

A Brief Discussion on the Concept of "People-Oriented" in College Career Planning Teaching

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Abstract: Higher education bears the important mission given to universities by The Times. Career planning education is an important key proposition for colleges and universities to train talents. At present, the employment of college students has become a hot, difficult and painful issue that the whole society pays attention to. In order to effectively do a good job in the employment of graduates and improve the quality of employment services, more and more colleges and universities attach importance to the career planning education of college students, and the systematic career planning counseling of students has become an important part of the employment guidance of colleges and universities. In view of the outstanding problems existing in the teaching of career planning courses in colleges and universities, such as students' vague understanding, lack of scientific and practical teaching and ineffective guidance, this paper points out that career planning education and teaching should adhere to the development concept of "people-oriented" and start from the aspects of college students' career self-positioning, scientific planning and strengthening guidance. Some opinions and suggestions are put forward for the teaching of college students' career planning courses to improve the teaching quality of career education.

1. Introduction

With the deepening of the reform of higher education, more people are provided with the opportunity of higher education, and the employment of college students has become a hot, difficult and painful issue that the whole society pays attention to. In order to effectively do a good job in the employment of graduates and improve the quality of employment services, more and more universities attach importance to the career planning education of college students, and the systematic career planning guidance has become an important part of the employment guidance work of colleges and universities. Career education is an educational activity aiming at the ultimate goal of lifelong development. Based on comprehensive consideration of students' personality characteristics, it aims to cultivate people's self-career awareness and skills in a purposeful and planned way, so as to promote the development of individual career ^[1]. It is not only related to its personal development future, but also related to the long-term development of our country's economy, which has been attached great importance by the country in recent years. In 2010, the Outline of the National Medium and Long-term Education Reform and Development Plan (2010-2020) pointed out: "Care for each student, promote each student's active and lively development, respect the law of education and the law of students' physical and mental

development, and provide each student with appropriate education [2]."

The teaching of career planning should adhere to the educational concept of "people-oriented", inspire and guide college students to arrange college life scientifically and reasonably from the aspects of awakening personal career awareness, cognition of social and professional environment, planning of studies and implementation of plans, forming behavior habits, etc., so that they can consciously improve their self-management skills and enhance their core competitiveness in employment. We cultivate the comprehensive quality to adapt to the future social development through practice.

2. Analysis of the current situation of teaching implementation of career planning for students in colleges and universities

The interpretation of career education is the principle of "people-oriented", with the ultimate goal of the comprehensive and free development of people. It has become a consensus in the global education circle to offer career counseling courses for university students. According to a survey funded by the Youth Development Committee of the American Career Counseling Association, nearly 100 college institutions in 49 states in the United States offer different types of career courses, and career education has become a system from high school to college. Universities in Hong Kong and Taiwan also offer career coaching courses. Various colleges and universities in China have also gradually carried out the discussion and research of students' career planning education [3].

In recent years, most colleges and universities in China have incorporated the course "Career Planning for College Students" into the higher education system. However, due to the development of the discipline's own system and the influence of teachers' concepts and technologies, there are generally some problems in the teaching of College Students' Career Planning. The problems are mainly as follows:

2.1 The teaching of career planning courses is still teacher-centered, emphasizing theory rather than practice

Career planning is based on the combination of personal development and organizational development. Through the analysis, summary and measurement of subjective and objective factors of career, individuals establish their career goals, and conduct systematic career development activities or processes in advance to achieve this goal. Career planning is a scientific guide to achieving life goals. The document of the General Office of the Ministry of Education on the Teaching Requirements of College Students' Career Development and Employment Guidance Course (Education High Office (2007) No. 7) clearly points out that "by stimulating the independent consciousness of college students' career development, establishing a correct employment view, and promoting college students to rationally plan their future development. "Students should consciously improve their employability and career management ability in the learning process. "The scientific, effective and guiding requirements of career planning course teaching are very clear.

At present, in the teaching of the course "Career Planning for College Students", although teachers use case introduction in combination with the content of textbooks, they ignore the principal position of students in the teaching, lack personalized cognition of students, simple "filling" phenomenon is common, and the "teacher-centered" teaching mode has not been fundamentally changed. Due to students' insufficient active exploration, they have unclear self-cognition, inaccurate analysis of strengths and weaknesses, low compatibility of interests and strengths with professional development, and unclear career planning direction. Career guidance

teachers have mastered students' career planning information, which lacks systematic, targeted and effective problems. The so-called career planning books provided by career guidance teachers for students are mostly "armchair" designed by teachers in accordance with book theory. They attach importance to theory teaching and neglect the combination of practice, and the practical guiding significance of career planning has not been realized.

