

The Current Situation and Countermeasures of College Students' Career Planning Education

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Abstract: In the face of the current grim employment situation in colleges and universities, the employment rate of college students is getting worse and worse. It is an important way to solve the problem of difficult employment to help college students do a good job in career planning education and improve their comprehensive quality and ability. Teachers should play a leading role in students' career planning education and help students find suitable career types, so as to fully guarantee their employment. This article will start with the current situation of career planning education, through interpretation and exploration, form effective countermeasures.

1. Introduction

Carrying out career planning education in colleges and universities, on the one hand, can guide college students to carry out reasonable and scientific career development direction planning; on the other hand, it is helpful to improve the professional development matching degree of colleges and universities, improve the education ability of entrepreneurship and employment of schools, and build school brand and popular majors. To strengthen the career planning education of college students, we should not only ensure the comprehensiveness of the education object, but also highlight the professionalism of the planning teachers, show the diversified education forms of the school, fully study and analyze the current employment development trend and the change of social market economy, establish the correct career view and employment view of college students, and escort the employment of college graduates.

2. The necessity of strengthening the career planning education of college students

Career planning education carried out by colleges and universities plays an important role in the current career planning and professional ability acquisition of college students. It is not only the direction guidance for students to smoothly enter the social work position, but also an important step to help students realize the value of life. A good career planning education can promote the growth of college students and talents, and even affect the development of the whole society. First of all, it is conducive to the all-round development of college students. Career planning can help students develop more scientific learning and life plans, and establish systematic learning consciousness and concept, so as to restructure the learning plan and comprehensively improve their professional ability and skill level. Second, it is helpful for students to establish a correct

self-understanding. In the career planning education, students can comprehensively recognize themselves and examine themselves. In the self-reflection, they can fully understand their own strengths and weaknesses, and then clarify their overall strength and special expertise. In the employment, they can fully show their advantages and characteristics, improve the competitiveness of the position, and effectively enhance the confidence in employment. Third, insight into the social employment environment, cherish employment opportunities. Carrying out career planning education in universities can make students understand the general employment trend and trend of the current society consciously and purposefully, and carry out analysis and research objectively from the aspects of occupational knowledge, employment status, talent market demand, industry development trend, etc., so as to ensure that students can form correct career outlook and career expectation, and find the right position after graduation. Fourthly, it is an essential link of ideological and political education in colleges and universities to achieve the education goal of cultivating morality and cultivating people and to do a good job in the education of college students' career planning. Through the combination of theory and practice, students can improve their sense of self-identity, guide them to improve their personality, guard against arrogance and impetuous behavior, improve their psychological ability to withstand pressure, and finally realize their self-worth. Fifthly, improving the employment quality of schools and carrying out career planning education can not only improve the employment quantity of college graduates, but also effectively improve the employment quality, create a good education environment, form a virtuous cycle of sustainable growth, and greatly promote the social reputation and brand establishment of schools. Sixth, reduce the recruitment difficulty and employment cost of social enterprises, strengthen the career planning of college students, and encourage them to form cultural reserves and professional skills necessary for society and enterprises during the school period, so that their comprehensive quality and enterprise employment requirements have a high degree of fit, can improve the utilization rate of social human resources, and form a new mode of human resources construction.

3. The current situation of college students' career planning education

The so-called career planning education is based on the characteristics and professional advantages of the students, the future occupation of the direction of guidance, and a series of antithetical arrangements for the realization of predetermined career goals. It can be seen that college students' career planning education is a reasonable expectation based on their major and personal actual ability. From the perspective of the whole career development of students, it is helpful for college students to prepare for their careers and to explore their future career direction. However, in reality, there are many objective problems affecting the development of career planning education for college students, which is not conducive to the play of the advantages of planning education.[1].

3.1 The establishment of educational courses is not standardized

The current career planning education for college students is set up for fresh graduates, and the education content is mostly focused on the analysis of the social employment situation, there is no systematic engineering organization and construction, resulting in students can only get one-sided guidance in career planning education, understand the career choice and career planning related content. However, the lack of training in employment ability and career skills of college students directly affects the employment quality of college students.[2].

