

Analysis on the Characteristics and Construction Elements of the Core Competitiveness on College Students' Employment

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Abstract—The core competitiveness of college students embodies the comprehensive quality of individuals, which is irreplaceable and unrepeatable. Constructing the core competitiveness system of college students' employment can help students stand out from the severe employment situation and the huge employment group and realize the integration of personal value and social value, further successfully solve the problem of unemployment of college students. Starting from the characteristics and the analysis of construction elements of college students' core competitiveness, this paper makes an in-depth analysis of college students' employment core competitiveness system, and on this basis, puts forward two strategies to improve college students' employment core competitiveness.

Keywords—college students; employment core competitiveness; characteristics; construction elements

I. INTRODUCTION

With the continuous expansion of college enrollment and the comprehensive popularization of higher education in China, it is more and more difficult for college students to find jobs. Many ordinary institutions of higher learning shoulder the heavy responsibility of serving students' higher education and economic construction. However, due to their limited educational conditions and educational environment, they cannot provide assistance for students' future employment. Therefore, it is very important to innovate employment education and enhance the core competitiveness system of college students' employment. The core competitiveness of college students embodies the comprehensive quality of individuals, which is irreplaceable and unrepeatable. In order to successfully solve the problem of difficult employment of college students, constructing the core competitiveness system of college students' employment can help students stand out from the severe employment situation and the huge employment group [1], so as to realize the integration of personal value and social value. It is also helpful to improve the comprehensive strength of colleges and universities, establish a good social image and reputation, and attract more new students to study in colleges and universities.

II. CHARACTERISTICS OF COLLEGE STUDENTS' CORE COMPETITIVENESS

Many institutions of higher learning in China shoulder the heavy responsibility of serving students' higher education and economic construction. However, due to their limited educational conditions and educational environment, they are unable to provide assistance for students' future employment. Therefore, innovating employment education is very important to enhance the core competitiveness of college students. It is a necessary requirement for the comprehensive development of colleges and universities to improve their comprehensive strength, establish a good social image and reputation, and attract more new students to study in colleges and universities [2]. Through the study, it is found that the core competitiveness of college students in employment has the following characteristics: One is uniqueness. [3] Each college student has different employment core competitiveness. The core competitiveness of employment is related to the characteristics, cultural temperament and working style of college students. Integrate a number of factors to form its own unique core competitiveness in employment, and then rely on this advantage to achieve successful employment and solve the employment problems. However, it is necessary to pay attention to the unique core competitiveness of college students to give full play to their positive energy, improve their employability according to the scientific and standardized path, and be recognized by the social industry. The second is value. At present, the competition for positions in various industries is increasingly fierce. An important way for college students to realize their own value after graduation is through employment, which also affects their living status and future quality of life. The core competitiveness of employment enables college students to win the initiative in the market employment environment, beat competitors of the same position by relying on their own advantages, improve the employment success rate of multiple people in the competition, and help college students realize the integration and regression of ability and value in the market tide [4]. Third, dynamics: the construction of college students' employment core competitiveness is a dynamic process, which shows that students make progress step by step. From the perspective of the quality of talents required by the society, the society is

also making continuous progress. Therefore, only when the construction of the core competitiveness system of students' employment is required to be ahead of the needs of the social industry, can college students have a greater chance of good employment. With the development of the times, advanced equipment such as information technology is emerging constantly, and the construction of college students' core competitiveness system should also reflect the progress. Especially in the case of the continuous improvement of social requirements on the quality of talents, college students should pay attention to the transformation of their employment advantages, which may disappear with the progress of The Times. Therefore, the dynamic characteristic is an important feature of core competitiveness. With the continuous progress of the society, the core competitiveness of college students' employment is not invariable. The fourth is internalization. The professional ability and comprehensive quality of college students are reflected in the core competitiveness of employment. This not only requires students to have solid professional theoretical knowledge, but also requires a sound personality and good personal quality. It is not enough to improve the comprehensive quality only by learning in class. At the same time, students are required to establish correct values, internalize their own thoughts and accept the call of positive social energy, so as to achieve a high degree of unity in various aspects and enhance the core competitiveness of college students in employment.

