



# **Investigation and Analysis of Vocational College Students' Views on Career Selection—Taking Baoshan College of Traditional Chinese Medicine as an Example**

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**Abstract:** Employment is an important project for people's livelihood in China. University graduates should consider factors such as career matching, ideals, interests, and professional counterparts in the process of job selection. College students' career choices have a great influence on college students' career paths. Vocational college students, due to academic qualifications, insufficient comprehensive quality, and insufficient employment skills, lack employment competitiveness in the process of job selection. Through the questionnaire survey and analysis, this article attempts to analyze the contemporary college students' career selection perspective from the aspects of career planning, factors affecting job selection, salary and benefits, and attempts to propose problem-solving methods according to the actual situation.

**Keywords:** College Students' Career Selection; Questionnaire Survey; Employment

College students' career selection concept is formed by college students in the process of reading, studying and social practice. They have a relatively stable understanding, evaluation, attitude, method, psychological tendency and guiding ideology of choosing a certain social occupation. With the development of social economy, the employment system of college graduates has been continuously deepened and reformed. If graduates fail to recognize the current employment situation, change employment concepts in a timely manner, and enhance employment competitiveness, employment will be frustrating everywhere. The questionnaire survey targets all students in our school. Through the analysis of the questionnaire data, the author hopes to help students understand the current employment situation and establish a correct outlook on career selection.

## **1. Questionnaire data analysis**

### **1.1 Employment preparation and career planning**

Among the constituent elements of college students' employment competitiveness, college students' employment competitiveness includes basic elements such as professional ability, innovation ability, job-search ability and adaptability. By analyzing the data, we found that the top two professional abilities are to improve their professional skills (28%) and to obtain a certificate (26%). In the employment policy survey, 52% of the students chose the "not very understanding" about the employment legal policy. It can be seen from this that when preparing for employment, college students are more likely to enhance their professional abilities, and obtain various certificates to achieve the purpose of employment. However, occupational competence, adaptability and other factors of employment competitiveness are not paid enough attention.

Career planning is the process of a continuous and systematic plan for a career and even life, to make the best career goals and determine arrangements to achieve them. 82% of the students in the questionnaire survey have done career planning, but in the survey of "whether they are clear about their abilities, interests, and careers with suitable

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personality", it is clear that only 19% of students have self-cognition and career positioning. Although most students have made career plans, they are not clear about the right career positioning. Eventually, in the career selection process of "employment first, then job selection", they are uncertain about the future and miss employment opportunities.

## **1.2 Influencing factors for job selection**

In terms of unit size, employment area, salary and welfare, future development space, professional counterparts, good working environment, stability, work interest, popularity, social status, and family members' influences, college students pay more attention to future development when choosing a career (18%), interest in work (17%) and working environment and stability (15%). The employment location and family opinions have less influence. The formation and development of college students' career choices feature the era. In different periods of social development, college students' career choices have unique characteristics and present different contents. With the development of the times, college students' concept of job selection is constantly changing. In the late 1970s, college students' employment was subject to national allocation. In the 1980s, college students' career selection focused more on their social status and whether they could use their advantages. In the 1990s, with the vigorous development of the market economy, the employment of college students paid more attention to the level of salaries and had a clear tendency to personal economic interests.

## **1.3 Salary standards**

Among all the respondents, 44% of the respondents hope that the monthly salary will be more than 3500 yuan, and 37% of the respondents hope that the monthly salary will be 2500-3500 yuan. It can be seen that college students' expectations of salary are still relatively high. In combination with the factors that affect college students' job selection, we can basically say that currently, college students prefer career selections that are high income with good conditions, a good working environment and stable work. However, a large number of vocational college graduates only have a large number of employment opportunities at the grass-roots level and they cannot meet the requirements for college students in terms of salary and welfare, working environment, etc. The demand for talents is contrary to the expectations of college students, and nobody is willing to go to the grassroots level.

## **2. Result analysis**

2.1 The concept of career selection is not innate, but can be developed in different stages of a person's life. College students' career choices have not yet formed. At this time, due to the contradictory self-cognition, their self-positioning is unclear. Although they know the current difficult employment, they still have many contradictions and conflicts. There is already the consciousness of "employment first, then choose a job", and some students work at the grass-roots level but give up the job opportunity because of the adverse environment. On the other hand, in face of the current situation of employment difficulties, although some students have improved their professional skills and obtained certificates in the early stage, they neglected the cultivation of practical abilities and job search skills, which lead to the failure of job search due to insufficient employment competitiveness in the job search process.

2.2 The College Student Employment Guidance course is designed to guide college students to establish a correct outlook on career selection, help students to plan themselves reasonably, and improve their competitiveness in employment. In the investigation, we found that students faced problems of the complicated employment situation, insufficient preparation for employment, and ignorance of employment-related laws and policies, which led to vacillation in the job search process and lack of confidence in job search failure. In terms of establishing a career selection perspective, the career guidance courses are more about telling students to get employment before choosing a career. They do not guide students to seize suitable opportunities during the job search process and make timely adjustments according to the changing situation.

## **3. Suggestions**

### **3.1 College students should clearly understand themselves and reasonably plan their careers**

The transformation of college students' career choices has its roots in the students themselves. To change the concept of career choices and establish a correct career choice, college students themselves must have the initiative to

make changes change. Therefore, in the preparation period for career selection, self-analysis is conducted according to the majors they have studied. On this basis, their career goals are determined, and short-term, medium-term, and long-term goals are formulated. During school, according to career planning, they should improve professional skills, participate in social practice to accumulate social experience, cultivate communication, cooperation, innovation ability, comprehensively enhance comprehensive strength, enhance employment competitiveness, and gradually achieve career goals.

### **3.2 Establish a sense of the overall situation and adjust employment expectations appropriately**

Finding a high-paying and comfortable job is every college student's employment dream, but as a vocational college student, more employment is at the grassroots level. College students are unwilling to work in areas with difficult conditions due to excessive demands on salary and work environment during the job search process. In fact, there are a large number of talents in areas with difficult conditions. Therefore, college students must be aware of the overall situation, taking into account their own interests as well as national interests, properly adjust their expectations, and go to the grassroots level of the country to find employment.

### **3.3 Colleges and universities should keep pace with the times and carry out employment guidance for college students**

The relevant legal policies and job search skills for college students' employment are mainly obtained through employment guidance courses. Therefore, colleges and universities should keep up with the times in the setting of college student employment guidance courses, update subject knowledge in a timely manner, and communicate the latest and most comprehensive employment legal policies to every student in a timely manner. The content of the employment courses should be adjusted according to the needs of the students, and the knowledge that the students need, want to know, and lack should be taught to the students. Secondly, strengthen the education of college students on the concept of career choice, guide students to make a correct evaluation of themselves, lead students to understand the working world, and have a preliminary impression of the future working environment. The school should guide students to establish a correct concept of career selection, and correctly handle personal interests and national interests when looking for jobs, which can not only satisfy personal interests but also contribute to national development, and enables students to be employed both in large and medium-sized cities, and can reach the grassroots level of the country. Finally, employment guidance work for college students is a planned, long-term systematic work. College employment must be normalized, to carry out targeted employment guidance, improve the level of employment guidance work, and effectively guarantee the employment of college students.

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