

A Study on the Professional Orientation of College Students Majoring in Home Economics

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Abstract: As an emerging specialty to meet the needs of social development, home economics major still has some problems in professional orientation, professional identity and professional development prospect. This paper starts from the problem of the professional orientation of college students majoring in home economics, understands the concept of home economics major and the function of professional orientation, and puts forward countermeasures and suggestions according to the current situation and some problems in the professional orientation of home economics, so as to promote the high-quality development of home economics major.

1. The Concept and Scope of Home Economics

1.1 The Concept of Housekeeping

Home economics covers a wide range of subjects. In ancient times, "housekeeping" means "domestic servant". Song Chen Liang in the "Ling lady He's epitaph" in: "housekeeping out of aunt, and auxiliary its internal affairs is only modest, house household fine, all do." The ancient servant girl is a good example. In ancient times, wealthy families usually employed a servant girl, who took care of most of the household chores. The work content was similar to that of the modern housekeeping profession. In Records of the Nations of the Eastern Zhou Dynasty, a long historical novel written by Feng Menglong in the late Ming Dynasty and adapted by CAI Yuanfang in the Qing Dynasty, it is said that "Ji Ji was at first the heart of the heart, and made him the head of the family. In ancient China, housekeeping was initially understood as a family management activity to determine and maintain family order. Such as Zhouyi divination "family", was among the first to speak of the domestic title, its TuanCi said: "the family have Yan Jun how, parents is called, also the father and his son son, brother, brother younger brother, his wife, and his family is, is the home and the world yi". Among them, "Zhengjia" is housekeeping. In the modern sense, housekeeping is a general term for family relations and things. It involves family business, family law, family tradition, income and expenditure, education, interpersonal relations, family relations with relatives, friends and neighbors, and so on. Now what we call housekeeping generally refers to housekeeping services, that is, the management of family affairs, mainly including: sister-in-law, nanny, cleaning, nursing, hourly workers, family relocation services, etc^[1].

And in foreign countries, the word "housekeeping" western homemaking concept emerged in

modern times. At the first Home Economics conference held in 1899 in Flat Lake, Home economics was defined as home economics. Home economics is mainly an economic management activity of the home. After a long period of transition between China and the West, domestic and foreign domestic concepts gradually become consistent until modern times, involving all aspects of family life. In home economics today, the term "home economics" includes the following meanings:

(1)Housekeeping refers to the management of family affairs.

(2)Housekeeping refers to the small group in the family, and all or part of the family members life related things, it has a "business" meaning, but also contains the meaning of "important things". In practice, it requires us to focus on the major issues, that is, to do well those that concern the overall situation. Of course, big things and small things are interrelated, and small things can't be ignored.

(3)Housekeeping also refers to the rules or codes of conduct of family life. There are rules about behavior and relationships in family life. Some are written down, some are negotiated into verbal agreements, and some become unwritten customary rules in a long life together. These rules are both comprehensive and individual, such as study and entertainment, which often require special rules.

(4)Housekeeping refers to practical knowledge, skills and techniques in family life. Family affairs are very specific and practical, and people's cultivation, understanding and management must be integrated with their daily behavior to show their intentions and fulfill their wishes.

In short, housekeeping refers to the scientific understanding, scientific management and practical operation of various family members' affairs in the family, which is conducive to the peace and comfort of family life, to ensure the harmonious intimacy of family relations and the all-round development of family members.

1.2 The Scope of Domestic Economics

With the development of China's economy, the change of economic structure, people's growing demand for a better life, the change of fertility concept, and the worsening of population aging. The profession of home economics involves a wider range, including home economics and home economics.

Now generally speaking, domestic services are mainly nanny, childcare, part-time, tutor, nurse and so on. Among existing domestic service companies, the main business scope of domestic service is

(1)General housework: making family meals, household cleaning, laundry, gardening, etc.

(2)Care: the care and care of an infant; Caring for and accompanying the elderly; Nursing patients at home or in hospital; Maternal and newborn care.

(3)Family education: mainly refers to the cultivation of moral character and good habits, intellectual development and academic guidance for children or pupils.

