Some Thoughts on the Career Planning Education of College Students

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Abstract: College students' career planning education has become more and more important with the increasingly severe competition pressure and the difficulty of employment caused by the popularization of higher education. At present many colleges and universities for college students occupation career planning exists some problems such as insufficient attention, poor practice, teachers' lack of resources. This paper gives the countermeasures and suggestions to solve these problems, in order to promote better development for our country university student occupation career planning education, to promote the innovation and entrepreneurship education of college students, so that students can better respond to today's employment situation, the university can transport more excellent available talents for the society.

Introduction

Colleges and universities to carry out career planning education has great significance to enhance the students' core competitiveness of the future job market to enhance employability, to explore new mode of talent training, to deepen educational reform and improve the quality of talent training and promote college students' employment and entrepreneurship. But compared with foreign countries, China's colleges and universities career planning education started late, and develop slowly. After ten years' efforts of career planning education researchers, it has formed a relatively complete education system. Compared with the rapid development of the social situation, our country's career planning education is still lagging behind, so unable to fully meet the needs of college students increasingly personalized demand and more diversified social environment need [1]. This article is divided into three parts to give suggestions on the existing problems in order to promote the better development of the career planning education for college students in China.

Concept of College Students Career Planning

Career Planning or career design refers to an individual combining organization, on the basis of measuring, analyzing and summing up the subjective and objective conditions of a person's career, makes a comprehensive analysis and weighing of his own interests, hobbies, abilities and characteristics, combining with the characteristics of the times, according to his own professional tendency to determine their best career goals and make effective arrangements to achieve them [2].

College student’s occupation career planning can be called college student’s occupation career design, specifically refers to the combining individual and organization, to determine and analyze subjective and objective conditions related to personal occupation career, to analyze synthetically the personal interest and ability, to combine the characteristics of the times and the individual occupation tendency for the starting point, so that individuals can determine the best occupation goals, in order to achieve this goal, make specific arrangements[3].
The Problems Existing in the Current Career Planning Education of College Students in China

Some Colleges and Universities Do Not Pay Enough Attention to the Curriculum of Career Planning Education for College Students

At present, the career planning education in many colleges and universities is limited to the employment guidance level, and lacks sufficient attention and education guidance to the college students' career planning courses. Some colleges and universities regard the career planning course as an optional course on the network, let students self-study, lack of professional teachers to teach, cannot directly communicate with students to solve the students' own career planning and design problems. Some colleges and universities do not guide the career development and employment of college students throughout the whole process of university learning, only carry out enlightening education on career planning and professional education such as lectures, reports, professional cognition and other forms when the students first enter the university. In the senior graduation season, immediately facing the pressure of employment, they carry out some resume production techniques, interview skills and employment guidance education to improve job skills, and in the two or three grade as the golden age of clearing development path and improving occupation development ability, they did not give students appropriate and correct guidance, communication and answering their questions, occupation career planning education appeared interrupted[4]. Therefore, all these cause the college students themselves lack of understanding and confusing of career planning. Thus in a very short period of time when graduation, to face a large number of recruitment units and employment opportunities at a loss, they have no choice that causes job anxiety and psychological pressure in the early stage of graduation.

College Students' Awareness of Career Planning is Weak

Students do not pay enough attention to the curriculum of vocational planning education, regard it as a course they have learned, rather than regard it as a specific goal and direction of progress set up by themselves in colleges and universities. As a result, most students have weak awareness of career planning, vague career goals, lack of awareness of the importance of career planning for future career development, lack of initiative and sustainability of career planning.

Lack of Qualified Teachers for Professional Career Planning

The teachers of career planning education should be composed of teachers with professional background such as human resources management psychology or higher education and master the process and techniques of career planning consultation and tutoring. Career planning guidance for students is very professional and should continue from freshman to senior year. At present, the teachers in charge of college students' career planning in many colleges and universities are mainly the staff of the employment guidance center of the counselors drawn from the departments and colleges. These teachers are directly from the university graduates to engage in the current work, the level is uneven, on the one hand, lack of relevant disciplines of educational background and professional knowledge. On the other hand, lack of relevant work experience of social enterprises, there is no field contact with some information in the workplace and enterprises, the guidance to students can only stay at the macro level, theoretical level, and the actual working environment is very different; Moreover, their professional training, work enthusiasm and initiative are obviously inadequate.

