Research on the Influential Factors and Strategies of College Students' Career Planning in the "Internet+" Era

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Abstract: With the continuous deepening of educational reform, Internet technology has been gradually introduced into the field of education. Integrating it with the career planning curriculum in colleges and universities is conducive to building the curriculum teaching system in the new era, helping teachers to break the teaching difficulties, so as to achieve the comprehensive and all-round development of students. This paper studies the influencing factors and strategies of college students' career planning in the "Internet+" era, analyzes the current situation of college career planning education, and puts forward targeted solutions.

Keywords: "Internet+"; Career planning; Strategy; Research

1. The Positive Influence of Internet on College Students' Career Planning Education

1.1 Enrich the educational and teaching means of career planning

At this stage, more science and technology are emerging, and big data, new media, etc. are widely used in production and life, which also opens up a new path for the field of education. In the process of educating people, career planning teachers can carry out educational activities with the help of teaching platforms, electronic materials and other network resources, and students can learn according to their own learning needs to provide them with an effective learning platform; Online teaching mode has gradually become the mainstream teaching mode. Teachers can upload learning materials and students can discuss the learning process to fully reflect their subjectivity; Live broadcast APP, short video software and other emerging media can enable teachers to communicate with students in a timely manner, understand their actual needs, and push relevant learning materials and information for students, so as to improve teaching pertinence and effectively improve the effectiveness of career planning education.

1.2 Provide more educational resources for teachers

In fact, the most obvious feature of the Internet is its powerful storage function, which covers the development of different majors, career planning guidance and other contents, providing resources for teachers to carry out effective teaching activities. After years of development, Internet Ping'ai has abundant educational resources, which can be introduced into the teaching process by course teachers to mobilize students' enthusiasm for participation and meet the diversified needs of college students.

1.3 Enrich career planning learning mode

In the new media era, Internet technology points out the direction for career planning teachers to carry out targeted teaching activities, and students can obtain relevant data and materials based on their own actual needs. With the accelerated pace of life and learning, there are fragmented time and fragmented places among college students. Students can search online learning resources at any time and anywhere according to their own interests and needs, and teachers can also use the latest teaching cases to carry out practical teaching activities. In this way, students can strengthen multi element education and avoid deviation in teaching activities.

1.4 Diversified teaching evaluation

In the context of quality education, teaching evaluation needs to reflect the students' main body and strive to let students participate in this process independently. Focusing on Internet technology, teachers can timely understand the actual situation and needs of students, and then conduct staged evaluation on them, so as to enrich the actual work content and improve the education system with the help of evaluation. In addition, with the support of Internet technology, the school education subjects and students can form a teaching evaluation group to deeply evaluate teachers and students based on new technologies, and adjust the teaching direction and enrich the content around these data, so as to fully guarantee the smooth development of subsequent teaching activities.

2. Problems in College Students' Career Planning Education at the Current Stage

2.1 The education mode and content cannot meet the needs of college students

Under the background of the continuous development of the current society, the self-consciousness of contemporary college students is gradually enhanced. They are eager for knowledge and success, and hope for an equal exchange of learning environment and diversified learning content. However, from the perspective of traditional teaching, many career planning teachers only use the method of explanation to carry out teaching activities in teaching, and students are just knowledge receivers in this process. Teachers and students in the classroom lack interaction, which is not conducive to students actively participating in the learning process; At the same time, the boring education content lacks of keeping pace with the times, lacks of connection with ideology and life reality, and cannot stimulate college students' interest in learning, which is not conducive to teachers to achieve the goal of teaching reform in the new era, and cannot achieve all-round development of students.

2.2 The teaching of career planning is not practical enough

This course is highly practical, which requires teachers to closely link career planning with students' life and learning, and guide

students to carry out social practice, so as to promote students' comprehensive development. However, at this stage, teachers generally have the idea of focusing on the major and ignoring the humanities. They do not attach enough importance to career planning, but only make light of learning in the classroom, ignoring the practice in life, learning and work after class, which is not conducive to the improvement of college students' professional quality and entrepreneurship.

