

Using the SWOT Model to Explain the Core Competitiveness of College Students

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Abstract: This paper is to explore the transformation of the world economic model after the epidemic and the changes in the country's targeted policies for college students' employment. The research significance of this paper is to explore the influence that college students' core competitiveness can have in the coming mid-21st century and summarize the efficiency and rationality of resource allocation. The theme of this paper is analysis of the influence and role of college students' core competitiveness in interviews and career competition by using the SWOT model. The results show that compared with college students in the last century and before 2010, college students who have entered the information age now have unique core competitiveness and effective application of information technology skills. This prospect planning that is not limited to specific industries is a very important core skill for college students in this era, and the SWOT model can effectively explain the opportunities and threats faced by college students at present, as well as their advantages and disadvantages. However, there is an inevitable lack of experience in the operation of practical problems by college students, and this common problem always exists regardless of which era. Moreover, the current era of free employment has resulted in not all talents being able to fully enter the market. Some college students will choose to engage in individualized network work. This rich and diverse employment situation has also created the current complex economic market structure.

Keywords: free employment, core competitiveness, learning and application.

1. Introduction

The employment of college students has become a focus of attention in today's complex and ever-changing economic environment. The structural changes in the global economic situation and the rapid development of the science and technology, new energy, intelligent AI industry after the epidemic have made the competition in the job market increasingly fierce [1]. Faced with such a big environment, how fresh college students can stand out in the job market and improve their core competitiveness has become a key node that every college student must think about [1]. Based on the SWOT model, this article will conduct an in-depth analysis of the advantages, disadvantages, opportunities and threats of college students' employment, and provide theoretical support and practical guidance for the improvement of college students' employment competitiveness. The current severe economic situation has led major companies to lay off employees and reduce the planning for new employees each year. In addition, the new environmental policies have forced many companies

to take out budgets to comply with the environmental protection law's facility planning to control emissions and transfer company construction. By 2023, China's college student employment rate has shown a clear downward trend and has reached 57.6%. Compared with the 2013 college graduates, 81.8% of them were employed full-time or part-time six months after graduation, and 2.3% started their businesses. It can be clearly seen from the data that the employment rate of college students is in a difficult situation. This difficulty is mainly reflected in the national policies and the shortage of resource allocation during the economic recovery period [2]. How to stand out in the increasingly severe economic and world dynamics is also an employment issue that college students should consider at present. The problem that has emerged is the linear growth of the number of college students. The number of graduates was about 1.1 million in 2001, but it increased to 9.09 million in 2021, and the overall growth was about 8 million. This situation has completely changed China's employment demand, from attracting high-quality educated talents decades ago to striving for excellence, and the threshold for employment is constantly increasing. What follows is that the structural distribution problem cannot be solved, and it has become a more difficult problem to solve in the exponentially growing number of graduates. How to refine the core competitiveness of college students has become an important strategy in this information age where new employment models emerge in an endless stream and opportunities and challenges continue to occur.

2. SWOT Analysis of College Students' Employment

2.1. Advantages

First of all, the core competitiveness of college students in the job market is new theoretical knowledge, strong learning and adaptability, and the support of school resources.

2.1.1. Latest Theoretical Knowledge

College students have mastered the modern inheritance information of the knowledge economy and have flexible thinking ability. With the advancement of the times and the growth of social inclusiveness, it has become a trend for college students to expand their knowledge and learn according to each person's unique ideas. They are like lush trees, each with different branches and trunks, occupying an absolutely prominent position in their respective fields, showing strong growth ability and elegant posture.

2.1.2. Strong Learning and Adaptability

College students learn new knowledge and engage in work faster than older employees. Modern society is a society with a fast pace of change, which requires some people to quickly recognize and clearly understand these information gaps and respond quickly. College students are precisely this group of people who learn quickly, have strong adaptability, and can show their talents in a fiercely competitive environment [3].

2.1.3. Support from School Resources

College students can take advantage of the various resources and facilities provided by the school to obtain internship opportunities, which is of great help in enhancing practical experience and giving each of them a unique competitive advantage in job hunting. The most important thing is that this experience can help them accumulate experience in the workplace competition, so that they will be no worse than candidates in other fields during real interviews.

2.1.4. Having Experienced Harsh Environments and Being Able to Survive and Grow in Adversity

China's large population base means that college students may come from all over the country, so there are poor and wealthy people among them. College students living in poor environments have more rare and valuable spirits and they will not give up any opportunity in employment. Such advantages in the environment are enough to make up for the shortcomings caused by lack of experience. College students who have experienced hardships have a good mentality of self-reliance and self-reliance [4].

2.1.5. Diversification and Stability of Employment Models

The times are developing rapidly, and the diversity of industries is also being fully utilized. As long as college graduates can enrich their abilities and expand their influence, they will almost never be unemployed. In addition, most public institutions will not easily lay off employees or make large-scale personnel transfers unless they make principled errors or major mistakes. In an era of combining tradition and change, college students can develop to their full potential based on their core competencies.

