

An Analysis on the Innovative Exploration of Integrating Employment Guidance Education into College Students' Career Planning

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Abstract: With the development of the social situation, the social employment environment and the employment competition pressure in the talent market continue to increase, and students face the dual pressure from the market and society. College student career planning, as one of the forms of employment guidance services for colleges and universities, is of great guiding significance for students to enter the society. From a certain point of view, actively integrating employment guidance education in the process of college students' career planning can not only promote the rationality and scientificity of employment guidance for college graduates, but also help to systematically improve the student career planning system. Based on the current situation of college students' employment guidance, this paper explores the difficulties faced by college students in their career planning, and tries to integrate employment guidance education. After repeated practice and innovation, it will fundamentally improve the employment quality, employment efficiency of college students, and effectively alleviating the current employment situation.

1. Introduction

At the current stage, colleges and universities lack systematic and scientific planning and construction of career planning education. Their understanding is always in a simple concept. The implementation of the curriculum content is mostly carried out in the form of ideological and political education for college students, which makes career planning education Self-utility and practicality have been severely weakened, deviating from the development track of modern college students. At the same time, some colleges lack the scientific orientation of the target in the career planning education stage, which makes the work content of career planning practice, evaluation and training lack education and system. Therefore, only by accelerating the organic integration of employment-directed education and career planning can the comprehensive planning of the diversity, science and relevance of career planning be promoted.

2. Overview of college students' career planning system

From the perspective of type, professional ability is a systematic display of personal career, which covers the whole development process of career interest, career choice, and career end. The

career planning of college students can guide students to correctly understand their own abilities, establish a correct outlook on life and values, have a deeper understanding of the industry and environment in the future, and effectively grasp the key to success, and give students resilience and processing capabilities when they face the problems of work after entering the workplace, develop a complete and appropriate personal career theory, and complete the development of personalized planning programs. From the perspective of the specific implementation process, the career planning of college students is divided into five steps: self-awareness, social cognition, goal determination, strategy implementation and evaluation and correction. Each step has certain forward-looking and feasibility. College students' career education is a systematic type of engineering. The courses are mainly composed of professional psychological assessment, vocational guidance and professional courses. The development of various courses mainly depends on the school and society. Actively developing career planning education in college students' groups has formed a systematic guidance for college students' study and life, which helps students to establish a correct career choice concept and has clear goals and directions for their future development.

3. The necessity of integrating employment guidance education into college students' career

The career choice of college students runs through the entire university education career, not just limited to graduation. Therefore, for the establishment of the correct choice of college students, the colleges and universities have the right to guide them, and based on the combination of their own actual conditions, complete the system construction of career planning. If there is a lack of clear direction in the development of university life, and the effective use of scientific career design, the development and planning of life direction and future employment will not be conducive to the overall improvement of self-employment competitiveness. In addition, changes in social needs have a direct impact on career planning, and to some extent are closely related to the quality of college students. From a holistic point of view, it is mainly due to the systematic planning of future careers of college students, which requires strong internal driving force. Students need to develop the plan based on the current social needs, career prospects and actual employment situation of the individual. Therefore, colleges and universities actively introduce employment guidance education to help students establish an effective career planning awareness, through the comprehensive explanation of students' theoretical knowledge related to career planning, and students provide more scientific and more reasonable planning guidance.

4. The current situation of college graduates' employment guidance work

At present, China has basically completed the establishment of a socialist market economy system, and under the background of the reform and opening up strategy, all colleges and universities have complied with relevant education reform policies, continuously expanded the channels for enrollment, and completely subverted the traditional system of "transpiration and division" and established It is a "government co-ordination" that is compatible with modern society. According to relevant survey data, the number of people receiving higher education in the country has always shown a rapid growth trend. As of 2018, nearly 9.75 million people in the country participated in the college entrance examination, which is the highest since the 21st century. In 2018, the number of college graduates nationwide reached 820. The record high of 10,000 people has increased by 7.06 million compared with 2001, an increase of 1.6 million compared with 2010.