In addition, it is difficult to achieve the goal of talent training under the cooperation between schools and enterprises. In the perspective of talent training in the new era, it is necessary to cultivate students' comprehensive quality. Teachers need to plan talent training objectives and curriculum implementation plans together with enterprise experts, which requires enterprise staff to invest a lot of time and energy, but this will affect the normal work of enterprise staff. It is difficult for them to go deep into the professional talent training process, leading to the difficulty in achieving the established talent training objectives.

3. Methods of Career Planning Education for College Students in the "Internet+" Era

The emergence of Internet technology points out the direction for the reform of career planning education in colleges and universities. In order to give full play to the use value of new technologies, schools and curriculum teachers need to build a curriculum teaching system in the new era from multiple perspectives to deepen the curriculum teaching reform. The following points can be taken into consideration:

3.1 Improve teachers' ability and build a double qualified education team

In the context of Internet+, the comprehensive education ability of teachers in career planning determines the progress of education reform. Therefore, schools need to pay attention to the improvement of teachers' comprehensive ability and build a double qualified education team. Specifically, in order to achieve the goal of building the faculty, the school can start from the following points: First, optimize the structure of the faculty based on recruitment. In the recruitment link, the school can test the teachers' mastery of theoretical knowledge, educational skills and information literacy, and let those with excellent ability and cutting-edge ideas serve as the school's career planning teachers. Secondly, teachers' training activities in schools should be carried out around the needs of Internet+education reform. In the development of the school, through improving the performance management system, the school encourages the career planning teachers in the school to actively participate in various educational and teaching activities organized by the school, so that teachers can master the cutting-edge teaching concepts and educational methods, and maximize the use value of information means; Relying on the advantages of the Internet, the university has set up an online famous teacher studio to attract more experts in the field of education and career planning teachers to join in, so as to make suggestions for the teaching reform of colleges and universities. Finally, the school, through cooperation with enterprises, guides teachers to practice in enterprises. In this way, teachers can master more professional standards and bring them into the process of talent training, gradually strengthen students' innovation ability and development awareness, and at the same time, it can also provide necessary guarantees for the construction of professional groups, curriculum teaching reform, and improvement of education programs; Moreover, the school can also invite experts in the field of education, enterprise engineers, project managers, etc. to the school to guide them, so that they can serve as part-time teachers or guide students online, further optimize the structure of the school's faculty, and fully guarantee the smooth development of subsequent teaching activities.

3.2 Centering on the concept of "life first", we should define the goal of education

On the one hand, in terms of curriculum system, the school improves the proportion of practical courses. Enterprise talents and school career planning teachers jointly guide students to practice, help students master more professional operating skills, and improve their professional quality. On the other hand, excellent talents of enterprises and teachers can explain the needs of different positions for students' ability in theoretical education, help students establish good value cognition and quality, expand their thinking ability, find more entrepreneurship points, and help students develop in the future. In this way, under the guidance of clear teaching objectives, teachers can carry out targeted teaching activities in combination with students' actual development needs, so as to promote students to establish good professional quality and achieve their own innovation and entrepreneurship development.

3.3 Relying on the Internet, build a learning platform for students' career planning

First, students and teachers need to integrate and optimize online education resources. This is an important measure to improve the quality of talent training. The vast amount of uneven, complex and redundant educational resources on the network will not only delay students' learning time, but also mislead students. Therefore, teachers should integrate and optimize the teaching resources, select high-quality online education resources that are suitable for the characteristics and needs of contemporary college students. At the same time, teachers should also pay attention to the systematic nature of resources, and then share them on the learning platform. Students can learn in combination with their own needs, teacher guidance, etc. In addition, teachers should also pay attention to the following two points in the selection of teaching content: on the one hand, teachers should pay attention to selecting typical cases close to life and reality on the basis of fully analyzing the characteristics and needs of students; On the other hand, teachers can cooperate with universities and training institutions to develop excellent educational resources, screen high-quality courses on the network, integrate high-quality resources of various universities, and realize the sharing of educational resources. Secondly, educational resources for teachers and students. These types of teaching resources cover education programs, elite teachers' explanations, as well as educational ideas, basic textbooks and classroom activities for professional students. These contents are accumulated by many elite teachers through practice. They explain in detail the matters that teachers need to pay attention to in teaching activities, students' comprehensive ability needs and social position positioning, and these contents are open documents. Teachers and students can combine teaching needs in teaching and learning, and input passwords at the terminal to download them, so as to meet teachers' teaching and students' learning needs.