2.2. Disadvantages

2.2.1. Lack of Practical Experience

College students mainly receive theoretical knowledge education during their time at school and lack practical experience. When facing various risks and challenges in real life, college students who lack practical training often lack the risk tolerance and practical hands-on ability. This makes companies become particularly cautious when selecting talents. Many major projects and positions also tend to choose experienced and experienced practitioners with strong practical skills. Therefore, while college students focus on theoretical learning, they should also pay attention to the cultivation and improvement of practical links. Only by combining theory with practice can they truly become talents who are competent for work.

2.2.2. Insufficient Risk Tolerance

Due to their lack of work experience, college students appear immature and not stable enough in the face of uncertain pressure. This lack of risk tolerance makes companies more cautious when selecting talents, which makes the development path of college students in the workplace look longer and more tortuous. This ability to cleanse one's mind at a critical moment cannot be acquired through reading. It requires a strong and stable mentality and a clear attitude and a breakthrough idea to truly serve as a core member of the enterprise and a real decision-maker. Most college students do not have this qualification and courage.

2.2.3. Limitations of the Wooden Barrel Theory

If college students cannot apply the knowledge learned in higher education institutions to practice, it is equivalent to holding a check in their hands and not being able to cash a single check. The theory emphasizes that if college students want to be more competitive in the job market, they need to make up for their shortcomings. Often, significant shortcomings will become the primary target of being targeted and broken through [5].

2.2.4. Different Social Recognition

There are a large number of private universities and independent colleges in China. Due to different admission systems, the teaching quality and value of these colleges are very different. This will directly lead to insufficient academic qualifications or insufficient value of the colleges during interviews, which will put college students at a disadvantage. Colleges also have imperfect teaching systems and unequal social market competition positions, which are unfavorable situations for graduating college students [6].

2.3. Threat

2.3.1. Fierce Peer Competition

As the number of college students continues to increase, competition among graduates has become extremely fierce. The number of college graduates in China will reach 11.58 million in 2023, ten times that in 2001. In this context, the primary issue that college students need to face is how to stand out among many competitors and ensure that they are sufficiently competitive in the job market.

2.3.2. Structural Contradictions

Although college students have high academic qualifications and excellent learning abilities, society has problems of mismatched distribution and mismatched distribution. It is difficult for college students to find their favorite job in the first place, or their favorite job cannot provide suitable positions, which leads to their gradual loss of competitiveness. Moreover, today's market changes fiercely, and there is a time lag between allocation and allocation. Insufficient allocation execution in some high-risk industries will also lead to structural conflicts, which will increase the uncertainty between various positions and the risk of allocation for college students.

2.3.3. Iron Barrel and Anti-wood Barrel Theory

The purpose of the anti-barrel theory is to maximize a person's greatest strengths, which are enough to make up for the weaknesses. Just like students who are partial to subjects in their studies can take exams such as the college entrance examination by choosing a free arrangement. But in today's era, it is no longer enough to learn from each other's strengths or make a single breakthrough to seize key opportunities. The huge amount of information and high risks are enough to make a wooden barrel insufficient to maintain a barrel shape. Today's industry needs someone who can bear risks and For candidates who can create stable value returns, iron barrels are more suitable for changes in the environment than wooden barrels. Neither long-plank barrels nor short-plank barrels are enough to occupy a diverse economic development process. Advantages. Only by achieving all-round development and creating value can core competitiveness be fully reflected. In this environment, the resume and mental journey of college students are full of unknown risks and the exercise of judgment and decision-making [5].

2.3.4. The Threat of Artificial Intelligence to College Students' Employment

In this era of continuous evolution of artificial intelligence algorithms, the application of human power in mathematics and physics has become dwarfed by intelligent AI. Recently, there are reports that artificial intelligence will complete cross-generational evolution around 2027. In this way It will undoubtedly increase the difficulty of employment in engineering and will radiate to other related majors and employment models. most college students can clearly understand and understand that artificial intelligence will have a certain impact on their employment situation and work content at

work, but 70% of them choose. They ignore the impact of artificial intelligence and do not make relevant plans. And only 86% of college students believe that their core competitiveness can coexist with artificial intelligence. Such lack of self-confidence and lack of preparation can become a fatal threat to college students.

2.4. Opportunities

2.4.1. Advantages of Free Employment

Self-employment and flexible employment have become a major advantage for college students in the competition under the changing times. The widespread use of the Internet allows college students to create their influence in the market with their strong abilities. Different regions with different policy adaptability also provide more job opportunities for college students. It has gradually become the norm to engage in individual information industry work with a mobile phone and a computer. With the development of network technology, the form of employment has also changed a lot. College students can choose a flexible online employment model.

