

# A study on the methods of cultivating the competitive advantages of college students' employment under the new employment forms

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**Abstract:** The article mainly discusses the relationship between education management and the employment of college students, as well as how to cultivate competitive advantages in employment under new employment forms. The article points out that education management plays an important role in the employment of college students, and can help students adapt to new forms of employment by providing relevant training and resources. At the same time, the article also emphasizes the importance of cultivating competitive advantages in employment, including improving professional skills, expanding employment channels, and enhancing innovation capabilities. In summary, education management should be committed to providing training and resources for college students to adapt to new forms of employment, and helping them cultivate competitive advantages in employment.

**Key words:** educational management; employment of college students; new forms of employment; cultivation of competitive advantages in employment

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## 1 Introduction

With the development of society, the employment problem of college students is becoming increasingly prominent. The importance of education management for college students' employment is reflected in the following aspects.

Firstly, education management can provide good educational resources and training opportunities. Education management can reasonably plan course offerings, provide professional training programs that match market demand. Education management can also provide students with internship opportunities and practical projects, improving their employment competitiveness.

Secondly, education management can provide comprehensive employment guidance. Education management can cultivate their professional literacy and employability through activities such as career guidance lectures and career planning training. At the same time, education management can also provide personalized tutoring services to help students solve problems and confusion encountered in the employment process.

In addition, education management can also build a bridge between students and enterprises. Through cooperation with enterprises, education management can understand the needs and requirements of enterprises for talents, adjust training plans in a timely manner, and improve the employment matching of students.

## 2 The impact of education management on the employment of college students

### 2.1 Provide career guidance and consulting services to help college students understand the needs of the job market

Firstly, schools can establish employment guidance centers or career counseling departments, which can concentrate resources and professional knowledge to support students' career development. These institutions can provide personalized career planning and employment guidance for students. By collaborating with industry professionals, these institutions can also provide students with practical employment information and interview skills, helping them stand out in the fiercely competitive job market.

In addition, schools can organize various employment related activities, such as career lectures, job fairs, and internship opportunities. Career lectures can invite successful alumni or industry experts to share their experiences and insights, providing inspiration and encouragement for students [1]. The job fair can provide students with an opportunity to communicate face-to-face with business representatives, so that they can better understand the needs and requirements of various industries. In addition, providing internship opportunities for students is also very important, which can help them accumulate practical experience during their school years and establish connections with potential employers.

### 2.2 Offering practical courses and internship projects to enhance the practical work experience of college students

In addition to providing career guidance and consulting services, schools can also enhance the practical work experience of college students by offering practical courses and internship projects. Practical courses can expose students to real work environments and problems on campus. Internship programs can allow students to personally participate in enterprises, understand corporate culture, workflow, and industry needs [2].

### 2.3 Establishing a school-enterprise partnership to provide more employment opportunities for college students

In addition, establishing a school-enterprise partnership is also an important way to provide more job opportunities. Schools can actively cooperate with enterprises to carry out joint training programs or internship base construction, providing students with more internship and employment opportunities.

## **3 The impact of new employment forms on the employment of college students**

### 3.1 The rise of Internet and technology companies has created more job opportunities

The rise of the Internet and technology companies has indeed created more job opportunities for society. Firstly, with the popularization and development of the Internet, many new industries have rapidly emerged, such as e-commerce, online education, and the sharing economy. The rise of these industries has provided employment opportunities for a large number of people. At the same time, the rise of technology companies has also driven the development of related industrial chains, thus increasing employment opportunities.

### 3.2 It is necessary to have the ability to innovate and adapt to changes

In this rapidly changing era, simply working cannot guarantee long-term employment stability. Therefore, we need to have the ability to innovate and adapt to changes.

### 3.3 Emphasize the importance of interdisciplinary cooperation and lifelong learning

In addition to the ability to innovate and adapt to change, interdisciplinary cooperation and lifelong learning are also very important. The integration of professional knowledge and skills from different fields can create more opportunities and value [3]. The importance of lifelong learning lies in that only through continuous learning and progress can we keep up with the pace of the times and maintain competitiveness in the workplace.

## **4 Measures to cultivate competitive advantages in employment for college students**

### 4.1 Strengthen practical education and improve students' practical work abilities

Practical education is an important way to cultivate students' practical work abilities. In order to improve students' practical work abilities, schools should strengthen the content and methods of practical education [4]. Firstly, schools can

organize students to participate in social practice activities. Secondly, schools can offer practical courses. In addition, schools can also collaborate with enterprises to carry out school-enterprise cooperation projects.

