

Study on the Management of Chinese College Students Based on the Perspective of Career Planning

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Abstract: This dissertation centers on the theoretical discussion and countermeasure suggestions on career planning and employment guidance for Chinese college students. Through a comprehensive literature review, it analyzes the challenges faced by Chinese college students in the process of career planning, explores the problems of the existing career guidance model, and proposes effective management countermeasures. The study finds that Chinese college students' career planning is influenced by various factors, including individual quality, school education, and social environment. In order to better assist college students in their career planning, this paper puts forward a series of suggestions, covering the aspects of personal quality cultivation, school education reform, and improvement of the career guidance system, with a view to providing useful theoretical references and practical guidance for Chinese college students' career planning.

Keywords: Career Planning; Career Guidance; Career Development; Student Management.

1. Introductory

In China, the employment situation of Chinese college students has always attracted much attention. The current rapid social and economic development and the adjustment of occupational structure have brought about great changes, making Chinese college students face new challenges in the competition in the workplace. With the advent of globalization and the information age, career development requires not only the mastery of professional skills, but also the comprehensive quality of interdisciplinary skills, including the ability to innovate, the ability to work in a team and good communication skills. As a new force in the job market, the employment situation of Chinese college students is directly related to the sustainable development of the national economy and the success of individual careers.

Career planning is particularly important in this context. As the future backbone of the country, the career planning of Chinese college students is not only related to the growth and development of individuals, but also directly affects the optimization of the national talent structure and the adjustment of industrial structure. Good career planning can help individuals better adapt to the needs of career development, improve employment competitiveness, and promote the overall development of individuals. Therefore, in-depth study of career planning of Chinese college students has become an urgent need in the field of education management.

2. Purpose and significance of the study

This study aims to provide strong theoretical support for the growth and career development of Chinese college students, and feasible countermeasure suggestions for schools, enterprises and the government through an in-depth exploration of the career planning and employment guidance of Chinese college students, revealing the key issues and challenges involved, so as to better guide and promote the career planning of Chinese college students, solve the various

problems facing the employment of Chinese college students at present, and push the improvement of education management level in colleges and universities. The specific purposes of the study include three major aspects. First, to understand the current situation and trend of the employment situation of Chinese college students and to grasp the challenges they face. In the current turbulent employment market environment, understanding the characteristics and trends of the employment situation helps to formulate effective coping strategies in advance. Secondly, we explore the role of career planning in the development of Chinese college students and analyze its significance for individuals and society. In-depth study of the positive effects of career planning on students' individual growth and social development will provide theoretical support for the formulation of relevant policies and systems. Thirdly, it proposes countermeasures and suggestions for the management of Chinese college students in order to promote their career planning and comprehensive development. Through in-depth analysis of problems and challenges, practical management countermeasures are proposed to promote the comprehensive development and smooth employment of college students.

3. Influencing Factors and Challenges of Career Planning for Chinese College Students

3.1. Influencing factors on career planning of Chinese college students

The career planning of Chinese college students is influenced by a variety of factors, including the internal quality of individuals, school education, and social environment [1]. Individual internal quality covers subject knowledge, professional skills, communication ability, etc., while school education includes factors such as education system, teaching methods, curriculum, etc. The social environment involves factors such as supply and demand in the job market, industry development trend, policies and

regulations. The social environment involves factors such as the supply and demand situation in the job market, industry development trends, policies and regulations. These factors are intertwined and affect each other, and together they shape the career planning of Chinese college students.

3.1.1. Intrinsic qualities of the individual

The career planning of Chinese university students is fundamentally inseparable from the comprehensive cultivation of individual qualities, of which the cultivation of subject knowledge and professional skills is the foundation. In modern society, one of the goals of higher education is to cultivate students' professionalism and equip them with profound knowledge and unique skills in specific fields. Therefore, Chinese university students should make great efforts in accumulating subject knowledge and professional skills to lay a solid foundation for their future career.

