

# *The Practical Difficulties and Implementation Paths of Career Development Planning for College Students in the New Era*

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**Abstract:** Employment is the most basic livelihood. In the new era, good career planning for college students can help them better position themselves, set career goals, and improve the quality of talent cultivation. It is also an inherent requirement for universities to implement the fundamental task of "cultivating morality and cultivating talents". However, with the transformation of higher education in China from elitism to popularization, colleges and universities continue to expand enrollment, the number of college graduates is increasing year by year, and the employment situation is severe, which has brought heavy pressure to college students' employment. At present, when universities make career planning for college students, they face challenges such as weak planning awareness, inaccurate self-positioning, and biased value orientation. Based on the above problems, we should strengthen college students' awareness of career planning, correctly set up career goals, cultivate correct value orientation in social practice, and promote college students to make good career development planning.

## **1. Introduction**

The report of the 20th National Congress of the Communist Party of China clearly states that "employment is the most basic livelihood. We will strengthen the employment priority policies, improve employment promotion mechanisms, and promote high-quality and full employment" [1]. However, with the transformation of China's higher education from elitism to popularization, colleges and universities continue to expand enrollment, the number of college graduates is increasing year by year, and the employment situation is severe, which has brought heavy pressure to college students' employment. According to data released by the Ministry of Education, the number of Chinese college graduates in 2022 exceeded 10 million for the first time, an increase of 1.67 million or 18.4% compared to 2021. In addition, with the increasing pressure of economic development, the impact of the epidemic on employment is still continuing, the structural contradiction of employment has not been fundamentally alleviated. Currently, the employment situation of college graduates is still severe and complex.

## **2. The Significance of College Students' Career Planning**

### **2.1 It can help college students to better position themselves as individuals.**

Career planning, also known as career design, was proposed by the famous management experts Northwell (William J. Rothwell). Career design is the process of individuals determining action direction, time, and plan for achieving their career goals based on their own situation and immediate constraints. Everyone's personality, abilities, psychology, values, physical quality, material conditions and living conditions are not entirely consistent, which is due to the different quality and quantity of life development. The quality and quantity in the development can be said to be the distinctive labels between people. Therefore, in the development process of the initial stage, we can understand our position and conditions only when we find our current quality and quantity; you will know what you are striving for and what you want only when you find the quality and quantity of your future [2]. This requires us to be able to recognize our personal situation and accurately position ourselves. However, high vision but low skill is a common phenomenon that most people cannot accurately locate. Without the ability to make choices, always focusing on big challenges and high goals, and without in-depth analysis in operation, it is easy to cause inaccurate positioning. Counselors, full-time course teachers, academic tutors and other guidance for college students to make good career planning through self-exploration can help them understand and grasp their own personality, existing abilities, shortcomings and other existing development status, clearly identify their strengths and weaknesses, objectively and comprehensively understand their needs, understand their passions, understand their behavioral tendencies [3], and what kind of development can be achieved through one's own efforts, etc.

### **2.2 It can help college students to make a good career goal orientation.**

Anthony Robbins, the American master of success, once put forward a universal formula for success: "Success = clear goals + detailed plans + immediate action + inspection and correction + perseverance". From this formula, we know that if we want to succeed in our career, we must first formulate clear and appropriate goals and detailed plans, then put them into practice, and constantly review and revise our goals and plans, and finally persist until the end, then we will surely achieve success in our career. At the same time, Napoleon Hill, an American success scientist, has such a famous saying in his book "Getting Rich in a Year", "The starting point of all achievements is desire. The higher a person pursues a goal, the faster his talents develop. If one person pursues his goal wholeheartedly, the whole world will make way for him. Hill believes that all success, must first establish a clear goal, and when the pursuit of the goal becomes an obsession, you will find that all the actions will lead you towards this goal [4]. Goal is power, but in the process of making career development planning, many college students often neglect the considerations of their own age and growth, and their positioning of employment goals is too high and idealistic. It not only affects the current employment of individuals, but also has a negative impact on their future career development. Counselors, class teachers, professional teachers, academic tutors and other guidance for college students to make good career planning can help them understand what kind of work they should do at present and in the future, and set career development goals according to their characteristics at different stages, as well as personality characteristics, professional expertise, work ability and interests[5].

