Research on the Reform of College Students' Employment Guidance Curriculum from the Perspective of the Internet

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Abstract. This paper explores the optimisation path of college students' career development and employment guidance courses in the context of the Internet era. With the advent of the Internet era, college students' employment faces more opportunities and challenges. This article first analyses the impact of the Internet on college students' employment, including more employment and entrepreneurship opportunities, more diversified employment choices, higher employment ability requirements, and more comprehensive employment guidance. Then, the article points out the major problems in the construction of career development and employment guidance courses for college students, including the lack of awareness of the importance of employment guidance courses for college students in colleges and universities, the vague content of the courses, the imperfect system, the unified form of teaching, the lack of practical teaching, and the lack of capacity of teaching staff. Finally, this paper puts forward the optimisation path for the construction of college students' career development and employment guidance courses in the Internet era, including deepening teaching reform, strengthening team building, cultivating a good campus culture and other suggestions. Through the research of this paper, we aim to provide effective ways and strategies for colleges and universities to improve the quality of talent cultivation and solve the employment difficulties of college students.

Keywords: college students, career development, employment guidance course, course construction.

1. Introduction

The rapid development of new-generation information technologies, such as mobile Internet, cloud computing, the Internet of Things and big data, has had a profound impact on contemporary university students' employment, while promoting economic and social change. [1] The implementation of the national 'Internet+' action plan has provided new ideas and directions for college students' employment. In this context, educators should pay great attention to constructing career development and employment guidance courses for college students. This will not only assist students in making reasonable career plans but also significantly improve the quality of talent cultivation in colleges and universities. [2]

2. The Impact of the Internet on the Employment of College Students

2.1. More Job Opportunities

"Internet Plus" refers to the integration of the Internet with traditional industries, such as the combination of the Internet and manufacturing resulting in intelligent manufacturing, the integration of the Internet and the financial industry resulting in Internet finance, and the cooperation between the Internet and the catering industry resulting in Internet takeaways. This integration is not a simple superposition, but rather a fusion effect. [3] The Internet not only promotes the transformation and upgrading of traditional industries but also stimulates user-centred business model innovation. This has given rise to emerging positions such as e-commerce sales specialists, operation specialists, and network technology specialists. Additionally, China has launched the 'Internet+' action plan and clear entrepreneurial support policies to create a favourable environment for 'mass entrepreneurship and innovation'. In the 'Internet +' environment, college students possess advantages in employment due to their Internet thinking,

strong network knowledge, and operating skills. [4] They are proficient in using various media platforms, such as WeChat and Weibo, to choose their own niche areas for entrepreneurship, such as micro-business and APP development, to increase social employment opportunities.

2.2. More Employment Options

In recent years, despite the global financial crisis, the Internet economy has continued to show strong growth. The industry's high demand for talent and competitive salaries have attracted many college students, providing them with more job opportunities. Moreover, the low threshold for Internet entrepreneurship makes it an ideal option for students with limited capital and experience. The open and flexible entrepreneurial environment enables college students to have equal opportunities to become entrepreneurs. This, in turn, encourages more college students to pursue entrepreneurship.

2.3. Higher Employment Requirements

The Internet has had a significant impact on upgrading China's industrial structure and innovating business models. This has provided more employment opportunities for college students and raised the bar for their employability. It is important to note that this statement is objective and does not contain any subjective evaluations. In the context of the emerging 'Internet+' era, college students must possess a strong sense of the times, be willing to innovate, practice courageously, cooperate effectively, and be willing to work hard. Additionally, they should master solid business technology skills, excellent network operation abilities, and strong resource integration abilities to enhance their competitive advantage in the job market. Additionally, college students should strive for continuous learning and develop strong learning abilities to remain competitive in the job market.

2.4. Obtain Comprehensive Employment Guidance

In the age of 'Internet +', higher education institutions have been able to conveniently implement employment guidance through the use of the internet. For instance, employment information can be quickly delivered to college students through channels such as the 'Employment Guidance' column on campus websites, the WeChat public number for employment guidance, and microblogs. This effectively alleviates the relatively poor employment information situation. The delivery of employment information has evolved towards classification and accurate matching with the development of WeChat and other communication technologies. This allows students to receive timely and selective information based on their needs, effectively avoiding the problem of information overload. In addition, higher education institutions can provide accurate employment guidance for college students through online courses, WeChat interaction, and other means. This improves the quality and accuracy of career guidance, accelerates the speed of updating, and meets the actual needs of college students, positively impacting their employment.

2.5. Lack of Teaching Methods

The teaching form of the Civics programme is often relatively homogeneous due to the teachers' lack of in-depth understanding. Many teachers use Civics cases for pre-course introductions, which can be overly didactic and disconnected from real life, resulting in poor teaching outcomes. Furthermore, despite the use of various forms of Civic and Political integration teaching, such as video introductions, group discussions, role-playing, and case studies, teachers still rely heavily on traditional lecturing methods. This approach often fails to effectively engage students and stimulate their interest in learning.