3.4 Build a network interactive platform around students' personalized development

At this stage, social posts, talent markets, etc. put forward requirements for students' comprehensive ability. Students need not only strong vocational skills, but also certain innovation ability. In the context of the Internet, career planning teachers in colleges and universities need to pay attention to the differences among students in order to meet the needs of students' comprehensive development. The main factor lies in the differences in students' education and cognitive ability. The interactivity and concealment of the Internet can provide basic support for the comprehensive development of students. Teachers and students can break through the time, space and identity restrictions, and can discuss, share and exchange information, knowledge, confusion and other issues anytime and anywhere to form a learning community. Therefore, in order to improve the core competitiveness of students, the school can build a network activity platform. First, the student activity platform. Peer education is a kind of infectious education. Peer education has a common topic and equal status. Peer opinions and suggestions are more easily accepted by the educatees. At the same time, it is conducive to mutual discussion, mutual learning, mutual exchange, learning from each other and common progress. Based on this, the school can select student cadres with excellent comprehensive ability in the development, make them become college career planning and development volunteers, make them serve as online managers, and solve other students' learning problems in a timely manner. Secondly, the school establishes a platform for communication between teachers and students. The concealment of communication can shorten the distance between college students and teachers, reduce the psychological estrangement and psychological defense of college students, and facilitate in-depth and equal communication between college students and teachers. Teachers can timely answer students' questions about innovation and entrepreneurship and career planning, and students can also communicate with teachers based on their own needs. Finally, the communication platform between schools and enterprises. On this platform, cooperative enterprises can timely update practical projects, learning materials, etc., and this platform has also opened a common module. Enterprise tutors can regularly give lectures online, so that students can understand the current situation of professional development and guide students to do a good job in career planning; At the same time, enterprise tutors can also communicate with teachers and students, provide guidance for teachers to improve teaching materials, and help students understand the situation of employment and entrepreneurship.

3.5 Cultivate practical ability and establish university enterprise cooperation platform

First, strengthen the cooperation between the school and the government. Give play to the guiding role of the government, regularly publish the latest national employment situation, employment policy, industry development trend, help college students understand the national economic development trend, and provide students with internship practice opportunities and broaden the way for college students to understand their jobs through government volunteer services, social surveys, government internship career planning competitions and other activities. Secondly, schools and enterprises cooperate to carry out targeted career planning education activities. The enterprise can release some projects suitable for students of different grades at the beginning of each semester, so that students can make full use of their spare time to complete them; Before winter and summer vacations, enterprise internship positions can also be announced for students to choose, allowing students to choose suitable positions for internship according to their professional tendencies, so that students can combine theoretical knowledge with practice, further consolidate and deepen the theoretical knowledge they have learned, guide students to apply what they have learned to the practice process, and cultivate students' practical ability and professional quality in this way, Help them define their future development direction. Finally, improve the teaching evaluation. In the selection of evaluation subjects, schools and enterprises should be guaranteed to participate in the student evaluation process together. In addition, in addition to professional talents, the evaluation subject of the enterprise also needs the participation of industry representatives. For example, some universities' evaluation subjects for career planning courses include enterprise evaluation, representative evaluation and school professional teacher evaluation. In this way, through a perfect education evaluation mechanism, students can master their own shortcomings in learning, so that they can correct them in time. Teachers can also improve the innovation and entrepreneurship education of professional teaching around students' education evaluation, so as to ensure the effectiveness and pertinence of teaching activities later.