III. ANALYSIS OF THE CONSTRUCTION ELEMENTS OF COLLEGE STUDENTS' EMPLOYMENT CORE COMPETITIVENESS SYSTEM

A. *Good Moral Characteristics*

Due to the uncertain environment of world economic development and increasingly fierce market competition among enterprises, enterprises in the new era have become more and more picky and put forward higher requirements on the quality of talents. In addition to the necessary solid professional theoretical knowledge and practical ability, enterprises also value the good moral quality and psychological quality of talents [5]. The academic qualification that current enterprise asked is only an elementary one and advanced academic qualifications already reached a consensus between partial enterprise. In order to break this single employment qualification and avoid unwarranted breach of contract and a lack of post responsibility, enterprises begin to pay attention to the mental state and mental health of college students. In order to meet the requirements of such talents, good moral qualities should be included in the construction of college students' employment core competitiveness system and be the basis of all skills. Enterprises specially set internship period in the positions for college students, and finally judge whether they become regular or eliminated according to their behavior performance, which is mainly a test of the professional spirit and professional ability of newly enrolled students [6]. After four years of college study, students have basically mastered solid theoretical knowledge, and the ability to transform theory into practical work requires

students to explore on their own, and meanwhile, they should strengthen self-restraint and management. In the core competitiveness of college students' employment, it is very important to improve their moral quality and psychological quality, which determines their attitude and pressure bearing ability. At present, college students' anti-pressure ability is generally weak. In this environment, it is very important to introduce psychological quality into the core competitiveness system. This can not only promote the smooth transition of college students from school to society, but also help them stick to the pragmatic work spirit in their future career, infect others with their noble moral quality, and finally become a qualified worker.

B. *Solid Professional Knowledge and Operational Skills*

Professional knowledge and operational skills are the most important elements in the core competitiveness system of college students' employment. After a long period of systematic and standardized professional education, college students can basically master solid basic professional knowledge and skilled operation skills, which are obviously superior to non-majors and even become the most basic guarantee for college students to apply for jobs. [6] Therefore, college students should define their learning tasks at school, give full play to their subjective initiative, explore professional knowledge, and improve their independent learning ability. In addition to mastering classroom teaching knowledge, it is also necessary to earnestly complete the assignments assigned by teachers and constantly improve professional skills. For the knowledge points that are difficult to understand, it is possible to search resources on the Internet or strengthen communication with teachers, give play to the autonomy and consciousness in learning, improve our own knowledge structure, consolidate professional theoretical knowledge, and form our own employment advantages. Use a variety of ways to expand the field of professional knowledge, improve professional skills, and lay a solid foundation for the future employment.

C. *Good Practical Ability and Innovation Ability*

With the increasingly fierce social competition environment, the employment cost of enterprises is constantly rising, and the cost of employers' training and re-education of recruitment talents is greatly reduced. They hope that the college students who are recruited can get up to work quickly without having to spend much energy on cultivating them, so students are obviously required to have good practical abilities and innovative abilities. However, most college students have few opportunities to practice in school. Although they have solid theoretical knowledge, their operating ability is not enough, and they need to go through re-education of the enterprise, which greatly damages the economic benefit of the enterprise and wastes the cost of enterprise resources. At present, enterprises are not willing to spend too much money on training new employees, which requires that practical skills and innovation ability should be taken as cultivation factors in the construction of college students' employment core competitiveness system. The university should actively provide students with practical operation opportunities to

stimulate their imagination and creativity, so that they can actively find problems in future employment, quickly master practical operation skills, and take the initiative to innovate and improve in work. University teachers should teach students according to their aptitude, try their best to enlighten students, play their role of guides and helpers [8], and let students use their brains more and work more. In particular, students majoring in science and engineering must exercise their operational ability, think about problems from multiple perspectives, and improve their innovation ability. Innovation ability is a kind of ability that the whole society lacks. Therefore, the cultivation of innovation ability should be regarded as the key point in the construction of college students' employment core competitiveness system.

D. Good Corporate Adaptability and Social Ability

According to the survey, many college students find it difficult to adapt to work in enterprises after graduation. This transition from school to enterprise makes college students at a loss. Therefore, the elements of enterprise adaptability and social ability have been introduced into the core competitiveness system of college students' employment, so as to help students quickly adapt to working. During the internship, college students should take the initiative to train themselves, master certain job-hunting skills and skills through various social resources and simulated recruitment platforms, and actively apply for jobs with employers, so as to establish social employment awareness during the internship. Enterprise adaptability is directly related to students' future career [9], and affects whether college students can adapt to the social environment in the early stage of employment. Only with good enterprise adaptability and social ability can they devote themselves to work, strengthen their post responsibility and enhance their employment core competitiveness.

IV. STRATEGIES FOR IMPROVING COLLEGE STUDENTS' EMPLOYMENT CORE COMPETITIVENESS

In order to better enhance the core competitiveness of employment, through the analysis of components, the author believes that the following two aspects can be used to enhance the core competitiveness of employment of college students.

