Application of Computer Application Technology in Employment Guidance Education in Higher Vocational Colleges

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Abstract. With the development of computer technology, computer application technology has penetrated into various fields, but the employment situation of vocational graduates is severe, and the quality and quantity of student employment are poor. Relying on computer application technology, this paper first analyzes the employment status of higher vocational colleges, analyzes the problems and proposes corresponding solutions. Higher vocational colleges should make full use of computer application technology to reform the content and form of employment guidance to improve student’s employment quality.

Keywords: Computer Application Technology, Higher Vocational Colleges, Employment Guidance

1. Introduction

With the development of computer technology, computer application technology has penetrated into various fields, and people's use of computers has changed from general to certain industry characteristics [1-2]. "Student-centered, ability-oriented, employment-oriented, oriented at meeting the needs of society" has gradually become the philosophy and characteristics of many vocational colleges over the years, but at the same time, graduates of higher vocational colleges have to face the increasingly severe employment situation, and is often troubled by the current situation of "unemployment after graduation", and the phenomenon where two difficulties of "recruitment difficulty" and "employment difficulty" coexist [3]. Cause us to think deeply. We must give full play to the role of employment guidance in higher vocational colleges, So that students in higher vocational colleges can quickly adapt to social development.. Setting the professional direction in response to market demand, adjusting the professional structure and professional settings are the primary issues of higher vocational education, and also the link between higher vocational education and social needs, and important link for judgment of whether the school can actively and flexibly adapt to changes in the talent market. It is also the entry point of vocational education to meet and adapt to the needs of society [4-5]. In this situation, the design of the computer application technology professional talent training program must be formulated on the basis of sufficient research on the talent market, in order to achieve "having a definite object in view" and accurate market positioning of higher vocational education [6].
The increasing popularity of computer technology, as well as e-commerce and other industries have promoted the development of computer technology, making computers penetrate all walks of life. Therefore, college graduates' ability to obtain and analyze information through the Internet and computers directly affects their employment. Relying on computer application technology, this article first analyzes the employment status of higher vocational colleges, analyzes the problems and proposes corresponding solutions.

2. The status quo of employment guidance education for vocational college students

The employment of graduates of higher vocational colleges is related to the students themselves. The second is related to the school's professional settings and employment guidance. The graph of the statistical results of graduates' opinions on professional courses is shown in Figure 1.

![Figure 1](image-url)

Figure 1. Survey and study on graduates' evaluation of professional courses

The third is related to government policies and economic forms. The existing problems are as follows:

1) Student factors

1) Poor overall quality. Professional expertise is not outstanding. Due to the current inappropriateness of higher vocational education in China, higher vocational students lack professional expertise with poor practical ability;

2) Lack of career planning or have vague career planning, impetuous employment attitude;

3) Can't find accurate employment positioning, there are deviations in the employment concept. Many students have insufficient understanding of themselves. In the process of job selection, they simply blindly pursue high-income and stable jobs and ignore what type of knowledge can be harvested in the job. Does this knowledge help to enhance one's core competitiveness?

2) School factors

1) There is a certain discrepancy between the setting of each major and the actual needs of society. The actual hands-on ability of students needs to be further improved;

2) The inappropriateness of employment guidance work. Teachers for employment guidance courses in vocational colleges do not have a good grasp of employment guidance theory, and because the teachers themselves work in the school for a long time, they may more or less disconnect from the society, so the market demand for this major and the development prospects are not fully understood. The effective guidance for students' professional courses is not strong. I have been engaged in education for more than ten years. In the conversations with many students, I know that the students'
harvest from the career guidance class is not very large. After attending the employment guidance class, they are still in a confusing state.

(3) Policy and economic factors

1) The government lacks effective guidance and regulations for the recruitment of state-owned enterprises, which leads to the excessively high recruitment threshold for most state-owned enterprises, and even discriminatory provisions, resulting in a very low recruitment amount directly into society, or the nature of recruitment is temporary, so a big gap forms in comparison with the peers in the same industry;

2) As the economy fluctuates, most of the enterprises with mixed ownership and privately operated entities for student fluctuate largely., resulting in fluctuations in labor demand and affecting student employment.

