

# The Influence of College Career Planning Course on the Promotion of University Students' Employment Ability

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**Keywords:** College career planning courses; University students; Employability

**Abstract:** This paper seeks to comprehensively investigate the effects of college career planning courses on students' employability and offer tailored recommendations grounded in empirical findings. For research methodology, we utilize a range of approaches, including questionnaires, interviews, and data analysis, to ensure objectivity and precision in our findings. Through a comparative analysis of experimental and control group data, we observe that career planning courses positively influence students' employability across various majors and years. Our findings suggest that institutions of higher education should prioritize the advancement and refinement of career planning courses. This includes optimizing course material, introducing innovative teaching techniques, and enhancing the curriculum framework to align with students' career aspirations. Additionally, we recommend integrating career planning into other courses and expanding practical components to elevate the course's effectiveness and overall value.

## 1. Introduction

With the escalating accessibility of higher education, the university student population is expanding annually, leading to intensified job market rivalry [1]. Currently, the employment landscape for university students faces several obstacles, including mounting job-seeking tensions, complex career decisions, and skillset mismatches [2]. These obstacles not only hinder the personal growth of university students but also deeply affect the stability and progress of societal economics [3]. Consequently, enhancing university students' employability has emerged as a crucial undertaking in higher education [4].

Career planning courses in academic institutions have gained significance as a vital tool for fostering students' employability [5]. These courses are designed to aid students in self-discovery, career awareness, future planning, and honing their decision-making and job market competitiveness [6]. By engaging in career planning courses, students acquire a better understanding of industry demands, clarify their career aspirations, and master job-seeking techniques, ultimately distinguishing themselves in a highly competitive job market [7].

The aim of this research is to delve into the impact of college career planning courses on bolstering students' employability. It intends to offer theoretical backing and practical insights for reforming and advancing these courses. Additionally, this study contributes to elevating university students' job readiness, easing employment stress, and fostering societal stability and progress.

## 2. The status and characteristics of career planning courses in universities

### 2.1. College career planning curriculum

With the constant change of social demand for talents and the deepening of higher education reform, college career planning course has gradually become an important part of higher education system [8]. At present, most universities offer career planning courses, which are included in the compulsory or elective course system. These courses are designed to help students better understand their career interests, abilities and development direction, and improve their employment competitiveness and career adaptability.

In terms of curriculum, there are certain rationality and differences between different universities [9]. On the one hand, some universities have designed targeted career planning courses according to their own professional characteristics and teaching resources, such as "career planning and employment guidance" courses for science and engineering students and "career development and life planning" courses for liberal arts students. These courses can better meet the individual needs of students and improve their awareness and ability of career planning. On the other hand, due to the differences in teaching resources and teaching staff in different universities, some universities may have some limitations in the setting of career planning courses, such as insufficient number of courses and incomplete course content.

## 2.2. Course content and teaching methods

The core curriculum of the college career planning course covers career awareness, decision-making, preparation, and progression [10]. In the classroom, teachers frequently use various teaching techniques such as lecturing, case studies, group discussions, and role-plays to ignite students' passion for learning. Moreover, many schools invite professionals and mentors from the industry to contribute, providing students with genuine and captivating career advice.

Some universities stand out for their cutting-edge teaching methods. As an example, several have merged traditional and digital teaching methods, harnessing online platforms to provide students with more accessible and flexible educational paths. Some have also initiated hands-on career planning projects, enabling students to learn and apply career planning skills in real-world settings. These contemporary teaching approaches not just improve students' academic performance but also strengthen their practical and creative abilities.

## 2.3. Problems and challenges in curriculum implementation

Although the career planning course in universities has played an important role in improving students' employment competitiveness and career adaptability, there are still some problems and challenges in the course implementation. Figure 1 lists the problems and challenges in the implementation of career planning courses in universities.

