

# The Current Situation of Career Planning Education for College Students and Thinking about Countermeasures

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**Abstract:** College students work in an increasingly unpromising environment, and if the overall quality and ability of graduates' work is sufficiently improved, they can better meet the needs of the times. Innovative entrepreneurship can guide students to carry out deep career exploration, plan their future in a scientific and standardized way, and plan their future as a whole. At the same time, career development planning plays an important role in visualizing the way to build entrepreneurship education for college students. This thesis discusses some problems encountered in the process of college students' career development planning culture education, and clearly puts forward corresponding solution measures for each difficult problem. According to the exploration in the text, the personal planning ability of college students can be effectively improved, the core competitive advantage of college students can be enhanced in all aspects, and the diversified development of college students can be promoted.

**Keywords:** College students; Career planning; Educational countermeasures

## 1. Introduction

In this international and Chinese environment, the country, social development and families have a higher demand for college students' career aspirations, qualities and abilities. There is no doubt that career planning for college students plays a key role in facilitating college students to cope with the tests of future planning and current skills comprehension. However, in life, there are many subjective factors related to the development of career planning culture education for college students, which hinder the effectiveness. According to the important significance of college students' career planning culture education, the high-quality development of higher education and the basic policy consideration of casting the soul to nurture people and educate the people for the country, higher education authorities and need to take further strong initiatives to comprehensively improve the effectiveness of college students' career planning teaching. The career education of college students throughout the whole process of moral education in colleges and universities, career planning education in institutions is a fundamental way and an important carrier to achieve comprehensive and high-quality employment of college students.

## 2. The Role of Career Planning Education on Students' Employment

### 2.1. Education Guides College Students to Find their Career Development Orientation

One of the course objectives of career planning education is to correctly guide college students to establish a correct concept of career selection, career choice and career outlook. Putting the correct concept of career selection is to choose the right career orientation and establish the career development tasks and career regulations. High-quality job-seeking employment and career development require long time planning, scientific and reasonable professional guidance, technical professional design and practical practice exploration [1]. Career orientation is the beginning of the whole process of all career development, and the more precise the orientation of career development, the more beneficial it is to the shaping of one's social development personality. Career development orientation reflects the personal view of career selection and occupation. Career is a medium of activity for creating wealth in various fields of work, and the diversity of market demand is reflected in the variety of career positions.

The focus of choosing the right career development orientation is to improve self-awareness. Career fit lies to some extent in one's own career orientation, i.e. the match between career requirements and personal abilities. The prerequisite for college students' parity is a reasonable career development orientation, that is also the main purpose of college students' career planning education, that is, to correctly guide college students to combine their actual skills and strengths, personality traits, personal preferences and their real needs, objectively clarify the overall goal of career development, take it as the motivation for learning and training efforts during college, persistently target treatment logical thinking, aligning to find the difference, and thus conducive to improving the job application and job search through rate of employment satisfaction rate [2].

### ***2.2. Make the Innovation and Entrepreneurship Education Model Fit the Teaching Characteristics of the School***

Innovation and entrepreneurship teaching in colleges and universities based on career planning is a new type of innovation and entrepreneurship education in schools based on career planning. In various aspects such as entrepreneurship support, entrepreneurship education system and entrepreneurship practice, each university should fully consider its own professional characteristics, social resources and location conditions. A unique system of entrepreneurship education theory and practice is formed through the analysis of factors such as self-development of college students in the process of entrepreneurship [3]. At the same time, by combining the advantages of famous universities at home and abroad in the innovation and entrepreneurship education system, the innovation and entrepreneurship education mode of their universities is closely integrated. At the same time, it should also fully consider the relevant contents of the school in innovation and entrepreneurship and keep its unique teaching contents, so as to provide some experiences and methods for the subsequent improvement of the innovation and entrepreneurship education model, which can lay a solid foundation for the implementation of the innovation and entrepreneurship education model in the future [4].

### ***2.3. Help Students Build and Improve their Career Abilities***

After confirming the clear career goals or the rough career development direction and industry, students will have the basic goals and precise measures to strive for. After students have the basic concept of career planning, they will be influenced to give guidance on their work preparation in advance. Uninterrupted learning based on career planning culture education during the four years of study and community practice activities can make students' career development goals clearer and more refined. At the same time, the established and refined career development goals on the contrary guide students to more clearly carry out professional skills learning, institutional activities involved in them and community practice activities involved in them in the study of career competencies carefully prepared. Career planning culture education guides students in the direction of personal development in the macroeconomy, and in the specific knowledge and technical professional learning, and better preparation for professional knowledge learning and practice in advance in turn enhances students' identity and courage [5,6]. The cultural education of career development planning and advance preparation of personal career ability produce two-way interaction, and finally assist college students to establish and perfect their career ability [7].

