

# Research on the Improvement of College Students' Professional Ability under the Background of Academic Guidance

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**Abstract:** In the new era, the cultivation of college students' professional abilities plays an important role in promoting employment. Starting from promoting the cultivation of college students' vocational abilities, this article points out the importance of cultivating vocational abilities in the context of academic guidance, including external environmental factors, vocational cognitive ability, vocational competence, vocational positioning, vocational psychological quality, and ideological and political education. This article analyzes and discusses the improvement of college students' professional abilities, and specifies targeted measures to improve them.

**Keywords:** Academic Guidance; Professional Competence; College Student

## 1. Introduction

Academic guidance is an important component of modern college student work, a bridge established between schools, teachers, and students, an extension and supplement of the first classroom, and a link between the first classroom and the second classroom. Professional ability refers to the synthesis of multiple abilities necessary for engaging in a certain occupation, and the ability to complete professional tasks by classifying and integrating the knowledge and abilities learned [1]. In this context, effective use of academic guidance allows students to organically integrate their majors and explorations, hobbies and innovations, theories and skills, academic guidance with the first and second classrooms, based on their own interests and abilities, thereby giving play to the role of academic guidance in the cultivation and promotion of college students' professional abilities [2].

## 2. The importance of vocational ability cultivation under academic guidance

With the continuous deepening of comprehensive reform, coupled with the impact and impact of the normalization of epidemic prevention and control on the economy, the employment pressure of college students has increased sharply, especially the personalized post-00s college students who have started to join the workplace. The problems faced by college students in job hunting, social integration, workplace integration, entrepreneurship, and other aspects are increasingly prominent. Regardless of their educational background, there are many college students who have not been able to find a job for a long time after graduation. [3]. Therefore, it is particularly important to cultivate college students' professional abilities through academic guidance.

### 2.1 Pay attention to the personal growth of college students

The cultivation of professional ability is an important way to improve their professional competitiveness and comprehensive vocational skills. Help college students identify their ideal career and goals in advance, clarify their strengths and weaknesses, and select corresponding abilities to focus on training and upgrading based on their actual situation, to avoid blind practice and learning, wasting time and value [4].

### 2.2 Improve the quality of talent cultivation

In the context of increasingly professionalized education, colleges and universities need to continuously transmit college students with high technology, high professional quality, and high

professional ability to the society. Therefore, cultivating college students' professional ability during school is an inevitable choice for colleges and universities to make. Colleges and universities should take talent cultivation as their fundamental task, and take teaching quality and employment quality as important indicators to measure the level of running a school, to promote the growth of students as the starting point and foothold of all work.

### **3. The employment dilemma faced by college students**

#### ***3.1 Employment dilemma caused by external environmental factors***

The demand for jobs has decreased. With the normalization of prevention and control of the COVID-19 and its double-layer superimposed impact on the economy, industries such as the service industry and manufacturing industry are facing the industry winter, and these industries are exactly the industries that absorb the largest number of college students. All industries are affected by the COVID-19 epidemic to varying degrees, so the demand for jobs in the industry is also declining [5]. In addition, the spread and diffusion of the COVID-19 in the world has also impacted the development of foreign economies, making a large number of foreign students pour into China to seek jobs, further squeezing domestic jobs, and the difficulty of employment increases.

Job search channels have changed. In the post epidemic era, most enterprises have shifted their recruitment methods from offline to online. Although online recruitment has many advantages, it still has certain limitations. For example, the interaction between employers and job seekers is reduced, and both parties cannot fully understand each other; Resumes submitted by job seekers sink into the sea; Massive delivery information is prone to missed screening, incorrect screening, and poor communication; The recruitment information of the enterprise is false; wait.

#### ***3.2 Inadequate professional cognitive ability***

Career cognitive ability is a necessary ability for job seekers. Job seekers need to have a clear understanding of their job nature and characteristics, career status, development prospects, salary, and knowledge and skills to be competent for the job. When conducting career planning, college students lack awareness and attention to the corporate environment and professional position environment, lack analytical skills, lack knowledge and skills related to career planning, and are unable to actively plan career goals [6]. This leads to college students being unable to accurately choose the desired and suitable enterprise and job position when seeking employment. This series of problems has led to a serious mismatch between college students' job expectations and reality, resulting in a continuous loss of motivation and enterprise, frequent job hopping, and a negative impact on themselves and the enterprise.

#### ***3.3 Lack of professional competence***

The term "competence" was first proposed by Harvard University professor David McClelland in 1973, and was originally intended to measure the level of cognitive and behavioral skills of practitioners in a certain field through "competence" [7]. The report of the 19th National Congress of the Communist Party of China pointed out that "employment is the greatest livelihood. We should adhere to the employment priority strategy and active employment policies to achieve higher quality and fuller employment. [8] One of the key factors for graduates to succeed in employment is to have vocational competence, which requires that college students have stronger conditions in terms of knowledge, ability, quality, and other aspects." The accumulation of knowledge is the core element of professional competence; The development of skills is multifaceted, not only limited to professional skills, but also includes skilled application and mastery of office software, such as Word, PPT, Excel, Tencent Conference, etc; Adhere to keeping pace with the times, absorb new concepts and ideas, pay attention to practice, and match the quality of college students with the requirements of the new era.