First of all, the mastery of subject knowledge is one of the keys to college students' career planning. Through the study of professional courses, students should have an in-depth understanding of the theoretical system and practical application of their majors, and establish a solid foundation in their disciplines. This requires not only careful study in the classroom, but also the transformation of theoretical knowledge into practical ability through practical operation and internship. Only by truly mastering the subject knowledge can students better cope with various challenges in the workplace and show their value.

Secondly, the improvement of professional skills is also an indispensable part of career planning. College students should not only have theoretical knowledge, but also the ability to do practical work. This includes, but is not limited to, professional skills in laboratory skills, field research, and data analysis. Through practical projects and internship experiences, students can better apply their subject knowledge to real work and improve their problem-solving skills and practical proficiency.

However, subject knowledge and professional skills alone are not enough. In the workplace, good communication with others is one of the very important soft skills. Communication ability includes not only the ability to express oneself, but also the ability to listen to others and understand their point of view. A college student with good communication skills can better cooperate with colleagues, solve problems and promote the effect of teamwork.

In addition to communication skills, teamwork is also a soft skill that needs to be emphasized in college students' career planning. In the modern workplace, few jobs are done alone, and teamwork has become the key to advancing your career. Through group projects in the classroom, teamwork in internships and other activities, college students are able to cultivate the ability of teamwork and improve the effect of collective wisdom.

To summarize, the cultivation of subject knowledge and professional skills is the foundation of Chinese college students' career planning, while the cultivation of soft skills, such as communication ability and teamwork, is the key to improving competitiveness. A well-rounded college student should strike a balance between these aspects and continuously improve his/her comprehensive quality to lay a solid foundation for his/her future career. Through hard study and practice, they will be better adapted to the needs of the workplace and meet the challenges of the future. In terms of school education, the education system, teaching methods and curriculum all have an important impact on students' career

planning. Schools should provide more choices and development space for students by reforming the education system and advocating diversified development. Optimize teaching methods and pay attention to practical teaching so that students can better apply what they have learned in practical work. In addition, the curriculum should be closer to the actual career needs and guide students to plan their career development in a more targeted way.

3.1.2. School aspects

School education plays a crucial role in shaping students' career planning. Factors such as the education system, teaching methods and curriculum have a direct impact on the comprehensive quality of students and the direction of their future career development. Therefore, in order to better train students, schools need to adopt a series of reform measures to meet the development needs of modern society.

First of all, the reform of the education system is crucial to the cultivation of students with comprehensive qualities. The traditional education model emphasizes the pure transmission of subject knowledge, while the demand for talents in modern society places greater emphasis on the cultivation of comprehensive abilities. Therefore, schools should encourage diversified development, break down subject barriers and promote interdisciplinary learning experiences. In this way, students will have a better chance to be exposed to different fields of knowledge and develop a more comprehensive vision and innovative thinking.

Secondly, optimizing teaching methods is also one of the keys. While imparting knowledge, schools should pay attention to cultivating students' practical ability. Practical teaching can help students better transform theoretical knowledge into practical skills and improve their practical ability to solve problems. By participating in projects, internships, practical training and other activities, students can have a deeper understanding of what they have learned and be more comfortable in dealing with various situations in real work.

In addition to practical teaching, the scientific nature of the curriculum is also crucial. Schools should be closer to actual career needs, adjust the course structure in time, and introduce cutting-edge technologies and industry trends. This will enable students to better understand industry trends in the learning process and plan their career development direction in a more targeted manner. In addition, emphasis should be placed on cultivating students' sense of innovation and teamwork spirit, as these are important qualities needed in the modern workplace.

The goal of education should be to train students to become well-rounded individuals with independent thinking, practical skills and teamwork. To this end, schools need to continue to innovate and improve the quality of teaching, so as to promote the all-round development of students academically. It is only through this kind of education that students can better adapt to the needs of the workplace and be more confident in meeting the challenges of the future.

On the whole, school education plays a decisive role in students' career planning. By reforming the education system, optimizing teaching methods and scientifically setting up curricula, schools can provide students with a broader space for development, enable them to better adapt to the challenges of their future careers, and cultivate more capable talents for the sustainable development of society.

