

Exploration and Reflection on the Pathway to High-Quality Employment for University Students in Finance and Economics Colleges

Taking Shandong University of Business and Technology as an Example

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ABSTRACT

Currently, the topic of high-quality employment for university students has emerged as a pivotal concern across various sectors of society. Taking Shandong University of Business and Technology as an example, this article delves into the effective pathways that finance and economics university can adopt to facilitate students' attainment of high-quality employment. Through a meticulous analysis of four crucial aspects—talent cultivation, enterprise outreach and job exploration, precise career guidance, and follow-up surveys—how Shandong University of Business and Technology has crafted a landscape that fosters more high-quality job opportunities for students. Furthermore, it consolidates its successful experiences, which not only serve invaluable references for other finance and economics institutions but also offer insightful lessons for enhancing the synergy between higher education and university student employment, ultimately contributing to the holistic development of students.

Keywords: *High-quality employment, Talent cultivation, Visiting enterprises and expanding job opportunities.*

1. INTRODUCTION

In today's intricate and ever-evolving employment landscape, university students majoring in finance and economics confront myriad challenges in their pursuit of employment. Enhancing their employment quality and ensuring access to more fulfilling and high-standard job opportunities have emerged as pivotal topics of concern shared by universities and all sectors of society. Shandong University of Business and Technology has exemplified a proactive spirit of exploration and practical endeavors in this regard, yielding remarkable achievements and have garnered significant attention.

2. THE INITIATIVES OF SHANDONG UNIVERSITY OF BUSINESS AND TECHNOLOGY FOR HIGH-QUALITY EMPLOYMENT

2.1 *Refining the Talent Cultivation Model to Lay a Solid Foundation for High-quality Employment*

Shandong University of Business and Technology adheres to a rigorous and pragmatic approach, intimately aligning itself with the practical needs of economic society and industrial development. It comprehensively deepens the enhancement of talent cultivation quality by continuously adjusting and optimizing the talent cultivation structure, revising undergraduate training programs, refining the education system,

and implementing a five-pronged collaborative education mechanism. These efforts fortify students' innovative practical abilities and digital finance literacy.

Simultaneously, the university strengthens cooperation between universities and localities, enterprises, and other institutions of higher learning. It promotes the seamless integration of innovation and entrepreneurship education with professional education [1], fosters industry-education integration by establishing industrial-educational collaboration bases, and collaborates with domestic and international universities to exchange outstanding students, thereby continually elevating the quality of talent cultivation and enhancing students' core employment competitiveness.

2.2 Intensifying the Communication Between the University and the Enterprises and Expanding Job Opportunities

The university makes full use of "Visiting Enterprises to Expand Job Opportunities and Boost Employment". Through diverse modalities encompassing on-site visits, online connections, and university-industry cooperation forums etc., it has cultivated long-term and stable partnerships with numerous prestigious enterprises. [2]Furthermore, seizing the momentum of these visits, the university has intensified collaborations with various enterprises, organizing the exclusive "Choose Shandong" recruitment fair specializing in finance and economics. Regularly, it hosts small-scale, routine job fairs, both online and offline, as well as employment fairs where students and employers can mutually select each other. By inviting enterprises into campus for recruitment, the university fosters a platform for face-to-face interactions, thereby facilitating effective matches between supply and demand.

2.3 Focusing on Precise Guidance and Services to Forge Path Towards High-quality Employment

The university adheres to a working philosophy centered on categorized guidance, "one-on-one" assistance, and targeted breakthroughs. [3] It delves deeply into the resources of universities, localities, and enterprises, establishing internship bases for employment and entrepreneurship, thereby fostering deeply linkage between industries and employment. Renowned alumni entrepreneurs and

experts from human resources and social security departments are invited to the campus to share experiences and conduct policy outreach activities. For enhancing employment guidance services, the university has established an Employment and Entrepreneurship Guidance Center, offering a series of lectures and events that provide students with meticulous career guidance and bolster their employability skills. For all graduates, the university provides "one file per person" and "one strategy per life" precision services, with a particular emphasis on assisting graduates from special family backgrounds. Public employment services are introduced onto the campus, guiding and encouraging graduates to embark on careers and entrepreneurship at the grassroots level.

2.4 Implementing a Robust Tracking and Monitoring System to Bolster Competencies for Achieving High-quality Employment

The university implements a comprehensive tracking and investigation mechanism, establishing a feedback loop and evaluation system that permeates the entire employment process.[4] It strengthens communication with graduates and employers, conducting multi-dimensional surveys and analyses to offer personalized career planning and employment guidance services to graduates. Simultaneously, based on the survey findings, the university adjusts its talent cultivation programs, thereby enhancing the quality and standard of education it provides.