3. Application of computer application technology in employment guidance education for college students

With the popularization of higher education, the employment group of college graduates is increasing, making the employment situation of college graduates increasingly difficult. It is an indisputable fact that college students find employment with difficulty. This situation is caused by a combination of multiple factors, in order to better solve these problems. Employment guidance for college students is particularly important, and computer application technology can well guarantee the effect of employment guidance.

In the past, traditional employment guidance courses rarely used tools such as computers, only attaching importance with purely exam-oriented education. The content of the course focuses on how to succeed in the interview, while ignoring the educational guidance, so insufficient thinking about the setting, standardization and construction of the course throughout the student’s university career hardly. It is difficult to guarantee the effect of employment guidance courses and most vocational colleges do not have dedicated data rooms, consultation rooms, imaging equipment and other hardware equipment because of insufficient investment in employment funds. As a result, the channels of information exchange are not smooth enough, and the company's publicity is not timely and in place, resulting in low efficiency in the two-way selection process between graduates and employers.

Students in higher vocational colleges are usually accustomed to passively waiting for work, become accustomed to job recommendation by the schools and department. Few students can take the initiative to find jobs outside. In this case, various vocational colleges should first encourage students to actively search for Job through various channels, and also create conditions for students to find jobs. Each higher vocational college must first establish a professional employment website, and update and maintain them in a timely manner, they can publish the relevant information of the recruitment unit in the first time on the website, so that students can timely understand the recruitment unit. To prepare for the interview, you should also make full use of the online publicity position. In addition to publishing recruitment information on campus, you must also promptly publish information on employment policies, interview skills and suitable out-of-school job fairs so that students can obtain more employment information. By convening a forum of industry experts and inviting the first-line technical experts of the enterprise, we condensed the professional positions typical work tasks, knowledge points, skill points corresponding to mobile Internet application technology (Table 1) Groups, using the brainstorming method, through fierce and productive thinking collision and summary.
Table 1. Mobile Internet Application Technology Job Group

| NO. | Career-oriented | Career | Knowledge | Ability |
|-----|-----------------|--------|-----------|---------|
| 1   | Android application developer | Android application development | 1. Familiar with the basic principle of radio wave propagation model and communication networking. | 1. Possess logical thinking ability for Android application development |
| 2   | Android mobile game developer | Android mobile game testing | 2. Master the design principles and design patterns of Android to realize the development of Android applications | 2. Possess programming ability for Android application development |
| 3   | Mobile terminal driver developer | Mobile terminal driver development | 3. Master the testing methods of Android applications | 3. Possess the ability to test Android applications |
| 4   | Mobile terminal UI Designer | Mobile UI phone | 4. Master database principles and application knowledge | 4. Has strong design, development ability and power of mobile Internet application software |
| 5   | Mobile website developer | Performance optimization and daily maintenance of the intelligent terminal website operating platform | 5. Master the knowledge of using graphic design software, UI design, etc. | 5. Have strong software development and testing capabilities |
| 6   | Mobile website developer | Performance optimization and daily maintenance of the intelligent terminal website operating platform | 6. Understand Android system architecture, familiar with Android's JAVA local interface (JNI), master Android NDK development | 6. Possess strong self-learning and ability to acquire knowledge |
|     |                  |        | 7. Proficient in PHP, java development language, familiar with object-oriented programming ideas | 7. Possess ability to coordinate development |
|     |                  |        | 8. Possess good code programming habits | 8. Possess good code programming habits |

