures and other activities. This multi-layer linkage and combination mode, to provide good services for graduates in establishing a correct employment concept, master skilled employment skills and be familiar with the entrepreneurial process.

Opportunity 2: Internship practice base platform. When running a school, the school clarified its own positioning — deeply integrates local economy to provide guarantee for local construction and transport talents. In order to ensure the quality of graduates and enhance the ability of knowledge use, the university and enterprises (or unit) signed education teaching practice base (or employment base) agreement, secondary college combined with professional characteristics to establish student practice exercise base, to provide employment internship or professional practice exercise platform, let students to use, learn, adapt to the social environment in advance. The school constantly improves and reforms the education and teaching training mode, and sets up engineering training centers and training bases. Students

can enter the base to carry out in the second and third grades to work, exercise themselves, improve their skills, and provide a training platform for college students to start businesses and employment.

4. EMPLOYMENT AND EMPLOYMENT CHALLENGES OF COLLEGE STUDENTS

Challenge 1: The employment situation is grim. At present, the number of college graduates in China has been increasing year after year, and the employment situation of graduates is very serious, and there is a total contradiction of excess labor supply. The employment situation of college graduates is also closely linked to the social and economic development situation. Under the case of the number of college graduates increasing year by year and unbalanced social demand, and some junior and high school graduates, unemployed unemployed and veterans need to arrange employment, college graduates are facing more and more employment pressure. As the global economic pressure increases, the graduate employment situation is also becoming increasingly severe.

Challenge 2: Their own lack of ability to be competent for the actual work. The ultimate purpose of the establishment is to create the greatest socio-economic benefits. Therefore, employers pay more attention to the actual ability of the employees; generally require job seekers to have relevant work experience, and even some enterprises hope to recruit practical high-quality talents “can produce benefits”. In order to solve the problem of job matching, some enterprises will take the way to hire old employees to solve the efficiency problem. This poses a great threat to less experienced college students.

5. EMPLOYMENT STRATEGIES FOR COLLEGE STUDENTS

Take the school as an example. On the one hand, the school actively carries out teaching reform, innovates the talent training mode, and on the other hand, it actively provides various employment opportunities and practice platforms for graduates. Combined with SWOT analysis method, and takes SO, WO, ST and WT as the starting point, it focuses on improving the employment quality and effect of graduates.

(1) Implement the SO strategy, that is, give full play to the advantages, take advantage of the opportunity to take advantage of the professional knowledge advantages of college students, and strengthen the employment consciousness education of college students. After four years of study, college students have initially had the ability to apply theory to practice, and can be competent for a certain work. In addition, young, active

thinking, passion and so on are also the advantages in the employment process of college students. In the process of special job fairs and the process of going to other provinces, many employers evaluate highly of the working ability and comprehensive quality of school graduates, which is inseparable from the training of the school combining with professional characteristics, student-oriented, giving full play to the advantages and paying attention to the cultivation of practical hands-on ability.

(2) Implement the WO strategy, that is, take advantage of opportunities to overcome the disadvantages according to the current situation of severe employment situation, and constantly enhance the employment ability of college students. First, attach great importance to the cultivation and education of employment awareness. Using new media, guide college students in various forms, to recognize the situation, grasp the opportunities, and establish the correct employment concept of “finding employment first, then choosing a career, then starting a business”. Second, we will strengthen employment psychological education. With a healthy attitude, the correct attitude of employment, can correctly understand themselves, and not self-belittle. Through learning and guidance, we strive to overcome their own disadvantages, and pay attention to the improvement of employment confidence and various comprehensive literacy.

(3) Implement ST strategy, that is, to expand advantages and challenge threats. For college graduates with obvious advantages in their professional skills or professional fields, they should correctly integrate their own advantages with the external environment. In the workplace, they can not only recognize themselves, but also overcome the environment and other adverse factors. Graduates in economically underdeveloped areas, for example, will clarify the adverse factors existing in their own regions, thus avoiding the threat posed by differences in the employment environment. In this way, when most of them work, they will correct their employment ideas, make clear their employment direction, and lay a subjective consciousness foundation for finding employment opportunities suitable for their own development.

(4) Implement WT strategy, that is, change disadvantages and prevent threats

In view of their lack of work experience and the lack of understanding of the grim external employment situation, implement effective measures to change their disadvantages and prevent threats. For example, college students are actively guided to follow the employment path of “employment first, then choosing a job, and finally self-employment”, constantly temper themselves, accumulate experience, comprehensively improve their comprehensive quality, and with clear goals and detailed planning can effectively change disadvantages and avoid threats.

CONCLUSION

The employment of college graduates is closely related to people's livelihood and the vital interests of the masses, and also to the healthy development of universities, social harmony and stability and the long-term peace and stability of the country. The Party and the state have always attached great importance to the employment of college graduates, always placed the employment of college graduates in the most prominent position, and made a series of major decisions and arrangements for this purpose to ensure that college graduates improve the quality of employment. As contemporary college students, they should have a clear understanding of the employment situation, be familiar with their own comprehensive situation, grasp the national employment policy, prepare early, clarify the direction of career development, formulate plans, actively deal with it, and strive for smooth employment as soon as possible.

We should guide the employment of college students from many aspects and improve the Career Planning System, strengthen the students' employment concept and ideological guidance; accurate and practical apply employment guidance, employment help and strive for practical results; the integration of campus resources, tight contact with the society, realize information sharing; strengthen self-cognitive education, build Establish long-term employment psychological counseling and other measures to help college students obtain employment development. At the same time, college students themselves should also learn to be themselves Education, self-learning, strengthen their own comprehensive quality and employment ability. Phase with all parties working together, the problem of difficult employment for college students will be properly solved decision, so that more college students on the stage to show themselves, to realize life value, contributing to the socialist construction.

Looking to the future, Changshu Institute of Technology will be “run an applied university” and “cultivate applied talents” as the main line, to “build brand university, service regional development” as the action program, adhere to the leadership of the party, adhere to the school according to the law, adhere to deepen reform, adhere to characteristic development, comprehensively strengthen the party's construction, comprehensively strengthen the connotation construction, comprehensively promote reform and innovation, comprehensively promote career development, to build famous for the characteristics and quality of applied brand university .

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