

# On Employment-Oriented Ideological and Political Teaching Innovation in Higher Vocational Colleges

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**Abstract:** Higher vocational colleges, as the training center of professional and skilled talents, have received extensive attention from all sectors of society in recent years. As a crucial teaching content in colleges, ideological and political teaching aims to foster and strengthen students' ideological and moral level, help students establish correct values, outlook on life and world outlook, and promote students' all-round progress. Owing to the progress of society and the deepening reform in the field of education, the employment-oriented ideological teaching has become increasingly prominent. If colleges want to effectively strengthen the quality and effect of ideological teaching, they must carry out teaching innovation in time.

## 1. Introduction

The ideological and political courses in colleges have the characteristics of diversified and open education. Teachers need to carry out teaching activities in strict accordance with the syllabus, constantly foster students' social awareness, and on this basis, strengthen students' cultural heritage, and foster them into all-round talents useful to the society<sup>[1]</sup>. In recent years, owing to the extensive popularization of quality education in China, the society's requirements and demands for human resources have become higher and higher. The employment-oriented innovation of ideological education in colleges can not only help students establish a correct outlook on life and values, but also strengthen their professional quality, which is of great significance for promoting the employment progress of students. Therefore, educators should pay close attention to the market demand for talents and the changes in the industry, further innovate the ideological teaching mode, and strengthen the teaching quality and effectiveness.

## 2. Importance of Employment-Oriented Innovation of Ideological and Political Teaching in Higher Vocational Colleges

First of all, employment-oriented and innovative ideological teaching in colleges can help students establish the correct three views. Owing to the extensive popularization of quality education in China, more and more graduates are facing the problem of "difficult employment". Therefore, how to let students find suitable jobs after graduation has become the key issue and work content in the current education field. To stand out in the fierce employment competition, students need to have correct values, outlook on life and world outlook. This happens to be the content of ideological education in colleges. In the innovation of ideological education, it is intended to guide students to form the correct three views, which is greatly crucial for strengthening students' overall quality and fostering more high-quality talents<sup>[2]</sup>. Secondly, the employment-oriented innovation of ideological teaching can also strengthen the pertinence and practicality of teaching, and thus maximize the employment rate of students. The rise of student employment rate indicates the improvement of teaching level in colleges. Employment-oriented innovative ideological teaching has a crucial impact on improving the overall teaching level of colleges.

### **3. Employment-Oriented Strategies for Innovative Ideological and Political Teaching in Higher Vocational Colleges**

#### **3.1 Incorporate Job Requirements into Ideological and Political Teaching Content**

Any educational activity cannot be separated from the guidance of teachers. To create employment-oriented and innovative ideological teaching, teachers should change their teaching thinking and educational concepts, carefully design teaching programs, effectively foster and strengthen students' professional quality and ideological quality, and then promote students to quickly integrate into the society after graduation, and adapt to their jobs as soon as possible<sup>[3]</sup>. Therefore, in the actual teaching activities, teachers should actively and deeply explore the internal relationship between employment and ideological education, extract the ideological teaching content related to vocational quality education, highlight the social requirements and expectations of students in this major, and then guide students to correct their learning attitude, foster and strengthen their professional awareness, guide them to pursue higher professional values and spirit in ideological teaching. In addition, teachers should also establish the concept of lifelong learning, pay close attention to the job requirements and standards of different professions in the society, and integrate them into the ideological teaching content. This can not only foster students' professional quality, but also effectively strengthen students' professional skills, and then transmit applied talents with good professional quality and skills to the society.

#### **3.2 Put Professional Ability Throughout Ideological and Political Teaching**

The so-called professional ability mainly refers to the ability of students to transform their knowledge, skills, attitudes, etc. into ethics, behaviors, abilities, etc. in their future jobs, and to visualize knowledge in specific work content, so as to meet the employment needs of enterprises and institutions, and thus lay a good foundation for students' future career and life progress<sup>[4]</sup>. Specifically, professional ability can be subdivided into interpersonal communication ability, team cooperation ability, management ability, etc., and also includes professional ability required by students in different majors. Employment-oriented innovative ideological teaching should arrange learning tasks related to vocational work content in daily teaching activities, guide students to collect information and carry out discussions. Then students report the learning results in groups in class. Through this teaching method, students can not only strengthen their main role in the ideological class, but also guide students to develop independent study and research, and strengthen their communication ability, thereby improving expressive ability and team cooperation ability, and then lay a good foundation for students' smooth employment and personal progress.