## **3. Problems in College Students' Career Planning Education**

### ***3.1. There is a Lack of Awareness***

At present, there is a general lack of some career plans in ordinary colleges and universities, and their awareness of career planning is not strong, they do not have a clear understanding of their future development, and they lack understanding of the current social development status. At present, our country is still making their career development direction according to their existing professional knowledge and ability, and some college students have a great blindness in choosing their majors, which leads to their inability to make full use of their specialties in their expertise [8].

### ***3.2. Lack of Professional Career Quality Education***

The key of vocational quality cultivation of college students relies on the development of career planning education, while career planning education is based on theoretical persuasion education of

teachers, and many teachers are all employed after graduation, and the number of teachers who have experience in applying for jobs and starting businesses is insufficient, which makes it impossible for teachers to provide college students with a better natural environment for education according to their example in the vocational quality cultivation link [9]. In addition, the vocational quality training lacks sufficient collaboration with enterprises, and cannot dynamically manage the specific content, education methods and educational orientation of their own education according to the actual needs of customers, and the problem of derailment between vocational quality training and reality occurs, which affects the actual effect of vocational quality training of college students [10].

### ***3.3. Lack of Systemic Career Planning Education***

At present, the development of career planning education in China is still in the initial stage of high-speed development driven by external forces. Because of the late start of career planning education in China and the reference to the working experience of European and American countries, the theoretical foundation research is not deep, and there is a lack of overall thinking and planning of career planning education in the whole higher education system. Most of the education is carried out passively under the policy regulations or when the students explicitly ask for establishment, rather than actively and proactively by internal structural integration of the situation. As a result, career planning education is mostly carried out in order to meet the needs of the higher authorities, and career and vocational guidance units passively focus on a good number of topics in a semester with a small selection of classroom teaching hours, supplemented by filling out career planning guides [11]. In this scenario, it is difficult to have a precise positioning of career planning education conducted from a systematic point of view, a delicate interpretation of its core concepts, an aspiration to the overall goal and quality of education, an exploration of educational strategies and countermeasures, and effective measures to ensure education. The content of the career planning course lacks systematic and consistent force, and does not comprehensively focus on the continuous guidance and practical activities of the four-year undergraduate path, and the students' exploration for career planning is still finished in a hurry. In the actual career planning education, most substitute teachers carry out classroom teaching interpretation of the course content based on their own knowledge of the connotation and extension of career, supplemented by their own practical experience, which rarely results in systematic and professional introduction and proper guidance [12].

### ***3.4. Students Pay Less Attention to Innovation and Entrepreneurship***

As the main carrier of information dissemination, the role of teachers plays a very crucial role. And as the ultimate carrier of knowledge, the understanding of innovation and entrepreneurship should be strengthened and integrated with the reality in the education process. It does not refer only to the final exam results of the students, but to a clearer understanding of the subjects they have studied during their long academic journey. In practice, they use their expertise and rich work experience to constantly innovate ideas and plans [13]. The teaching teachers of innovation and entrepreneurship should have a solid theoretical foundation, a solid professional theoretical foundation, a solid theoretical foundation, a full understanding of the importance of business, and the application of their theories to practice in order to improve their innovative spirit, which can provide guidance for their career development [14].

## **4. Analysis of Countermeasures to Effectively Improve College Students' Career Planning Education**

### ***4.1. College Students should Recognize the Social Development Trend and Make Career Assessment***

At present, with the development and changes of the times, some industries are being eliminated in the gradual development, so it is necessary to have an understanding of them when carrying out career planning, and such a comprehensive understanding can improve the long-term development of students. First of all, it is necessary to have a strong understanding of the general background of society and be clear about their current development needs so that they can realize the construction and development of their abilities after entering society [15]. When recruiting college students, what special requirements do recruiters need, and which aspects of their skills should be consciously improved when applying for jobs, so that they can enjoy the employment benefits of college graduates while improving their overall quality. With the change of social form, new industries will become more and more common, and thus the development characteristics and special industry characteristics for themselves

will enable people to understand the job content in time; choose the job that is compatible with their personality characteristics.