2.2 The lack of scientific and systematic career planning assessment for students directly affects the effect of education and teaching

Career planning education is an education that highlights students' individuation. Teachers should help and guide students to understand and analyze their own personality characteristics, clarify their own personality characteristics, design a career development path suitable for their own, and find their own appropriate position in the society. Therefore, career education is a kind of characteristic education and personalized education. Judging from the current teaching situation, most students do not know their personality type, interest type, ability characteristics and value orientation, do not know the current situation of their major, do not know the future development trend of their major, and do not know their career goals clearly. Due to the lack of scientific career planning system assessment, instructors cannot accurately locate the career direction according to students' personal characteristics. We can make full use of personal and family social resources, evaluate the gap between personal goals and the current situation, find new career opportunities, and provide students with targeted and personalized career planning guidance, which seriously affects the implementation of the principles of career planning variability, consistency, specificity, whole process and evaluability, and directly affects the implementation effect of career planning curriculum education and teaching.

2.3 The professional ability of teachers is not strong. It is difficult to improve the quality of career planning and design guidance

At present, the teaching staff of college students' career planning and guidance are mainly composed of the staff of the school's career guidance center, the teachers of "two courses", the secretary of the general branch of the college (department), the deputy secretary, the counselors and a few experts and scholars, with more part-time staff and less full-time staff, and the quality of the personnel is uneven. The teachers of the planning guidance course are not professional instructors, and the teachers' career education is mostly about the theoretical explanation of the content of career guidance. Our collection and analysis of information on students' intelligence, character and personality assessment is still at the stage of empirical analysis, lacking scientificity and relevance; insufficient knowledge of teachers' career and professional development has directly led to the shortcomings of the combined analysis of "human-job matching" in career planning, and the lack of scientific guidance on students' career development paths. This seriously affects the scientific and practical nature of career planning guidance.

3. Reflections on the teaching reform of college students' career planning course

3.1 Establish the "people-oriented" education concept, deepen reform, and improve teaching effect

From the perspective of the whole development process of career education, it has experienced a change from "career-oriented" to "people-oriented". It is inevitable for the development of The Times and society to emphasize the increasing emphasis on the self-growth of people, the

interaction between people and the environment and the matching of people's duties. Due to the influence of traditional employment placement thinking, career education in Chinese colleges and universities still stays in the narrow sense, that is, overemphasis on the employment rate. For example, in order to improve the employment rate, some colleges and universities have taken some measures to focus the pressure on students, so that students in the case of insufficient choice, they are in a hurry to sign a contract with the unit they are not very satisfied with, resulting in a high signing rate but a high default rate. This practice ignores the development of human subjectivity and deviates from the "people-oriented" educational concept, which no longer meets the current needs of higher education and social development, and is not conducive to students' growth and development [4]. Therefore, the vocational education of college students should adhere to "people-oriented", teaching should be student-oriented, and the reform of classroom teaching should be strengthened. We will mainly solve the following problems:

3.1.1 Adopt the combination of online and offline teaching mode to improve the quality of classroom teaching.

Online platform: Teachers not only make full use of the general teaching resources provided by the network platform, but also provide their own special online learning materials for their teaching objects. In teaching, the teacher usually issues the task list, and students use the network platform to independently complete the relevant knowledge and complete the homework according to the requirements of the task list, which is the first step of learning. All kinds of problems encountered by students in learning, through the learning platform students answer questions to each other, teachers do guidance, some simple problems are basically solved, which is the second step of learning. Problems that are difficult to solve on the Internet are solved by students who record them in the course. The platform automatically records students' learning results according to their learning activity on the platform.

Offline platform: Face-to-face teaching mainly solves the problems that students cannot solve in platform learning. Specifically addressing the "why?" And "What to do?" The problem is that teachers become mentors.

Face-to-face teaching mainly uses the combination of group discussion and concentrated teaching. Students break the boundaries between classes and majors, and use team icebreaking methods to organize flexibly, usually 6-8 people in a learning group. The main format is group discussion, and the speaker speaks for the large class. The problems discussed are the problems that students encounter in the platform learning, or the problems that teachers think need to be discussed. In this process, the teacher actively participates in the discussion of students in each group on an equal basis and gives guidance. When it is found that there are common problems or tendencies in the student group, the teacher should timely suspend the group discussion and concentrate on the explanation in the large class. In this process, teachers often invite outstanding senior students to participate in the discussion, to achieve students' companions, teachers and students to accompany teaching.

