

On the Integration of Ideological and Political Education and Employment Guidance Education in Vocational Colleges

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Abstract: Based on the background of economic structure upgrading and economic-driven transformation, promoting the effective integration of employment guidance and ideological and political education for students in vocational colleges is a necessary way to enhance students' confidence in employment and improve the quality and level of employment of students. Under the new economic normal, the integration of employment guidance and ideological and political education for students in vocational colleges will help students understand the current economic situation and employment situation, grasp the advantages of their own majors in the social environment, and promote students to form a scientific outlook on career choices. Enhance students' awareness of the macro situation and enhance their career planning ability and employment adaptability. The author analyzes the value of combining ideological and political education and employment guidance in vocational colleges, and explores its effective implementation strategies.

Keywords: ideological and political education; employment guidance; vocational colleges; core literacy; personal development

1. Introduction

Following the US financial crisis, the world economy has generally entered a stage of slow economic recovery. Emerging and developed economies tend to be in a downturn, bringing huge challenges to economic development. At present, domestic economic development has also entered a new normal form, economic drivers are facing transformation, economic structure is facing upgrading, and economic growth needs to be re-adjusted, which has greatly increased the pressure of residents' lives and employment. In particular, the lack of sufficient business resources and work experience for students who have just graduated from colleges and universities, coupled with the large number of graduates, makes the employment of vocational college students a characteristic issue of general concern to the society.

2. The significance of the integration of ideological and political education and employment guidance in vocational colleges

2.1 More educational

One of the main purposes of vocational college students is to learn professional knowledge, consolidate professional foundation, improve personal skills, cultivate good professional ethics and quality, and make full preparations for later employment and enhance personal competitiveness. However, in the ideological and political education of vocational colleges, it is not simply limited to the instillation of ideological and theoretical knowledge and ideological guidance, but a close combination of students' future employment positioning and career planning to achieve ideological and political education and employment guidance. The organic combination of vocational colleges makes employment guidance more educational, which is also an inevitable requirement for the employment of vocational college graduates in the new era.

2.2 More instructive

Career guidance for students in vocational colleges is not only a simple on-site demonstration, but

also pays more attention to enlightening students' ideas. In the face of increasingly severe employment pressure, the career guidance courses of vocational colleges need not only rich content, but also guidance Sexuality and pertinence. The integration of ideological and political education in employment guidance helps students to analyze the characteristics of the subject in essence, carry out precise career positioning, and make scientific career planning based on the students' own reality.

2.3 More social

"Integration of production and education, dual education" is the teaching philosophy advocated by vocational colleges. It emphasizes the close integration of skills and practice in teaching, and requires prospective employees to use the platform of school-enterprise cooperation to get in touch with the environment and career philosophy of their positions as soon as possible. Enhancing students' ideological and political education in employment guidance is helpful to cultivate students' good professional qualities and establish correct values. It is of great significance for their career and employment and adapting to the needs of social development.

3. The integration strategy of ideological and political education and employment guidance education in vocational colleges

3.1 Establish an excellent team of ideological and political education and employment guidance teachers

Vocational college students often feel nervous and confused when faced with the pressure of graduation and employment. If they can obtain good employment guidance at the school stage, they will enhance their abilities and confidence. Therefore, it is very necessary for vocational colleges to do a good job in the formation of teachers, and to provide students with knowledge popularization, form analysis, moral education and problem guidance before employment. In vocational colleges, a team of teachers who actively form employment guidance can work together with ideological and political teachers and tutors, and work together to meet the employment needs of students. First of all, the responsibility of the counselor is mainly to manage the daily life of the students. They have a relatively comprehensive understanding of the students' personal achievements, qualities, and abilities, and master the basic situation of the students in the class, which is helpful for employment guidance and employment in daily life. The penetration of ideological and political education has made it more targeted and more effective. Secondly, ideological and political teachers are more professional in the moral quality education and political guidance of students, which helps to cultivate students' good moral quality, positive employment mentality and promote students to form a correct outlook on life and values. They can give advice on the employment situation. Reasonable employment planning recommendations guide students to face life choices optimistically and positively, use a dialectical perspective to treat problems, and infect students through their own words and deeds in the teaching process, and then encourage students to face graduation and employment positively and optimistically.

3.2 Incorporate employment guidance content into ideological and political education

Under the current severe employment situation, actively promoting employment guidance and ideological and political education for students in vocational colleges should be based on students' ideological and political education, actively integrating employment guidance, and highlighting the value of ideological and political education in vocational colleges.

First, in ideological and political education, ideological and political education activities should be carried out around the starting point of employment guidance, so as to enrich the teaching content of ideological and political education, and cultivate college students' sense of career and employment. In ideological and political education, teachers should pay attention to the guidance of students' employment direction, analyze future employment trends according to the characteristics of talent demand under the social situation and students' professional characteristics, and continuously cultivate students' moral quality and professional ability, and encourage students to be strong Fearless, pioneering and innovative, change students' stereotyped thinking, and actively promote students' thinking development and ability improvement. For example, in the process of ideological and political education, we will combine social situation and development trends to give employment guidance, strengthen students' ideological and political education, assist students in career planning, so that students have clearer employment goals and efforts, and promote student employment.

Second, it is necessary to carry out ideological and political education based on employment guidance, pay attention to the mental health of students, strengthen psychological counseling, cultivate students' strong character, and ensure that students have the physical and mental qualities to adapt to the profession. For students' psychological problems such as anxiety and confusion, case teaching methods should be adopted, based on the talent training direction of vocational colleges and students' perspectives for case analysis, so as to strengthen students' psychological construction.

Third, in the ideological and political education of students in vocational colleges, relevant elements of socialist core values should be actively integrated to promote students' patriotic and professional education, and cultivate students' good professional ethics.

4. Infiltrate ideological and political education in employment guidance

At present, social competition is becoming increasingly fierce and the employment environment is becoming more severe. Compared with graduates from higher education institutions, vocational college students have certain limitations in their employment prospects, but they also have their own advantages. In the employment guidance of vocational college students, promote the penetration of ideological and political education, and use employment guidance as a practical platform to promote students' quality training and ability improvement, which can apply students' professional knowledge and ideological and political knowledge to practice and improve The overall level of the student.

First of all, career planning should be carried out for students in vocational colleges. In ideological and political education, guidance and analysis of the employment situation of students are conducted, leading students to construct career planning programs, and enhancing students' awareness of employment development in today's society. For example, in the employment guidance of vocational college students, through the production-study-research model, relying on the school-enterprise platform to guide students to transition to work positions. Promote the employment guidance of students in actual participation.

Second, in school education, pay attention to the cultivation of students' awareness of entrepreneurial ability, guide students to actively innovate and start their own businesses, and promote vocational college students to achieve good employment. For example, to guide students to make full use of the platform of mutual benefit, so that students use information technology to obtain sufficient entrepreneurial information, such as the government's relevant support policies on entrepreneurship, and the future development trend of professional entrepreneurship and so on. At the same time, relying on the continuous practice of students in the entrepreneurial platform to accumulate a wealth of professional and entrepreneurial experience.

Third, in the employment guidance for students in vocational colleges, attention should be paid to the employment problems of students, combined with the current difficulties in employment of graduates, instruct students to conduct formal analysis, expand students' thinking, encourage students to express opinions on employment issues, and promote American students actively start their own businesses and strengthen their entrepreneurial thinking and abilities.

5. Conclusion

Starting from ideological and political education, the article explores and analyzes how to carry out employment guidance in vocational colleges, smoothes the relationship between ideological and political education and employment guidance, and guides students on how to pursue employment and employment on the premise of establishing good moral quality development of.

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