2.4.2. Development and Application of Digital Economy

My country's digital economy is already in a systematic and leading position. Today's college students can use the digital economy to work in the information age with their application of computer technology and understanding of the economic market. Through the development and application of software, although there are many excellent software now, targeted development is the key. It needs to find a targeted project that wants to develop and research, and because of the maturity of technology and application, it does not take a long period of time [7].

2.4.3. Inspection and Monitoring of Information Technology

In this information age, it is not enough to have only internal and industry managers and evaluators. The current industry lacks professional evaluation and inspection talents to evaluate software and data, because most people are engaged in front-end development and lack suggestions and improvement of back-end data. Such a work model suitable for the content of the times is also a unique product of the information age. It is a suitable choice for college students to summarize and organize information.

2.4.4. Policy Support

National policies to support college students' employment are constantly introduced to provide more employment and entrepreneurship opportunities for college students. College students can better realize their value by making good use of these policies. Everyone's understanding of the policy also determines everyone's ability to adapt to the policy and the speed of response. China has introduced a one-time expansion subsidy policy for college graduates and graduates who have left school and are unemployed, and it will be implemented until December 31, 2025. The country has also increased the construction and adjustment of internship positions, so that newly graduated college students can perform internship tasks to better adapt to the formal work of the company. Whether it is a disabled graduate or a graduate from a poor family, they can enjoy the policy treatment. The country is committed to building an equal and high-quality job model and employment status. According to the "Decision of the CPC Central Committee on Further Comprehensively Deepening Reform and Promoting Chinese-style Modernization", the national recruitment campaign will be fully launched in 2024. The key group is graduates. In addition to expanding the number of internship positions, there are also different positions in various key areas. One-on-one counseling and other services can

also help college students better understand the work and industry model. The state encourages formal applications and recruitment and strictly prohibits informal channels for recruitment, which also provides college students with a green and safe employment channel [8,9].

3. Suggestions for College Students' Employment and Entrepreneurship

3.1. Cultivate a More Macro Perspective of Life by Separating Work Content from Life Content

It is well known that college students' entrepreneurship was in full swing as early as ten years ago, but now the entrepreneurship rate of college students has dropped a lot compared to ten years ago. The reason for this is not only that the value in the industry is compressed, but more importantly, the limitations of vision when starting a business, and the lack of positioning of the industry and products leads to a decrease in brand survival rate. New-era university graduates should combine their abilities and experiences with their ideas and social dynamics [10]. Whether starting a business or finding a job, they should make their unique content the core competitiveness of their work. Only by constantly learning information in multiple fields can they move forward steadily.

3.2. The Ability to Explore the Future Market Trend

Whether in the workplace or creating a brand independently, need to review the past and make judgments about what will happen in the future. Finding the business trend and making the right investment can realize the core value. For example, the National Health Commission pointed out that around 2035, China will enter a severe aging stage. The elderly population aged 60 and above will exceed 400 million, accounting for more than 30% of the total population, entering a severe aging stage. If aging is inevitable, the specialized market for aging will develop rapidly in the future, and both products and services will achieve a qualitative leap. In the process of the information age, the closed-loop cycle of an industrial chain will become faster and faster.

3.3. Cultivate Integrated Thinking and Build Circular Industries

Integrated thinking means that the birth of a brand must have a certain connection with its related or non-directly related enterprises with a large span. College students with leapfrog thinking can enrich their own abilities and make an industry complete. Circular industries refer to pseudo-rigid industries with high fault tolerance and high social acceptance and will not occupy heavy backbone space. They are not as important as daily necessities, but as indispensable as mobile phones and TVs.

4. Conclusion

This paper mainly explores the impact and importance of college students' core competitiveness in employment, and uses the SWOT model to demonstrate from four aspects: strengths, weaknesses, opportunities and threats. It has been proved that the core competitiveness of college students is gradually changing over time, and they have also mastered diversified knowledge and direct applications. However, with the surge in population, there are too many people competing in this track. How to conduct personalized and unique competition is a question that every college student should think about. This situation also actively encourages the country to introduce relevant policy support and enhance the control of young people in the future core areas. Whether it is during the economic recovery or the future economic leap period, the core competitiveness of college students is indispensable for both the country and enterprises. The significance of this study is to explore and compare the progress and changes in college students' control and application of knowledge compared with 20 years ago. Under the influence of the epidemic, the economic market is in the recovery stage

and the employment form is also in different stages. The flexible employment and competitive employment of college students can bring accelerated recovery and diversified changes to the market economy. However, the conclusions drawn based on the SWOT template may not be applicable to all college students. The specific situation needs to be analyzed in combination with the country's designated guidelines and local policies. Effective employment of college students can play a decisive role in the development of new energy industry. Carrying out different work from different perspectives can effectively promote the progress of work. In future research, new knowledge input of college students is needed to expand the influence of scientific research, and the core competitiveness of college students is gradually enhanced over time.

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