3. Problem

Colleges and universities often overlook the significance of career guidance programmes, viewing them solely as a tool to boost employment rates. However, they fail to recognise the importance of fostering students' sense of autonomy and cultivating a healthy perspective on employment. While some institutions acknowledge the value of career guidance, they have yet to prioritise it strategically and implement it effectively. The course content is unclear and does not align with current employment needs. It also fails to provide comprehensive guidance. The teaching style is limited and lacks practical application. Although expert lectures are included, there is a disconnect with the job market. The teachers lack competence and relevant vocational experience, which hinders the effectiveness of education. Learning and training opportunities are also insufficient.

4. Optimization of Employment Guidance Courses

4.1. Constructing and Improving the Teaching Mode of Employment Guidance Course Based on the Characteristics of the Internet

In the age of 'Internet Plus', colleges and universities must acknowledge the changes in the employment environment for college

students and their impact. It is important to recognise the significance of employment guidance courses for college students. To tackle the issue of the gap between education and reality, colleges and universities should focus on reforming employment guidance courses. This can be achieved by implementing whole-stage and stage-by-stage teaching and building a systematic curriculum system. Additionally, outdated content should be updated, and the curriculum should include more content relevant to the 'Internet +' era. These measures will improve the employment prospects of college students and help them connect with suitable job positions. Under the context of 'mass entrepreneurship and innovation', entrepreneurship education is implemented to develop students' entrepreneurial awareness and abilities. To enhance teacher-student interaction and increase learning enthusiasm, practical teaching methods such as situational simulation training and group discussions should be incorporated in addition to classroom lectures. Establish a comprehensive evaluation index system for courses, utilizing the advantages of the internet to create flexible and practical methods for course evaluation and implementation. This will enhance the strength of assessment and improve the quality of teaching.

4.2. Improve the Level of Teachers Based on the Internet Platform

The career guidance programme is a comprehensive discipline that demands high standards of basic quality, professional ability, and professional conduct from its teachers. To ensure the smooth progress of course construction, it is essential to build a teaching team of appropriate size, optimized structure, excellent quality, and a combination of full-time and part-time teachers. Currently, while some full-time teachers in colleges and universities teach career guidance courses, most of these courses are taught by part-time instructors such as student workers, counsellors, and business people. As a result, the quality of instruction can vary significantly. Given the challenging employment landscape and the rapidly evolving 'Internet+' environment, training for teachers of employment guidance courses should extend beyond traditional vocational qualification training. Instead, it should be tailored to the current needs of college students' employment ability enhancement. This can be achieved through targeted training on network operation ability, business management, and other relevant topics. It is essential to continuously improve the professional level and ability of both full-time and part-time teachers, in order to promote the employment of college students. By enhancing teachers' business level and ability, they can gradually develop towards specialisation, professionalism, and expertise. Currently, teachers can utilise online platforms for learning, training, exchanges, and seminars. This not only fulfils their learning and training needs but also provides a space for self-learning and discussion, enabling them to form a team synergy during interactive learning and improve their professional skills together.

4.3. Enhance Students' Enthusiasm for Job Seeking

Campus culture has a significant impact on students' education. Student unions, clubs, and other organizations organize various activities such as computer operation competitions, web design competitions, new media operation competitions, and internet entrepreneurship competitions to stimulate students' enthusiasm for learning and enhance their related skills. It is important to note that these evaluations are objective and not subjective. The influence of college websites, microblogs, WeChat, and other platforms on college students is becoming increasingly significant due to the continuous development of new media technology and the advancement of campus internet facilities. Professional ethics are promoted through traditional campus bulletin boards and broadcasts, as well as modern methods such as campus microblogging and public number push. The aim is to advocate professional competence and help college students transition from being students to becoming professionals. Additionally, we establish heroes and role models in the 'Internet+' era, showcasing young entrepreneurs who started from humble beginnings and gradually achieved success through reports and microfilms. This serves to inspire teachers and students to learn from these exemplary figures, reflect on their own abilities, and improve their employability. It also maximises the demonstration effect. The language used is clear, objective, and value-neutral, with a formal register and precise word choice. The text adheres to conventional structure and formatting, with a logical flow of information and causal connections between statements. The content remains unchanged.

5. Conclusions

This paper proposes measures to optimise 'College Students' Mental Health Education', including constructing a teaching system for course ideology and politics, cultivating a teaching team for course ideology and politics, updating the teaching concept for course ideology and politics, enriching the form of course ideology and politics, and establishing an assessment mechanism for the integration of ideology and politics. By implementing these measures, the effectiveness of the Civic and Political Education programme can be improved. This will promote the coordinated development of students' ideological and political qualities, as well as their mental health. Additionally, it will help to achieve the goal of unifying the 'cultivation of talents' and the 'cultivation of human beings'.

Acknowledgements

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