

Employer Survey Report on the Human Resources Management Program at Hunan Institute of Engineering

1.Sample Distribution

A total of 26 valid questionnaires were collected from employers, resulting in a response rate of 100%. The surveyed organizations covered a wide range of organizational sizes, industries, and ownership types. The detailed distribution is as follows:

In terms of organizational size, organizations with 2,001 or more employees accounted for the largest proportion (46.15%, 12 organizations), followed by those with 301–1,000 employees (19.23%, 5 organizations) and 1,001–2,000 employees (15.38%, 4 organizations).

Regarding industry distribution, manufacturing represented the largest share (34.62%, 9 organizations), followed by retail/wholesale (26.92%, 7 organizations) and internet/information technology (15.38%, 4 organizations).

In terms of ownership type, private enterprises constituted the dominant group (80.77%, 21 organizations), while state-owned enterprises and foreign-funded enterprises accounted for 7.69% and 3.85%, respectively.

2.Survey Results

2.1 Basic Information of the organization

All surveyed organizations have HR management positions, with 46.15% (12 organizations) having hired our university's HR management graduates, all of whom received positive feedback on their performance.(Among the 26 surveyed organizations, 12 had hired graduates from our university ' s Human Resources Management program.)

2.2 Evaluation of Graduates' Competencies

(1)Overall satisfaction

Among the 12 employers who hired our graduates, 100% expressed satisfaction, with 66.67% (8 employers) reporting 'very satisfied' and 33.33% (4 employers) stating 'somewhat satisfied,' while no general or unsatisfied evaluations were recorded。

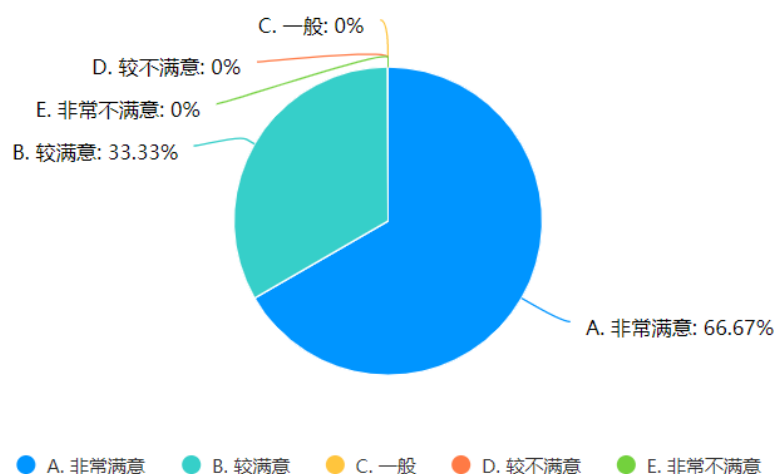


Figure 1 Satisfaction with Graduates' Competencies

(2) Core competency assessment

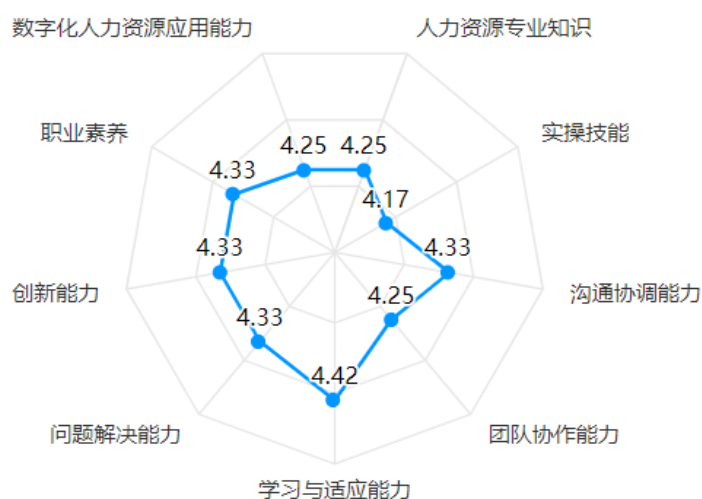


Figure 2 Evaluation of Graduate Core Competencies

Graduates' core competencies scored an average of 4.3 out of 5, with the following performance in each dimension:

- ① Learning and adaptability received the highest average score (4.42), with 66.67% of employers assigning a score of 5..
- ② Communication and coordination ability (4.33) and problem solving ability (4.33).
- ③ Practical skills are relatively low (4.17), but still at a good level.

