Research on the Role of University Teachers in the Employment Guidance of University Students Based on OTO Mode

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Abstract

College teachers play a very important role in the employment guidance service for college students. OTO (online to offline) mode refers to the different combinations of educational methods carried out by college tutors to college students. It specifically combines online education and offline education to implement and implement employment guidance services for college students. The employment guidance service of college teachers to college students is, to a certain extent, an important factor in determining the employment rate of college students. Therefore, college teachers must clarify their educational responsibilities and service scope, and be able to provide college students with high-quality and correct resources and education under the OTO model, as well as provide employment guidance and universal work guidance. At the same time, college teachers must also consider the individualization of individual students, so they must also use personalized counseling so that they can do a good job of career guidance services.

Keywords

OTO Model; College Students; Career Guidance; College Teachers.

1. Introduction

Objectively speaking, the company and the government bear the unshirkable responsibility for the occurrence of the "difficulty in obtaining employment" for college students. When many companies recruit personnel, the various high-standard entry barriers and discriminatory conditions are also the blame for their inability to recruit ideal talents that are more suitable for the position. For example, some companies have many harsh conditions for education, height, and hometown when recruiting, and some of these conditions are completely unnecessary for the job. Any company will have some corresponding requirements when recruiting personnel, such as academic requirements, qualification requirements, and practical experience requirements. Many restrictions will cause some truly talented people to pass the opportunity because they fail to meet the academic requirements. At the same time, the employer will lose the opportunity to join the outstanding talents because of the excessive emphasis on academic qualifications, resulting in unnecessary talent waste. This is undoubtedly a lose-lose for companies and college students applying for it.

2. Employment status of college students

As we all know, the growth of an enterprise can not only make use of the knowledge learned by college students in school, but more importantly, it can transport talents to the society to a certain extent, and enable capable people to obtain corresponding jobs. The government’s
various visible and invisible bindings to new-born enterprises are definitely not conducive to the growth of enterprises, and will seriously dampen the enthusiasm of college students to start a business. This is detrimental to society and individuals. In addition, the gap between urban and rural development and industry treatment is also a major factor in the contradiction between supply and demand. Therefore, college students should change their concept of employment, abandon the style of being superior and inferior, and strengthen their self-cultivation and professional knowledge during school, so as to lay a good foundation for better employment in the future. While enrolling students, colleges and universities can make a reasonable enrollment plan based on the needs of social positions, one less blindness, more rationality, and think twice. Keep up with the pace of society in teaching, strengthen cooperation between schools and enterprises, and create conditions for students to better adapt to society in the future. Companies should take a long-term view and correct their ideas. When recruiting personnel, they should be able to recruit talented people and completely abandon the concept of employment discrimination. In addition, the media should truthfully and objectively report on the various problems of college students’ job hunting. They will not amplify a certain negative incident to create social employment panic in order to win the eyes of the audience, but rather output more positive employment for college students. energy. I believe that with the joint efforts of the government, universities, enterprises, students, and the media, the problem of "difficulties in obtaining employment" for college students will no longer be a problem.

3. The role of college teachers in the employment guidance service for college students

Teachers in colleges and universities should not only provide universal education to college students, but also, to a certain extent, actively guide college students to have a good attitude when facing employment. Students also have the courage to better face the employment competition in society.
It can be seen from the figure that the overall employment situation of college students is relatively unbalanced. Some college students are employed in state-owned enterprises, some in private enterprises, and some in public institutions. The overall trend is that college students generally like to work in state-owned enterprises. This is an employment trend, and it can also show a severe trend in employment. When you are employed, you will inevitably face the contradiction between self-expectations and reality. Some students have particularly high expectations for employment, such as high wages and low workload. It can be seen from this picture that only a small number of college students can work in this kind of work that meets their expectations, because this kind of jobs is small and the competition is great. Basically, other college students are not in their desired jobs, so they will feel disappointed. Because college students have just entered society, the pressure of work and the sense of psychological loss will increase the psychological pressure of graduated college students.

