



Research on the Strategy of Promoting College Students' Employability in Student Work

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Abstract

In today's society, college students are faced with many employment challenges, which pose a severe test for their career development. Despite the numerous challenges, college students are also presented with various employment opportunities that offer new possibilities for their career development. This paper aims to provide guidance to universities and relevant departments. Firstly, the current employment situation of college students is analyzed, and the challenges and opportunities are identified. Secondly, this paper introduces various employability improvement activities carried out by the school, including career guidance, practical training, entrepreneurship support, and other aspects. Furthermore, the positive impact of students' involvement in campus organizations, club activities, and extracurricular competitions on enhancing employability is discussed. Finally, this paper summarizes the effectiveness and existing problems of the current strategy and provides suggestions for future development to serve as a reference for enhancing college students' employability.

Keywords

College students, employment ability, promotion strategies, campus activities, internship practice, career guidance

Introduction

With the development of the social economy and the intensification of competition, the employment situation of college students is becoming more and more severe. As the cradle of cultivating talents, universities shoulder the important responsibility of cultivating students' employment ability. Therefore, it is particularly important to explore the strategies to promote the improvement of college students' employability in student work. This paper aims to summarize the current strategies of improving improvement, and explore their effectiveness and problems, in order to provide feasible reference and suggestions for universities and relevant departments.

1. Analysis of the current employment situation of college students

1.1 Employment challenges

In today's society, college students are faced with many employment challenges, which pose a severe test for their career development. With the popularization of higher education in China, the number of college graduates is increasing, and the contradiction between supply and demand in the job market is becoming increasingly prominent compared with the previous job growth rate. Statistics show that millions of college graduates flood into the labor market each year, but corresponding jobs do not increased, leading to increasing employment pressure. The challenges faced by college students' employment also include the aggravation of structural employment contradiction.

The decline of traditional industries and the rise of emerging industries have caused great changes in the structure of the job market. However, there is a gap between the professional skills of many college students and the market demand, which leads to the aggravation of structural employment contradictions. On the one hand, it causes employment difficulties in some traditional industries, and on the other hand, it also restricts the development of emerging industries. In the job-hunting process, some college students may face discrimination from their employers.

Some phenomena, such as school choice discrimination and professional discrimination, occur from time to time, which brings some uncertainty and challenges to the job-hunting process of college students. In addition, as the uncertainty of the economic situation increases, some employers may be more cautious about recruiting, which also increases the uncertainty of the employment of college students. Even when they find a job, some college students also face the problems of unreasonable pay and lack of social security. On the one hand, some employers offer poor salaries, inconsistent with their education and ability (Zhu Jing & Zhang Yawen. 2024); on the other hand, some employers may not provide a perfect social security system, which makes the welfare benefits of college students after employment unsatisfactory.

1.2 Employment opportunities

Despite the many challenges, college students are also faced with many employment opportunities that bring new possibilities for their career development. With the progress of science and technology and the transformation of the economy, some emerging industries such as artificial intelligence, the Internet, and biotechnology are booming. These emerging industries not only create a large number of job opportunities but also provide a broad career development space for college students with relevant professional skills and innovation abilities. In recent years, the Chinese government has issued a series of policies to support entrepreneurship, providing a more favorable policy environment and resource support for college students to start their own businesses. For example, policies and measures such as start-up guarantee loans and the construction of business incubation bases provide more opportunities and support for college students to start their own businesses, and encourage them to innovate and start their own businesses.

With the continuous adjustment and upgrading of China's economic structure, the demand for high-quality and highly skilled personnel is increasing. Some emerging industries and high-end manufacturing industries have an urgent demand for college students with relevant professional skills and innovative abilities, which provides more employment opportunities for college students. With the continuous standardization and improvement of the human resource market, the transparency and access channels of job information are constantly increasing, providing more employment choices and opportunities for college students. In addition, some recruitment platforms and talent exchange meetings also provide a platform for college students to show themselves, which will help them to better realize their own value and career development.

2. School employability promotion activities

As an important platform for students' career development, universities have carried out various forms of employability promotion activities, aiming to help students better adapt to the needs of the workplace and improve their employment competitiveness. The following will introduce and analyze the main employability improvement activities of the school.

2.1 Career guidance

2.1.1 Employment Guidance courses

Universities usually offer employment guidance courses covering employment policy interpretation, job hunting skills, resume writing, interview skills and other on. These courses are designed to help students understand the basics of the job market, develop job skills, and improve success (Zhou Peng, 2023). Through classroom teaching, case analysis, and other forms, students can systematically learn and master job-hunting skills to enhance their competitiveness.