2.3 Talent Demand for Human Resources Positions

(1)Recruitment Demand

In the next 1-2 years, 58.33% of the units indicated a "small demand", 33.33% had no demand, and only 8.33% were uncertain. The overall demand is relatively stable.

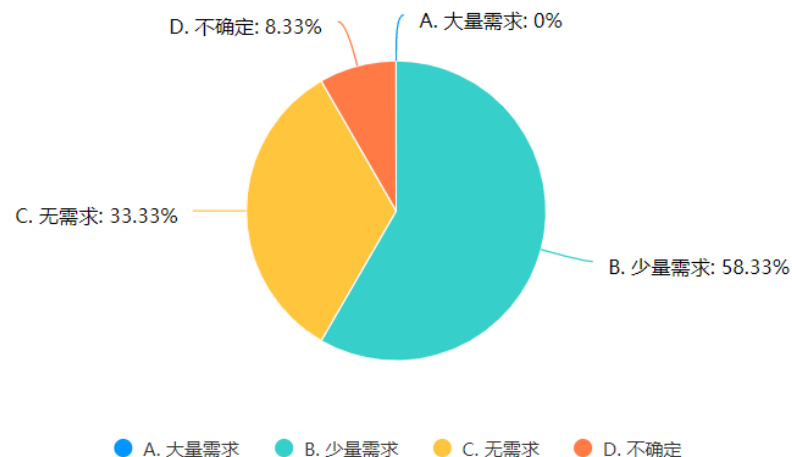


Figure 3 Recruitment Needs Analysis

(2)Recruitment Focus

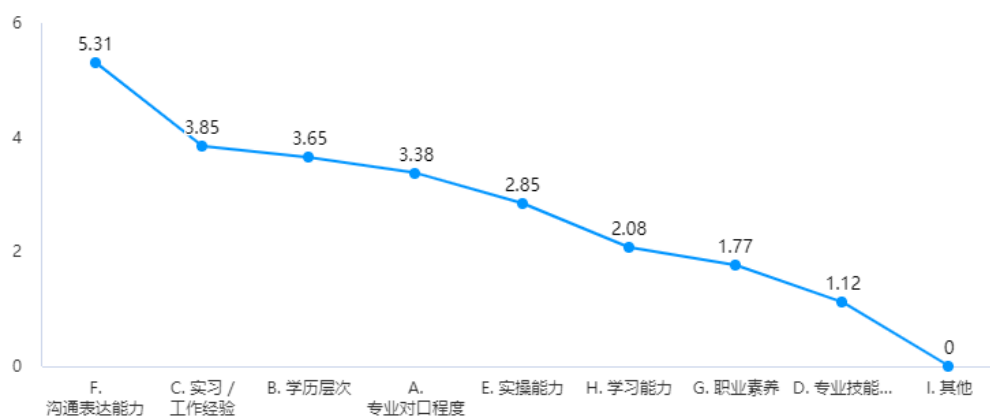


Figure4: Top three factors employers prioritise when recruiting for human resources roles

The three most important factors that employers consider during recruitment are:

- ① Communication and expression skills (with an overall score of 5.31)
- ② Internship/work experience (with an overall score of 3.85)
- ③ Educational background (with an overall score of 3.65)

2.4 Evaluation of School Services and School-Enterprise Cooperation Willingness

(1)Satisfaction with School Employment Services

96.15% of the surveyed organizations expressed satisfaction with the school's employment services (50% were very satisfied, and 46.15% were satisfied).

