

# Analysis of the Role of Career Planning in College Students' Employment

Suolun Zhang, Zihan Guo

Zhoukou Teachers College, Zhoukou 466000, Henan

---

**Abstract:** The integration of career planning into college students' employment and entrepreneurship enables college students to comprehensively choose their careers by considering their own professional fields, their own strengths, and the actual employment situation of various industries, and set clear development goals to avoid blindness in employment and entrepreneurship. This paper discusses this, and analyzes the current situation of college students' career planning, and gives countermeasures on this basis.

**Keywords:** Career planning; Employment of college students; Entrepreneurship of college students; Role analysis

---

## Foreword:

In 2021, 9.09 million college students in my country will enter the society, and the competition for employment at the social level will become fierce for a while. At present, there are very few professional career planners in colleges and universities, and innovation and entrepreneurship work is also decoupled from social development, making it difficult for college students to find employment and start a business. How to carry out effective career planning and ensure the real employment and entrepreneurship of college students requires serious reflection by colleges and universities.

This article is a phased achievement of the 2021 Henan Provincial Undergraduate University Innovation and Entrepreneurship Training Program Project "Exploration of Remote Training Paths for Teachers at Rural Teaching Points under the Background of Rural Revitalization - Supported by SPOC-led Innovative Training Models" (S202110478003).

## 1. The role of career planning in the employment and entrepreneurship work of college students

### 1.1 Let college students have a clearer goal

Scientific career planning allows college students to be more aware of themselves, their employment goals, and the situation in the field of entrepreneurship, so as to establish very clear goals for their efforts<sup>[1]</sup>. Such a goal will make college students say goodbye to quick success and quick success. They will focus on polishing their own abilities and accumulating industry experience. They will form a comprehensive evaluation for the position (in the field of entrepreneurship), and feel that the future development of the position (in the field of entrepreneurship) is acceptable, and they will sink their hearts. to strive to develop. Instead of focusing on treatment (income) and work environment.

### 1.2 Career planning can tap the potential of students

Scientific and reasonable career planning is more conducive to college students to comprehensively view their own situation and fully tap their own potential. For example, after a comprehensive evaluation of entrepreneurial projects and their own situation, a college student found that individuals need to improve their communication skills to ensure that their entrepreneurial projects will gain the attention of customers as soon as possible. In the following days, the student tried to find a partner with a business plan, and constantly summed up the reasons for failure in the process. Finally, he could talk to the interested parties, effectively making up for the shortcomings.

## 2. The development of career planning in the employment and entrepreneurship of

## **college students**

### **2.1 My country's colleges and universities generally lack professional career planners**

According to the survey data of the Ministry of Labor, there are two situations in the first job of college students in my country: “employment first and then choosing a career” and “follow the feeling”, each accounting for 33.2% and 16%. However, less than 10% of fresh graduates are able to earnestly seek jobs and entrepreneurship through career planning. This is due to the general lack of professional career planners in our country. Compared with 1 career planner for every 3,000 employed people in developed countries, the proportion in my country is only 1 in 10,000.

### **2.2 Colleges and universities lack school-run enterprises and platforms that combine work with learning**

Career planning needs to be dynamically adjusted, so it is necessary for college students to dynamically carry out career tests and entrepreneurship tests during their school days. This kind of test is to let students experience employment and entrepreneurship in real situations, and then let students make up for their deficiencies dynamically, so that they can develop the habit of self-summary. However, colleges and universities in our country, including higher vocational colleges, generally lack school-run enterprises and corresponding platforms to enable college students to combine work and study to exercise their employment and entrepreneurial abilities, resulting in most career planning work that is scripted and not instructive.

## **3. Countermeasures to improve the quality of college students' employment and entrepreneurship career planning**

### **3.1 Efforts to improve the level of career planning in colleges and universities**

First of all, we must actively cultivate or hire professional career planners. Through this type of planners and information technology talents, some self-test questions are jointly launched, so that students can conduct self-tests on career planning online. This can effectively alleviate the problem caused by the insufficient number of professional career planners.

### **3.2 Colleges and universities set up a “combination of work and study” employment and entrepreneurship platform**

Colleges and universities can widely select cooperative enterprises to provide convenient conditions for the combination of engineering and learning for college students, so that college students have the way to apply the theory while learning the theory, and achieve the combination of practice and theory. In this way, college students can have more solid industry experience and enhance their employment competitiveness. The construction of the entrepreneurial platform is mainly based on the way that college students of all majors use professional knowledge to start a business. It is also a combination of practice and theory, but at the same time, it allows college students to accumulate entrepreneurial experience, and achieve entrepreneurship after graduation, making entrepreneurship an important way to relieve employment pressure.<sup>[2]</sup>

## **4. Conclusion**

Career planning has multiple roles in the employment and entrepreneurship work of college students. It can not only improve the competitiveness of students, but also improve the utilization rate of teaching resources in colleges and universities. It can not only tap the personal potential of college students, but also allow college students to learn to plan themselves. Faced with the practical problems of the lack of professional planners, employment and entrepreneurship platforms in my country's colleges and universities, colleges and universities need to be able to consider the problem from the perspective of students, and they can do their best to make up for the shortcomings, effectively improve their own educational ability, and avoid formalization of career planning.

## **References:**

- [1] Jing Wenxiu, Zhang Lei. On the role of career planning in the employment guidance of college students [J]. Employment and Security, 2021(15):66-67.
- [2] Yang Li. The role of career planning in the employment guidance of college students [J]. Development of Human Resources, 2021(10):57-58.

## **About the author:**

Suolun Zhang (1990-), male, born in Chaoyang, Liaoning, currently studying in the Employment Division of the Admissions and Employment Office of Zhoukou Normal University, majoring in education management research;  
Zihan Guo (2001-), female, from Zhoukou, Henan, Zhoukou Normal University Undergraduate students.