Secondly, you can make full use of computer technology to build a student resume database. At present, most vocational colleges carry out employment work in the traditional way. The general process is to first contact the employment department of each vocational college with the proposed recruitment unit. The information of the recruitment unit is passed to the students through the instructor of each class. Then the students will directly participate in the company interview with their resumes on the day of the interview, but the following circumstances may occur to this recruitment. I. The information of some recruitment units is not communicated to every student, resulting in the information not being circulated in time; II. Some units with better welfare in all aspects attract a large number of students participating in the job interview, but due to limited time, The interviews with students cannot be fully conducted, and the company cannot quickly find qualified students in a short period of time. In this case, the students recruited to the company may be dissatisfied with the company due to the asymmetric information. In this way, it is difficult for students to feel comfortable working in the company for a long time, and the turnover rate is high, Which is not conducive to the company's stability. It also has a certain impact on the integrity of the school, so it is difficult for companies, schools, and students to reach a high degree of satisfaction in terms of employment. When there is too much data, the company's recruiters cannot handle it efficiently in a short time. Therefore, it cannot provide effective support for recruitment decisions, and the establishment of a student resume database can store students' various basic conditions, including academic performance,
professional expertise, job search objective, work area, benefits, etc. in the table. This table is one of our databases. With this "database", the employment department and the recruitment unit can check various conditions of students. This kind of computer management replacing the traditional manual management method stores and manages student information, which can help enterprises make scientific, correct and efficient decisions when recruiting.

If the posterior distribution function of the known different element state variables participating in the recruitment evaluation, then the mathematical expectation of any function is shown in equation (1):

$$E(g_i(x_i)) = \int g_i(x_i) p(x_i | \theta_0) dx_i$$  \hspace{1cm} (1)

Can be approximated as shown in equation (2):

$$\bar{E}(g_i(x_i)) \approx \frac{1}{N} \sum_{i=1}^{N} g_i(x'_i)$$ \hspace{1cm} (2)

The discrete sample is a sample sequence generated by sampling from the posterior distribution function. When N is large enough, absolutely converges to, so how to obtain the posterior distribution function becomes the key to the problem.

For teaching, to achieve the teaching goal, mainly depends on the teacher, not only depends on the quality of the teacher, but more importantly depends on the teacher's ideology. Through the research work on entrepreneurship development, teachers participating in the research of the subject have gone through the process of consulting materials, in-depth enterprise research, in-depth vocational schools to investigate the status of education and teaching, statistical research, and writing research reports, and have a full understanding of the enterprise and teaching. The teachers' own abilities have also been improved, attaching importance to the cultivation of students' professional abilities and innovative and entrepreneurial abilities from the ideological awareness. At the same time, it promotes the innovation and entrepreneurship education awareness of teachers in the whole profession and the whole department. They lack the understanding of the outside world 's advanced ideas and concepts, but at the same time they are eager to have a better understanding of the outside world, hoping to hear lectures by well-known scholars, but most vocational colleges are concerned about funding and other issues. It is not possible to hold or hold such lectures for a long time. If various vocational colleges can unite, make full use of computer technology, and establish a multimedia lecture format, this problem will be solved easily. We can open classic courses according to the actual needs of the majority of students, hire domestic first-class employment guidance experts, famous scholars and professors, successful entrepreneurs and other well-known people to lecture, and students can watch in real time through computer multimedia, etc., and ask questions for the instructor, and communicate interactively, therefore effectively saving manpower, material resources, and financial resources, and more importantly, it can help students to correctly understand society, understand themselves, and plan their careers reasonably.

4. Summary
In recent years, it has been difficult for college students to find jobs, and the problem of asymmetry in employment information has become more and more prominent. However, it is not difficult to see carefully after analyzing various data: mainly because of unsmooth information, students 'lack of attention to employment guidance, and lack of employment skills, Make full use of computer technology. Continue to enhance graduates' employability, career conversion ability, and entrepreneurial ability; strive to promote the overall development of students, pay more attention to their career development, and lay the foundation for lifelong learning. Construct a diversified curriculum system, adapt to a diverse society, realize the diversification of vocational education functions, and meet the needs of students' individual development. Study the reform of computer application technology professional talent training goals, and optimize the talent training model to
complete the transformation of students from enrollment to higher vocational students to professional man, and realize the "zero distance" between graduation and employment.

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