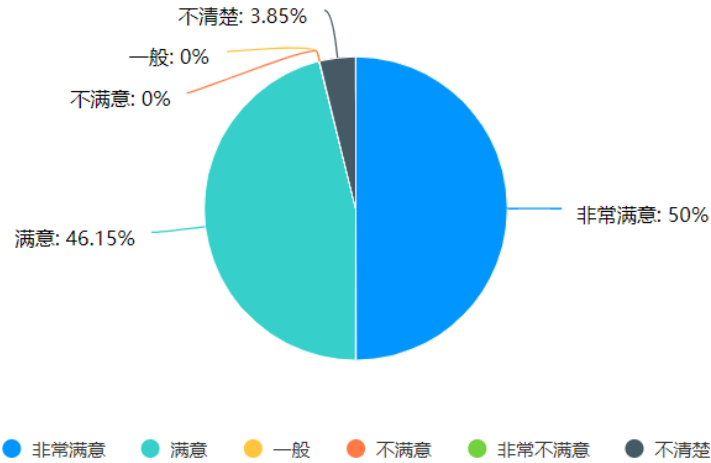


Figure 5 Satisfaction with Employment Services

(2)Willingness to collaborate between schools and enterprises

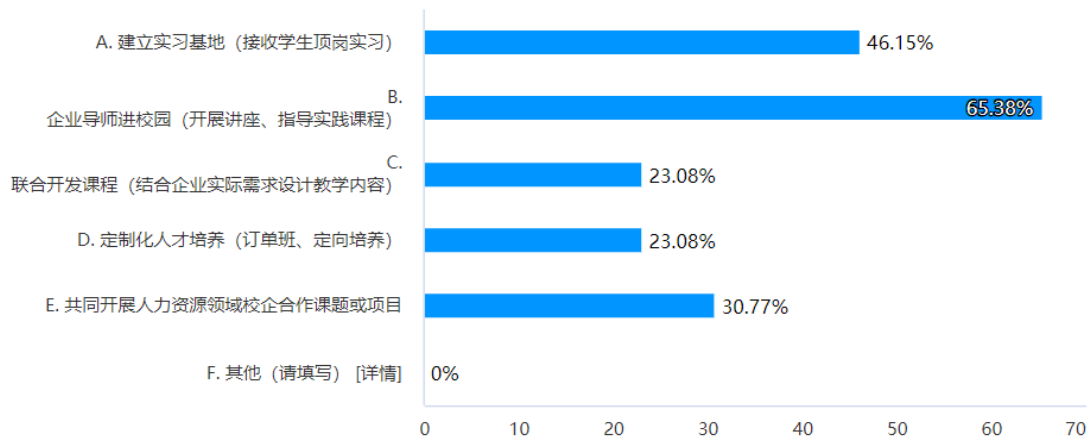


Figure 6 Willingness of School-enterprise Cooperation

① 65.38% of the units are willing to participate in the "Enterprise Mentors in Schools" program;

② 46.15% support the establishment of internship bases;

③ 30.77% are willing to jointly carry out cooperative research projects;

The main motivations for cooperation are talent reserve and the convenience of recruitment (61.54%).

2.5 Talent Development Plan

The employer's evaluation of the training objectives is shown in the figure below.

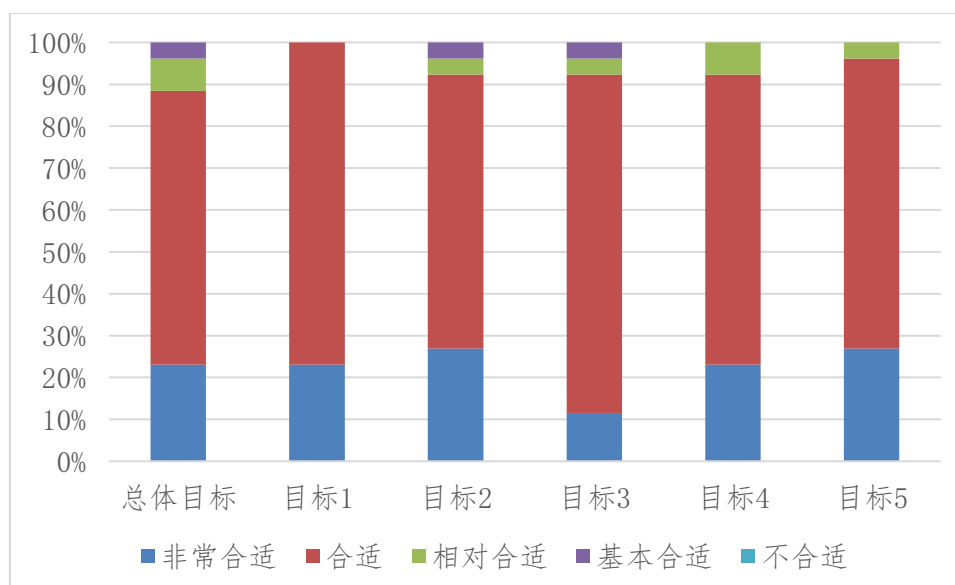


Figure 7 Employer's Evaluation of Talent Development Objectives

2.6 Feedback and Suggestions

According to the survey results, the main suggestions from employers include:

(1) Strengthening in-depth professional training

Adding advanced courses such as complex salary design and organizational planning.

(2) Enhancing practical and legal application skills

Strengthening practical training such as human resources system operation and labor law compliance.

(3) Deepening school-enterprise cooperation

Reducing the gap between education and positions through customized talent cultivation and joint course development.

