

Integration strategy of ideological and political education and employment guidance for college students

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Abstract: With the development of social economy and the reform of education system, the employment problem of students' employment is getting more and more attention, so colleges and universities should give the corresponding employment guidance for students. However, there are still many problems in the employment guidance work of colleges and universities in China, such as the students' low attention to the employment guidance work, the management and assessment mechanism of the employment guidance work in colleges and universities is not perfect, and the ideological and political education and employment guidance have not been effectively integrated. Therefore, colleges and universities should effectively integrate ideological and political education with the guidance of college students' employment, so as to improve students' employment ability and help them to enter the society smoothly. This paper analyzes the necessity and practical dilemma of integrating ideological and political education and college students' employment guidance, and puts forward the strategy of effectively integrating ideological and political education and college students' employment guidance, aiming to provide reference for ideological and political education and college students' employment guidance in colleges and universities in China.

Keywords: ideological and political education; college students; employment guidance; integration strategy

1. Foreword

In colleges and universities, ideological and political education is a very important work, which is because ideological and political education can help students to establish correct values, outlook on life and world outlook, and then improve the comprehensive quality of students, is conducive to students to become the all-round development of moral, intellectual, physical, beauty and labor. However, due to the influence of many factors, the employment problem of students is getting more and more attention, so colleges and universities should effectively integrate the ideological and political education and the employment guidance of college students. Under the current employment situation, colleges and universities should make full use of ideological and political education to help students establish correct values and outlook on life, so as to improve students' competitiveness in the society.

2. The necessity of integrating ideological and political education and college students' employment guidance

(1) To help students to establish a correct concept of employment

In the process of employment, students face not only work, but also many other aspects of problems, which need students to constantly explore and think in the process of employment. Therefore, in the process of employment, students should first establish a correct view of employment, to effectively solve their own problems. On this basis, we can better adapt to the society and make contributions to the society. Therefore, in the process of college students' employment, we should pay attention to the cultivation of students' employment concept. And ideological and political education and college students' employment guidance undertake this important task. Ideological and political education is one of the important ways to provide ideological guarantee for students, which can help students to establish a correct employment concept in the process of employment. Through the integration of ideological and political education and employment guidance for college students, colleges and universities can be more targeted when carrying out employment guidance work. Colleges and

universities can make corresponding teaching plans according to the existing problems of students and their own development situation. In the teaching process, the integration of ideological and political education and employment guidance for college students can be used to realize the complementary advantages between the two, so as to provide students with a more perfect teaching program. In addition, colleges and universities can also provide students with more professional and personalized employment guidance services according to their needs. Through the integration of ideological and political education and employment guidance for college students, it can not only better solve the problems of students, but also promote their all-round development^[1].

(2) Help students to understand the social reality

At present, most students are in a relatively closed state, and they do not know much about the social reality. Ideological and political education can help students understand the social reality, which also has a very important impact on students' future development. First of all, ideological and political education can help students to realize their own shortcomings, and then they can effectively adjust themselves. In addition, ideological and political education can also help students to better understand the society and understand the social reality. In the process of learning, students can not contact social reality, and ideological and political education can help students understand social reality to a certain extent. When students are exposed to some bad phenomena in the process of learning, there will be a certain confusion and confusion. If students cannot correctly understand these problems, then they will have wrong judgments, so that they cannot correctly understand the social reality. After learning about these problems, they can use ideological and political education to adjust themselves. In this way, students can have a deeper understanding of the social reality, so as to get better development.

(3) Cultivate students' good professional quality

In the traditional employment guidance process, the teachers usually choose to explain the professional knowledge to the students, and help the students to better adapt to the society in this way. However, under the influence of this teaching form, students are often unable to clarify their own career development direction, and it is difficult to give full play to their own value. In ideological and political education, teachers can better adapt to the society and make contributions to the society through the cultivation of students' professional quality. In the process of ideological and political education, teachers need to guide the students, so that they can establish a correct career view, so as to achieve success in the future employment. Therefore, in the process of integrating ideological and political education and college students' employment guidance, teachers need to make full use of this way to cultivate students' good professional quality. On the one hand, ideological and political education can help students establish a correct career view; on the other hand, employment guidance for college students is an important way to help students solve employment problems.

