

Research on the application of career planning in the employment guidance of college students

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Abstract: With the rapid development of society and the globalization of economy, the employment of college students has been paid more and more attention by the society. Career planning, as an effective way of employment guidance, plays an important role in the employment guidance of college students. It can not only help college students to clarify their career goals and development direction, but also improve their employment competitiveness and career satisfaction, and escort the sustainable development of college students. In this regard, this paper carries out research on the application of career planning in the employment guidance of college students for reference.

Key words: Career planning; College students; Career guidance; applications

With the development and progress of society, it has become a common problem for college students to find employment. In order to improve the employment competitiveness and career development ability of college students, the employment guidance of college students came into being. As an important part of the employment guidance work, career planning plays an important role in the career development of college students. Therefore, the employment guidance of college students should pay more attention to and apply the career career planning, and provide more comprehensive and effective guidance and service for the career development of college students.

I. The application value implication of career planning in the employment guidance work of college students

1. It is helpful to guide college students to understand employment correctly

At present, college students' understanding of the job position and future employment direction is still limited to the theoretical level, lacking a systematic, comprehensive and objective rational understanding. And to carry out employment guidance based on career planning will enable college students to have a more comprehensive understanding of their own situation, so as to determine their future employment direction. Therefore, in order to promote the sustainable development of college students, teachers should formulate a set of scientific and reasonable career education plan. Through the career education of universities, they can have a clearer understanding of the current professional situation and employment direction, so that they can better make the correct employment planning, so as to avoid the phenomenon of "blindly following the trend". At the same time, through career planning education for college students, it can help them establish a correct outlook on life and employment, improve their professional quality, so as to lay a solid foundation for their successful employment. In addition, in the extracurricular activities of college students, employment guidance is also a key link, through the way of internship, students can clearly understand the work they want to engage in, feel the attraction of the career, and prepare for their better work.

2. It is conducive to enhancing the employability of college students

At present, the employment status of college students is restricted by many factors. The external factors usually include social and economic development, the overall employment situation and the development trend of the industry, etc., while the internal factors are the employability of students, and their employability is the fundamental guarantee of their successful employment, and it is also an important condition for them to get their ideal jobs. Therefore, teachers should strengthen the application of college students' career planning education, set up vocational guidance courses, strengthen the construction of professional practice bases, and formulate a set of effective evaluation system. By clarifying the importance of career planning, career guidance can enable students to work out a scientific and reasonable career planning and improve their shortcomings, so as to promote the improvement of students' ability of independent learning, analysis and problem solving, which are the cornerstones for the smooth continuation of college students' career.

3. It is conducive to stimulating the enthusiasm of college students for employment

In the employment guidance education activities, through in-depth research and penetration of career planning education, teachers can make students fully aware of the importance of their participation in social employment and understand their responsibilities and obligations in the process of social construction in the employment guidance education, so as to comprehensively improve the quality of college students' employment guidance. In this way, students can stand in the overall situation of the height, standing in the position of future employment development, the correct planning of their career, clear their own advantages and disadvantages in employment, so that they can establish confidence in employment. In this way, they can fully mobilize the enthusiasm of college students to carry out employment, so that they can better play their talents, gain the favor of more enterprises in the job search process, and lay the foundation for the scientific promotion of college students' employment guidance in the new era.

II. The application countermeasures of career planning in the employment guidance of college students

1. Based on career planning, further promote innovation in educational content

Career planning teaching is a practical course that emphasizes "learning for use". However, the simple theory teaching method is

difficult to meet the needs of college students' employment development. Therefore, in the employment guidance of college students, we should pay more attention to the reform of the education content of career planning. First, teachers should tailor suitable career planning courses for students according to the characteristics of schools and professional attributes. At the same time, they should abandon the previous mode of designing educational content by relying on the existing theories and knowledge in textbooks, introduce new and cutting-edge education, promote the updating of the content of career planning, and truly stimulate the motivation of students to make career planning. Secondly, teachers should give targeted teaching to college students according to their individual characteristics, strengths and value orientation. For example, through case teaching, let outstanding talents from famous enterprises enter the class, give employment guidance, and stimulate their enthusiasm for work. Third, colleges and universities should design courses suitable for the development of The Times according to the current industry development trend, industry demand and job demand. For example, the elements of career scenario, job scenario or career development direction should be integrated into the education content, so that students can better understand the employment situation, employment policy and professional knowledge in the new era, so as to guide them to find their career ideal and employment purpose, and work out a set of feasible career development plan.