4. Conclusion

To sum up, colleges and universities and career planning teachers actively adapt to the development of the education era and actively introduce Internet technology in the process of educating people, which can deepen the reform of curriculum teaching and realize the diversified development of students. Therefore, under the new educational background, college career planning teachers should deeply explore the problems existing in the current teaching, and then build a curriculum teaching system in the new era around the Internet+education connotation. Schools need to guide teachers to master the latest curriculum teaching methods and give full play to the use value of Internet technology; Curriculum teachers need to build a diversified teaching platform with the school to promote teaching development based on students' actual situation and ability development needs.

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Construction of documentary evidence integration modular curriculum system based on PGSD model

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Abstract: documentary evidence accommodation is the main connotation of the 1 + X certificate system, and exploring the curriculum mode of documentary evidence accommodation is the responsibility of the implementation subject of the 1 + X certificate system. The existing documentary evidence integration curriculum model has the problems of form being greater than connotation, academic certificate and X certificate teaching. In the era of digital economy, the cultivation of high-quality compound technical and skilled talents needs the corresponding talent cultivation mode and curriculum system. Taking the cross-border e-commerce major of the pilot unit as an example, this paper uses the PGSD ability analysis model to analyze the comprehensive professional ability of the post, combined with the "wide base, flexible module" curriculum mode, and constructs the documentary evidence financing modular curriculum system to meet the sustainable development of talents and meet the professional ability needs of enterprises.

Key words: documentary evidence accommodation; Modular courses; PGSD capability analysis; Comprehensive professional ability

Introduction

According to the national vocational education reform implementation plan, the pilot work of "academic certificate + several vocational skill level certificates" system will be started in Vocational Colleges and application-oriented undergraduate colleges. The 1 + X certificate system is a basic system in the construction of the national vocational education system, and it is also a major system innovation in the construction of the development mode of vocational education with Chinese characteristics. The "20 articles of vocational education" clearly put forward the requirement of "exploring the interconnection of academic certificates and vocational skill level certificates".

The main connotation of the 1+x certificate system is the integration of documentary evidence, that is, the mutual connection and integration of academic certificates and vocational skill level certificates in terms of standards, courses, training system, etc. The teaching team of cross-border e-commerce in our school actively responded to the 1+x certificate system, and is the pilot and testing unit of Alibaba's "cross border e-commerce B2B data operation vocational skill level certificate". The major difficulty encountered by the specialty in the pilot process is documentary accommodation, which has the following problems.

1. existing problems in the construction of documentary evidence integration curriculum system

1.1+x certificate content is difficult to be directly superimposed into the existing curriculum system

In the original curriculum system of academic education, the number of class hours has been saturated, and the content of X certificate is difficult to be superimposed. If some training courses are adjusted to "pre exam training" for the purpose of textual research, it will lead to the "two skins" of diploma education and X certificate education, and the integration of documentary evidence is like talking on paper. Therefore, we must redesign and integrate the original curriculum system of academic education, and integrate the content of X certificate into the curriculum system.

1.2 the existing documentary evidence accommodation mode is more formal than connotative and fails to reach the essence of the 1+x certificate system

For example, simply connect professional basic courses with academic certificates, professional core courses with intermediate vocational skill level certificates, and professional development courses with advanced vocational skill level certificates. This method is applicable to fixed x certificate. If the type or content of X certificate changes, the professional curriculum system and teaching content need to be significantly adjusted. This relatively fixed course structure is not conducive to the timely introduction of new industry technologies, new processes, new norms and new models into the teaching content.

1.3 the existing curriculum system has clear professional boundaries and pays attention to the cultivation of single professional ability

Insufficient consideration of the cultivation of comprehensive professional ability to cultivate compound technical and skilled talents is the requirement of Vocational Education in the digital economy era, and it is also the purpose of the 1 + X certificate system. The existing

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