3. Analysis of the integration of ideological and political education and employment guidance education

The integration of ideological and political education and employment guidance education in colleges and universities in the new era is not only conducive to the improvement of students' comprehensive quality, but also conducive to the improvement of the quality of talent training in colleges and universities in China. However, in the integration process of college ideological and political education and employment guidance education in the new era, there are still many difficulties, mainly manifested in the following aspects:

(1) Insufficient integration of course content

In the current integration process of ideological and political education and employment guidance education in colleges and universities, the integration of curriculum content is relatively insufficient, which is also one of the main reasons for the incomplete integration of the two. At present, in Chinese colleges and universities, although some majors have opened employment guidance courses, there are great differences between the course content and ideological and political education, which is not conducive for students to establish a correct view of employment and career. For example, in the employment guidance course, teachers usually analyze the employment situation of students from the macro level. However, due to certain differences in the employment market, it is difficult for teachers to accurately judge the macro situation and the micro employment situation. Therefore, it is difficult to achieve the ideal teaching effect in the teaching practice^[2].

(2) Insufficient integration of teachers

The integration of ideological and political education and employment guidance education in colleges and universities in the new era requires the improvement of the overall quality level of teachers. However, as far as current Chinese colleges and universities are concerned, some teachers still have some problems in their teaching level, and they have some cognitive deviation in the integration concept of ideological and political education and employment guidance education. They believe that these two courses belong to two different course categories, and it is difficult to organically combine the two in the actual teaching process. At the same time, some teachers still have the phenomenon of "emphasizing theory rather than practice" in the teaching process. For example, when learning ideological and political courses, teachers usually impart theoretical knowledge to students, while ignoring the practical training for students, which also limits students' understanding and application of knowledge to a certain extent.

(3) Lack of understanding of teachers

First, in the process of carrying out the teaching work, teachers fail to start from the essential connotation of ideological and political education and employment guidance, and have a certain misunderstanding of its integration, thus affecting the smooth development of the integration work. Second, teachers do not have enough of the theoretical knowledge based on the integration of the two, which leads to the inability to effectively carry out relevant work. Third, in the process of carrying out teaching activities, teachers fail to timely adjust the teaching strategies and methods according to the students' actual learning situation and ideological dynamics, so as to realize the effective cultivation of students' ideological and political quality, psychological quality and other aspects. Fourth, teachers fail to give full play to their leading role in the process of developing teaching activities, and fail to effectively organize students to actively participate in educational activities. Fifth, teachers fail to timely change their own ideas and ways of thinking in the process of carrying out teaching activities.

4. Integration strategy of ideological and political education and employment guidance for college students

(1) Establish the correct employment guiding ideology, enhance the ideological and political education for students

In the process of integrating the ideological and political education in colleges and universities and the employment guidance for college students, first of all, the correct employment guiding ideology should be set up. Because most colleges and universities in China only pay attention to the cultivation of students' professional skills in the implementation of the guidance for college students' employment, and ignore the cultivation of students' ideological and political education, therefore, in this process, we should strengthen the development of students' ideological and political education. Secondly, we should strengthen the importance of the ideological and political education of college students. College counselors should have a comprehensive understanding of each student's ideological trends, psychological changes and future development direction, and take targeted measures on this basis to improve the quality and effect of college students' employment guidance work. Finally, colleges and universities should also actively establish a good relationship with the employers. As a college counselor, he should not only have a solid professional skills level, but also have a good interpersonal coordination ability.

(2) Reasonably integrate the courses to improve the quality of college students' employment guidance

College students' employment guidance course is a system of college students' employment guidance, professional, targeted guidance, its purpose is to let college students to better achieve employment, and ideological education course is ideological and political education for the students and the ideological and political theory teaching, both in teaching objectives, teaching content, etc, there are big differences. Therefore, in the construction of college students' employment guidance courses, we must effectively integrate ideological and political education and college students' employment guidance, so as to better carry out the construction of employment guidance courses. First of all, the content of ideological and political education course is similar to the content of college students' employment guidance course, both of which belong to the educational content. Therefore, in the integration of ideological and political education and the employment guidance of college students, the content of ideological and political education must be integrated into the employment guidance of college students. Secondly, the integration of ideological and political education and college students' employment guidance courses is carried out on the basis of the integration of the two. Only by

integrating the two reasonably can the quality of employment guidance courses be effectively improved^[3]. Therefore, colleges and universities should do a good job in the integration of ideological and political education and college students' employment guidance.

