

# The Path of Career Education in Colleges and Universities under the “Curriculum Thought and Politics” in the New Era

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**Abstract :** With the transformation of China’s higher education from elite education to mass education, the employment oriented talent training model has become the talent training goal of colleges and universities. Therefore, the education of students’ career has attracted the attention of colleges and universities. At present, in the new era of “curriculum thought and politics”, college career planning is conducive to students’ formation of correct three views, employment and career selection, and find an accurate life orientation, so as to improve students’ ideological and moral and personal quality, contribute to the implementation rate of employment destination of fresh college students, and so on. This paper aims to analyze the effective strategies of college career education under the “curriculum thought and politics” in the new era.

**Keywords :** New Era; Curriculum Thought and Politics; Colleges and Universities; Career Education

## 1. Introduction

Career rules under the guidance of correct ideas can guide students to correctly understand their own personality traits, existing and potential resource advantages, reposition their own value and make it continuously increase in value. If we take feasible steps and measures, combine theory with practice, and achieve the unity of knowledge and practice, we will avoid many detours. The setting of ideological and political courses can give full play to the power of correct thinking. Combined with college career practical education, college students can be trained into talents with correct self cognition and innovation, so as to meet the needs of the society for talents. Therefore, it is a necessary measure to strengthen the ideological and political course in colleges and universities, emphasize the ideological and political theory and practical education, and integrate it into the career planning course. The purpose is to comprehensively improve the quality of talent training.

## 2. The current situation of college students’ career planning

### 2.1 Lack of awareness of career planning.

Many college career planning courses start from freshman or sophomore. At this time, students are still in the stage of role transformation from middle school students to college students, full of novelty to the university, and do not directly face the choice of employment. Therefore, most students have a vague understanding of career, lack of positioning, and have no long-term planning and awareness of career choice. Secondly, some students are not interested in the career planning courses offered by colleges and universities. When the teacher asks to write the future career planning, they just copy the template online and borrow the online planning without starting from their own reality. Fundamentally speaking, students at this stage lack the awareness of career planning and do not realize that employment is the ultimate goal of going to college.

### 2.2 Career teaching methods are traditional and single.

At present, “after 00” has become the main force of college students. They have active thinking and high personalized requirements for employment choices. However, the career planning courses in most colleges and universities have some problems,

such as less class hours, uneven quality of teaching materials, insufficient professional teachers, traditional teaching methods and single methods, which can not keep up with the development of the employment situation and meet the personalized needs of students' employment. This is not only not conducive to students' formation of a correct outlook on employment and career choice; It is also easy to mislead students into a career path that does not meet their own situation, and even affect their future career direction. Therefore, if college students want to form a correct understanding of career planning, they also need to integrate "curriculum thought and politics" into career education, infiltrate ideological and political education when students study career planning courses, and use curriculum ideological and political education in line with the current new era ideology and mainstream thought to change students' inherent outlook on employment and career choice, in order to recognize the direction of real employment with a clearer mind, correctly carry out career planning and imagination, and enter the workplace in the eyes of students.

### **2.3 The expectation of career planning is too high, which is not in line with the reality.**

If it is said that most students are still vague about their career planning and unclear positioning, and some students' setting of their career path is not in line with the reality, the direction is unreasonable, the expectation is too high, and the thought of eager for quick success and instant benefit is serious, which has a bad impact. It is often full of confidence to enter a certain workplace. As a result, they are beaten in the face of reality and fail to achieve the desired results, resulting in negative employment emotions and a series of problems such as serious mental health problems and employment psychological hidden diseases.

## **3. The benefits of the combination of career planning and curriculum thought and politics in colleges and universities**

The notice of the Ministry of Education on printing and distributing the Guiding Outline of Curriculum Thought and Politics Construction in Colleges and Universities pointed out that "comprehensively promoting curriculum thought and politics construction is to guide values in knowledge teaching and ability training, and help students shape correct world outlook, outlook on life and values, which is not only the due meaning of talent training, but also the necessary content". Actively integrating ideological and political education elements into college students' career planning can continuously guide college students to establish a correct outlook on career selection and employment through the education of ideals, beliefs and values, so as to make them excellent professionals. Because of this, it is more important to realize the effective combination of college ideological and political education and college students' career planning education, and improve the effectiveness of ideological and political education.