2.1.2 Career planning guidance

In addition to the employment guidance program, the school also carries out career planning counseling activities to help students understand their interests, abilities, and values, and define their career goals and development direction. Through personalized tutoring, students can better plan their careers, choose career paths in line with their major

and interests, and improve their career satisfaction and success rate.

2.2 Practice

2.2.1 School-enterprise cooperation internship

School-enterprise cooperative internship is one of the important practical opportunities provided by the school to students. The school cooperates with enterprises to provide students with opportunities to practice in enterprises so that students can learn professional knowledge and practical skills in practice, and enhance their competitiveness in employment. Through the internship, students can not only understand the operation of the enterprise and the development of the industry but also exercise their practical ability and problem-solving ability, so as to prepare for future employment.

2.2.2 Social practice activities

In addition to the school-enterprise cooperation internship, the school will also organize various forms of social practice activities, such as social research, volunteer activities, social practice projects, etc. By participating in social practice activities, students can understand the social reality, exercise their teamwork ability and social responsibility, cultivate their practical ability and innovative spirit, and improve their comprehensive quality and competitiveness.

2.3 Entrepreneurship support

2.3.1 Entrepreneurship training camp

In order to cultivate students' awareness and ability of innovation and entrepreneurship, many schools have opened entrepreneurship training camps. In the entrepreneurship training camp, students can receive training on entrepreneurial knowledge and skills, understand the entrepreneurship process and successful cases, exercise their entrepreneurial ability through practical projects (Cao Qian, 2023), and obtain financial support for entrepreneurial projects and guidance from entrepreneurial mentors, so as to lay a good foundation for future entrepreneurship.

2.3.2 Guidance of business mentors

In order to help students better carry out entrepreneurial activities, many schools will also invite successful entrepreneurs or professional mentors to serve as entrepreneurial mentors to provide students with entrepreneurial guidance and consulting services for students. Through communication and guidance with entrepreneurial mentors, students can acquire practical experience and entrepreneurial skills, solve problems and difficulties in the process of entrepreneurship, and improve the success rate of entrepreneurship and the quality of entrepreneurial projects. The employability improvement activities of the school include career guidance, internship practice, and entrepreneurship support, aiming to help students better adapt to the needs of the workplace and improve their employment competitiveness and entrepreneurial ability. These activities provide students with rich learning and practice opportunities and help them to smooth employment and realize their self-value.

3. Promotion of employability by campus organization and community activities

As an important part of college students' campus life, campus organizations and community activities not only provide students with a rich and colorful after-school life but more importantly, they also play an important role in promoting students' employability. The following will discuss the activities of student unions and graduate student associations, academic science and technology organizations and activities, and social practice organizations and activities in promoting students' employability.

3.1 Activities of the student union and graduate student union

3.1.1 Student union activities

As the representative of the student autonomous organization, the student union is responsible for organizing and coordinating all kinds of activities in the school, such as artistic performances, sports competitions, volunteer services, etc. By participating in the activities of the student union, students can improve their organization and coordination skills, communication and expression skills, teamwork skills, and other soft skills, which are crucial in future employment. At the same time, the student union often cooperates with enterprises and social organizations outside the school to hold various activities, such as job fairs, cultural festivals, etc. By participating in these activities, students can not only expand their contacts and obtain employment information, but also exercise their social skills and strain

ability, laying a good foundation for their employment.

3.1.2 Graduate student association activities

Graduate student associations play an important role in academic research, usually organizing academic exchange meetings, academic lectures, academic forums and other activities. By participating in the postgraduate meeting activities, graduate students can deepen their understanding and mastery of professional knowledge, cultivate the ability of independent thinking and problem solving, and improve their academic level and innovation ability. At the same time, graduate student associations often organize some academic competitions and project cooperation, such as scientific research project application, academic paper publication, etc. By participating in these activities, graduate students can improve their academic ability and research abilities, enhance their self-confidence and competitiveness, and have more advantages in job-hunting.

3.2 Academic science and technology organizations and activities

3.2.1 Academic lectures and seminars

Academic lectures and seminars are often held by academic science and technology organizations to promote academic exchanges and knowledge sharing. By participating in these activities, students can learn about the latest academic research trends, expand their professional knowledge and vision, and improve their academic literacy and research ability (Wang Gaofei, 2023). Various kinds of science and technology competitions and project practice activities organized by the school, such as science and technology innovation competitions and engineering design competitions, provide a platform for students to show their talents and exercise their skills. By participating in these activities, students can deeply practice and solve practical problems, cultivate practical ability, teamwork ability, and innovative consciousness, and lay a solid foundation for future employment and entrepreneurship.