3.1.3. Socio-environmental aspects

The social environment plays a crucial role in students'

career planning, covering a variety of aspects, including the job market, industry trends, policies and regulations. These factors have a direct impact on the development and success of students in the workplace, so an in-depth understanding of the social environment has become an indispensable part of students' career planning.

First of all, the supply and demand situation in the job market is an important factor affecting students' employment opportunities and competitive pressure. With the continuous development of society, the job market changes day by day. Understanding the dynamics of supply and demand in the job market can help students better grasp employment opportunities and adjust their career planning. With the ever-changing demand in the job market, students can increase their competitiveness to meet the market demand through continuous learning and upgrading of their skills.

Secondly, understanding industry trends is crucial for students to choose their career direction. Different industries have different boom and bust cycles, and understanding industry trends can help students choose their career direction more scientifically. For example, emerging industries may offer more development opportunities, while traditional industries may face some challenges. Through in-depth study of industry trends, students can plan their careers in a more targeted manner and choose a field that better matches their interests and development prospects.

In addition, policies and regulations are an aspect of the social environment that requires attention. Different industries and different career fields are constrained and guided by relevant policies and regulations. Understanding these policies and regulations is of guiding significance for students to enter the job market and carry out their career more smoothly. Changes in policies and regulations may have far-reaching impacts on employment, entrepreneurship, and career development, so students need to remain sensitive to relevant policies and regulations and adjust their career planning strategies in a timely manner.

In the social environment, the acquisition and analysis of information is a crucial part. Students can continue to accumulate relevant information by participating in industry research, paying attention to changes in policies and regulations, and participating in career fairs, so as to make their understanding of the social environment more comprehensive and in-depth. At the same time, students are advised to establish good interpersonal relationships and keep close contact with industry professionals, tutors and classmates, etc., in order to obtain real-time and reliable information, which will provide stronger support for career planning.

To summarize, the social environment plays an important role in students' career planning. Understanding information about the job market, industry development trends and policies and regulations helps students make career plans more scientifically and improve their competitiveness in employment. By constantly paying attention to the changes in the social environment, students can better adapt to the needs of the workplace and be more confident to meet various challenges in their careers. Therefore, the in-depth study of social environment factors has an important and far-reaching significance for students' career planning.

3.2. Current Situation and Problems of College Students' Career Planning in China

3.2.1. Inadequate knowledge leads to inadequate planning

Students' lack of full cognizance of the concept of career planning has become a notable challenge. As the importance of career planning is not fully recognized, some college students lack a clear understanding when facing their future career direction. This may be due to their insufficient understanding of the concept of career planning and the lack of systematic training and guidance. This lack of knowledge makes college students lack long-term planning when planning their career development, and they are more likely to feel uncertain and confused in the face of the highly competitive job market.

In such cases, students may experience a lack of long-term planning for their career development, viewing their careers as something to be considered only after graduation rather than as part of their studies. This perception makes them confused and overwhelmed when it comes to career choices. Such a lack of perception not only affects students' grasp of the direction of personal development, but also makes them lack clear goals and plans in the workplace. The lack of long-term planning may lead students to make less than rational and thoughtful decisions early in their careers, affecting their future career development.

3.2.2. Inadequate school support

There are a range of problems in assisting students with career planning in schools, with a notable challenge being the lack of support in this area in schools. The primary issue is the lack of systematic training and guidance on career planning in schools, which becomes a significant challenge for students in planning their future careers. Career planning is still viewed in some schools as something to be considered after graduation rather than as part of academic life. This perception leads to a lack of effective guidance for students in the planning process, leaving many feeling overwhelmed and confused.

In the context of inadequate school support, students often lack the necessary skills and tools for career planning [2]. Because of the lack of systematic training, students may lack a clear understanding of setting personal career goals, choosing the right industry for them, and orienting their careers. This makes them face greater uncertainty when they enter the job market after graduation, making it difficult for them to make informed decisions.