#### 4.2 Cultivate innovative thinking and problem-solving abilities

Cultivating innovative thinking and problem-solving abilities is the key to improving students' overall quality. In order to cultivate students' innovative thinking and problem-solving abilities, schools can take the following measures: Firstly, schools can offer innovative education courses. We guide them to think from different perspectives and cultivate their innovative abilities. Secondly, schools can organize students to participate in technology competitions and entrepreneurial practice activities. Students can exercise their problem-solving abilities and apply innovative thinking to practical situations. In addition, schools can provide innovative research projects and practical opportunities. Students can delve into problems in a certain field and solve them through their own efforts, cultivating their innovative thinking and problem-solving abilities.

#### 4.3 Provide vocational skills training and career planning guidance

In order to help students find job smoothly and achieve career planning, schools should provide vocational skills training and career planning guidance. Firstly, schools can offer vocational skills training courses, such as teaching practical vocational skills, including computer technology, marketing, communication skills, etc. Secondly, schools can establish career planning guidance centers, helping students understand the employment prospects and requirements of different industries to formulate reasonable career plans, and providing practical job search skills and interview guidance. In addition, schools can establish cooperative relationships with enterprises to conduct internships and job recommendations.

#### 4.4 Further strengthen education management, cooperate with enterprises, and provide more employment opportunities for college students

In order to help college students find better employment, we need to further strengthen education management and cooperate with enterprises. Firstly, schools should establish close contacts with various enterprises to understand current market demand and employment trends. Secondly, schools should strengthen guidance and training for students' employment. At the same time, the school can also invite business representatives to come to school for recruitment seminars, providing students with more job opportunities. In addition, schools can also collaborate with enterprises to carry out school-enterprise cooperation projects. By collaborating with enterprises, schools can provide students with more practical opportunities to exercise their abilities in a real work environment.

#### 4.5 Increase the proportion of practical education and cultivate students' practical work abilities

In order to cultivate students' practical work abilities, we should increase the proportion of practical education. Firstly, schools can increase the provision of practical courses. By offering practical courses, students can personally participate in various practical projects and exercise their practical skills, allowing students to practice in real work environments. Secondly, schools can organize various practical activities and competitions. In addition, schools can also hold various skill competitions to allow students to exercise their practical skills during the competitions.

#### 4.6 Strengthen innovation education and cultivate students' innovative thinking and problem-solving abilities

In order to cultivate students' innovative thinking and problem-solving abilities, we should strengthen innovation education. Schools can change traditional teaching methods and adopt more flexible and diverse teaching methods [5]. At the same time, schools can also encourage students to engage in independent research and innovative practices, giving them more freedom and space. Secondly, schools can offer innovation courses and laboratories. By offering innovation courses, schools can guide students to cultivate innovative thinking and provide corresponding practical opportunities. In

addition, schools can also establish innovation laboratories to provide students with places and equipment for innovative practice.

## 5 Conclusion and discussion

In today's society, the employment situation for college students is severe and the competition is fierce. Education management plays an important role in the employment of college students [6]. Firstly, education management can help students clarify their career goals and develop corresponding career plans. Secondly, college students often face the problem of information asymmetry in the process of job hunting, and education management can provide students with more employment opportunities and resources through establishing school-enterprise cooperation and conducting campus job fairs. In addition, education management can also organize employment training and internship practice activities to enhance students' employment competitiveness and practical abilities.

At present, new forms of employment are constantly emerging, and college students need to adapt to these changes and improve their competitive advantages. Firstly, university education should focus on cultivating students' innovative and practical abilities. Schools can cultivate students' innovative spirit and practical operational abilities by offering innovation and entrepreneurship courses, organizing entrepreneurial practices, and other methods [7]. Secondly, college students should focus on lifelong learning and self-development. College students need to continuously improve their professional knowledge and skills through independent learning and continuous learning. Once again, college students should actively participate in internships and social practice. In addition, college students should also pay attention to expanding interpersonal relationships and building connections. In short, in order to adapt to the changes in new forms of employment, college students need to continuously improve their abilities, actively participate in practice, broaden their network, and improve their competitive advantages.

### Conflicts of interest

The author declares no conflicts of interest regarding the publication of this paper.

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