In terms of employment of college teachers and college students, on the one hand, we must do a good job of guiding job hunting. When facing the difficulties encountered by college students in job hunting, they can help them in time to avoid college students' avoidance. Employment of college students is something that college students have to face when they graduate. This will not only affect the future development of college students, but also affect the overall dynamic development of society.[10] When college teachers guide the employment of college students, they not only play a guiding role, but also can promote the enthusiasm of college students for employment. In the face of fierce competition in the future market, college students are fully prepared to deal with the difficulties in job hunting and are motivated to overcome them. College teachers should not only ideologically actively guide college students to actively establish a correct outlook on employment, at the same time, in terms of practical operation, they should be able to give college students the opportunity to practice and prepare for employment.

4. The Role of College Teachers in College Students' Employment Guidance under the OTO Model

OTO (online to offline) mode refers to the different combinations of educational methods carried out by college tutors to college students. It specifically combines online education and offline education to implement and implement employment guidance services for college students.

![Diagram](image)

Figure 2. The Role of College Teachers in College Students' Employment Guidance under the OTO Model
4.1. Through online education to enable college students to establish a correct view of employment

The concept of employment is an attitude of college students towards their own employment. It must consider not only practical issues, but also their own professional pursuits. Faced with the requirements of society, college students must first establish their own correct employment outlook, in order to have the strength in the numerous competitions and obtain employment opportunities. The development of modern society is not something that college students can fully understand through their own efforts, and they need the help of college teachers. Through online education, college teachers first let college students see the development trend of the entire society and changes in the employment situation. Only when college students understand the overall situation can they be fully prepared. [9] In online education, college teachers can present social development and employment trends in front of college students, so that college students can understand and make career planning. But it is also very important for college students to learn professional knowledge well. Only by continuously improving their abilities can they gain certain strength. College students should focus on improving their ability to seize opportunities and make decisive decisions. College students should also pay attention to improving their self-improvement ability, pass their various funds and ability information to the market, and let the market understand their value. To communicate to the market through language or testing, their abilities require better understanding, expression and communication skills. College students should look for opportunities to exercise themselves in their daily study and life. For example, college students face everyone in class, actively participate in speech contests, debate contests and other activities, participate in job search skills, simulated recruitment, pre-job drills and other training [2]. In college life, you will feel inferior, not gregarious, and deny yourself in terms of self-worth. College students improve their self-worth identity while enhancing their core competitiveness. Then college students can choose to meet their own expectations in terms of employment and establish a correct outlook on employment.

4.2. Online education analyzes the employment situation

![Figure 3. Online education analyzes the employment situation](image-url)
College students understand the employment situation and can better control their employment mentality. It can be seen from this picture that there are very few college students without pressure, and most college students are under employment pressure. And 44.6% of college students are under stress. Most of these college students are college students who do not understand the employment situation, because they are anxious about their employment, and at the same time do not understand the employment trends of their majors. Therefore, when facing employment, the psychological pressure and anxiety of college students are more serious. This anxiety makes them feel heavy and nervous when choosing a job, especially some college students from remote areas, or introverted, or have physical defects, or poor academic performance, and female college students are more prominent. [8] With the establishment and improvement of the operating mechanism of the talent market, as well as the selection criteria for employers, the standards are increasingly becoming "competent". Toward the objective reality of development, the vast majority of graduates adopt a "strength-speaking" attitude in employment and selection, relying on their comprehensive abilities to find ideal and ideal employers' benign psychological qualities and capabilities. Therefore, it is important for college students to recognize employment trends, and it is necessary for college teachers to conduct online education.

4.3. Offline education allows college students to position themselves accurately

When college students are employed, they will inevitably face the contradiction between self-expectations and reality. Some students have particularly high expectations for employment, such as high wages and low workload. It can be seen from this picture that only a small number of college students can work in this kind of work that meets their expectations, because this kind of jobs is small and the competition is great. Basically, other college students are not in their desired jobs, so they will feel disappointed. [7] Because they have just entered society, the pressure of work and the sense of psychological loss will increase the psychological pressure of graduates. College students' accurate positioning of themselves helps college students to effectively match when choosing their own jobs. It is particularly important for college students to accurately position themselves, because inaccurate positioning is the main reason for the unsuccessful employment of college students. Once college students have inaccurate positioning of themselves and face employment, they will have low self-esteem, lack of self-confidence and courage. [12] This makes some college students feel pessimistic and disappointed about employment, but also hinders the normal development of their intelligence and creativity. Excessive low self-esteem can lead to depression, negativity and even extreme [3]. In the fierce job market competition, some college students often have a strong sense of inferiority, and then develop inferiority due to professional depression.