### **2.3 It can help colleges and universities to improve the quality of talent cultivation.**

Career planning is to combine personal development and organizational development, analyze,

summarize and determine the subjective and objective factors that determine personal career, clarify personal career goals, select the major to achieve the career goals, formulate corresponding labor, education and training action plans, and rationally arrange the timing, order and direction of each link. It can be seen that career planning takes personal development and organizational development as the premise, which highlights the consistency of personal development goals and organizational development goals. If the individual career planning is separated from the organization, it will lose its meaning [6]. Colleges and universities guide students to make good career planning, so that students can not only receive extensive education, but also understand the needs of social development, talent needs, social and professional division of labor, employment situation and other aspects, so as to help college students understand that their main task in the university is to master solid professional knowledge and skills, learn to survive, learn to communicate, learn to learn, learn to develop. College students gradually enter socialization, integrate with society, become qualified members of society, and ultimately prepare in advance for their graduation and career search, which is also an inevitable requirement for the talent cultivation goals of universities. Guiding college students to make good career planning can help to improve the comprehensive quality of students and the level of school talent cultivation, effectively enhance the core competitiveness of graduates in employment, and promote the connotative development of colleges and universities [7].

#### **2.4 The internal requirements for colleges and universities to implement the fundamental task of "cultivating morality and talents".**

As the fundamental task of education and the foundation of colleges and universities, the fundamental purpose of cultivating people by virtue is to educate people, which requires colleges and universities to teach students how to behave, guide them to become adults, teach students how to learn and how to become talents. For colleges and universities, they should adhere to the principle of "student-oriented", in line with the principle of "early planning, early mobilization and early implementation", and focus on "employment-oriented, social needs as the breakthrough point, and improving the employment rate and quality as the goal", so as to guide students in their daily work to plan their college life. To study and practice assiduously and become a useful person in society not only puts forward high requirements for the all-round development of college students, but also points out the growth path of college students[8]. At the same time, based on moral education, in-depth understanding of college students' thinking, according to the characteristics of each student and the needs of growth and success, professional teachers combine professional learning with career planning guidance closely, and integrate routine work with employment guidance organically. In order to enhance students' practical ability, creative ability, employment ability and entrepreneurial ability, and cultivate socialist builders and successors who are suitable for the society and have all-round development of morality, intelligence, physique, beauty and labor, we should carry out the work of helping poor students, employment guidance and mental health education step by step and in a planned way.

### **3. The Current Practical Difficulties of College Students' Career Planning**

#### **3.1 Weak awareness of planning.**

Lack of awareness of career planning is a common feature of contemporary college students. When college students fill in their college entrance examination volunteers, they have actually made an important decision in their career, because the volunteers they fill in will largely determine the four-year professional study in university. But in fact, many students do not understand the major they choose. They only communicate with their classmates simply, or hear a careless word from

teachers, or get advice from relatives and friends at home, or even hear some hearsay information. Although many college students know that the current employment situation is severe, they feel that career planning is dispensable and have never made a formal plan for their career. There are also some college students who feel that they are still in the learning stage and their future is uncertain, so they think it is too early. The result of these ideas is that learning has no purpose, wasting valuable learning time, and missing the opportunity to improve life literacy and ability purposefully, pertinently and systematically under career planning. When many college students talk about career planning, they say that no doubt it is the most important job for graduates, people in other grades are not necessary to waste their time for career planning, there is a wrong idea that planning is not as fast as changing, career planning should be done on graduation eve. If they don't accept the concept of career planning, and gradually form their own career development plan under the guidance of teachers from the first day of entering the university, they will easily fall into a blind development situation when they really face the employment problem after graduation. When college students realize that they lack professional level and personal ability, they will feel helpless, embarrassed, and regretful [9].

### **3.2 Inaccurate self-positioning.**

For a long time, college students have been regarded as the elite group of Chinese society and the pillars of the country's construction. In this case, one person achieving a particularly high score in the college entrance examination, entering a good university, and choosing a so-called good major, is basically called a winner in life. However, with the enrollment expansion of colleges and universities, the original elite higher education has been replaced by the mass higher education model. The sense of superiority of college students is weakening day by day in the severe reality of the human resources market, and the possibility of becoming a winner in life after graduation is decreasing. In such a grim situation, college students must start thinking about how to reserve energy for their future career development at the university stage, but in fact, college students are not ready[10]. The reason why many college students cannot plan their careers well is that they do not understand themselves, what they want to do and what they are suitable for. Even some college students confuse employment, occupation and career, thinking that employment is equal to career, and even employment is equal to lifelong career development. When college students make their own career planning, it is better to face up to the reality, make full self-analysis and clear career direction, their own career development position, their status in society, and view the world with a calm mind. This is actually to solve the four fundamental problems of career design: what to do, where to do, how to do and how to do it with an attitude. This avoids underselling yourself and expecting too much. There are also quite a number of college students who ignore the dynamic and phased nature of the career planning process, do not take into account their own reality, blindly obey, act too hastily, and even try to achieve their goals through shortcuts.