(4)Home security officer: One is responsible for the maintenance and safety of household appliances, such as electricity, electrical appliances, computers, residential maintenance services and safety, also known as home technicians; The other is responsible for the safety of family members, also called home security^[2].

(5)Housekeeper: make overall arrangements for clients' family affairs, and specifically arrange the daily work of other domestic attendants. According to the different characteristics of customers' families, prepare meals for customers, beautify the family environment, carry out scientific physical exercise, arrange family entertainment, travel, greet guests, guide reasonable work and rest, etc^[3].

Home economics is a science that takes all living resources in a family and the use of environmental resources as a logical starting point to study the interaction mechanism between

people and the environment. The main research object of home economics is the rule of family life of modern human beings. The main research purpose of home economics is to develop and improve the way of family life, enhance the quality of its members and promote the construction of social civilization. It uses various scientific research means such as family natural science, social science and humanities. It is a comprehensive and sustainable academic application that uses the rules of modern family life to educate and lead people to improve their family's material life, cultural life, ethical, spiritual and emotional life. Home economics majors can work in urban and rural communities, hospitals, military, schools, government agencies and other departments. They are high-quality home economics professionals who can improve the life quality of the whole people. Home economics and housekeeping services work together. Home economics guides domestic services, which in turn provide practical proofs for the study of home economics^[4].

2. The Role and Significance of the Professional Orientation of College Students Majoring in Home Economics

2.1 The Role and Characteristics of the Professional Positioning of College Students Majoring in Home Economics

The report to the 19th National Congress pointed out that the principal contradiction facing Chinese society has evolved into one between unbalanced and inadequate development and the people's ever-growing needs for a better life. China's aging population and fertility policy have provided good prospects for the development of domestic economics. But the broad development prospect did not change the development of domestic economics major difficulties. The main reason is the inaccurate positioning of the home economics major, which leads to the lack of students' sense of identity to the home economics major.

The college students of Home economics majors accurately grasp the positioning of home economics major is to grasp the unity of the social positioning and self-positioning of the major. In terms of social positioning, it is the role that the social demand for homemaking professionals can play on the social economy. In terms of self-positioning, it is about whether the needs of college students majoring in home economics in salary, working conditions, social identity and other aspects can be met and whether they can identify with home economics.

2.1.1 Accurate Professional Positioning Plays an Important Role in the Correct Understanding of College Students Majoring in Home Economics

The clear positioning of college students majoring in homemaking can strengthen their clearer understanding of the concept of homemaking, the level of social demand for homemaking talents, the training objectives of homemaking talents, the future career planning and development of homemaking, and the development prospects of the homemaking market. Thus, it will further influence the professional identity of college students majoring in home economics for home economics major, professional learning input, quality of talent training for home economics major and other aspects.

2.1.2 Accurate Professional Positioning Plays an Important Role in Clarifying the Difference between Home Economics and Traditional Family Services For College Students Majoring in Home Economics

Xue Shumin and Liu Ruilin pointed out in the Professional Development of Home Economics in Colleges and Universities from the Perspective of "Industry-Professional Coordinated Development" that the development of home economics in China is still in the embryonic stage and

has broad prospects for future development. Colleges and universities aim to set up the home economics major to enable students to master the management methods of housekeeping enterprises, and to cultivate talents for management and training of advanced housekeeping enterprises, mainly engaged in the high-end field of housekeeping. Both junior college and undergraduate home economics majors should not be confused with traditional home services, and home economics education should not be positioned for domestic workers without professional quality support. In Chen Peng's "The Problems, Causes and Ideas of the Development of Chinese Home economics Discipline", home economics and family services are both interrelated and different. Home economics can provide certain guidance for family services.

