

Exploration and Analysis of the Educational Strategies of Vocational College Students' Career Planning from the Perspective of School-enterprise Cooperation

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Abstract: At the current stage, the teaching of higher vocational colleges needs to better improve the employment rate of students. In the specific teaching process, in-depth research and development of career planning education for college students are needed, and the career development of current vocational students. The existing problems in education are analyzed and analyzed from multiple angles in order to formulate effective solutions. This article studies the teaching work of various higher vocational colleges under the current school-enterprise cooperation perspective, and aims at the education of career planning. I have made a few suggestions, hoping to provide some reference for teachers in higher vocational colleges for students' career education.

Keywords: School-enterprise Cooperation; Higher Vocational Colleges; Career Planning

At present, the teaching of domestic higher vocational colleges is in a stage of comprehensive and deepening reform. The improvement of the employment rate of vocational college students after graduation has always been a general concern of all colleges and universities. Therefore, we should do a good job in the education of students. Career planning education has become an issue that students, school leaders and teachers of all majors must pay attention to student employment is closely related to social harmony, which will affect the interests of thousands of households. This is a vast livelihood project. The following is an analysis of the current problems of career planning education in higher vocational colleges, and some suggestions to solve the problems are given.

1. Existing problems in career planning education for college students

(1) Enterprises, governments and major colleges and universities do not pay enough attention to career planning education, and the educational work mechanism needs to be improved. At this stage, there is no special law on career planning education in China, so that enterprises, governments and high efficiency generally have not caused professional problems. The importance of life planning education is that the main rights of all aspects of work are not clear. The operating mechanism and education management system in terms of the establishment of professional team building institutions, workplaces and funding have not been improved, so the career planning education obtained, the effect is very low.

(2) Single educational means and methods. Since many teachers in higher vocational colleges only use career planning education as a second classroom to carry out teaching, there is very little career planning education for students in higher vocational colleges, and it is difficult to get support from enterprises, so in teaching it is relatively lacking in pertinence, and it is difficult to meet the real needs of students' career planning. In addition, the professional education and career planning

education of various higher vocational colleges are not better integrated in the main teaching positions and main channels at the current stage. The teaching of career planning is still blank.

2. Strengthen teachers through school-enterprise cooperation

For higher vocational colleges, if the career planning education is to be better carried out, it is necessary to use perfect teachers as the basic guarantee. Therefore, it is necessary to improve the structure of the faculty team and aim at the higher vocational colleges. Career planning education, which will include professionals in psychological counselors, career planners, talent evaluation assessors, and employment instructors, must strengthen the career planning education of higher vocational colleges, and the level of professionalization and professionalization of teachers. Strengthen the professional career service and guidance level of the teachers, make the career planning and guidance of the teachers more reasonable and scientific, and actively build a professional teacher team, through the company's temporary training, further education, training and various types to create a team of teachers who are familiar with the laws of industry development, master professional development planning knowledge, meet the professional development requirements of contemporary students and meet the needs of social enterprise talents, higher vocational colleges must strengthen the ability to guide teachers training. In the professional career planning and guidance training, teachers are organized to regularly go to the company for on-the-job training and study and research, to fully grasp the information of changes in various industries and positions brought by the development of technology under the current background, and provide students of various majors. Provide information on career changes and other aspects, instruct students how to deal with the ability, quality and knowledge, in the professional curriculum teaching of higher vocational colleges, according to the changes in the position, constantly infiltrate the way of career development, and inspire students of various majors to learn initiative and enthusiasm. In the construction of teachers in higher vocational colleges, it is necessary to optimize the structure of career planning teachers by introducing methods such as enterprise anti-auxiliary resources. Higher vocational colleges can hire outstanding alumni, entrepreneurs and talent market experts to serve career planning instructors, to further improve the resource library of part-time career planning teachers, and to introduce the professional career planning instructors for students as much as possible, to give more time-sensitive guidance and help to students' career development vocational college students have a clear understanding of self and scientifically evaluate their own value, continuously improve their own abilities, and meet the development requirements of vocational college students.

3. Strengthen curriculum construction through school-enterprise cooperation

By analyzing the long-term experience of career planning education in higher education institutions in developed countries at the current stage, in order to make career planning education in higher vocational colleges more effective, it is necessary to carry out in-depth integration of professional education. To achieve this in-depth integration, it is necessary to fully rely on the curriculum carrier. In other words, if the realization of the career planning education goal is only based on holding a few corporate career planning lectures and several college career planning competitions It is difficult to achieve. Therefore, it is more necessary to continuously integrate the content and concept of career planning in the curriculum education and talent training of higher vocational colleges. Development-oriented, fully according to the current social and economic development needs, adopt the way of school-enterprise cooperation to carry out career development planning education. In the process of improving career planning education courses and formulating professional courses, some enterprise experts are invited to participate in the construction of courses. From the perspective of professional courses, enterprise experts can be invited to conduct detailed analysis of the current stage of social enterprise job tasks, and improve the formulation of curriculum standards, review the specific units of professional courses and the overall structure, so as to improve the professional curriculum system of higher vocational colleges. Using such a method can effectively improve the professional ability and job skills of students in higher vocational colleges within an effective time, so that the confidence of students in career planning can be improved. In addition, in career planning In the process of improving the education curriculum, the same method of curriculum improvement can also be adopted, so that career planning teachers and corporate human resources experts can jointly complete the development of the curriculum.

4. Create a good atmosphere through school-enterprise cooperation

In order to effectively improve the career planning awareness of students in higher vocational colleges, it is necessary to build a good cultural atmosphere, and enhance the awareness of students in higher vocational colleges through subtle influence. Higher vocational colleges must pass the campus culture actively build and create an ideal career planning education and publicity platform for students, so that the cultural atmosphere of career planning can be better created. Higher vocational colleges can establish and improve career planning websites, and set up career planning consultation, celebrities talk about career planning, online assessments, career planning cases, how to conduct career planning, what is career planning, etc., popularize relevant knowledge, and develop career development in teaching buildings, dormitories, libraries, corridors, and classrooms. The planning atmosphere is created so that students can unknowingly get the experience of career planning and enhance their awareness of career development planning. In addition, higher vocational colleges need to integrate various media and media to make these media and media more intuitive, vivid and specifically, it can disseminate career planning information more effectively. For example, higher vocational colleges can create columns related to career planning through campus broadcasts, hold outstanding alumni and successful people's career development reports, and break the ties of students in higher vocational colleges. The mystery of career planning, the school can also improve students' career planning ability in practical activities, and lay a good foundation for the career development of vocational college students. Some vocational college students may have the willingness to start their own business, and the school can through the holding of entrepreneurship simulation contests and other activities, students can experience the entrepreneurial process, clarify the roles and responsibilities that each professional role needs to play in the process of homework, and enhance the self-awareness of college students. For students with mature entrepreneurial projects, higher vocational colleges need to encourage them to actively start their own businesses and push the learning atmosphere of career planning to a higher level.

5. Conclusion

In general, the current vocational college education for students' career planning generally has problems such as low employment rate and unsatisfactory employment quality. Therefore, it is necessary to improve the career development planning of students from the perspective of school-enterprise cooperation. To improve the education of career planning by enriching teaching methods, strengthening teachers, and so on. Effective career planning education in the teaching of higher vocational colleges, on the one hand, enables students to understand themselves more scientifically, stimulates their motivation to learn, and can also enhance students' professional awareness and improve their employability and quality.

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