4.4. Offline education allows college students to choose the right employment channel

With the development of the times, changes in employment channels also require attention. When college students are employed, they must not only improve their employability, but also pay attention to their own employment channels. Because the employment channel is to ensure the safety of college students' employment. College teachers can carry out corresponding courses so that college students can recognize the authenticity of different employment channels, learn to screen by themselves, and protect their employment. Employment is for better development, and the security of employment channels is the prerequisite for development. Therefore, when college teachers conduct offline education, they must repeatedly emphasize the selection and identification of employment channels. The first is to ensure the safety of college students' employment, and the second is to ensure that jobs can be matched with capable college students in a timely manner. In this way, talents can be delivered to the
society in a short time, and at the same time, it can provide guidance for college students’ employment. Society has more and more employment channels, so we must have a certain degree of anti-interference ability. There are still many factors that interfere with the normal job hunting of college students, such as unhealthy practices, fraud, information flooding, and so on. Therefore, college students should also have anti-interference ability to successfully apply for a job. Among the anti-jamming capabilities, there are two most important ones: one is to be able to identify the authenticity of information more prepared to prevent being deceived; the other is to be able to capture the best decision-making opportunity and prevent the loss of the best opportunity. Now the most popular employment channel for our graduates is online resume submission. After we successfully submit a resume, we must have the ability to identify the authenticity of the interview company, such as checking whether the company really exists online or checking the company on the spot, or going to the online industry and commerce bureau to check whether the company has been registered. After preparing for the authenticity of the information, we can interview with peace of mind. [6]

4.5. Combining online and offline education to prepare college students for application

Colleges and universities can set up career planning courses in students’ courses. Under the professional guidance of the teacher, students can understand their own employment advantages to develop, understand their own lack of employment to correct. Colleges and universities can also focus on vocational training so that students can obtain vocational qualifications, because obtaining vocational qualifications is very important for employment preparation. When obtaining employment, the vocational qualifications possessed by students are also a core competitiveness, which can provide more choices for students’ employment. The school has a variety of vocational training and qualification examinations. For college students, it is very important to prepare well for the job application [4]. Mobilizing the power of society and schools to provide free training and assistance to college students will play a very important role in improving their professional competitiveness and achieving employment.

5. The important role of college teachers in the employment guidance of college students

The role of college teachers in the employment guidance of college students is very important. Facing the ever-changing era, college teachers must keep abreast of the changes of the times and the requirements of the society for college students in order to be fully prepared for college students’ employment guidance, deal with corresponding problems in time, and provide guidance for college students’ employment. In terms of educational methods, college teachers should combine the OTO model to provide employment guidance to college students. College teachers must clarify their educational responsibilities and service scope, and be able to provide college students with high-quality and correct resources and education under the OTO model, as well as provide employment guidance and universal work guidance. At the same time, college teachers should also consider the individualization of individual students, so that they can achieve career guidance services [5]. Employment guidance for college students is very important, especially the guidance and education of college teachers. With the development of modern society, only through offline education, the employment guidance for college students is not comprehensive. Therefore, colleges and universities must combine offline and online education to better provide guidance services.

In offline education, college teachers can develop certain courses to teach college students to establish a correct outlook on employment when applying for a job. Employment outlook is an attitude towards employment. When facing employment, college students must establish a correct outlook on employment. Through online education, college teachers first let college
students see the development trend of the entire society and changes in the employment situation. Only when college students understand the overall situation can they be fully prepared. At the same time, colleges and universities set up certain courses to enable college students to correctly understand their own advantages and disadvantages in job hunting. In this way, when they are employed, they will not have particularly high expectations, and at the same time they will not underestimate their strength and abilities. This is to avoid various psychological imbalances caused by the gap between imagination and reality when college students are employed. At the same time, it can effectively adjust the state of mind, deal with their emotions in time, seize the time to prepare for the next round of employment, and give themselves strength in their hearts. At the same time, college students choose jobs that suit them and are capable of doing it.

6. Conclusion

In online education, college teachers can use online education to let college students realize the society's demand for talents and the reality of current employment. It not only allows college students to see the requirements of the society for talents, but also allows them to prepare for the conditions required by their favorite jobs. The employment guidance service provided by the entire online and offline education of colleges and universities is forward-looking and comprehensive.

References