2.1.3 Accurate Professional Positioning Plays an Important Role in Improving the Influence of Traditional Concepts on the Professional Identity of Home Economics

In recent years, the data related to the source of college students majoring in home economics and the employment rate of Home economics show that college students majoring in home economics have low sense of identity. Xu Hongzhuo and Xiong Xiaoyan wrote in Home Economics: Why Is the Market Hot and the Academia Cold? It is pointed out that the main factor of the serious hot market and cold academic field of home economics major is the dwarfing and misunderstanding of home economics major caused by college students' low professional recognition. Chinese traditional education has a deep historical origin. The main purpose of home economics education is to improve the self-cultivation of domestic women, which is the main content of women's education. Since the introduction of home economics as a discipline from the west into the field of higher education, the influence of traditional concepts has not been eliminated, which leads to the limitations of the study scope of home economics. Liu Xiaoyi, in A Study on the Enrollment Intention and Explanatory Variables of College Home Economics Students Under the Negative Effects of Occupation, pointed out that the connotation and content of home economics and home economics in the traditional sense are very different. With different needs from ancient and modern society, the level of talent needs for the homemaking major is also very different. Clarifying the positioning of the homemaking major in colleges and universities can promote the understanding and identification of the homemaking major among college students, eliminate the misunderstanding of the traditional concept of home economics, improve the recognition of the homemaking major, and clarify the practical ability required for the actual post and the prospect of professional development.

2.2 The Significance of the Professional Positioning of College Students Majoring in Home Economics

2.2.1 It Is of Great Significance to Strengthen the Investment of College Students Majoring in Home Economics in Learning Professional Knowledge and Improve the Quality of Talent Training for Home Economics Majors

The Home economics major should be accurately positioned to improve the learning attitude, learning commitment, professional theoretical knowledge and skills of students majoring in home economics. Wen Ruoqi's Research on the Suitability of the Development of Homemaking in Higher Vocational Colleges and Social Needs pointed out that social needs are high-quality and high-quality human resources for homemaking services. She clearly positioned the homemaking profession and compared the actual situation of her professional learning with the actual social needs, so as to continuously improve her learning of homemaking professional knowledge and enhance her ability. Narrow the gap between their own housekeeping professional ability and social

actual demand, improve the quality of employment. Without a clear major orientation, the study scope and future development prospect of the major will be unclear, and there will be some counterforce in the process of learning professional knowledge and improving one's own ability.

2.2.2 The Improvement of Professional Identity Brought by Clear Professional Orientation Has a Positive Impact on the Future Career Development of Home Economics Students

In Geng Yiyang and Hao Wenmeng's *Current Situation of College Students' Professional Identity and Its Impact on Career Planning*, the relevant research shows that the higher college students' professional identity is, the more meaningful it is for their future career planning. The clear positioning enables college students majoring in home economics to have a deeper understanding of the professional knowledge of home economics and further improve the sense of identity. Li Qing pointed out in *The Role of Career Planning on the Employment of Contemporary College Students* that career planning plays an important role in the employment of college students. The reasonable positioning of the home economics major and the emphasis on the specialty of their own home economics major can promote the development of reasonable career planning for college students of home economics major according to their own needs. They can define their own positioning according to the goals of career planning, constantly improve their professional skills according to the needs of the society and The Times, and enhance their awareness of choosing a career independently. It plays an important role in successfully entering the team of senior management talents of housekeeping major after graduation, realizing self-worth and the development of future career^[5].

2.2.3 It Is of Great Significance to the Improvement of Family Quality and the Development of the Country and Society

In 2012, the Ministry of Education revised the *Catalogue of Undergraduate Majors of Ordinary Colleges and Universities*, including home economics. Accurate professional positioning is the basis of improving the sense of identity of the domestic economics profession, which is conducive to cultivating high-quality domestic professionals, solving the problem of talent demand, implementing national policies, and promoting the rapid development of the domestic economics profession. Ease the domestic market in the supply and demand of the contradiction, solve the problem of employment, promote the comprehensive development of the country and society. The English expression of Home Economics is "Home economics". The development of home economics is closely related to the development of families and economy, which can improve the quality of family life, create a good family atmosphere, promote the harmonious development of families and further promote the harmonious development of society^[6].

