

# Analysis of Career Guidance Path Based on E-Class Platform

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**Abstract:** In order to solve the limitations of the current online employment guidance service platform in colleges and universities, for example, the content of the website is relatively simple, and there are some expired or wrong information in the recruitment information, so as to provide good employment guidance services for students. This paper introduces the E-class network platform to conduct vocational guidance education. First, it analyzes the advantages of the platform's vocational guidance, including the three major advantages of special funds, teachers, and platform functions. It proposes the implementation path of the E-class platform's vocational guidance education, and successfully constructs a distinctive pattern of career planning education system in colleges and universities.

**Keywords:** E-shift platform; Vocational guidance; Education Path

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## 1. Introduction

According to the data released by the Ministry of Education, the number of college graduates in 2023 is expected to reach 11.58 million. Faced with such a severe employment situation, the pressure of vocational guidance service in colleges and universities has increased dramatically. Therefore, how to improve the quality of college career guidance and promote the smooth employment of college students has become an urgent issue for colleges and universities.

The "E-class", a network virtual community mainly used by teachers and students in colleges and universities, has been promoted in many colleges and universities. The "E-class" platform brings new ideas for vocational guidance in colleges and universities. How to improve the quality of college career guidance through the "Easy Class" platform is of great significance to college career guidance services.

## 2. Advantages of Vocational Guidance on E-class Platform

As a network interactive community, the convenience of its network and the interactivity of the crowd can make up for the lack of vocational guidance, which can be carried out 24 hours a day, and the enrichment and sharing of online resources can provide more, faster and more effective solutions for students to solve their doubts and difficulties.

### 2.1 Advantages of special funds

Yiban has special funds to support operation and carry out various activities, and has special scientific research funds to carry out scientific research projects. So as to carry out various trainings to strengthen the function of the shift and support vocational guidance.

### 2.2 Advantages of teachers

#### 2.2.1 The "E-class" platform promotes the continuous self-improvement of professional teachers

The interactivity of "Easy Class" requires higher quality and ability for professional teachers. Each student can choose their favorite professional teacher on the "E-class" platform. After the course, each student will conduct a star rating on the teacher's teaching. Professional teachers constantly improve themselves according to students' feedback in class to improve the quality of vocational guidance services.

#### 2.2.2 "E-class" platform absorbs excellent alumni to open online classes

Colleges and universities should actively explore the resources of off campus teachers, and can select alumni with successful careers and entrepreneurship as college career instructors. Invite these off campus career guides to open online classes through the "E-class" platform, so that students can learn online elective courses or answer questions for students, so as to promote the marketization, scientization and specialization of vocational guidance in colleges and universities.

### **2.2.3 The “E-class” platform creates a forum for exchanges between schools**

Colleges and universities provide vocational guidance services through the “E-class” platform, not only to carry out and improve self teaching, but also to consciously deepen exchanges between schools, cooperation between teachers, and learning between students. Colleges and universities can create a forum for exchanges between schools, teachers and students on the “E-class” platform to effectively expand the teaching staff of vocational guidance.

## **2.3 Platform Function Advantages**

Classify the content of vocational guidance on the “E-class” platform, and create five characteristic sections, respectively:

### **2.3.1 Career Planning**

This content section mainly includes self-assessment, environmental assessment, choice of ideal career goals, choice of career path, implementation, assessment and feedback and other small modules. At the same time, this content section combines career planning competition information.

### **2.3.2 Employment consulting**

This content section mainly includes employment policy consultation, employment information resources, employment rights protection, employment psychological counseling, employment strategy promotion and other modules. At the same time, this content section combines simulation competition information.

### **2.3.3 Entrepreneurship education**

This content section mainly includes entrepreneurship policy consultation, entrepreneurship law consultation, entrepreneurship scheme design, entrepreneurship project incubation and other modules. At the same time, this content section combines college students’ innovation and entrepreneurship competition information.

### **2.3.4 Practice simulation**

This content section mainly includes written test simulation, interview simulation, summer social practice, graduation practice, professional training and other modules. At the same time, this content section combines the post analysis contest information.

### **2.3.5 Occupational evaluation**

This content section covers such career assessment tools as Holland Career Interest Assessment, CETTIC Career Quality Assessment System, GATB Competency Orientation Test, MBIT Personality Type Test, etc. College students can use these assessment tools to conduct self-assessment.