### **3.3 Biased value orientation.**

Occupational values refer to the individual's value judgment on occupational choice, occupational rank in the sense of occupational life, etc. It is a relatively stable individual tendency, both for the career and the whole life. Vocational values belong to the system of human values, which is the concrete embodiment and application of human values in professional life. The view of choosing a job and the view of employment that people often talk about are essentially a kind of professional values. As a person's belief in his own career, professional values are of decisive significance to everyone's self-exploration, career cognition, career decision-making and even the development of the whole professional life. Influenced by the market economy, college students'

sense of social responsibility and historical mission is becoming weak, and they pay more attention to the visible interests. College students begin to pay attention to self-worth and self-development, and regard the realization of self-worth as a driving force. However, due to the simple pursuit of self-worth and self-development, college students often put their immediate interests and hobbies in the first place. The professional values of college students are mainly limited by interest orientation, and the color of professional utilitarianism is more prominent, too much or even taking into account the actual vital interests, too much emphasis on the work with superior economic conditions and comfortable living environment. In particular, when some college students make plans for their own future, they excessively pursue material interests, while ignoring the social value of the occupation, their own good moral cultivation, and healthy psychological quality [11].

#### **4. The Implementation Paths of College Students' Career Planning**

##### **4.1 Strengthen college students' awareness of career planning.**

From a psychological point of view, consciousness appears before behavior. Change can occur only when consciousness is generated. Consciousness activity is a purposeful and planned, initiative and creative activity, which can guide us to carry out practical activities. Psychoanalytic psychology also points out that psychological problems can be solved only when the subconscious content is raised to the level of consciousness. Colleges and universities should set up career planning courses and organize relevant speeches, lectures and competitions according to the needs of social development and students' characteristics, which creates an atmosphere to stimulate college students' career planning consciousness, and at the same time makes college students begin to pay attention to the knowledge content in this field. At the same time, the influence of college student associations is gradually expanding, so we should give full play to the function of student associations, establish a platform for students and society, students and career counseling center, so that student associations can truly embark on the management track of career counseling center and accept its business guidance. The counseling center can help the community to organize entrepreneurship forums and simulated recruitment activities to attract more students to participate in, and carry out various forms of activities to deepen the career counseling work into students' daily activities, improve students' awareness of career planning, and help students develop various abilities, such as communication skills, interpersonal skills, and cooperation skills.

##### **4.2 Set career goals correctly.**

Trade magnate J.C. Binnis once said, "An ordinary clerk with a purpose in mind will become a great man who makes history. A person without a purpose can only be an ordinary clerk." Career goals are the specific goals that individuals need to achieve at a future time point in their chosen career field, which are composed of stage goals and long-term goals. Stage goals refer to the ladder goals set at different time points in personal career, such as goals during school, goals 3 to 5 years after graduation, and goals 10 years after graduation, etc. The so-called long-term goals are the ones to be achieved in the whole career of life. For contemporary college students, the goal is like a beacon of navigation, with it they will not lose themselves, and will bravely embark on the road of life. Generally speaking, after three to five years of study, most college students will participate in work and devote themselves to a certain major. It is for this reason that college students should determine their development direction and career goals in the university. For example, after studying at the university level, they should become doctors, journalists, civil servants, lawyers or teachers after graduation. Under the premise of self-recognition, college students can choose the appropriate direction of development, determine specific goals, seize opportunities at the right time,



and avoid weaknesses, so as to make the road of career development more smoothly. With the goal, the strong in the heart can find the way forward, and the drifting without a purpose will eventually return to the lost, and the valuable gold mine in his heart will eventually become no different from ordinary dust because it has not been mined [12].

### 4.3 Cultivate the correct value orientation in social practice.

It takes a long process to develop job-hunting ability. Students must go through large or small practical activities in order to enhance their ability to analyze and solve problems. College students actively participate in volunteer service, college students' career planning contest, summer social practice, propaganda and other activities to discover, display and improve their comprehensive ability. In this process, students can have more contact with companies, learn more about society and work, understand the whole labor market, especially the overall supply and demand quantity information and structural information of the current college students' labor market, understand the specific job requirements and professional ethics, understand their personal employability, make preparations for job hunting, and lay the foundation for their future career [13]. At the same time, colleges and universities should take an active and positive attitude to carry out ideological and political education and career planning education around the ideological characteristics of college students, effectively solve all the practical problems related to employment of college students, and organically integrate the solution of practical problems with the solution of ideological problems. Ideological and political education should be based on the characteristics and laws of college students' career planning, adopt long-term sustainable and targeted educational guidance, pay attention to the establishment of scientific and reasonable employment value orientation, and help college students to get a clear understanding of themselves. To better integrate planning with national needs, college students should be guided to organically integrate their personal needs with social needs, consciously link their future destiny with social progress, and rationally plan their future with employment and entrepreneurship as the focus, so as to better realize their life value.

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