(3) Introduce psychological incentives and improve students' career planning

The basis of the integration of ideological and political education in colleges and universities and college student employment guidance is that ideological and political education must be combined with career planning, which is also an important feature of ideological and political education and college student employment guidance. In order to better integrate ideological education and college students' employment guidance, colleges and universities should actively introduce psychological incentive mechanism, and from the perspective of psychological incentive to improve college students' career planning, through all kinds of psychological counseling activities, help students solve various problems in the process of employment, and constantly improve the students' career planning. In addition, colleges and universities should also be introduced in the process of ideological education employment guidance work, and employment guidance work as part of ideological education work, through constant employment guidance activities, help students set up the correct employment and career planning consciousness, improve students' awareness of self, society, country and industry level, and promote students to better integrate into the society.

(4) Promote the integration of the two, and choose the appropriate starting point

In the process of promoting the integration of ideological and political education and college students' employment guidance, we should start from the actual situation, combine with the actual situation of the school, and choose the appropriate starting point. On the one hand, to promote the integration of the two we should start from the starting point of employment guidance. The starting point of employment guidance is to provide students with some relevant information and policies, provide employment guidance to students, and help students solve practical problems. The starting point of ideological and political education is ideological and political education, which plays an important role in the ideological and political education of college students, and it is also the main way of ideological and political education for college students. Therefore, we can integrate the two together, and do a good job of ideological and political education for college students together. Ideological and political education is the introduction of ideological and political courses in the process of college students' employment guidance, which can carry out ideological and political education for college students through classroom teaching, social practice and other forms, so as to improve the ideological understanding level of college students. Ideological and political courses provide a platform and a way for college students to guide their employment, which can help college students to establish a correct outlook on life, world outlook and values^[4].

(5) Carry out entrepreneurship teaching to improve the quality and efficiency of success in innovation and entrepreneurship

In the process of employment, college students will inevitably encounter some difficulties, such as different majors, low salary, poor working environment, etc., which requires the effective integration of ideological and political education in colleges and universities and employment guidance of college students, encourage students to start their own businesses, and improve the quality and efficiency of entrepreneurial success. On the one hand, universities should establish a perfect service system for college students' entrepreneurship and encourage students to solve their employment problems through innovation and entrepreneurship; on the other hand, universities should actively establish good cooperative relations with the government, society and enterprises, and provide financial support for college students. In addition, colleges and universities should also establish a perfect set of innovation and entrepreneurship education curriculum system to cultivate students' innovative spirit and practical ability. Through the development of innovation and entrepreneurship education curriculum system and practical teaching activities, students are encouraged to carry out entrepreneurial activities to provide a good environment for college students' employment.

(6) Improve the effectiveness of ideological and political education

In order to improve the effectiveness of ideological and political education in colleges and universities, it is necessary to improve the traditional ideological and political education mode, and then promote the effective integration of ideological and political education and employment guidance. In the previous employment guidance work of college students, teachers pay more attention to the cultivation of students' professional knowledge and skills, but ignore the ideological and political education of students, which leads to more employment problems for students^[5]. In view of this

problem, the colleges and universities should actively carry out the reform and adjust the teaching content according to the characteristics of the students, so as to make the teaching content more close to the students' real life, and then stimulate the students' interest in learning. For example, teachers can carry out practical teaching activities, lead students out of the classroom, to visit the enterprise to study; they can also guide students to understand the social development and employment situation; teachers can also let students participate in some social practice activities, such as volunteering. Through these activities, students can have a deeper understanding of the society and life, and then improve their own ideological consciousness and moral cultivation.

5. Conclusion

To sum up, with the continuous development of social economy, the social demand for talents is increasing, especially for high-quality and highly capable talents. This requires colleges and universities to cultivate students' professional knowledge and skills, but also to strengthen the attention of students' ideological and political education, so as to improve students' comprehensive quality. At the same time, it is necessary to continuously improve the ideological and political education system in colleges and universities, strengthen the effective integration of ideological and political education and employment guidance work, and provide better and more scientific guidance for the employment of college students. In addition, it is also necessary to establish and improve the long-term mechanism of the integration of ideological and political education and employment guidance, and constantly strengthen the construction of the integration of ideological and political education and employment guidance in colleges and universities to improve the overall quality of the staff. Only in this way can we better provide quality services and help for college students, so as to improve the employment rate and comprehensive quality level of college students, and promote the healthy growth and all-round development of students.

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