A. Cultivating and Improving College Students' Job-hunting Ability

First of all, colleges and universities should attach great importance to the employment guidance of graduates, especially the guidance of job-hunting skills, which can help graduates effectively carry out employment work. At present, employment guidance in colleges and universities has not been paid much attention to. Professional counselors are generally responsible for teaching tasks, and there is a lack of advice from employment experts. For this reason, colleges and universities should regularly invite experts who have in-depth insights and research on the construction of college students' employment core competitiveness system to carry out their work in the campus, so as to solve doubts for graduates and reduce their anxiety of the coming graduate. In

the employment education teaching carried out by colleges and universities, in order to exercise students' job-hunting ability, on-site enterprise recruitment simulation can be carried out. According to the students' on-site performance, teachers should point out students' shortcomings, and put forward suggestions for improvement. Finally, colleges and universities should appropriately extend the social practice base according to their own actual conditions, build a new practice display platform for students, and strengthen cooperation and exchanges with various enterprises. During the practical training and internship, students can visit the enterprises and learn about the working environment of future career posts. At the same time, it is necessary to increase the input of human, material and financial resources in employment guidance for college students, improve the construction of employment infrastructure, provide graduates with more comprehensive and diversified employment guidance services, and enhance their job-hunting ability.

B. Cultivating and Enhancing College Students' Social Adaptability

Schools can strengthen the communication between teachers and students and corporate recruiters, organize diversified employment education activities, such as report or forums, etc., for graduates to understand their current deficiency of necessary professional ability, understand what's valued most in hiring, and how to show recruiters their own advantages in a short time. Special training will be given to students to strengthen their job-hunting skills, improve their psychological quality, and improve their social adaptability under the guidance of experts. Students' job-hunting ability and social adaptability reflect their IQ and EQ, both of which are indispensable. Although some students have strong professional ability and comprehensive ability, but due to the lack of the correct way of expression, they will make the employers feel that they have poor moral quality or psychological quality. In this way, students should pay attention to develop a rigorous logic thinking ability and fluent language expression ability, improve the ability of emergency strain at the same time, pay attention to maintain good social relations with teachers and classmates, have a strong will and concerning scientific spirit, have a modest and honest attitude to life, and get a stable inner momentum for a long time. The construction of college students' employment core competitiveness system is constantly developing and changing, but the excellent quality requirements for students' stability and sustainability are unchanged, which are acquired by students in long-term study and practice, reflecting a person's pragmatic style and moral quality.

C. Cultivating and Improving College Students' Ability to Search and Use Employment Resources

With the development of information technology, people are in the network era, there are massive information emerging and updating every day, and it is necessary to identify effective information. For college students, the ability to search and use this kind of employment resources is very critical, which can improve the efficiency of students' job-hunting and filter out useless information. Resource

search and utilization ability specifically refers to the college students' ability and skills to effectively use various sources for employment service in the process of employment and job-hunting, including students' employment information utilization ability and social network utilization ability. In the current situation of increasingly severe employment, college students can accurately search out needed information from massive information and make full use of the effective resource information to get twice the result with half the effort. This ability is applicable to various industries and fields. Therefore, colleges and universities should establish and perfect the employment information network service, realize the effective connection between graduates and employers, make the employment channel more unobstructed, and complete the smooth transformation of graduates from schools to social employment. First of all, college students should improve their ability of information collection, analysis and processing. In the network environment, various digital and information means develop rapidly. Facing the complicated employment information, college students should improve the channels of information acquisition, improve the recruitment information of employers, and learn to analyze and process information efficiently. In the electronic network environment, college students have more resources and opportunities to expand employment channels. College students should strengthen the social contact, expand the social scope and use the existing social resources to find a job efficiently on the basis of completing their own studies. However, it is necessary to pay attention to the professional quality and moral quality in the construction of college students' employment core competitiveness system [10]. It is necessary to not only abide by the professional ethics stipulated by law, but also abide by the professional ethics required by industry standards, reduce the internal risks of enterprises, and establish a correct outlook on life and values. In the process of improving students' ability to search and use employment resources, colleges and universities should also emphasize students' ideological and political education, remind students to be alert to employment trap, keep a clear mind and judgment ability, and not be tempted by temporary economic interests. Colleges and universities should also guide college students to have a sense of market economy, understand the survival of the fittest in the market, abide by laws and regulations, stimulate their own subjective initiative to change their consciousness, and enhance the core competitiveness of the job market.

V. CONCLUSION

To sum up, the construction of college students' employment core competitiveness system plays a very important role in the smooth employment of college students. However, improving the core competitiveness of employment is a systematic project, which requires college students to have patience and will, actively cooperate with the employment education of colleges and universities, adapt to the needs of the social market environment, firmly grasp the quality of the core competitiveness, and stand out in the fierce employment competition environment. As the forefront of talent training, colleges and universities need to

continuously understand the professional development prospects and the necessary abilities of vocational requirements, and then adjust the teaching program to cultivate students' deficient abilities and improve the quality of employment education and professional teaching.

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