

Analysis of College Students' Career Planning Education from the Perspective of Internet Plus

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Abstract: College students' career planning education should be a basic course offered by every college and university for graduating senior students. In the new era, the market competition under the background of big data era is more challenging. With the application of big data platform and the commonality of Internet, college students' employment choices are more flexible and their job choices are more diverse, but it also brings more challenges to college graduates. The commonality and diversity of Internet information will make students lose themselves to a certain extent. Therefore, in order to make students have a clear direction for their career planning, college teachers need to adjust their education methods appropriately according to the changes and developments of the times, so that their guidance can play a good guiding role for students. This article will mainly explain the education of college students' career planning from the perspective of Internet.

1. Introduction

Internet education is a good platform for career choice and planning education, and it is a brand-new wisdom education mode, which can make students' majors adapt well to the career changes in the market, and can make students go out of the society and conform to the development of society. This mode is the product of the combination of network and education industry. Internet education is very different from the traditional classroom education platform, and its dissemination of curriculum resources is timely and convenient, which is an effective means to ensure teachers to realize the allocation of social resources and students' future career choice.

2. Present Situation of College Students' Career Planning Education

2.1 The Content of the Course Lacks Practicality

College students' career planning education has a good reference and enlightenment for students' career choice and self-orientation. Students can clearly understand their own professional deficiencies and their own learning characteristics in the class of career planning, and can clearly position themselves through teachers' explanations. However, from the current education of career planning in China, teachers have not combined theory with practice and focused on the cultivation of students' thinking ability and practical ability. Students' understanding of themselves is one-sided, and students do not have a clear understanding and grasp of the changes of modern market and

social position, which makes students have no substantial gains.

For a long time, college students' career planning education classroom has become an empty shell in college education classroom, and the classroom content cannot provide students with effective social information. Career planning education course should be a comprehensive training course combining theory with practice and concrete operation process. However, some schools do not clearly recognize the connection between students' future work, life and study, which separates the ways of students' comprehensive development. School career planning education is not simply to let students write a career planning book, but to provide students with practical career choices and career planning. College students' career planning education can not be implemented, which is not conducive to students' self-cognition and social cognition in school, and will also weaken students' career choice decision-making ability.

At present, some colleges and universities in China have the disadvantages of emphasizing theory over practice. To a certain extent, this is not conducive to students' practice in schools, and it will also make students develop the bad habit of listening and not doing. Students will have a strong sense of discomfort because of their professional practice.

2.2 Lack of Targeted Guidance

Judging from the current teaching level in China, there are certain regional differences. There are some differences in economic development level and cultural construction in different regions, so there are some differences in students trained in different regions, which are mainly manifested in poor adaptability, hands-on training ability and understanding ability in professional posts. This situation reflects the differences in school education.

Due to the lack of professionalism in the teacher resources and curriculum resources of some technical secondary schools in China, there will be a gap between them and other universities in the career planning of college students. There is a lack of professional education planning teachers and talents in some colleges and universities, so the career planning education in most colleges and universities adopts the way of public classroom teaching. Because the class hours are short, there are many students and students of different majors are mixed together, and students are not divided into different categories, it is of little significance to carry out the career planning education classroom. Because there are too many students and there are few teachers who teach skills and guidance, students can't communicate with teachers effectively and in detail, and a few words can't let teachers put forward specific plans and guidance for students.

Moreover, the theoretical knowledge taught is more and the content is less, which can not provide practical plans and guidance for students, and will suppress students' self-confidence to a certain extent. With the popularity of the Internet, students are more willing to be exposed to fresh information and specific job choices suitable for themselves in the classroom. However, due to the large scale of the classroom and the large number of students and the old social information taught, it is impossible to provide students with effective and feasible information and data.

2.3 Teachers Do Not Pay Enough Attention to the Curriculum

The fundamental reason why some colleges and universities can't do a good job in career planning education for college students is that teachers don't attach importance to this course, neglect the importance of the course and don't clearly understand the future needs of students. Some colleges and teachers think that as long as students' professional courses and compulsory courses are well educated, students' career planning education is optional.

This kind of education mode has some disadvantages for students' future development. For schools, professional courses are necessary, and career planning education is also indispensable.

Some colleges and universities don't realize this point, they don't connect the common points of the two, and they don't put the two in the same position. Therefore, teachers' neglect will make students unconsciously despise this course, which is not conducive to their future career choice and career planning. The lack of attention to curriculum in colleges and universities will indirectly affect the effectiveness of teaching information on career planning.