2. Choose multiple teaching methods to deepen students' understanding and cognition

In the employment guidance of college students, in order to effectively apply career planning education, there needs to be corresponding teaching methods to support. In the new era, while actively discussing the teaching methods, teachers should also make use of information technology to carry out accurate analysis, select and use reasonable and diversified career planning teaching methods. Only in this way, can students better understand their future career development, so that they can form a diversified understanding of the teaching content in employment practice, their own career development plan and other aspects, so as to effectively penetrate the career planning education, ensure the reform and development of college students' employment guidance service work, and lay a solid foundation for college students to achieve high-quality employment after graduation. The details are as follows: First, on the basis of daily teaching of college students' employment guidance, teachers integrate various teaching resources and use methods such as brainstorming teaching method, task-driven teaching method and situational creation teaching method to enable students to stand in the real employment environment and re-examine their career development and employment choice. To help them have a deeper understanding of their future development plan, so as to guide them to have a systematic understanding of their career development, promote the implementation of education work, and create good conditions for the cultivation and exercise of college students' comprehensive quality. In addition, teachers can also integrate virtual reality technology into the teaching of career planning, integrate it with the application of virtual reality technology, and simulate the real employment situation of students in the future, so as to guide them to think about their future jobs and their career development. Thus, students can also reflect on their career development. In-depth analysis of their own job ability, job goal, job requirements, etc. At the same time, according to their own ability growth stage and experience accumulation, plan and design career development plan to ensure that the plan is in line with their own real development needs, so that students can accurately locate the future development direction and stimulate the development motivation of students. Effectively promote the efficient development of college students' employment guidance work.

3. Build a continuous service platform to provide students with quality services

In the practice of applying career education in employment guidance, teachers can combine the development status of college students and the reality of talent training, make full use of the advantages of information technology, and establish a perfect continuous service platform, which is convenient for teachers to provide teaching guidance and services to students. First, according to the existing knowledge structure of the school, lay the foundation for college students' success education activities, increase the knowledge content in the system, and enhance their employability through knowledge accumulation. At the same time, it is necessary to combine the major with the individual characteristics of students, ensure that students' vocational skills and employment needs can be met through personalized teaching methods, shorten the distance between students and the society through internship, so that they can adapt to the needs of follow-up work and enhance their practical operation ability. At the same time, give full play to the decision-making and innovation ability of the platform, enhance the psychological adjustment ability of students in the employment process, and then strengthen their professional comprehensive quality, which can improve their employability to a certain extent. Second, the service platform integrates the application video and work video, so that students can have an independent and clear understanding of their future development, ensure that they can improve their various abilities through the planning of their career development, and guide students to actively participate in social practice. In addition, students can use computers, mobile phones and other terminal mobile devices to log in to the platform, and can seek help from teachers at any time and any place to further deepen their knowledge and understanding of the work process. In addition, teachers can also train students' understanding of the current job and improve their professional skills through on-the-job internship. Only in this way can students have a comprehensive understanding of the employment process, improve their adaptability, and formulate suitable career development direction for themselves, thus enhancing their employability in an all-round way.

4. Build a team of high-quality teachers and improve the quality of college students' employment guidance

The penetration of career planning education into the employment guidance of college students involves the innovation of education work, which is directly related to the smooth progress of employment education work, and this requires the support of a team of high-quality teachers. Therefore, when optimizing and innovating the employment guidance work of college students with career planning education, or scientifically formulating the career planning education plan in order to build a perfect employment guidance education work system for college students, it is necessary to gradually cultivate a team of high-quality employment guidance teachers. To ensure that teachers can carry out career planning education in college students' employment guidance more scientifically. The details are as follows: First, colleges

and universities should let teachers participate in the training activities on employment guidance knowledge and skills, career planning education, promote their professional quality to be improved, and help the vocational skills to be further improved, so that they can better participate in the employment guidance, career planning, so as to better carry out and plan the employment guidance work of college students. And make the overall quality and level of educational guidance have been significantly improved. Secondly, it is necessary to organize teachers to actively carry out research and education on career planning. By means of subject research, they can better understand the employment guidance of college students, meet the growth and development needs of students of all majors and their future career development needs, achieve the goal of improving students' career competitiveness, and promote the innovation and advancement of career planning. Ensure that they scientifically and reasonably formulate a set of college students' employment guidance education plan, so that the organizational development effect of career education can be maximalized, and at the same time provide good support for the exercise of the comprehensive quality of college students, so as to ensure that the quality of college students' employment guidance education has been comprehensively improved.

In summary:

To sum up, the effective application of career planning education in the employment guidance of college students requires in-depth promotion of educational content innovation based on career planning; Choose multiple teaching methods to deepen students' understanding and cognition; Build a continuous service platform to provide students with quality services; To build a team of high-quality teachers and improve the quality of college students' employment guidance. In this way, it can ensure the effective penetration of career planning education and lay a solid foundation for students' career development. At the same time, colleges and universities should attach importance to the education of career planning, combine it closely with the employment guidance of college students, constantly improve the educational mechanism, improve the quality of education, promote the employment guidance of college students to achieve more remarkable results, and make great contributions to the training of high-quality and competitive talents.

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