(4) Optimizing employment services

Establishing a position demand notification mechanism and improving the accuracy of resume

Employer Questionnaire of Hunan Institute of Engineering

Dear Employer Representative/HR Supervisor:

We sincerely appreciate your long-term trust and support for the employment of graduates from our School's Human Resources Management program! To precisely align with the industry's talent demands, optimize the professional training plan, and enhance the employment quality of our graduates, we are conducting this special survey.

This questionnaire focuses on the job fit, performance of abilities, and the demand for school-enterprise cooperation of graduates from the Human Resources Management program. All information will be strictly confidential and will only be used for educational reform and the optimization of employment services. Please answer truthfully based on your actual situation. Your valuable feedback is of utmost importance to us. Thank you for your strong support and cooperation!

Admissions and Career Guidance Office of Hunan Institute of Engineering

I Basic Information of the organization

1. The number of employees in your company: () [Single choice]

A. 50 or fewer

B. 51 - 100

C. 101 - 200

D. 201 - 300

E. 301 - 1000

F. 1001 - 2000

G. 2001 or more

2. The industry your company belongs to: () [Single choice]

A. Manufacturing

B. Financial industry (banks, securities, insurance, funds, etc.)

C. Internet/Information Technology

D. Education and Training

E. Retail/Wholesale

F. Construction/Real Estate

G. Medicine/Health

H. Public Administration/Social Security

I. Social Organization/Non-profit Institution

J. Consulting Services (management consulting, human resources services, etc.)

K. Others (please fill in)

3. Nature of the Organization: () [Single choice]

A. Party and State Organs

B. Public Institutions (including higher education, secondary / primary education, healthcare, etc.)

C. State-owned Enterprises

D. Private Enterprises

E. Foreign-funded Enterprises (including Sino-foreign joint ventures, Sino-foreign cooperative enterprises, wholly foreign-owned enterprises)

F. Social Organizations/Non-profit Institutions

G. Others (please fill in)

4. Does your organization have positions related to human resources management (such as HR specialists/Managers/ recruitment / compensation / performance specialists, etc.)? () [Single Choice]

A. Yes (please continue to fill out the questionnaire)

B. No (the questionnaire has been completed, thank you for your participation)

5. The number of staff in the human resources department of your organization: persons

II. Evaluation of Graduates' Competencies

6. Has your organization hired any graduates from our university's Human Resources Management program? () [Single choice]

A. Yes (Please continue to answer questions 7-12)

B. No (Please skip questions 7-12 and directly answer question 13)

7. The number of graduates from our university's Human Resources Management program hired by your organization in the past 3 years: _____ people (undergraduate _____ people, others _____ people)

8. Your overall satisfaction with the work performance of graduates from our university's Human Resources Management program: () [Single choice]

- A. Very satisfied
- B. Relatively satisfied
- C. Average
- D. Relatively dissatisfied
- E. Very dissatisfied

9. Please rate the core competencies of our university's Human Resource Management graduates on a scale of 5 points (excellent = 5, good = 4, average = 3, poor = 2, very poor = 1):

能力维度	5 分	4 分	3 分	2 分	1 分
人力资源专业知识					
实操技能					
沟通协调能力					
团队协作能力					
学习与适应能力					
问题解决能力					
创新能力					
职业素养					
数字化人力资源应用能力					

10. The most prominent advantages of graduates from our university's Human Resources Management program are: (multiple choices are allowed)

- A. Solid professional foundation
- B. Strong practical skills, quick to grasp
- C. Positive work attitude, strong sense of responsibility
- D. Outstanding communication and coordination skills
- E. Strong learning ability, quick to adapt
- F. High professional qualities (such as confidentiality awareness, service awareness, etc.)
- G. Others (please fill in)_____

11. The aspects that our university's Human Resources Management program graduates need to strengthen the most are: (multiple choices are allowed)

- A. Insufficient professional depth (such as complex salary system design, organizational development planning, etc.)
- B. Lack of practical skills (such as human resources system operation, data analysis, etc.)
- C. Communication, expression and negotiation skills
- D. Legal risk avoidance ability (such as labor contract management, labor dispute handling, etc.)

- E. Cross-departmental collaboration ability
- F. Innovative thinking and problem-solving ability
- G. Stress resistance and emotional management ability
- H. Others (please fill in)_____

III. Talent Demand for HR Positions

12. The recruitment needs of your unit for positions related to human resources management in the next 1-2 years: () [Single choice]

- A. Large demand
- B. Small demand
- C. No demand
- D. Uncertain

13. When recruiting for human resources positions, the three factors that your unit pays the most attention to (please select three and rank them) are:

First: _____ Second: _____ Third: _____

- A. Degree of professional alignment
- B. Educational level
- C. Internship / Work experience
- D. Professional skills certificates (such as the Human Resources Management Certificate)
- E. Practical ability
- F. Communication and expression ability
- G. Professional ethics
- H. Learning ability
- I. Others (please fill in) _____

14. The core work contents of your unit's human resources positions include: () [Multiple choices]

- A. Recruitment and allocation
- B. Training and development
- C. Compensation and benefits management
- D. Performance management
- E. Employee relationship management (employment contracts, attendance, labor disputes, etc.)