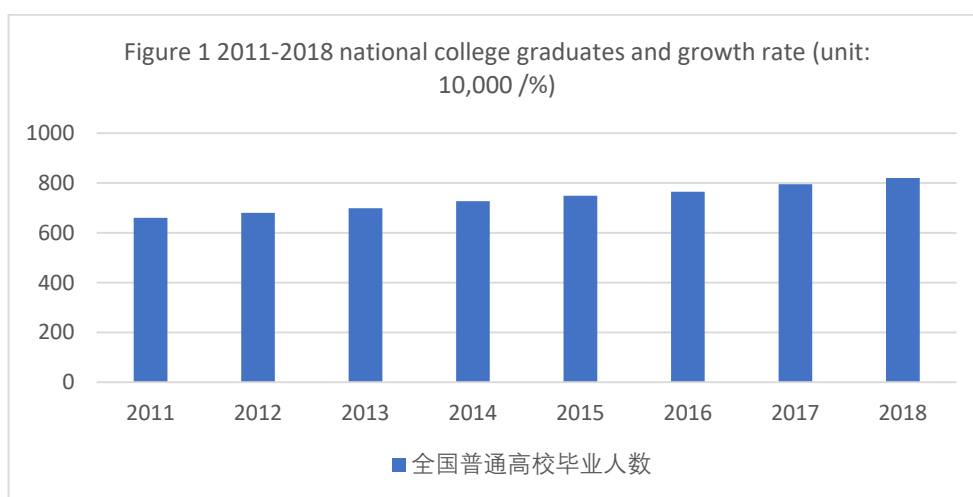


Fig.1 National college graduates

However, from the actual development of employment guidance work, the overall development is still in its infancy, and there are still some shortcomings in some aspects, which are manifested in the following points:

(1) The employment guidance work team is not perfect and the quality is uneven.

At present, some professional institutions for graduate employment guidance have been established in some domestic universities, and the employment guidance and related content of college students have been popularized. However, due to the low degree of attention of some teachers in the school and the lack of professional employment guidance personnel, most of them are Part-time staff or multi-staff personnel reflect the extremely lack of employment guidance personnel from the side, while most professional teachers shift their focus to a large number of employment-related matters. It is difficult for employment guidance work to be carried out within a fixed time, and lack of energy investment, all of the above reasons have caused certain obstacles to the development of the guidance work. In addition, there is no relevant system training business in the memory of the colleges and universities. The teachers who participate in the employment guidance teaching tasks are extremely scarce in terms of professional quality and comprehensive ability. In terms of possession of information and knowledge reserves, there is a large deviation from the actual employment guidance application effect. And to some extent, employment guidance personnel lack the opportunity to participate in relevant training, which has greatly hindered the development of their employment guidance work.

(2) Employment guidance methods and means are single

At this stage, the methods of employment guidance in universities are mainly based on documents, conferences, lectures, etc., for example, employment situation report meeting or graduate employment mobilization meeting. However, the entire consultation process and guiding process are separated from the individual characteristics of the students. In particular, some of the college employment guidance teachers still use traditional fixed and single employment guidance methods, and have been unable to complete the comprehensive guidance for students' career design and specific job hunting. The work is not targeted and effective in actual development, which seriously affects the overall progress and effectiveness of the employment guidance work.

(3) The employment guidance object is narrow and the content is simple

In China, the vast majority of colleges and universities in the development of employment guidance work, the past years of graduate employment and employment environment as a reference, lack of employment guidance for non-graduate students, employment guidance object-oriented graduates. And the content of the completion guidance is too old, only staying in the systematic

interpretation of the employment situation, employment policy and related employment regulations, the teaching of the work procedures is very small, lack of guidance on the mental health of students, the school has not fully implemented employment guided courses, the existence of the above problems, to a great extent deprive students of the right to receive appropriate employment guidance, which has a great impact on the next stage of employment guidance work in colleges and universities.

(4) Lack of employment guidance practice and training

For the comprehensive improvement of the employment ability of college graduates, employment interview time and employment content training are one of the key ways. At the current stage, some colleges lack relevant teaching ability and teaching conditions for the above-mentioned relevant time content, which makes the employment guidance work often stay on the surface form. Students lack a broad platform for their own interviewing ability training. From the perspective of students themselves, enrich your own practical experience before the job interview, which can greatly improve the interview effect and the chance of success in the interview. In addition, because employment guidance teaching needs to provide students with the most advanced knowledge and skills to the society, the practical application of employment guidance teaching is of paramount importance. At present, employment guidance teaching in colleges and universities in China provides students with less opportunities to participate in practical training, making it difficult to improve the overall employment guidance effect.

5. The method and innovation strategy of integrating employment guidance education into college students' career

5.1. Guide students to evaluate themselves reasonably

By guiding students to self-assessment, they can help students to have a more comprehensive understanding and mastery of their abilities. First of all, through the application of scientific cognition methods such as personality test, others' evaluation and professional interest test, the students are guided to deepen the depth of their own character, ability, temperament and interest, and systematically and objectively evaluate their own quality and hobbies. At the same time, in the process of student self-assessment, teachers should guide them to remain objective. A calm attitude and a highly appropriate planning and design. Secondly, it is necessary to conduct an in-depth analysis of the occupations involved in the future. At present, relevant occupations in the society have certain characteristics, such as regional, postal and industrial, which are reflected in economically developed areas and poverty-stricken areas. Therefore, students should consider regional economic conditions and policy measures when planning their future careers. Industry development has a certain impact on career development. In addition to understanding the nature and reputation of the companies or units involved, the responder will consider its overall development and future prospects in the industry. For example, talent supply, average wages, and industry norms. In addition, the quality of the employed person is closely related to the position of the job. Therefore, when participating in the employment activity, the university students can consider both the non-professional quality and the professional quality requirements to ensure that they meet the requirements of the industry's special professional ability.

