The Changing Employment Patterning in China
The Chinese Students’ Employability
The Internationalisation of Chinese Universities

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Why go to universities?

Developing skills and subject knowledge

Personal growth and satisfaction

Finding a good job!

Enhancing career prospects

University lifestyle
What are the reasons behind the job oriented motivation of going to universities?

What are the changing employment patterns?

How are we going to increase graduate employability?

• Content of This Talk

1. Displaying some major findings in Chinese employment market

2. Analysing the reasons leading to the current graduate employment difficulties in China.

3. Discussing how to enhance Chinese graduate employability, which is also part of realising the internationalisation of Chinese universities
Research Methodology

- Interview
- Case studies
- Secondary data
- Observation

Main Findings

- Increasing requirements but decreasing salaries
- More people pursue postgraduate studies including PhD.
- Employers value first degrees more than the second and the third ones
- Working experiences are greatly valued, overseas experiences are most valued in international related industries.
- Very few job opportunities or government scheme for new graduates compared with western universities.
What findings tell us?

Employment difficulties!

What are the reasons leading to the employment difficulties?

- student recruitment expansion in 1999 has directly contributed to the employment difficulties
- the increasing technology indirectly caused the problem because less labour needed
- graduates target big cities in China and hot majors
- mismatch between supply and demand
- The job market has changed but the curriculum has not changed enough to meet the new market change
Comment from a student...

"What we are learning in the universities are knowledge like ten years before, their learning are more focused on theory not practical application. But employers all ask for practical application. Another reason is that our subject is not strong enough to compete with graduates from prestigious universities in the same subject. The reason the university providing this subject is for becoming comprehensive. In addition, I do not like too much moral education such as Maozedong Theory, Dengxiaoping Theory, etc."

58% • practical operation ability
49% • moral ethics
33% • working experience
6% • qualification

The qualification era is going to end. The era of practical operational ability is coming
What can we do to enhance Chinese graduate employability?

- Good learning: problem solving/peer learning groups/feedback
- Multi-dimensional assessments
- Use of knowledge and skills between contexts-reflection on this.
- Relevance in subject matter and assessment tasks
- Personal development profile-encouraging reflection
- Exposure to learning from work vocationally specific placements
- Degree based placements and elective units
- Encouraging exposure to learning from paid/unpaid work and to learning beyond the subject boundaries
- Reinforce need for job-search.application skills
- Work based knowledge

The interface between College Knowledge and Working Knowledge

Mode 1
College Knowledge / Prescribed Learning outcomes

HE Codified Knowledge

Knowledge integrated between individual, tasks, context, affordances

Mode 2
Work-based Knowledge Codified in the workplace

Knowledge how to....

Knowledge of ...

Competencies

Applied Skills

Knowledge about ...

Insights

Mostly individual knowledge/ Extrinsic

Drivers for a greater 'recognition' of working knowledge

EXTERNAL ENVIRONMENT
- Global change
- New forms of delivery
- Economic markets agenda
- EU policy agendas
- Mobility of workers
- New student types
- Changes in sources of HE funding
- Demand to research
- Power of professional bodies
- Social stability
- Justice agenda
- Focus on a knowledge society
- Increasing credentialism
- Employer needs

HE output

FEEDBACK LOOP
- New knowledge
- Usable technologies
- New Faculties
- Demand to research
- Power of professional bodies
- Social stability
- Justice agenda
- Focus on a knowledge society
- Increasing credentialism
- Employer needs

Thank you very much!

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