

## **Analysis of employment education and management of college students under the background of "Internet +"**

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**Abstract:** Under the background of "Internet Plus", the employment situation of college students has changed, and the employment work of colleges and universities is also facing new challenges. However, the employment departments in colleges and universities have exposed some problems such as lack of professionalism, pertinence, effectiveness and cooperation in their work. If not solved in time, it will have a negative impact on colleges and universities and college students. To strengthen employment education and management for students, universities need to comprehensively deepen their professionalism. At the same time, attention should also be paid to strengthening the pertinence of work and keeping up with the times. In addition, it is necessary to maintain the timeliness of management and deepen cooperation with extensive connections.

### **1. Introduction**

Under the background of "Internet +", the employment situation of college graduates has undergone great changes. The rapid development of the Internet industry has reduced employment opportunities in many traditional industries, while the demand for Internet-related industries has been increasing. The popularity of the Internet has also changed people's lifestyle and consumption habits, employment channels and employment methods have also undergone drastic changes. The Internet provides college graduates with a broader channel of employment, through a variety of recruitment websites, social media and other channels to search for jobs, greatly improving the efficiency of job hunting. At the same time, enterprises can also publish recruitment information through the Internet platform to attract more talents. In this context, it is of great practical significance to correctly analyze the new situation and new challenges of the employment work in colleges and universities, dig out the existing problems and improve them, so that the employment work in colleges and universities can keep up with the development of The Times.

### **2. The significance of exploring the employment education and management of college students under the background of "Internet +"**

The employment work of colleges and universities needs to be closely coordinated with the Internet + in order to better adapt to the job market in the Internet + era, improve the employment opportunities and competitiveness of students, and provide more talent resources for enterprises. Exploring the employment education and management of college students in the context of "Internet Plus" can promote the development of the job market. By using Internet technology and data analysis means, colleges and universities can more accurately understand the needs and trends of the job market, provide students with more practical and effective employment guidance and services, and promote the cooperation between enterprises, employers and colleges and universities. At the same time, it can enhance students' employment competitiveness. In the context of "Internet Plus", colleges and universities can use Internet technology and online education platforms to provide students with more convenient and efficient education and training services, help students improve employment skills and competitiveness, and better adapt to the needs of the job market. In addition, it can promote the reform of education and teaching. Through the use of Internet technology and education platform, colleges and universities can realize the information and intelligence of education and teaching, promote the reform of education and teaching, and improve

the quality and efficiency of education and teaching. Finally, it can effectively promote school-enterprise cooperation. In the context of "Internet Plus", colleges and universities can establish closer ties and cooperative relations with enterprises and employers, jointly carry out employment services and entrepreneurship support, and provide more comprehensive and diversified employment and entrepreneurship opportunities for students<sup>[1]</sup>.

### **3. The main problems of employment education and management of college students under the background of "Internet +"**

#### **3.1 Lack of professionalism**

Many colleges and universities only pay attention to students' academic achievements, but neglect the education of career planning and career guidance. This makes graduates lack clear career goals and plans in the job market, and it is difficult to find suitable jobs. The functional departments of colleges and universities lack enough professional knowledge and experience when they carry out student employment education and management, which leads to poor work effect. Some functional departments may lack in-depth knowledge and research of the job market, do not understand the employment prospects and requirements of different industries, and do not know how to provide targeted career guidance and advice to students. In addition, some functional departments may lack the contact and cooperation with relevant institutions such as enterprises and industry associations, and do not understand the requirements and expectations of enterprises for talents, which makes them unable to provide students with employment education and training in line with the actual market demand.

#### **3.2 Lack of pertinence**

The student employment education and management carried out by some functional departments of colleges and universities may lack sufficient pertinency. The career guidance work in colleges and universities often only provides some general career guidance and information, and lacks the understanding of individual needs and characteristics of each student. This makes graduates lack personalized guidance and help in the employment process, it is difficult to find a job suitable for themselves, and can not meet the individual needs of different students. For example, some functional departments may only provide some general employment guidance and skills training, without taking into account the professional background, interests, career planning and other factors of different students, which may lead to students unable to get effective help and support. In addition, some functional departments may not fully understand the needs and feedback of students, and do not adjust and improve the work plan in a timely manner, which leads to poor work results<sup>[2]</sup>.