3. The Present Situation and Existing Problems of the Professional Orientation of College Students Majoring in Home Economics

The status of home economics has not been fully recognized by university students. As a new major in colleges and universities, Home economics puts the traditional concept of "home economics" on the teaching and research, which makes many people in the society feel confused and disdain. The *Modern Chinese Dictionary* explains "major" like this: "In a university department, learning is divided into categories according to the division of labor of science or the division of labor of production." As the field of housekeeping involves all aspects of people's lives, such as material and spiritual, etc., the courses involved in the setting of the major are extensive and complex, including social science courses such as sociology, education, management, and natural science courses such as food hygiene and nursing. These courses all have their own academic

background and relatively complete theoretical system, which makes home economics extensive but not refined, and there is no independent academic discourse system, so it is questioned and ignored by other professional disciplines. The main function of colleges and universities is to cultivate high-quality talents for the society. However, the publicity about home economics in the society is little or even wrong, which leads to the misunderstanding of students about home economics, thinking that studying home economics is "babysitting", which seriously affects students' learning enthusiasm and future employment expectation, as well as the enrollment and healthy development of the major. Compared with other majors, home economics has not been correctly recognized and recognized by people in terms of both professional status and social status^[7].

The Theoretical Research of Home Economics Lacks "localization". At present, the research scope of home economics still focuses on practical skills such as food collocation, costume design, domestic service and social etiquette, and still stays at the level of "knowing what is going on". There is little research on what home economics is, the disciplinary background of home economics, and the relationship between related expertise. The only theory is to draw lessons from other relevant disciplines and foreign theories of home economics. As a result, "the purpose, scope and relationship between home economics research and other relevant disciplines are not clear in specific national conditions, and the basic theory research lacks 'localization' ". Home economics has been an interdisciplinary subject since its inception, that is, it uses more than one methodology and language to construct knowledge, views and curriculum system. It is a science that combines theory with practice, closely combines with social development and people's life, and uses more than one methodology and language to construct knowledge, views and curriculum system. It is a science that combines theory with practice and closely combines with social development and people's life. Without "local" studies, home economics would be meaningless.

Career Development Has a Vague Orientation. The Home economics major of colleges and universities enrolled undergraduate students as "out of the catalog" in II00III, and entered the specialty enrollment directory in II01II. Career development is inseparable from accurate career positioning, which focuses on the cultivation of high-quality talents. However, the biggest problem in the construction of college home economics major is how to set up a scientific and reasonable curriculum system. At the same time, home economics teachers come from different disciplines, such as sociology, education, management, nursing and so on. From the perspective of home economics, how to integrate the courses and establish organic links to become a professional teacher's dilemma. Students will also be confused when learning specialized courses: it seems that they have learned everything, but in fact they do not understand anything. "What will they be able to do in the future" became the biggest anxiety of students. Unclear professional positioning, teachers each side, students unclear learning objectives, will inevitably hinder the healthy development of housekeeping^[8].

4. Countermeasures and Suggestions for the Professional Positioning of College Students Majoring in Home Economics

4.1 Establish the Subject Autonomy Orientation of Home Economics

The establishment of subject autonomy orientation is the primary task to promote the further development of home economics major. When positioning the home economics major, we must first clearly recognize that home economics is based on relevant disciplines, and optimize and improve it within the research scope of home economics. Although the discipline of home economics has certain similarities and intersections with other disciplines, the orientation of the major of home economics must be to apply scientific and effective guiding methods and principles to guide people to treat family affairs scientifically in the context of family life, so as to achieve the purpose of

improving the quality and level of family life^[9].

4.2 Establish Relevant Basic Course System

The setting of curriculum system is the top priority of personnel training and the key element of professional positioning. The subject of home economics has a wide range of courses, including professional courses such as family sociology, family education guidance and application, home economics, domestic policies and regulations, family nutrition, social research methods, basic professional courses such as introduction to social work and some public courses. However, there are still a series of problems in the curriculum, such as inflexivity, lack of characteristics and systematicness, and emphasis on theory rather than practice. Therefore, the curriculum should fully reflect the "professional core competence". The concept of "occupational core competence" originates from the "key competence" of Mertens, director of the Market and Occupational Research Institute of German Occupational Core Competence, which is commonly referred to as the ability to adapt to changes in social environment, or method competence and social competence. This is a kind of cross-occupational competence, which will not disappear due to changes in occupation or labor organization. General education is the key to the cultivation of vocational core competence. Therefore, the major of home economics in colleges and universities should gradually break the professional restrictions, implement general education, and make it coordinate with psychology, social science, interpersonal relations and other disciplines, so that students can gradually acquire the basic knowledge and basic skills required by the major^[10].