Secondly, insufficient support for career planning in schools has also made students face more severe employment pressure. With the continuous evolution of society and the intensification of competition, students need to have a more comprehensive understanding of the dynamics and trends of the job market in order to make career choices that meet their own development needs. However, due to insufficient attention to career planning in schools, some students feel at a loss in the face of the fierce job market. This not only increases their uncertainty of employment, but also increases the pressure of employment, making the whole process of career planning more complicated and challenging.

3.2.3. Insufficient knowledge of emerging industries

In the current dynamic changes in the social environment, traditional occupations are gradually decreasing and emerging industries are on the rise, which puts forward higher requirements for the career planning of college students [3].

The adjustment of social and economic structure has led to the reduction of employment opportunities in some traditional industries, while emerging industries and occupations continue to emerge, presenting a diversified and complex employment pattern. However, there is an obvious lack of students' understanding of these emerging occupations, which has become an important factor restricting the flexibility and foresight of their career planning. This section will discuss the impact of the lack of understanding of emerging industries on career planning, analysis of the causes, and strategies for improvement.

First, the gradual decline of traditional industries means that students need to better adapt to the employment needs of emerging industries. However, students' limited knowledge of emerging industries makes it difficult for them to make informed choices in their career planning. Emerging industries often involve advanced technologies, new business models, and innovative ways of thinking, which students have little understanding of. Lack of in-depth understanding of emerging industries may make them too conservative in choosing career paths and miss out on promising opportunities.

Second, the rapid rise of emerging industries means that a higher level of specialized knowledge and skills is required. However, due to the insufficient level of understanding of emerging occupations among students, they may fail to obtain sufficient relevant education and training at the university level. This leads to the fact that after graduation, students may need to spend more time and effort to adapt to the requirements of the emerging industries, increasing the uncertainty of employment.

The emergence of new industries also means that the job market is constantly changing, and this change can be a challenge for students who do not have the relevant information. Understanding the trends, job prospects, and skills needed in emerging industries is an important part of career planning. However, because students do not have enough information, they may not be able to capitalize on market dynamics and make informed decisions in their career planning.

3.2.4. Challenges of the employment guidance model

The current career guidance model faces a complex set of challenges in addressing the career planning of Chinese university students. Some traditional career guidance still focuses on delivering basic job-seeking information and lacks comprehensive career planning for individuals. To address this problem, career guidance needs to focus more deeply on the development of students' entire careers, rather than concentrating solely on the single stage of job search. In addition, due to the characteristics of Chinese college students, a one-size-fits-all guidance model may not be able to fully meet the different needs of different students. Because of the wide range of interests, skills, and career preferences among students, career guidance needs to be more flexible, providing personalized services based on students' individual differences. This involves careful research and in-depth knowledge of students in order to develop more targeted guidance programs.

Secondly, social awareness of emerging occupations may lag behind actual development, making current employment guidance fail to keep pace with the times. With the rapid development of science and technology, emerging occupations continue to emerge, but these occupations usually require specific skills and knowledge. However, the

current career guidance model has a certain lag in the understanding of emerging careers and fails to provide students with timely and effective guidance.

4. Countermeasures for the Management of Chinese College Students under the Theory of Career Planning

Career planning theory is a comprehensive theoretical system covering the individual's life trajectory, career development and educational process, which helps individuals to better plan and realize their career goals and improve the sustainability of career development and the quality of individual's life by focusing on the individual's development, career choices and decision-making. This theory focuses on the individual's career and development, aiming to help individuals make meaningful decisions that are consistent with their personal values and goals at different stages.

The theory of managing Chinese college students from a career planning perspective involves how systematic methods and strategies can help college students reach more informed and targeted decisions in their career development process. This theory covers many aspects, including the education system, school management, and career guidance, to help students better understand themselves and plan for their future.