#### ***3.4 Inaccurate career positioning and poor professional psychological quality***

Career positioning refers to the ability of a person to clearly define their career development direction, which is a dynamic selection process. Career positioning is the first step in career development. If you make a mistake in career positioning, it can cause setbacks in your career [9]. First, the goal is not clear. Some college students are unable to actively learn professional knowledge during their school years, resulting in poor basic professional skills, weak practical skills, and unsatisfactory innovative and creative abilities; Some college students unilaterally believe that choosing a certificate

can increase their "employment chips", so they blindly follow the trend in the examination; Some people are unwilling to participate in social practices and professional internships arranged by schools. This behavior and misconception actually wastes learning and training opportunities that can improve their professional qualities. [10]. The second is poor professional psychological quality. It is inevitable for college students to fail the interview during the job hunting process. Some students encounter such minor setbacks, which can lead to feelings of inferiority, cowardice, and conceit; Some students even want to rely on their parents or relatives to introduce themselves to a series of issues such as work.

Therefore, college students should make a good job positioning before applying for a job. They can learn about their suitable employment direction through career testing. More importantly, they can choose and sort out their career direction based on their career aspirations and abilities. After employment, you should learn to use your school resources, family resources, social resources, etc. to quickly improve your professional abilities that you lack or are not good at, step out of your comfort zone, and achieve professional value.

### ***3.5 Disjunction between vocational education and ideological and political education***

Under the situation of normalization of the epidemic situation, especially in recent years, the employment problem of college students has become increasingly prominent, and most college students are facing the situation of unemployment upon graduation. In addition to the lack of comprehensive understanding of their professional abilities, the disconnection between ideological and political education of students in universities is also an important link, which directly leads to the disconnection and division between ideological and political education and vocational education. Colleges and universities have always focused on the mastery of students' knowledge and skills, and used this as a criterion and strength to measure students. This has also led to the lack of ideological education for students and the inability to provide ideological and political education and guidance with different focus points at different stages of students [11]. Although some colleges and universities have also conducted corresponding ideological and political education, there has been a deviation in the focus. They often place more emphasis on employment guidance education for students, just to improve the employment rate of the school. They do not take students as the center and starting point, and help students solve practical problems fundamentally (vocational ability). They adopt a method that addresses the symptoms rather than the root causes.

## **4. Countermeasures for Improving College Students' Professional Ability under the Background of Academic Guidance**

### ***4.1 Improve planning awareness in combination with professional development***

Admission education is the "first lesson" for college freshmen after entering school, and it is also the starting point and cornerstone of their college career. Take the opportunity of admission education to organize teachers to carry out academic navigation for freshmen, and guide freshmen to make good college career planning. Due to the fact that most freshmen do not understand their majors and have vague occupational cognition, teachers in various colleges and universities need to start with professional cognitive education when conducting enrollment education for freshmen, guide them to recognize their majors, cultivate professional interests, enhance their professional and professional identity, and guide them into the "fast lane" of professional learning. At the same time, students are reminded of the importance of mastering the six major professional abilities during college: learning ability, communication ability, innovation and creativity, adaptability and exploration ability, leadership ability, information technology, and mathematical and physical abilities. Mastering essential skills in the workplace can also add a chip to career development.

### ***4.2 Establish a professional ability practice system***

Practical work helps to consolidate college students' professional theoretical literacy and is a necessary way to enhance their professional practical ability. Therefore, on the basis of establishing a practical system of vocational ability, it is necessary to first clarify the theoretical system of vocational ability cultivation. Teachers cultivate college students' professional theoretical knowledge and skills through professional courses, quality development courses, and second classroom development; Secondly, establish a hierarchical practice system of professional competence. Focusing on the development needs of college students' professional abilities, it is possible to rely on project-based teaching methods, competition activities, and other practical methods to develop different levels of professional ability practical work plans and standards based on the classification of college students' grades, and provide excellent and reasonable teacher protection for practical work.

#### **4.3 Optimizing the Design of College Student Curriculum System**

The professional abilities that college students possess are constantly optimized and updated with the development of the times, which also requires universities to update their curriculum system in a timely and targeted manner. The optimization of the curriculum system is mainly divided into two aspects: first, the optimization of public basic courses. Colleges and universities need to understand the employment needs, post essential skills, and general literacy requirements of students from different majors, and effectively control the quantity and quality of public basic courses in a targeted manner to ensure that students can master the basic necessary skills for their posts, such as writing skills, English skills, and computer skills; The second is the optimization of professional courses. Colleges and universities should conduct research work for different professions and positions, invite outstanding social personnel and employers in their respective fields to jointly carry out professional curriculum education, and improve professional knowledge input.

#### **4.4 Promoting the Effective Combination of Ideological and Political Education and Vocational Education**

For talent cultivation in universities, having a good ideological and political awareness among college students is the driving force and decisive condition for future career development. Therefore, when conducting ideological and political education for students, colleges and universities should pay attention to the extension and expansion of their internal and external cultivation to enhance their ideological and political literacy and moral literacy. At the same time, ideological and political education should not only comply with the development trend of the times, actively meet the actual needs of college students, but also comprehensively realize the connection and cognition between ideological and political education and vocational education.

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