## **3. Career Guidance Path Based on E-shift Platform**

### **3.1 Improve working mechanism and strengthen team building**

#### **3.1.1 Standardize the working system and construct the construction pattern of school characteristic vocational guidance**

The construction of the “Easy Class” platform must be based on morality and socialist core values, aiming at improving the quality of employment, and committed to building the school’s characteristic career planning education system. Strengthen organizational leadership and organic linkage between relevant departments to achieve complementary advantages and synergies. With joint participation and cooperation, we will ensure that college students’ career education can achieve outstanding results.

#### **3.1.2 Improve the level of vocational guidance teachers and lay a solid theoretical foundation**

Rely on the massive information resources of the E-class platform, carry out vocational guidance and professional development teacher training, and comprehensively and systematically improve the level of vocational guidance teachers. Different professional trainings should be conducted for different types of instructors, including classified treatment, classified guidance and targeted guidance. Teachers of career development planning should focus on the training of career planning, form a variety of education and teaching, help improve students’ ability to find jobs, and strengthen college students’ new understanding of their own employment environment in practice.

### **3.2 Linkage with multiple resources to improve industry reputation**

#### **3.2.1 “E-class” platform attracts excellent alumni and opens online classes**

Colleges and universities should actively explore the resources of off campus teachers, and can select alumni or outstanding graduates with successful careers and entrepreneurship to serve as college career instructors. Invite off campus career guides to set up online classes through the “E-class” platform, so that students can take online elective courses or answer questions for students, so as to promote the marketization, scientization and specialization of vocational guidance in colleges and universities. Career guidance instructors carry out career planning tests and career development consulting to ensure the content and speed of “platform updates.” E-class “platform related management teams can start from actual cases and open up hot topics. Through professional testing and analysis, combined with the group effect of the public platform, promote “E-class” to promote career education.

### 3.2.2 Create a forum for communication between schools, teachers and students

Colleges and universities provide vocational guidance services through the “E-class” platform, not only to carry out and improve self teaching, but also to consciously deepen exchanges between schools, cooperation between teachers, and learning between students. Colleges and universities can create a forum for exchanges between schools, teachers and students on the “E-class” platform to effectively expand the teaching staff of vocational guidance. In the forum, students communicate with each other and teachers and students answer questions to improve their employability.

## 3.3 Combination of online and offline to create an educational atmosphere

### 3.3.1 Smooth the “Easy” consultation channel of Easy Shift and break the communication barrier

“E-class” should carry out career development consultation, and use the private message function of E-class background to make online appointment for individual consultation. The career counselors adhere to the student-centered work philosophy, are good at looking at and thinking about problems from the perspective of students, focus on serving the main battlefield for students to grow into talents, transfer the traditional one-to-one offline consultation to the online platform, break through the communication barriers between graduates and employment instructors, and achieve timely, fast and efficient communication and consultation.

### 3.3.2 Organic integration of E-class platform and offline traditional education

The “E-class” platform should establish career planning and employment guidance, and run through the whole process of students from enrollment to graduation. Under the coordination of online and offline guidance courses, the online and offline integrated career planning education system is connected in series. By using short video, Tiktok, Kwai and other network platforms, students can make full use of “fragmented time” to receive learning, form a new education system of all-round mobilization, and promote students to progress, create, and grow in career education.

Establish a complete learning system, strengthen the online and offline design of interesting and knowledge-based professional activities, break the time and space boundaries through online activities, stimulate the enthusiasm of participation through offline education, and improve the participation rate of students. Through online and offline activities, a new education vitality and atmosphere will be created.

## 3.4 Joint application of featured activities

According to different majors and job seeking intentions of students, we will carry out “featured activities+featured applications” activities, improve the participation and vitality of teachers and students, establish a multi-party interactive communication platform, recommend matching positions for students, and provide targeted assistance to students with employment difficulties, ultimately expanding employment channels and future development paths. Set up employment consultation modules by category.

## Conclusion

With the rapid development of society, it is particularly important to improve the employment rate and quality of college students and effectively carry out college students’ career education. In the context of the information age, we should make good use of the advantages of the emerging network platform “E-class” to carry out college students’ employment guidance and career development education. Based on the career guidance path of the E-class platform, improve the working mechanism and strengthen the team building. Linkage with a variety of resources to improve the visibility of the industry. Only in this way can the diversified functions of education, management, service and entertainment be highlighted. Driven by the new upsurge, the integration of college students’ career planning education and the “E-class” platform needs to focus on resources and education, broaden employment information and career planning consulting channels, try to explore the potential of “E-class” in college students’ career guidance, build a distinctive career planning education system in colleges and universities, and promote the smooth progress of career education.

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