4.1. Optimizing and innovating the education system

Optimizing and innovating the management theory of Chinese college students under the framework of career planning mainly involves reforming and upgrading the education system. This process aims to improve the comprehensive quality of college students, make them better adapted to the challenges of career development, and cultivate talents with innovative ability and practical application ability.

First of all, the key to optimize the education system is to reform the education system [4]. The traditional education system is inclined to emphasize the inculcation of subject knowledge, while neglecting the cultivation of students' comprehensive literacy and practical ability. Therefore, schools should gradually change their educational objectives, emphasizing the cultivation of students' innovative spirit, teamwork ability and practical hands-on ability. The reform of the education system needs to be more flexible and diversified, emphasizing the cultivation of students' creative thinking and problem-solving abilities, so as to better meet the needs of the future society and workplace.

Secondly, innovative teaching methods are the key to achieving the optimization of the education system. Traditional classroom teaching often focuses on imparting knowledge and lacks practical aspects. Under the perspective of career planning, schools should introduce more practical and career-oriented teaching methods. For example, internships, practical training and practical projects can be set up to allow students to apply what they have learned in real-life scenarios and improve their practical skills. In addition, interactive and cooperative teaching methods are promoted to cultivate students' teamwork and communication skills so that they can better adapt to the cooperative environment of the future workplace.

In the context of career planning, career-oriented curricula and practical programs are a key component. Schools can

introduce more career-related courses covering topics such as industry trends, career development planning and professional ethics. These courses aim to help students gain a clearer understanding of the requirements and opportunities in different career fields and enhance their career sensitivity. At the same time, practical projects can be set up to enable students to practise their skills in real-life scenarios and establish a close connection with career practices, thus providing stronger support for their future career development.

In addition, to better support students' career planning, schools can establish a more comprehensive mentoring system. Mentors can provide students with personalized guidance and advice to help them make informed decisions in their career development. Through the guidance of mentors, students can have a clearer understanding of their strengths and weaknesses, learn about the characteristics of different career fields, and develop career plans that are more in line with their personal goals.

Overall, by optimizing and innovating the education system, schools are better able to meet the career planning needs of students. This process requires a combination of disciplinary knowledge transfer, practical skills development and career-oriented teaching to provide students with a more comprehensive and personalized learning experience so that they are better equipped to meet the challenges of their future careers.

4.2. Establishment of a sound school-enterprise cooperation mechanism

Under the perspective of career planning, the optimization and innovation of management theory for Chinese college students involves the establishment of a sound school-enterprise cooperation mechanism, which is of great significance for enhancing students' practical application ability, vocational literacy, and employment competitiveness.

First of all, the establishment of a school-enterprise cooperation mechanism can provide students with a more practical vocational experience. By establishing close ties with enterprises, schools can provide students with more opportunities for internships, practical training and practice, so that they can learn and grow in a real professional environment. Such hands-on experience not only helps students better understand the practical application of specialized knowledge, but also develops their ability to solve problems and meet challenges at work.

Secondly, school-enterprise cooperation can promote the exchange of information between schools and industries. By maintaining close cooperative relationship with enterprises, schools are able to understand the development trend of the industry, employment demand and the updated requirements of vocational skills in a more timely manner. This provides an important basis for schools to adjust the curriculum and optimize the teaching content, so that education can be closer to the actual demand and improve students' vocational adaptability.

In addition, the school-enterprise partnership mechanism helps build students' professional networks. Students have the opportunity to meet industry professionals, establish professional relationships and gain practical workplace experience during internships and cooperative programs. This has a positive impact on their future employment and career development, helping to broaden their employment channels and enhance their employment competitiveness.