- F. Human resources planning
- G. Corporate culture construction
- H. Human resources data analysis
- I. Others (please fill in) _____

15. Your organization's requirements for the educational qualifications of graduates in the field of human resources management: () [Single choice]

- A. Undergraduate and below
- B. Master's degree and above
- C. No specific educational qualification restrictions (based on ability)
- D. Others (please fill in) _____

4. Evaluation of school-enterprise cooperation and school services

16. Your overall satisfaction with the employment services of our school: () [Single choice]

- A. Very satisfied
- B. Satisfied
- C. Average
- D. Dissatisfied
- E. Very dissatisfied
- F. Unclear

17. What aspects do you think our school's employment services need to be improved? [Multiple choices]

- A. Increase the frequency of special job fairs/speaking events
- B. Precisely push the resumes of graduates
- C. Strengthen communication between the school and enterprises
- D. Provide advance notification services for job demands
- E. Others (please fill in)

18. Would your organization be interested in participating in the following school-enterprise cooperation projects? () [Multiple choices]

- A. Establish an internship base (to receive students for on-the-job training)
- B. Invite enterprise mentors to the campus (to conduct lectures and provide practical courses guidance)

C. Jointly develop courses (to design teaching content based on the actual needs of the enterprises)

D. Customized talent cultivation (order classes, targeted training)

E. Jointly carry out school-enterprise cooperation projects or topics in the field of human resources

F. Others (please fill in) _____

19. If cooperation is carried out, what is your organization most concerned about? () [Single choice]

A. Talent reserve and recruitment convenience

B. Enterprise brand promotion

C. Sharing of industry resources

D. Others (please fill in) _____

IV. Evaluation of the Talent Training Program for Human Resource Management

20. How do you evaluate the overall training objectives of the school's talent development plan?

[Multiple choice question] *

☐ Very suitable

☐ Suitable

☐ Relatively suitable

☐ Basically suitable

☐ Unsuitable

21. What is your evaluation of the five training objectives in the human resource management talent development program? [Single choice question] *

	Very suitable	Suitable	Relatively suitable	Basically suitable	Unsuitable
Objective 1: Possess strong professional ethics and social responsibility, practice the core socialist values, demonstrate dedication to one's job, and serve enterprises, institutions, government departments, and other organizations to enhance organizational performance and achieve long-term sustainable development.	☐	☐	☐	☐	☐

Objective 2: To systematically master the fundamental theories and knowledge of modern human resource management, develop critical thinking and innovative capabilities, and apply professional theories and technical methods to evaluate and resolve management challenges in organizations, government agencies, and HR service providers. These challenges include organizational design, job analysis, human resource planning, recruitment and talent assessment, training and development, performance management, compensation and benefits, and employee relations management. The goal is to enhance HR management operational efficiency and promote sustainable development.	○	○	○	○	○
Objective 3: To cultivate an innovative mindset, utilizing digital tools such as big data, cloud computing, and artificial intelligence to analyze and execute human resource management and operational activities, address complex HR-related business challenges, and drive optimization and innovation in HR management.	○	○	○	○	○
Objective 4: Possess strong capabilities in knowledge acquisition and reconstruction, innovative practice, and team communication within professional fields. Capable of adapting to the digital operational management environments of enterprises, institutions, government departments, and human resources service	○	○	○	○	○

agencies, and able to assume key or leadership roles in work teams.					
Objective 5: To cultivate a global perspective and adaptability to globalization, with knowledge and skills to understand the evolving trends in human resource management. Through on-the-job training and self-directed learning, professionals will acquire new HRM knowledge and skills, enhance their career sustainability, and explore new career opportunities.	○	○	○	○	○

22. Your specific suggestions for the talent development in our university's Human Resource Management program, including curriculum design, practical teaching, and professional competency cultivation:

1. Any other suggestions regarding school-enterprise collaboration, graduate employment services, or related areas?

The survey is now concluded. We sincerely appreciate your valuable time and strong support. We look forward to deepening our collaboration with your organization for mutual success.