3. ACHIEVING REMARKABLE OUTCOMES

3.1 A Leap in the Quality of Graduates' Employment

In recent years, through the implementation of a series of innovative initiatives, the university has witnessed a remarkable improvement in the quality of its graduates' employment. This enhancement is not merely reflected in the steady rise of the employment rate but also in the significant strengthening of graduates' employment competitiveness. Students now demonstrate heightened professional proficiency and comprehensive abilities during the job search process, garnering the favor of employers. Additionally, the increase in job satisfaction underscores graduates' recognition and anticipation

for their own career development, laying a solid foundation for their future professional endeavors.

3.2 The Deepening and Expansion of School-Enterprise Collaboration

The university has fostered increasingly robust partnerships with enterprises, establishing long-term and stable collaborations that have effectively bridged the gap between talent supply and demand across multiple sectors. This mode of cooperation not only presents invaluable internship and practical training opportunities for students but also supplies enterprises with high-quality talents that meet market demands. Together, both parties have explored novel models and methodologies for talent cultivation, fostering a mutually beneficial and win-win scenario.

3.3 Elevation of the School's Social Reputation

The university's outstanding performance in employment endeavors has garnered widespread recognition and acclaim from all sectors of society. This not only enhances the school's fame and reputation but also positively impacts its recruitment efforts. Consequently, a surge of talented students are opting to enroll in Shandong Technology and Business University, injecting fresh vitality into the school's development.

4. THE SIGNIFICANCE OF THE INITIATIVES

4.1 Paving the Way for Students' Personal Development

The implementation of these initiatives provides robust support for students' individual growth. By enhancing the quality of employment, it aids students in better adapting to societal and professional demands, thereby realizing their inherent value. Additionally, the university places emphasis on nurturing students' practical abilities and innovative spirits, laying a solid foundation for their future career advancements.

4.2 Injecting New Momentum into the School's Development

The improvement in the quality of graduate employment and the deepening of school-enterprise collaboration have not only bolstered the university's overall strength and influence but also

infused fresh energy into its sustainable development. Adhering to the educational philosophy of "Putting Education First and Establishing the School with Quality," the university will continue to propel educational and teaching reforms, as well as drive innovative development.

4.3 Contributing to Socio-Economic Development

As a prestigious institution of finance and economics, it has the vital mission of nurturing high-caliber talents for the socio-economic advancement. Through the implementation of strategies such as refining talent cultivation programs and strengthening the employment service system, it continually provides intellectual support and talent guarantees that vitalize regional economies and propel industry growth. These talented individuals play pivotal roles in their respective domains, actively contributing to the prosperity and development of the socio-economic landscape.

5. IMPLICATIONS FOR OTHER INSTITUTIONS OF FINANCE AND ECONOMICS

5.1 Continuously Refining Talent Cultivation Programs

Facing rapidly evolving market demands and industry trends, the university of finance and economics must constantly refine their talent cultivation programs. Emphasis should be placed on fostering students' practical abilities and innovative spirits, while strengthening collaboration and exchanges with enterprises to jointly explore novel models and methodologies for talent development.

5.2 Enhancing Employment Service Systems

The establishment of a robust employment service system serves as a crucial safeguard for enhancing the quality of graduate employment. Institutions of finance and economics should strive to build comprehensive and multi-layered employment service systems, offering precise and personalized career guidance and assistance. Furthermore, fostering closer ties and communication with employers is paramount,

enabling a timely grasp of market demands and evolving trends.

5.3 Deepening Industry-University Collaborations

Industry-university collaborations serve as a vital bridge for effectively aligning talent cultivation with market demands. Institutions of finance and economics should actively expand their corporate partnerships, forging long-term and stable relationships. Through joint endeavors in talent development, research collaborations, and other initiatives, they can achieve resource sharing, complementary strengths, and mutually beneficial outcomes, fostering a win-win scenario.

5.4 Emphasizing Employment Tracking and Feedback

The practice of tracking and obtaining feedback on employment outcomes serves as a pivotal tool for evaluating the quality of graduate employment and employer satisfaction. Institutions of finance and economics must establish robust mechanisms for monitoring and collecting such feedback, ensuring timely insights into graduates' employment status and evolving employer needs. This information will serve as invaluable guidance and reference for educational and pedagogical reforms within the institutions.

6. CONCLUSION

Shandong Technology and Business University's proactive exploration and implementation in advancing high-quality employment for university students have provided invaluable insights and exemplary experiences for the industry. Facing current new realities, institutions of finance and economics must persist in innovating their work philosophies and strategies, focusing intently on core aspects such as talent cultivation, corporate exchange expansion, personalized guidance, and employment tracking and evaluation. By doing so, they can strive to open up broader avenues for student employment, thereby contributing significantly to the promotion of high-quality employment opportunities for finance and economics majors across higher education institutions.

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