3.3 Social practice organizations and activities

Volunteer service is one of the important activities of social practice organizations. By participating in volunteer service activities, students can exercise their sense of responsibility and dedication, cultivate their teamwork ability and social communication abilities, and improve their comprehensive quality and social influence. These competencies are important for future employment and career development. Social research and practice projects are another important activity of social practice organizations. By participating in these activities, students can understand social reality, solve social problems, improve their ability to research and analyze, problems solving, and innovate, and lay a solid foundation for future employment and career development. Campus organizations and community activities provide broad stage and practice opportunities for students through rich and colorful forms of activities, which not only promote students' personal growth and comprehensive quality improvement, but more importantly, they also provide important support and guarantee for the improvement of students' employment ability.

4. The effect of extracurricular competitions on improving employability

As an important measure of the comprehensive quality and ability of college students, after-curricular competition is of great significance to the improvement of students' employment ability. The following will discuss the role of innovation and entrepreneurship competitions, discipline competitions, and social practice competitions in improving students' employability.

4.1 Innovation and entrepreneurship competition

Innovation and entrepreneurship competitions refer to all kinds of competitions with the theme of innovation and entrepreneurship, such as business plan competitions, innovation and entrepreneurship challenges, etc. To participate in such competitions, students need to propose innovative and feasible entrepreneurial projects or innovative plans and get rewards or support through the competition presentation and evaluation. Innovation and entrepreneurship competitions play the following roles in improving students' employability. To cultivate the spirit of innovation and entrepreneurial consciousness, participating in innovation and entrepreneurship competitions requires students to have innovative thinking and entrepreneurial consciousness, and cultivate students' innovative ability and entrepreneurial spirit through communication, learning, and practice with others. Innovation and entrepreneurship

competitions usually require students to form teams to complete projects. Students should assume different roles and responsibilities in the team, and exercise their abilities of teamwork, communication and coordination, and decision-making and execution. To improve project management ability, participating in innovation and entrepreneurship competitions requires students to conduct comprehensive planning and management of projects, including project design, implementation planning, resource allocation, risk control, etc., so as to improve students' project management ability. To expand networking resources, innovation and entrepreneurship competitions usually attract many industry experts, investors, and entrepreneurs to participate in the evaluation or sponsorship. By participating in the competitions, students can expand their human network resources, and obtain industry information and entrepreneurial opportunities.

4.2 Discipline competition

Discipline competition refers to all kinds of competitions with subject knowledge as the theme, such as mathematical modeling competitions, English speech contests, professional skills competitions, etc. To participate in such competitions, students need to demonstrate their knowledge level and ability in a specific subject area. Subject competition has the following functions in the promotion of students' employability. To deepen the understanding and mastery of disciplines, the subject competition requires students to deeply learn and master knowledge in specific disciplines, and deepen the understanding and application ability of disciplines by solving problems and displaying skills. To cultivate the ability of problem-solving, subject competitions often involve practical problems or cases, students need to use the knowledge they have learned to solve problems and cultivate their analytical thinking, judgment, reasoning, and problem-solving abilities (Wang Ming, 2020). Improving confidence and competitiveness, participating in discipline competitions, and achieving good results can boost students' confidence, add highlights to their resumes, improve their competitiveness, and help them stand out in the job market.

4.3 Social practice competition

Social practice competition refers to competition activities with social practice activities as the theme, such as social research competitions, social practice project competitions, etc. To participate in such competitions, students need to solve social problems through practical activities and improve their social responsibility and practical ability.

Social practice competition has the following functions in the promotion of students' employment ability. To cultivate a sense of social responsibility, participating in social practice competitions requires students to pay attention to social problems and social development, solve problems through their own efforts, and cultivate students' sense of social responsibility and public welfare awareness. To exercise practical ability and teamwork ability, social practice competitions usually require students to form a team to complete the project. Students need to exercise their practical ability and teamwork ability in practice to solve problems together and achieve the project goals. To improve their ability to solve problems and participate in social practice competitions, students need to solve social problems through practical activities, which not only exercises students' practical ability but also improves their ability to solve problems and innovative consciousness. Extracurricular competitions play many roles in the improvement of students' employability, including cultivating innovative spirit and entrepreneurial consciousness, deepening the understanding and mastery of disciplines, and cultivating social responsibility and practical ability, which are of great significance to students' future employment and career development.

5. Conclusion

In today's highly competitive job market, it is very important to improve the employability of college students. Through the employability promotion activities, campus organization, community activities and extracurricular activities and other competitions, the comprehensive quality and competitiveness of college students can be comprehensively improved, and lay a solid foundation for their smooth employment and future career development. Therefore, schools, society, and individual students should make joint efforts to constantly innovate and improve relevant mechanisms and measures to provide more powerful support and guarantee for the improvement of college students' employability. It is believed that with the continuous implementation and implementation of these strategies, the employability of college students will be further improved, to lay a solid foundation for their bright future.

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