The content of ideological theory course is very rich and abstract. Therefore, how to transform the complex teaching content into effective teaching is the key task faced by teachers. This requires teachers to integrate teaching materials, carry out targeted teaching design, face up to the problems in teaching, guide students to look at the problems objectively and form correct views. Then, students are required to carry out social practice in combination with the course content and actual needs, so as to stimulate their interest in learning and better foster their professional ability.

#### **3.3 Incorporate Professional Quality Assessment into Teaching Evaluation System**

Incorporating professional quality assessment into the teaching evaluation system is a crucial way to effectively test and analyze the pertinence and practicality of ideological teaching, and also a crucial basis for teachers to deepen their recognition of students' current learning ability and professional quality. First of all, in terms of the assessment content, to include the professional quality assessment into the teaching evaluation, it is necessary to assess both the theoretical knowledge of ideological education and the political nature of students, as well as the professional quality related content contained in the ideological curriculum<sup>[5]</sup>. Secondly, as far as the form of assessment is concerned, teachers should break the traditional paper-based examination form, guide students to participate in social practice activities, and conduct all-round and multi-angle assessment based on students' daily classroom performance and homework completion. Only in this way can we really test the students' recognition of ideological knowledge and their practical

application ability. Finally, the assessment subject should be diversified and expanded from a single teacher assessment subject, and carry out the joint participation evaluation mechanism of teacher assessment, student mutual assessment and parent assessment, so as to effectively strengthen the objectivity and fairness of teaching assessment, and provide data support for employment-oriented ideological teaching innovation.

### **3.4 Broaden the Space and Combine Employment with Ideological and Political Extracurricular Practice**

Practical teaching is a crucial way to strengthen students' knowledge absorption and practical application. Through practical teaching, students can not only deepen their recognition of relevant knowledge points, but also internalize them into practical actions. Therefore, employment-oriented innovative ideological teaching should also broaden the educational space and organically combine employment with ideological extracurricular practice. However, in this process, colleges should notice the fact that it is crucial to develop off-campus ideological practice activities, but due to the impact of transportation, funds, class hours and other factors, students' enthusiasm for participation is not high. Therefore, colleges should also actively use the in-school practical resources to promote the deep integration of employment and ideological education. First of all, colleges should promote the combination of political theoretical knowledge and practical activities, incorporate professional quality training into the daily behavior manual of students, and guide students to gradually form good professional behaviors and attitudes by evaluating, rewarding and punishing students' words and behaviors <sup>[6]</sup>. Secondly, colleges should also actively organize and develop theme activities related to professional literacy, so as to foster and strengthen students' professional literacy while enriching campus culture. Finally, teachers should also recommend suitable internship units for students according to their professional characteristics and personal development needs, foster and strengthen students' employment awareness in a real work environment, recognize the meaning and glory of labor during communication with other professional staff, so as to gradually explore their future career planning and progress needs, set goals for future learning, and lay a good basis for smoothly entering industry.

### **3.5 Foster Students to Form Correct Employment Outlook**

For ideological teaching in colleges, its main teaching purpose is to guide students' thoughts and help students establish correct values, outlook on life and world outlook. Only when students have a good concept of employment can they fully play their knowledge and personal advantages. This requires colleges to innovate ideological teaching based on employment. First of all, ideological education in colleges should combine with the progress needs of China's market economy, let students recognize the talent requirements of different industries in the actual ideological education, and strengthen the students' concept of career choice. A good concept of career choice should conform to the progress needs of the times, and put personal interests and social interests in the same position. A correct concept of career choice has a crucial impact on college students <sup>[7]</sup>. Therefore, colleges should be employment-oriented to help students establish correct concepts of career selection and employment, form healthy psychology, better face and solve setbacks and challenges in future work, and strengthen the employment competitiveness. Secondly, students are in the shaping stage of outlook on life and values. This period needs an objective and impartial guide to help students lay a good ideological foundation. The red resources in ideological and political education are the best teachers. Red resources can present history for students, effectively move students and enter students' minds. It can not only enrich the content of ideological education, but also strengthen students' resistance to bad ideas, which is greatly crucial for promoting students' all-round progress.

## **4. Conclusion**

To sum up, under the guidance of employment, college educators should also actively develop ideological education innovation, and foster and strengthen students' professional quality and

spiritual quality with the ideological guidance of education content. Under the dual pressure of study and employment, students must firmly grasp the opportunity of study and ability progress in school if they want to obtain better development prospects. Educators should be able to fully respect the ideas of every student, teach students according to their aptitude, strengthen the pertinence and practicality of ideological teaching, and then enable students to better develop in this society.

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