Under the framework of career planning, schools can further optimize and expand the mechanism of school-enterprise cooperation through the following aspects. First, customizing career-oriented curriculum. Schools can cooperate with enterprises to jointly design and implement career-oriented curricula, so that the contents of the curricula can be more closely related to actual career needs. This helps students understand and adapt to the career field earlier and develop practical skills related to the workplace in advance. Second, promote practical program cooperation. Schools can actively cooperate with enterprises to carry out practical projects, such as engineering practice and innovation projects. Through these projects, students can apply their professional knowledge in real scenarios and improve their practical problem-solving abilities. Third, establish industry mentor system. Schools can cooperate with enterprises to establish an industry mentor system, in which enterprise professionals act as mentors for students, providing career guidance and sharing practical experience. This helps students better understand the work characteristics and requirements within the industry. Fourth, promote the integration of scientific research and industry. Schools can launch in-depth research cooperation with enterprises to promote the integration of academic research with industrial needs. This helps cultivate students' interest in scientific research and practical problem-solving ability, and enhances their competitiveness in the workplace. Fifth, establish an internship and employment information platform. Schools can work with enterprises to establish an internship and employment information platform to provide students with more employment opportunities and information resources. This will help students understand more clearly the employment needs of different enterprises and plan their career in a more targeted way.

Taken together, the establishment of a sound school-enterprise cooperation mechanism under the concept of career planning helps to organically combine the educational resources of the school with social practices, providing students with a more comprehensive and practical educational experience, so that they can better meet the challenges of their careers. This cooperative mechanism not only promotes the improvement of the quality of education in schools, but also enhances the actual competitiveness of students in career planning.

4.3. Broadening employment channels and focusing on emerging industries

Under the perspective of career planning, broadening students' employment channels and focusing on the development of emerging industries has become an important task in the management theory of Chinese university students. This aims to enable students to better adapt to the rapidly changing career environment and to cultivate professionals with a sense of innovation and foresight for future career development.

First of all, schools can give students more choices and room for development by actively broadening their employment channels. This includes establishing close partnerships with various types of enterprises and expanding channels such as school-enterprise cooperation and campus recruitment. Through cooperation with enterprises in different fields, students will have the opportunity to come into contact with a wider range of industries and occupations, thus gaining a better understanding of their own interests and career orientation. This will also help students build up a more

comprehensive vocational literacy and enhance their competitiveness in the workplace.

Secondly, focusing on the development of emerging industries has become an extremely important part. With the continuous progress of science and technology and the restructuring of society, emerging industries emerge and become the main driving force of future economic growth. Schools should actively guide students to pay attention to the trend of emerging industries and provide relevant courses and practice opportunities through establishing links with corresponding enterprises to help students better understand and adapt to the work characteristics of emerging industries.

4.4. Provision of career guidance and personalized services

Under the concept of career planning, one of the important directions of college student management theory is to provide career guidance and personalized services. This is intended to help students better plan and develop their careers and enhance their competitiveness in the workplace.

First of all, schools should strengthen their guidance to students throughout the whole process of career planning. This includes helping students to clarify their career goals, understand the needs and trends of the job market, and provide corresponding training and support. Through the whole process of guidance, schools can help students better perceive their own strengths, interests and values, so as to formulate career plans in a more targeted way and provide paths and support for the realization of career goals [5].

Secondly, it is more important to realize personalized services. There are huge individual differences among students, including interests, professional skills, personality traits and so on. In order to better meet the individual needs of students, career plans tailored to individual characteristics are developed for students through personalized career assessment, one-on-one counseling, industry mentorship, internship programs and career planning courses. Such differentiated services not only enhance students' career competitiveness, but also make the school's career planning services more in line with the actual needs and promote students to better adapt to the challenges of the future workplace.

4.5. Introducing the concept of lifelong learning

Within the framework of career planning, the introduction of the concept of lifelong learning has become an important part of the management theory of university students. This concept emphasizes that students should view learning as an ongoing process to adapt to the constant changes and developments in the career field. The role of the school in college student management is not only to impart knowledge, but also to be a guide to guide students in lifelong learning [6].

First, schools can promote lifelong learning by offering interdisciplinary courses. These courses can cover different areas of specialization, helping students to build links and connections across a wide range of knowledge and develop their comprehensive literacy. Interdisciplinary learning experiences help students develop a more flexible and holistic way of thinking, and better adapt to the diversity and complexity of their future careers.