## **4. Strategies of developing career education under "curriculum thought and politics"**

### **4.1 Integrating ideological and political courses into career education with the help of multimedia technology.**

Establishing a correct outlook on life is an important lesson in the curriculum of career planning. However, the traditional didactic teaching is boring, which is difficult to mobilize students' enthusiasm and interest in learning. Therefore, it is necessary to introduce effective multimedia technology into the curriculum education to attract students' attention.

Video playback is the most common multimedia means. Students can watch videos related to the advanced and typical employment of college students in China to attract people around them and talk about things around them. Take this as the starting point of explanation to attract students' attention. After group discussion and case analysis, let them fully understand the standard of measuring the value of life. The most important thing is to see whether a person sincerely contributes to the country and society with his labor and intelligence and serves the people wholeheartedly. We should help them learn to correctly handle the contradictions in their career development and the confusion in their career choices, broaden their horizons, raise their ideological level, and guide them to establish a outlook on life that serves the people, the governance of the Communist Party of China, the consolidation and development of the socialist system with Chinese characteristics, and the reform, opening up and socialist modernization. We should also help them grow into socialist builders and successors with all-round development of morality, intelligence, physique, beauty and labor. At the same time, micro classes, flipped classes and courseware made by myself through multimedia technology are also important teaching aids to help students establish a correct concept of career.

### **4.2 Strengthening the education of mainstream culture in the new era.**

The socialist core values focus on people's value orientation from the perspective of national value orientation, and expounds the specific requirements and contents from the three levels of state, society and individual; Career education mainly focuses on people's value orientation from the perspective of personal professional values. In the education of career planning in colleges and

universities, it is necessary to integrate the mainstream culture under the ideology of the new era into the professional ethics knowledge system of college students, improve their professional ethics cultivation, and abide by social ethics and moral norms. We should create opportunities to cultivate college students' professional ethics awareness, experience professional ethics emotion, and lay a good foundation for their professional development, so as to form a good spirit of dedication, and promote the construction of socialist spiritual civilization and the optimization of social atmosphere. Teachers can talk about the professional code of conduct that should be followed in their career from five aspects: love and dedication, honesty and trustworthiness, fairness, serving the masses and contributing to the society, so as to deepen their understanding of the mainstream culture.

#### **4.3 Strengthening the knowledge literacy of teachers' team and improving their innovation ability.**

As a new thing in teaching, curriculum ideological and political education puts forward new requirements for teachers who undertake the teaching of this course. They need to update their knowledge reserves and teaching methods in time to deal with the emergence of new things. At the same time, colleges and universities should also strengthen investment in software and hardware, organize teachers, and regularly carry out training centered on the methods and strategies of the combination of "curriculum thought and politics" and career education courses in the context of the new era, in order to hold relevant exchange and discussion, achievement display or report meeting, and strengthen the knowledge literacy of teachers' team. We should lay the foundation for the integration of curriculum thought and politics into career classes, effectively give play to the good educational function of "curriculum thought and politics" in career classes, and make college students have a deep experience and understanding of the future career path and employment choice, so as to improve their ideological and political cognition and strengthen their ideological and political quality. Finally, by strengthening the various qualities of career teachers, we can achieve the best effect of innovating the ideological and political education in colleges and universities.

### **5. Conclusion**

In short, the social environment in the new era and new situation is increasingly complex and changeable, and the employment situation also changes with it. The employment situation of college students is becoming more and more serious. In the face of this reality, colleges and universities should consider the action strategy of students' career planning under the "curriculum thought and politics", integrate the ideological and political education into career education, and organically combine the relationship between the two and actively explore feasible paths, which is an important task faced by colleges and universities. In the future, there is a long way to go, and colleges and universities still need to forge ahead and continue to explore. It is hoped that college students can find the right career under the role of "curriculum thought and politics" education.

### **References**

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