4.3 Cultivate the Professional Orientation of Applied Talents

The major of home economics aims to cultivate the basic theories and relevant knowledge of systematic home economics, master the skills of household management, nutrition deployment, family education and other related skills. Jobs for home economics graduates are not limited to housekeeping. It also cultivates high-quality domestic professionals who can work in urban and rural communities, family service industry, hospitals, schools, government agencies and other departments to improve the quality of life of the whole people. Therefore, it is necessary to pay attention to the training of applied talents. The cultivation of applied talents of home economics major should not only adhere to the educational concept of "educating people first" in higher education, but also pay attention to the cultivation of students' comprehensive quality and ability according to the characteristics of home economics major, so as to form a good sense of innovation and enhance the practical ability of home economics major students, so as to realize the high-quality development of applied talents cultivation. At present, the applied talents training of home economics is a new requirement for the transformation of talents training. While strengthening the study of basic theoretical knowledge, it is necessary to strengthen experiments and skills training, so that students can carry out teaching, scientific research and social service activities on family and family-related issues. Highlight the position and role of practical teaching, adhere to theory with practice, strengthen practical teaching, to highlight the cultivation of students' practical skills as the characteristics.

4.4 Promote Professional Positioning with Characteristic Innovation

As a new specialty closely related to social and economic development and personal family life, home economics has its necessity for development. At the same time, also ushered in a certain number of opportunities and challenges. The fundamental purpose of home economics is to train high-quality family management personnel through the study of this major, so that their family life

scientific, organized, so as to further improve people's satisfaction, happiness, sense of gain. On the basis of other similar disciplines, the major of home economics should form its own professional features and innovations when determining its professional positioning. It is necessary to start from the learning resources and school-running characteristics of colleges and universities, construct the specialty model with characteristics, and combine it with the relevant domestic industry to meet the needs of the industry and solve the convergence of talent training positioning. Highlight the characteristics of talent training; Deepen the combination of industry, university and research, and finally achieve the purpose of promoting professional positioning with characteristic innovation.

4.5 Clear Training Objectives, Strengthen the Construction of Teachers

It is the key to make clear the target orientation of talent training in home economics. Home economics is a comprehensive applied discipline with human family life as the main research object, which aims to improve the quality of family life, strengthen the quality of family members, guide people's family life, social life, emotional and ethical life. The aim is to train high-quality management talents of domestic service industry to meet the needs of rapid social development, and promote the high-quality and rapid development of domestic service industry. At the same time, on the one hand, the correct and appropriate orientation of talent training can truly meet the urgent needs of the society; on the other hand, it is also conducive to promoting the political and economic development of the country.

In addition, it is necessary to strengthen the construction of teaching staff by making clear the orientation of training objectives. At present, as the major of home economics is an emerging major in recent years, most teachers are not corresponding to the major of home economics, but are mostly pieced together from similar majors, and the number is small. Therefore, teachers of similar specialties can be trained to understand and master the examination of their specialty, so as to enrich their theoretical knowledge. The school organizes relevant seminars and other practical training for teachers to make them better understand this major^[11]; The school cooperates with the housekeeping company to promote learning and teach with practice; Or attract high-quality talents from outside the home economics methods to further improve teachers' teaching ability, scientific research ability and professional quality, so as to better enhance the construction of teachers.

5. Conclusions

Therefore, with the development of our economy, the change of economic structure, people's increasing need for a better life, the change of birth idea and the continuous aging of population factors, make the demand for domestic service industry dramatic increase, home economics major also arises. However, as a new major, there must be many problems. Based on the positioning of home economics major, this paper further understands the role and significance of the positioning of home economics major by studying the concept and scope of home economics major. At the same time, it also found that the home economics major is not recognized by the students, parents and the community, and the home economics major does not have a complete curriculum system. Finally, it put forward relevant suggestions and measures to establish the autonomy orientation of the home economics discipline and improve the curriculum system. The purpose of this paper is to have a more profound study on the positioning of the home economics major, hoping that the home economics major can continue to develop and improve, so as to promote the high-quality development of the domestic service industry.

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