3.1.2 Small class teaching mode is adopted.

The number of students in the class should be less than 50. According to the personality differences of students in the class, the grouping technology of class teaching should be used to establish an effective learning team (group) and transform the content into a "project" that students can participate in training. Through task-driven students take the initiative to explore, so that students become the main body of the class, the teacher is to assist and guide, sometimes the class will be more wonderful, teaching and learning, through the group "collaboration" and

"conversation" development, to ensure the order of learning, complementarity, effectiveness.

3.1.3 Prepare the project assignment.

The preparation of career planning unit projects should be based on the content of the subject, take into account the cognitive reality of the students, respect the individuality of the students, acknowledge the differences in people's talents, temperament and upbringing, and help the teachers to understand the differences correctly. Emphasis should also be placed on the implementation of "personalised guidance" to help students acquire the ability to develop in a socially oriented and sustainable way for the future.

3.2 Establish the concept of thinking and politics, do a good job of departmental coordination, achieve curriculum extension, and improve the scientific and practical effectiveness of teaching

Career planning and design guidance should break through the limitations of the discipline, establish the concept of great ideology and politics, focus on career planning, and actively build a great ideology and politics education model, which involves the joint participation of ideological and political education research in schools, career guidance teachers and other departments, and teachers should carry out specific tasks and expand the content of teaching materials according to the teaching content module. In the teaching process of "Career Planning for College Students", we insist on the integration of ideological and political education and curriculum, break through the limitations of the discipline system, and involve multiple departments. Among them, the school psychological counseling teachers mainly help to explain the cognitive unit and test the personality and career orientation; The employment guidance department mainly combines the problems exposed in the employment work of the school and the interview process, and conducts guidance and training on professional quality and interview skills according to the quality requirements of employers. The teachers of each major subject use classroom teaching to guide the current situation of the major, the future development direction and trend of the major; Students are equipped with professional academic tutors, who can track and guide the implementation of students' careers in a timely manner. Student management departments should supervise and evaluate students' daily life behaviors and habits. Centering on students' career planning, several relatively independent and intrinsically related theme projects have been formed. By using modern information technology means, the student-centered ability based concept has been highlighted, and the combination of learning and practice, internal and external integration, and school-enterprise integration has not only ensured the rigor and scientificity of career planning, but also effectively improved the teaching effect. We need to truly transform career planning into quantifiable, measurable behavioral goals.

3.3 Establish college career planning counseling institutions and counseling mentor teams, and build a sound career guidance system

To establish and perfect professional career counseling institutions and teacher counseling teams is the basis and leading force to carry out college students' career planning education. In addition to the establishment of daily affairs management departments, career planning education institutions should also set up career planning teaching and research centers and hire a group of teachers with human resource management, vocational psychology, pedagogy, career planning education and other theories, as well as enterprises, governments and other social professionals with rich experience to serve as students' "career starting mentors". Schools should provide guidance and

consultation services for college students in career planning. While perfecting institutions and teams, colleges and universities should also build a three-dimensional and whole-process career planning network system. In order to improve the flexibility and effectiveness of career planning education^[5], the school has established personalized and team guidance and consultation rooms, created career planning education websites, and introduced online education and guidance platforms such as professional career planning evaluation system.

3.4 Establish a career practice platform to test the effect of career education and teaching

Schools should carry out a variety of career education activities to test the effect of career education. First of all, schools should organize career planning competition activities to promote learning and construction by competition. Every year, the new students enter the school, and after the new students gradually adapt to the school environment, the school holds a career planning design competition combined with the first classroom teaching. The competition should not award for the sake of awards, but should focus on the guidance of the entire design process, emphasizing the result and the process. Such as their own quality analysis guidance, social and enterprise talent needs guidance, career path selection guidance, career design steps and methods guidance, program writing and evaluation guidance, so that every student can master career design skills through the competition activities; Secondly, schools should organize skills competitions according to the different characteristics of each major in a planned way to provide a platform for students to implement and test career plans or programs. The school can hold such as web page making, courseware making, website design, business knowledge competition, oral competition, marketing planning and other competitions. Thirdly, some basic skills competitions should be held. No matter what the major, students need basic skills as they grow. For example, schools can hold speech competitions, debate competitions, storytelling competitions, professional etiquette competitions, writing competitions and other activities.

4. Conclusion

To sum up, career planning education is an important, complex, continuous and dynamic work. Only reasonable, accurate positioning and scientific planning can make career planning education develop orderly. Colleges and universities should attach importance to the career education of college students, strengthen and improve it, ensure that the courses of career planning education of college students can be offered, adhere to the development concept of "people-oriented" in teaching, pay full attention to the adult development of people, strengthen and improve the construction of disciplines and courses, and promote the reform of education and teaching according to the needs of society and students. The establishment of a new guidance system with full participation, full navigation and full penetration can realize the career planning education of college students and finally realize the smooth employment of college students.

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