Lack of Effectiveness and Systematization in Career Planning Education

At present, many college graduate employment guidance agencies, mainly responsible for graduate employment organization, coordination and guidance, not fully play the role of career planning education, multilevel and multidimensional management mechanism of career planning education and guidance for college students has not been established, so the effect of career planning education and guidance is not obvious.
Countermeasures of Career Planning Education for College Students

Leaders and Teachers in Colleges and Universities Should Attach Great Importance to the Education of Career Planning So as to Make Students Pay More Attention to Their Own Career Planning

The relevant leaders and teachers of colleges and universities should fully realize the importance of career planning education to the growth and development of college students, to the cultivation of talents in colleges and universities and to the development of society. By doing so can make teachers correct their own teaching attitude in the process of teaching, ensure the quality of teaching and play a good role in the teaching. Schools will urge the student to pay attention to their own occupation planning, to help college students have a comprehensive understanding on their personality traits, interest characteristics, advantages and disadvantages, occupation trend to the localization of self-worth, enhance employment confidence and ability to adapt to the society, improve the core competitiveness of the future career of college students, so as to go on smoothly to work, to achieve a smooth transition from school to society.

Colleges and Universities Should Strengthen the Construction of Teachers and Innovate the Teaching Mode of Career Planning

With the continuous improvement of the quality and requirements of talents training, colleges and universities need to innovate the teaching mode, expand professional guidance, vocational ability training and so on, so as to enhance the pertinence and appeal of vocational planning education. Colleges and universities can hire excellent alumni, business executives as part-time instructors to form excellent teaching teams, relying on classroom teaching, give lectures, professional guidance, individual level counseling and so on. At the same time, with the help of we-chat, QQ, Blog, MOOC and other new media, colleges and universities should give full play to the powerful role of big data era network, strengthen career planning education network platform, We-chat platform, Blog platform construction, establish the network system of college students' career development tracking and investigation, perfect the network platform of college students' career development consultation, and provide educational services in the way that the current college students like.

Constructing the Education System of Career Planning Running through the Whole Process of University

Career planning education is a systematic engineering, a scientific, systematic, comprehensive and planned educational activity. It is necessary to systematically and systematically run through the whole process of college life. For example, in the first year of college, courses such as "career planning" and "introduction to specialty" can be offered to let students know their major and to arouse their awareness of career planning. In the second year of university, professional lectures are conducted to guide students to strengthen their professional knowledge learning, improve their own quality and ability, and enable them to master scientific career planning methods, enable them to use the methods learned to explore their own cognitive and academic planning; The third year of university, colleges and universities should carry on enterprise education, the employment and the postgraduate examination experience exchange meeting, help the student to determine the future development goal, has the emphases to study the specialized course, enhances the employment competition ability; The fourth year of university they should hold the employment policy propaganda seminar, the employment instruction lecture, the campus profession special job fair and so on, create the good employment environment, provide the high quality employment service, emphatically carry on the choice of the profession to the student, vocational counseling and guidance of job search skills, pre-employment education for students, help students fully understand the workplace, help students complete the role transition from student to staff member.
Seeking Social Resources and Setting Up a Practical Platform for College Students' Career Planning

The education of career planning cannot be separated from social practice. Firstly, we should strengthen the cooperation between schools and enterprises, and let students experience the future career of their major by establishing a practice base of professional practice. For example, in order to enable students to have a clearer understanding of their professional and future career positioning and to promote the practical education of students' career planning, the five majors in our college have established their own practice platform. Combining with excellent enterprises, the marketing major students adopt the method of "on-the-job practice" to change the present situation of weakening practice teaching, strengthen the practice link, and perfect the career planning. We also organized students to participate in "micro-marketing" design contest of Tsingtao Beer, and organized "Zhengda Cup" entrepreneurial marketing competition, the national college students' foreign trade ability competition, the national accounting competition and so on. With the help of these activities, we can help students to familiarize themselves with the external environment, revise their professional position and help them achieve their career goals. Secondly, you can hire alumni, corporate celebrities to hold a series of lectures, their experiences are very friendly and persuasive to college students. Their suggestions can help them to improve their career planning, to set up a correct outlook on employment, and improve their employability and employment competitiveness. Thirdly, colleges and universities should rely more on student organizations. Students' associations organize activities such as "career Planning and Design Competition", "resume Design Competition", "simulated recruitment Competition", "career character interview Competition", "career experience Competition" and so on. Through the competition to arouse the enthusiasm of students, guide students to participate in career planning practice [6].

Conclusion

The career planning education of college students is a systematic and complex process, which needs a long-term continuous implementation process. Due to the late development of career planning education in China, it is still in the exploration stage. With the reform of market economy and the transformation of society, the employment situation of college students is grim, so it is urgent to strengthen the education of career planning for college students. This paper systematically analyzes and summarizes the practical problems existing in the process of career planning for college students and put forward some countermeasures and suggestions to improve the career planning of college students from the three aspects of college students themselves, universities and society, in order to further enrich the theory of college students' career planning and promote the education of college and to improve the career planning of college students in colleges and universities, so as to help college students achieve sustained, healthy and stable career development.

References