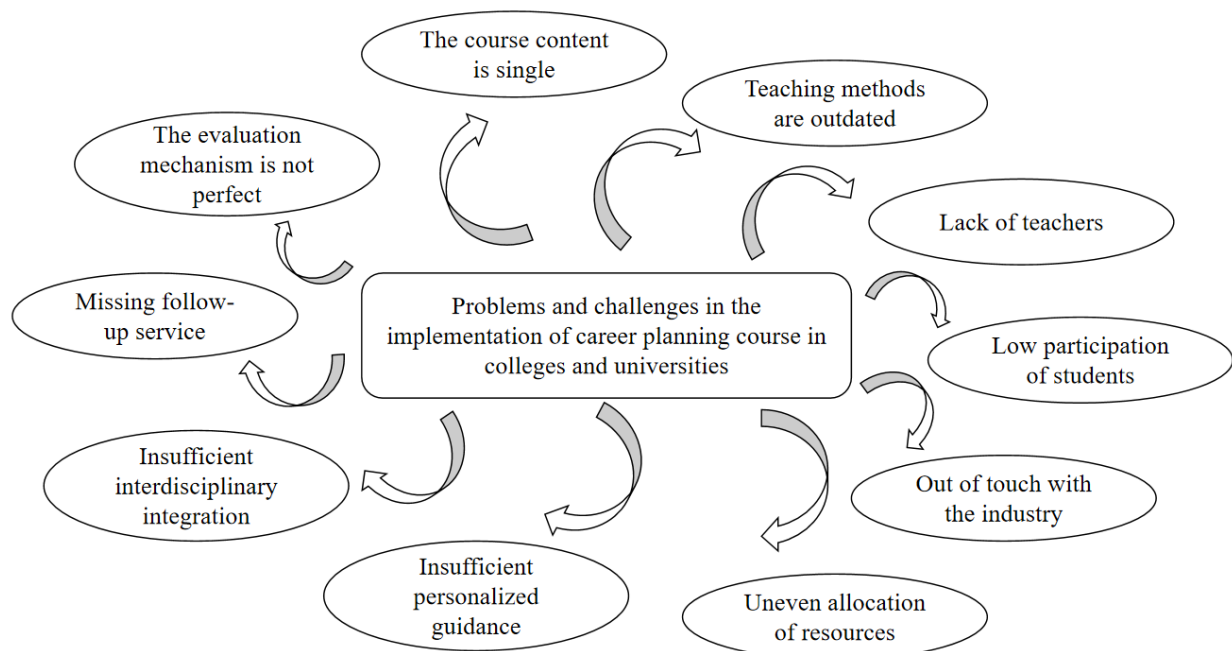


Figure 1 Problems and challenges in the implementation of career planning course in universities

In view of these problems and challenges, relevant personnel need to solve them from many aspects.

### 3. College career planning courses on the impact of university students' employability mechanism

#### 3.1. Theoretical analysis of the influence mechanism

In order to deeply explore the influence mechanism of career planning courses on university students' employability, this study constructs a theoretical model between career planning courses and employability. The model holds that the career planning course affects the employability of university students through the following ways:

Enhance vocational skills: Career planning courses help students master the basic abilities needed for their careers by teaching professional knowledge and skills, and lay a solid foundation for their future career development.

Cultivating professional quality: Professional ethics education and professional attitude training in the course are helpful to shape students' good professional quality and enhance their competitiveness in the workplace.

Enhance self-management ability: Career planning course guides students to self-cognition, career planning and goal setting, and cultivates students' self-management ability, so that they can better plan their career.

Improve social adaptability: Social practice, practice and other links in the course will help students understand society and occupation, and improve their adaptability in the complex and changeable social environment.

Stimulate innovation ability: Career planning course encourages students to pay attention to industry development, market demand and innovation trend, stimulate students' innovation consciousness and innovation ability, and cultivate their ability of continuous innovation in their career.

Through these ways, college career planning courses can comprehensively improve university students' employability, make them better adapt to market demand and achieve smooth employment.