3.2 Lack of attention to career planning education

As some colleges and universities do not set up professional career planning courses, and the understanding of career planning education is still in the initial stage, many schools equate career planning education with employment intensive training before graduation, and lack systematic planning and coordination. Such behavior cognition is extremely irresponsible for college students' future employment. No matter students, parents or schools, should pay enough attention to career planning, in order to help students clear their minds in the future employment.[3].

3.3 The education mode lacks pertinence and professionalism

At present, there is a widespread phenomenon that no scientific and systematic education system has been established in the career planning education in colleges and universities. Teachers lack professional understanding and grasp of employment forms and career planning, which leads to the failure of teachers to provide one-to-one special career guidance services for each student. As a result, the education model is seriously lacking in pertinently, and the educational practice courses are superficial. Unable to address real employment problems for individuals and provide constructive guidance. In particular, the independent cognitive characteristics and working ability of each college student are not fully understood, so it is impossible to achieve personalized guidance for college students and meet their needs for growth.[4].

3.4 Lack of accuracy in career planning education

Some teachers in colleges and universities lack the ability to combine career planning with employment forms, unable to conduct specific job analysis for each specialty and industry, and fail to provide experience in line with the market employment environment for many unpopular professions. As a result, it is difficult for students to form correct self-understanding in career planning education. Seriously affect the employment rate of college graduates. The reason for the lack of accuracy of career planning education is that schools and teachers do not do a good job in social market research and career interpretation, which leads to the short-termism of career positioning and development.[5].

4. The internal causes of the problems in college students' career planning

Objective analysis of the problems existing in the current situation of college students' career planning education cannot find that they are caused by many reasons. To change the current situation of education and employment completely, we need to analyze the above problems from the root. First of all, the reason why some unpopular majors cannot find suitable jobs lies in the lack of social demand for unpopular majors and the lack of revision of career outlook for students in unpopular majors. As a result, these students are confused and unwilling to engage in jobs unrelated to their major after graduation. However, career planning in view of the popular major is also not optimistic, mainly because of the current education popularization rate, a large number of university graduates, the number of corresponding positions in the society is limited. Secondly, the career planning education in schools lacks accuracy. The objective reasons are different personnel systems in different regions, employment protection policies in some industries and regions, and uneven distribution of talent resources between urban and rural areas. As a result, the actual employment situation cannot be implemented according to the career planning, and students are often affected by personal factors such as education level and hometown. With the flow of talent resources formed by individual needs, the feasibility of career planning is limited to a certain extent. Thirdly, the vigorous

development of market economy in our country has led to the emergence of many emerging industries and the malaise in many industries as well. Which cannot be predicted from basic education because of social and economic development and the diverse change of values. Finally, some students have their own choice of career planning, especially for the post-00s graduates who choose to further study, some students focus on the relatively stable civil servant jobs, focus on the examination of public institutions, and some students yearn for the first-tier cities such as Beijing, Shanghai, Guangzhou and Shenzhen. Unable to follow the career plan given by the school.[6].

5. Research on the education countermeasures of college students' career planning

5.1 Unified awareness of participation, strengthen the whole process of guidance

To carry out career planning education in colleges and universities, the consensus of teachers and students should be reached and every college student should be encouraged to participate in it. First of all, teachers should always strengthen students' attention to their own career planning, let students take career planning goals as the light of daily learning knowledge and skills, with ideals and beliefs, unswervingly close to the needs of the career, as the internal learning motivation. Secondly, it is necessary to increase the understanding of professional course teachers' career planning education. Teachers should integrate the educational objectives of professional courses with students' career planning, and link the aspects of basic knowledge transmission, consciousness shaping and skills improvement with social position demands, so as to make students' career planning education more effective. Thirdly, it penetrates career planning knowledge to students in all aspects, consciously improves their consultation on career knowledge, helps students establish clear career planning goals, and carries out appropriate learning and ability development around the goals, so as to improve their career matching degree. In addition, teachers should constantly improve the teaching content and ensure that educational activities can meet the needs of students' career planning during the whole process of guidance for students' career planning education. Provide career planning guidance education to students anytime and anywhere, help students prioritize their professional occupations and establish the general direction of career development, and focus on observing students' learning ability and cognitive ability in the process of education. Test students' career preferences by means of psychological model evaluation and vocational personality orientation questionnaire, so as to highlight students' subjectivity in education. Teachers should strengthen the interaction with students in daily life and study, share the latest and most cutting-edge social post development needs at any time, observe and understand students' interests, hobbies and personality characteristics in the interaction, insight into students' inner thoughts, so as to facilitate the follow-up to provide students with targeted career planning guidance. We should pay special attention to the extension from the content of specialized courses to social practice, consciously help students to establish a correct view of career choice, so as to promote the value of the education students receive in school to their comprehensive ability and accomplishment, and lay a good foundation for the realization of diversified career goals.

