BIbLIOMETRIC ANALYSIS OFDIGITAL AND INTELLIGENT GUIDANCE COURSE: MAPPING INTELLECTUAL STRUCTURE AND RESEARCH TRENDS

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Abstract - The employment guidance courses in higher vocational colleges play a crucial role in promoting college students' employment by enhancing their comprehensive abilities. Despite the growing interest in career guidance courses, existing research is fragmented and lacks systematic integration, making it difficult to track the knowledge base and emerging trends. This study aims to bridge this research gap by conducting a bibliometric analysis of vocational courses through the use of co-citation and co-word analysis. The data were extracted from the Web of Science database, and 108 related articles were obtained. The co-citation analysis identified four thematic clusters. The research found that employment guidance courses have a significant impact on enhancing college students' employment awareness and employability. The implications of this research highlight the necessity of designing comprehensive employment guidance courses to meet the needs of different students. Future research should explore interdisciplinary approaches, integrate emerging technologies into the employment guidance work of colleges and universities, and investigate the long-term impact of employment courses. This research provides scholars, educators and policymakers with a comprehensive knowledge structure to enhance the effectiveness of employment-oriented courses and guide future research directions.

Keywords - Digital and Intelligent, Employment Guidance Course, Bibliometric Analysis, Co-Citations Analysis, Co-Word Analysis.