#### **3.3 Lack of effectiveness**

The student employment education and management carried out by some functional departments of colleges and universities may lack of effectiveness and cannot really help students improve their employment competitiveness. For example, some functional departments may only provide some superficial propaganda and slogans, without really implementing specific actions and measures, which can not really improve the competitiveness of students in employment. In addition, some functional departments may lack cooperation and contact with relevant institutions such as enterprises and industry associations, and do not understand the changes and trends of the job market, which makes it difficult to provide effective employment guidance and advice to students.

#### **3.4 Lack of cooperation**

When carrying out student employment education and management, some functional departments of colleges and universities may lack sufficient cooperative spirit, unable to establish cooperative relations with other departments and enterprises, and unable to make full use of external resources, which makes it difficult to provide more employment opportunities for students. For example, some functional departments may only carry out employment guidance and

recruitment activities independently, without establishing cooperative relationships with other departments, enterprises, etc., and without making full use of external resources, which makes it difficult to provide more job opportunities for students.

#### **4. Measures to strengthen employment education and management of college students under the background of "Internet +"**

##### **4.1 Comprehensively deepen and promote the specialization of functional departments in colleges and universities**

Functional departments of colleges and universities should strengthen their research and understanding of the job market, understand the employment prospects and requirements of different industries, and grasp the latest employment trends and dynamics in order to provide students with more targeted employment guidance and suggestions. At the same time, we should also establish contact and cooperation with enterprises, industry associations and other relevant institutions to understand the requirements and expectations of enterprises for talents, and provide students with employment education and training that is closer to the actual market demand. In addition, the functional departments of colleges and universities should also strengthen the training and promotion of employees, improve the professional quality and ability level of employees, in order to better serve the employment of students.

##### **4.2 Focus on development and strengthen the pertinence of university employment work**

The employment guidance departments of colleges and universities should focus on the whole process of students' employment, and make deep efforts to serve students with high quality. Colleges and universities can establish students' employment files, comprehensively understand students' professional background, interests, career planning and other factors through questionnaires, personal interviews, etc., and provide students with personalized employment guidance and skills training. Secondly, universities should strengthen their understanding and feedback on students' needs, and adjust and improve their work plans in a timely manner. Thus, ensuring that the work plan is more suitable for the actual needs of students, and continuously strengthening internship and practical links, helping students better understand the actual situation of the industry and enterprises. Through these measures, we aim to further enhance students' professional qualities and practical abilities, and provide them with more employment opportunities. In addition, functional departments of colleges and universities can also provide more job opportunities and information for students by organizing activities such as employment lectures and job fairs<sup>[3]</sup>.

##### **4.3 Keep up with The Times and keep the timeliness of college employment**

The key for colleges and universities to maintain timeliness in employment work is to keep up with market demand and industry trends, and to adjust curriculum and teaching content in a timely manner to ensure that students have the skills and knowledge required for the present and future. First of all, colleges and universities should establish a scientific evaluation system to track and analyze the employment situation of students, find problems and shortcomings in time, and take effective measures to improve. Secondly, universities need to strengthen research and understanding of enterprises, understand the employment needs and standards of enterprises, and provide students with more practical employment guidance and training. Functional departments of colleges and universities can provide more practical opportunities and experience accumulation for students by establishing school-enterprise cooperation bases and carrying out practical teaching. Finally, colleges and universities should provide career planning and consulting services for students to help them understand their strengths and weaknesses, make personal career development plans, and provide job market information and job-hunting skills.

##### **4.4 Extensive contact, deepen the cooperation of university employment work**

Employment departments of colleges and universities should strengthen communication and

cooperation with other departments and enterprises, establish good cooperative relations, and jointly provide better employment services for students. At the same time, it can also establish a school-enterprise alliance or internship employment base to provide more internship and employment opportunities for students, but also provide better talent training and introduction channels for enterprises. In addition, functional departments of colleges and universities can also invite business representatives to participate in activities such as employment forums and career planning lectures to provide students with more practical employment information and suggestions.

## **5. Conclusion**

With the rapid development of Internet technology, Internet + has become a new economic form in today's society. For university employment, Internet + also brings new opportunities and challenges. It must be recognized that the employment work of universities and the Internet + can bring many benefits, including a wider range of employment opportunities, more efficient employment services, better career development, higher employment competitiveness and better talent matching. It can be said that it is of great significance to strengthen employment in colleges and universities under the background of "Internet +". Colleges and universities should actively use Internet technology to provide more accurate employment services and guidance for graduates to help them better adapt to market demand and achieve their career development goals.

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