#### 3.2. Empirical research design and result analysis

To validate the aforementioned theoretical model, an empirical investigation was devised in this study. Regarding sample selection, university students hailing from various universities and fields of study were chosen as subjects to guarantee the sample's broad applicability and representativeness. For data gathering, a mix of questionnaire surveys and interviews was employed to acquire extensive and detailed data. Additionally, statistical analysis software was utilized for data processing and interpretation. The findings are presented in Tables 1 and 2.

Table 1 Comparison table of employability of university students in experimental group and control group

Group	Vocational skills	Professional quality	Self management ability
Experimental group (career planning course)	85 (up by 20%)	88 (up 15%)	90 (up 18%)
Control group (no career planning course)	71	76	76

Table 2 Analysis table of the implementation effect of career planning course

Influencing factor	Description of influencing factors	Assessed value
Course content	Scientific and practical is very important to enhance the employability of university students.	4.5/5
Teaching method	Diversified teaching methods and means can stimulate students' interest and enthusiasm in learning.	4.2/5
Faculty	Strengthen the construction of teaching staff and improve teachers' teaching level and professional quality.	4.3/5
Implementation effect	It has a significant positive impact on the employability of university students.	Overall improvement of 20%

Through the analysis of the data, this study draws the following conclusions: the career planning course in universities has a significant positive impact on the employability of university students. Specifically, the course of career planning can improve university students' professional skills, professionalism, self-management ability, social adaptability and innovation ability, so as to comprehensively enhance their employment competitiveness. At the same time, this study also found that the implementation effect of career planning course is influenced by many factors, such as course content, teaching methods and teachers. Therefore, when setting up career planning courses in universities, we should pay attention to the scientificity and practicability of the course content, adopt diversified teaching methods and means, and strengthen the construction of teachers, so as to improve the course quality and implementation effect.

#### **4. Suggestions to improve the effect of career planning course in universities**

In order to improve the effect of career planning course in universities, it is necessary to optimize the course content first. The course content should be closely combined with market demand, updated and adjusted to ensure that students learn practical and cutting-edge career planning knowledge and enhance their employment competitiveness. At the same time, strengthen practical links, such as simulated interview and case analysis, so that students can master career planning skills in practice. In addition, industry experts are introduced to provide real and vivid career planning cases to stimulate students' interest in learning. These optimization measures will directly improve students' employability, help them locate their career direction more accurately and adapt to market demand.

Secondly, innovative teaching methods are also the key to improve the course effect. By introducing interactive teaching, using multimedia and network resources and developing project-based learning, students' interest in learning can be stimulated, diverse learning resources can be provided, and their practical and innovative abilities can be improved. These methods jointly promote students' all-round development, improve their learning effect and satisfaction, and then enhance their employment competitiveness.

Finally, in order to further improve the effect of career planning course, it is necessary to build a perfect curriculum system. This includes establishing a hierarchical and classified curriculum system to meet the needs of different students; Strengthen the connection and integration with other courses to enhance the overall effect and value of the course; At the same time, establish a sound evaluation and feedback mechanism to understand the curriculum problems in time and make improvements. A perfect curriculum system will have a long-term effect on improving university students' employability, helping them to better plan their careers and realize their personal values.

#### **5. Conclusions**

Through in-depth discussion on the relationship between college career planning courses and university students' employability, this study draws the following main conclusions:

First of all, the course of career planning in universities has a significant role in improving the employability of university students. This conclusion is reflected in the positive influence of the course on students' professional skills, professional accomplishment, self-management ability, social adaptability and innovation ability. Through systematic career planning education, students can not only get a clearer career development direction and orientation, but also show stronger competitiveness and adaptability in the actual employment process.

Secondly, this study further verifies the theoretical and practical significance of career planning course in improving university students' employability. Theoretically speaking, the career planning course provides students with systematic theoretical knowledge and skills training of career planning, and helps them form a scientific outlook on career and development. From a practical point of view, the course of career planning enables students to learn and master the skills and methods of career planning in practice and improve their employment competitiveness and adaptability through practical links and case analysis.

To sum up, college career planning courses play an important role in improving university students' employability, which is of great significance for promoting university students' smooth employment and career development.

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