5.2. Formulate clear career goals

The so-called career goal is the essence of college students' future career life. It is also the planning of the future based on the existing ability. By clarifying the formulation of career goals, it can greatly stimulate students' motivation. When college students set career goals, they are easily

influenced and restricted by the social reality environment. College students should give social development needs when setting career goals, and effectively unify the individual, social reality and national interests. From the perspective of the division of career goals, it can be divided into long-term goals and short-term goals. Among them, long-term goals are mainly the final apex of career planning locks, while short-term goals emphasize the promotion of individual professional qualities in a certain period of time, comprehensive skills and social practice skills, etc. At present, most domestic employers put the knowledge and comprehensive skills of the job seekers in the first place in the process of selecting talents. Interpersonal skills, practical use ability and innovative thinking ability are the second considerations. It can be seen that in the actual development process of college career planning education, in addition to guiding the construction of students' comprehensive knowledge system, students should also ensure the comprehensive adaptability and professional skills of students in actual positions. Compared with the single theoretical knowledge, the practical skills are more important than the theory in the specific work process. Therefore, college students should learn to effectively unify the knowledge system and post practice, learn the theory and practice, and improve the quality of employment. On the whole, the focus of employment guidance for college students should be the cultivation and promotion of students' social adaptability, entrepreneurial innovation ability and planning decision-making ability.

5.3. Enhance the job-seeking skills and entrepreneurial innovation ability of college students

The improvement of college students' job-seeking skills and entrepreneurial innovation ability can be realized through the development of various capacity-expanding activities to achieve the independence and effectiveness of problem-solving in student work; or through the development of relevant organizational activities, such as the improvement of personal resume as well as the practice of cover letters, etc., enrich students' job search experience; through the development of employment exchanges, students can provide employment information exchange platform. Before students complete their studies, colleges and universities should guide students to clarify their future employment goals. Based on the combination of students' actual situations, they should conduct targeted guidance and education, and by hiring professional human resources, let college students have a general understanding of the actual needs of talents, and on this basis of each industry and social talent market in the current society, guide students to carry out a series of related vocational training activities. In addition, the students will be guided to make full use of relevant resources in the colleges, obtain information on various employment units in the current economic market, learn various job-seeking skills, and actively participate in the simulated interview activities organized by the school to enhance occupations. The comprehensiveness of training ensure the effective improvement of self-employment and employment ability.

5.4. Participate in useful vocational training

After the student's employment goal is basically established, it will formally enter the action link. The realization of the goal in this link depends entirely on the implementation of relevant actions. Colleges and universities should actively carry out various vocational training activities that are conducive to student job hunting. Among them, vocational skills training, self-care adaptive opening and closing, and scientific measurement of occupations are all part of vocational training. At present, there is a lack of enthusiasm for college students to participate in vocational training activities, and colleges and universities should transform vocational training into summer activity practice by grasping this time problem, for example, "youth volunteers" activities and "three rural areas" social practice activities, campus entrepreneurship activities, and graduation work, etc., all of which have a good training effect on students' professional ability. In addition, through various

teaching lectures, we can hire successful students from outside the school to communicate with students on employment experience, so that students can understand the social employment situation more comprehensively; actively carry out various types of work-study activities to enable university students to engage in social part-time work; organize students to actively participate in various simulated professional practice activities, conduct a comprehensive evaluation of students' intention to participate in the profession, and systematically analyze students' interest in employment. And colleges and universities should effectively guide college students, encourage students to actively participate in various social, practical and beneficial vocational training activities, so as to re-optimize their own career planning.

6. Conclusion

In summary, the development of college career planning activities can help students to define and position their career development direction and goals to some extent. Actively integrating employment guidance education in the career planning process of colleges and universities will help the comprehensive improvement of college students' job-seeking and employment ability, so that students can more clearly define their future career goals, and give college students more professional employment ability and adaptability. But it is worth mentioning that the development of employment guidance teaching activities has great demand for educational resources, and cannot be too simplistic and formalized, to build more communication and learning platforms for college students, to help students establish a clear career goal and career orientation.

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