#### ***4.2. Enrich the Content of Education and Teaching, and Enhance the Practicability of Career Planning Education***

Ensuring that the content management system of career planning education is rich and useful can prompt students to integrate more effectively into their positions and have better major performance in their own career development. In the regulation and optimization of the content system of career planning education, on the one hand, the educators of institutions must focus on the task of designing the content of career development planning education around the concept of nurturing people, thus making it possible for the education content management system to demonstrate higher use value in the realization of the goal of teaching and nurturing people. In addition, institutional educators should also enhance the limitations of the content of teaching materials and attach great importance to carrying out educational activities with the help of practical examples, thus enabling the student population to determine their own career development plans in a more realistic manner and clarify the norms for their own career development success, which can add help to students' more reasonable formulation of career development plans [16]. On the other hand, educators in institutions must strengthen communication with students and social development employers to provide reference for changes in the content of career planning education. Among them, communication with classmates can analyze the problems and issues of the current system of career planning education content management in institutions from the perspective of students leaving school after graduating from college, and then fill the corresponding problems in a targeted manner. Communication with social employers can help educators and students to be more aware of the new career development environment and the changing job competency regulations, so that students can pay more attention to the overall development of their professional skills, professional ethics and other qualities.

#### ***4.3. Strengthen the Demand Orientation of College Students and Carry out Diversified Career Guidance Activities***

The talent training program of applied undergraduate majors in institutions must strengthen the combination of practice and practical training. In carrying out education on professional skills and professional quality, teachers should carry out various forms of education. Colleges and universities are important in improving the overall quality of college students and improving their professional knowledge and practical skills on many levels. This is also the most important point for job seekers and the necessary professionalism for job seekers. Applied college students should have good adaptability, sociability and decision-making ability; have written, analytical and oral skills, and have good working qualities, such as: good team spirit. Every fresh graduate should understand their own potential and potentials, which is something every fresh graduate must do. In order to cultivate applied undergraduates into a high-quality fresh graduate, we can hold "Career Planning Month", "Career Navigation Month" and other related activities. Career planning competition, career planning lectures and other forms of school culture, which can promote the maturity and career readiness of college students.

#### ***4.4. Strengthen the Construction of Employment Guidance Teachers***

To carry out high-quality career planning culture education, we must carry out the construction planning of the teacher team from the following aspects: firstly, we must attach great importance to the shaping work of teachers, sieve out the teachers who understand the basic theoretical level of the post and the strongest business from the current teaching team, according to in-service training, technical professional training and other ways career planning learning training, and enhance their professional practical ability through the form of in-service training; secondly, we must broaden the ways of teacher recruitment, improve the salary level of teachers, and then attract more professional talents of career planning into the school through the public resources of the school. Secondly, it is necessary to broaden the ways of teachers' employment, improve the level of teachers' salaries, and then attract more professional talents in career planning to enter the school, and invite successful people such as enterprise managers and expert professors to give special lectures in the school through public resources of the school, so that students can master the most cutting-edge professional knowledge of career planning, and provide better career counseling, service projects and guidance, and enrich the diverse team of teachers composition. Ultimately, systematic training must be carried out for existing

career guidance teachers to improve the basic knowledge of career guidance teachers, so that career guidance teachers know how to communicate with students and implement purposeful and personalized guidance work according to the training of basic knowledge of teaching management, and thus improve the overall education level of career planning culture.

#### 4.5. Enhance the Core Competitiveness of College Students

There are two key factors to determine the employment of college students, one is the core competitiveness and the other is the comprehensive ability. The core competitiveness mainly refers to the extremely unique and strong demanding abilities possessed by college students, which can gain the company's affirmation and give super strong assistance for onboarding and job competition, such as language ability, electronic computer ability, etc. Comprehensive ability mainly refers to the cooperation spirit, competitive psychology, human communication ability, flexibility in work and emergency handling ability of college students in the workplace, etc. Although comprehensive ability does not have the efficacy of direct recognition by the company, it can play a huge role in the training and work of college students at the time of entry, and can lay the foundation for the overall development of students. In the process of training students, teachers need to cultivate comprehensive abilities in addition to core competencies, to help them learn to communicate and communicate with people efficiently, to learn to work together and overcome difficulties. Students should combine their professional knowledge with the market demand, promote the coordinated development of society, and become the professional talents that society needs, so that they can be invincible in the development process and complete their career aspirations.

## 5. Conclusion

In the new era, enhancing career planning education for school students plays a crucial role, which is not only helpful to alleviate the difficulties of college students' employment, but also to guide school students to establish their own personal development direction, so that college graduates can find their own suitable career needs and then accomplish their social benefits in their own positions. Thus, we should attach great importance to the overall planning of career development planning education and enhance the establishment of the core concept of comprehensive development guidance and diversified career development goals. We should promote the reform and innovation of education and teaching methods to ensure its applicability and high efficiency, carry out the whole process of education and guidance by combining the characteristics and needs of students in different grades, establish a characteristic career planning curriculum system, establish and cultivate a standardized teacher team with a combination of both full-time and part-time, and ensure the final implementation of career planning education, so that we can better carry out the work of cultivating the career quality of college students.

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