5.2 Strengthen education research and improve the applicability of planning

In order to fully realize the practicability and effectiveness of curriculum teaching, teachers should conduct in-depth research on the education model of career planning. First of all, career planning education should be based on theoretical knowledge, and on the basis of which, it should pay attention to students' personalized development and meet their needs for career planning. Schools should provide small-scale and refined training courses for career planning, so that students can form correct self-understanding during the training process and make reasonable career

planning according to their own characteristics and interests. Fully based on student autonomy and freedom. Secondly, to increase the applicability of career planning education, teachers should increase the proportion of practical cases and explain theoretical knowledge combined with real cases, which is helpful to expand students' thinking dimension and facilitate students' theoretical practice. Thirdly, the practical opportunities for students to participate in career planning education should be strengthened. Through school-enterprise cooperation, professional practice bases and employment bases should be established to create more extracurricular practice opportunities for students. For example, students of mechanical design, manufacturing and automation in our school provide internship bases for students of this major to cultivate application-oriented senior technical talents who are more adaptable to the front line of production, management and service. Graduates can independently choose to work in well-known enterprises such as Sany Heavy Industry, Citic Heavy Industry, Liming Heavy Industry, Midea Group and Xugong Group in our school. Finally, career planning education should adopt a variety of education methods to promote the growth of students. For example, the quality engineering construction established by our school, the National Training teaching Base of Yellow River Jiaotong University, the National Vocational Skills Appraisal Institute of Yellow River Jiaotong University, and the demonstration automobile testing and Maintenance training base of Henan Province, all of which can provide creative career planning education for college students in our school, and provide strong help to create vivid and multi-form classes.

5.3 Realize the top-level design and pay attention to employment guidance

In the career planning plans formulated in universities, we should thoroughly implement its top-level design, strengthen guidance for students' lifelong development consciousness of career planning, and prevent the poisoning of short-term benefits and utility, and implement long-term and sustainable guiding suggestions for students' career planning education to guide students to establish their ideal belief. Based on the conditions of our country and the social development trend, Have the spirit of dedication for social development and national rejuvenation. In the top-level design of students, schools should introduce social mainstream ideas and employment suggestions, appropriately carry out career planning symposiums and other activities in schools, and let social career elites, government researchers, college education experts, representatives of employed alumni and other personnel return to campus to give career planning advice lectures. In this way, college students can accurately locate their own career needs and goals. In addition, the school also needs to hire and select experienced social elites outside the campus to serve as visiting lecturers or career counselors on campus, so that students can have expectations about their career planning based on professional and high-quality lecturers, and strengthen the interaction between entrepreneurial visiting lecturers and theoretical teachers of the school. Furthermore, it provides both theoretical and practical guarantee for career planning education to ensure that the education and career guidance received by students can be industry-leading and professional. Teachers should provide useful suggestions for students' future career planning, make a good understanding of career trends and trends, guide college students to choose their future careers reasonably based on the ideological basis of moral education, and provide constructive suggestions for students in their actual employment and selection to help them answer questions and difficulties.

6. Conclusion

In view of the current situation of college students' career planning education, we actively carry out diversified education and guidance measures to promote students to establish correct career view and employment view under the guidance of theory and practical experience, strengthen their

own subjective consciousness, guide students to find the correct career development orientation, promote students to enhance their employment ability, and establish the correct employment concept. In order to effectively carry out career planning education for students, we should actively improve the comprehensive quality of college teachers, enhance their social insight and professional sensitivity, so that they can better provide support for the employment of contemporary college students.

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