3. Measures of College Students' Career Planning Education from the Perspective of “Internet Plus”

3.1 Professionalism of Providing Guidance

College students' career planning education provides practical guidance for students' future development, and can transfer effective resources and specific post information in society to students in time. The information faced by students has greater selectivity. Therefore, colleges and universities must attach importance to the education of college students' career planning, train professional instructors and invite professionals to carry out staged career planning symposiums for students. Teachers can give guidance according to students of different majors in turn, and students of different majors are allocated with instructors from different fields to give targeted guidance. It is very important for teachers and university leaders to understand the students' inner thoughts and help them turn this idea into reality. Only helping students pursue their dreams is what teachers should do most. Carrying out college students' career planning education is a street lamp in the process of pursuing their dreams in the future, which plays a guiding role in students' development.

For example, during the symposium, it is necessary to teach in small classes, so that teachers can know the career and self-awareness of most students in the classroom. In the classroom, teachers can use the multimedia platform to effectively transmit the post resources and the future development trend of the market and the exchange data of some posts to students and explain the reasons for their changes in detail. After transmitting the theoretical knowledge, students can ask questions according to the resources derived by teachers and let teachers explain them in time. After teachers give face-to-face guidance and lectures, students can have a clear understanding of their career planning. Through teachers' explanations, students will also have a clear self-positioning. In the later career choices, students can select jobs selectively and emphatically.

3.2 Establish a Cloud Platform Course for Career Planning

College students' career planning education is a comprehensive education course, which mainly includes students' professional courses and students' self-awareness. Therefore, in order for teachers to have a clear understanding of their own career planning, it is necessary to combine students' development and demands with their majors to jointly implement the education curriculum of college students' career planning. With the progress of the times, the combination of Internet and education has opened up a brand-new and intelligent teaching platform for teachers, which can get rid of the disadvantages of traditional classrooms, make teaching methods more and more flexible, break the limitations of time and space, and enable students to study in class anytime and anywhere. In addition, the classroom mode of Internet plus education can automatically back up the classroom content, so students can check the playing records and classroom records when checking the classroom content. Internet education model can not only provide students with a good learning platform, but also play a positive role in promoting students' career planning education.

Teachers can integrate network resources and social resources into the Internet, the Internet can store effective information into cloud data, and students can search in the cloud for resources. In addition to the resources uploaded by teachers, students can also find themselves in the network,

students can combine their own preferences and professional courses through the search keywords to search for social information they want to know. In the cloud classroom, the classroom content of career planning education will be more abundant, and the integrated social resources will also have diversified characteristics. Students can mark and record some useful specific information on the Internet while querying themselves, which can effectively save time in the next query.

In addition to certain convenience for students, it also greatly shortens the time of classroom management for teachers, so that teachers can make full use of classroom time. Teachers can supervise students' online courses and their learning progress in real time in the cloud platform, which can accurately check the learning effect of students' career planning, improve the efficiency of students' learning, and enable students to accurately grasp the market position and promote their future development to a certain extent.

3.3 Develop a Comprehensive Teaching Model

With the development of the Internet, some online courses APP came into being, and students have more choices for learning different professional courses. Especially for young college students, the teaching mode of Internet education has replaced the embarrassment of face-to-face communication between teachers and physical classrooms to a certain extent, which can promote students' active learning. The same is true for college students' career planning education. Traditional classroom education has the embarrassing disadvantage that students are unwilling to communicate face to face with teachers. Through online communication, students can communicate with teachers in a relaxed and pleasant way. Teachers can give targeted opinions according to students' future demands and wishes, and provide targeted professional guidance for students. In order to make the curriculum content practical, teachers can adopt the teaching mode of combining online and offline. Teachers can take offline mode in required classes, and online mode in simulated training and elective classes.

For example, in the off-line classroom, the teacher can guide and answer the specific professional knowledge put forward by the students, so as to avoid the situation of breaking the network in the online classroom. In the physical classroom, teachers can also flexibly adopt different teaching methods to improve students' learning efficiency. For example, students with the same major hobbies can form a group, so that students can discuss their future career plans in the group. Some students without specific goals can learn from the discussion, and listening to other students' plans can open a breakthrough for their future career development and employment. Therefore, offline communication can not only increase the understanding and connection between students, but also bring the relationship between students and teachers closer to a certain extent.

Compared with the online classroom, there will be a certain lag in the communication and dissemination of information in the offline classroom. Therefore, in order to enable students to fully understand the information with industry value and social value, online simulation training can be adopted. Through simulation and training in the online classroom, students can have a clear self-awareness, adjust their plans in time, and have a better understanding of themselves.

4. Conclusion

College students' career planning education will have an important impact on the future development of students and the quality of teaching classrooms in colleges and universities. A good career planning education classroom can grasp the current social resources and market resources, and produce timely guidance and education for students through the timeliness and convenience of network communication. The classroom mode of Internet education can grasp effective and modern social position information in time, so that effective information does not flow out. It can enable

students to choose professional positions according to their own learning situation and comprehensive development. The mode of Internet education can break the disadvantages of traditional education classroom, enable effective information to be exchanged in the classroom, and play a good guiding role for students' future development to a certain extent. Curriculum reform can combine students' interests and hobbies with their own majors, and provide diversified choices for students' future development.

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