Secondly, providing online learning resources is an effective means to cultivate the concept of lifelong learning. By building an open online learning platform, schools can

provide students with a wealth of academic resources, including online courses, academic lectures, e-books and so on. Such resources not only meet students' daily learning needs, but also make it easy to get in touch with different fields of knowledge and stimulate students' desire for the continuous pursuit of knowledge.

Encouraging academic research is another way to develop lifelong learning skills. Schools can encourage students to participate in research projects to develop their initiative to solve problems and acquire new knowledge. Through participation in research, students can gain an in-depth understanding of the latest developments in a particular field, develop critical thinking and innovation skills, and lay a solid foundation for lifelong learning.

The concept of lifelong learning should also be reflected in the culture and atmosphere of schools. Schools can set up learning incentives to encourage students to keep pursuing knowledge. At the same time, activities such as teacher-student exchanges and academic salons should be promoted to provide a platform for academic exchanges and to stimulate students' interest in and enthusiasm for their subjects.

Overall, introducing the concept of lifelong learning is an important strategy in the theory of college student management. Through diverse curricula, online learning resources, academic research participation, and campus culture building, schools can help students establish the concept of lifelong learning and equip them with the ability to adapt, learn and grow throughout their careers. This will provide solid support and protection for students' future career development.

4.6. Strengthening the social environment and policy advocacy

Under the framework of career planning, a key initiative of the management theory for university students is to strengthen the promotion of the social environment and policies for students. This aims to help students better understand the dynamics of the job market, industry trends and the impact of government policies, so that they can formulate career plans more comprehensively and prepare themselves in advance to cope with fierce competition for jobs.

First of all, schools can convey information on the social environment and policies by organizing relevant courses and lectures. These courses can cover such aspects as the supply and demand situation in the job market, the development trend of different industries, and the government's policy support for specific fields. Through systematic subject education, students can gain a deeper understanding of the impact of the social environment on their careers and provide a clearer direction for their future career choices.

Second, schools can establish information platforms to provide timely and accurate job market information and policy interpretation. This can include building on-campus employment information centers to provide students with information on industry employment trends, hiring needs, salary levels, and so on. At the same time, schools can use online platforms to release government policy documents and interpretations to help students understand the connotation of the policies and their impact on career development.

Encouraging students to participate in social practices and internships is also an effective means of publicizing the social environment and policies. Through actual participation, students can have a more intuitive experience of how different industries operate, the changes in market demand and the

impact of policies on enterprises. Such experience will help students to formulate career plans more rationally, avoid following the crowd blindly and enhance their sensitivity to the career environment.

In addition, schools can invite industry experts and policy analysts to give lectures and share their insights on industry development and policy direction. Through the interpretation of professionals, students can gain a deeper understanding of the internal workings of the industry and the actual impact of policies, providing more targeted advice for career planning.

Through these means, schools can help students build up their sensitivity to the social environment and policies so that they can be more forward-looking and actionable in their career planning. Such advocacy work not only helps to enhance students' competitiveness in employment, but also helps to train them to better adapt and grow in the workplace.

5. Conclusion

Through an in-depth study of career planning and employment guidance for Chinese college students, we found that Chinese college students face many challenges in the process of career planning, including the influence of individual quality, school education, and social environment, etc. At the same time, there are some problems with the existing career guidance model, including too much emphasis on the delivery of basic job-seeking information, the lack of attention to the individual's long-term career planning, and the one-size-fits-all guidance model. These problems lead to students facing greater confusion and pressure in career planning. In order to effectively deal with these problems, this paper proposes management countermeasures from the aspects of personal quality cultivation, school education and social environment.

Through research on the management of Chinese

university students, we can learn that the success of career planning and career guidance requires efforts from many sides. The improvement of individual quality, the reform of school education and the deep understanding of the social environment are all key factors. With these suggestions and countermeasures, we are expected to provide useful theoretical references and practical guidance for Chinese college students' career planning. It will also help them better adapt to the challenges of the workplace and realize their personal career development goals.

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