

Research on the Impact of Ideological and Political Education in Universities on Improving the Employment Quality of College Students in the Context of Smart Cities

Yongxiang Yin , Sha Chen , Mingdong Li*, Lihua Xie*

Qingdao City University, Qingdao 266106, China.

Abstract: In order to meet the needs of talent construction in smart cities and fully leverage the role of ideological and political education, this article starts from the perspective of ideological and political education in universities, analyzes the challenges faced by ideological and political education in cultivating the employment ability of college students under the background of smart cities, clarifies the promoting role of ideological and political education in college student employment, and further proposes effective ways for ideological and political education to improve employment quality, thereby helping college students establish a correct worldview Outlook on life and values, enhance the employment competitiveness of college students, and promote the comprehensive improvement of their employment quality.

Keywords: Smart City; Ideological and Political Education; High Quality Employment; University Student

With the application of information technologies such as computer technology and artificial intelligence, smart cities have emerged as a new urban development model. The construction and development of cities rely heavily on talent resources. In addition to strict requirements for the professional cultivation and basic skills of talents, future development of smart cities focuses more on the ideological and moral qualities and career responsibility of smart talents^[1]. Therefore, talent resources with both moral integrity and talent have become the “first resource” in the development of smart cities today.

The ideological and political courses in universities are key courses for implementing the task of cultivating morality and talents. They provide students with education on socialist core values, cultivate lofty communist ideals and the common ideal of socialism with Chinese characteristics, lay the ideological foundation for their formation of correct employment and career views, stimulate their strong sense of career and responsibility, and make reasonable career plans, To grow into qualified builders and successors of the cause of socialism with Chinese characteristics.

1. Challenges faced by ideological and political education in universities under the background of smart cities

1.1 Some ideological and political teachers have poor professional skills

The cultivation of professional knowledge and abilities is currently the focus of talent cultivation in most universities, neglecting the attention to student employment guidance. In addition, most students have insufficient reserves of employment knowledge, resulting in students being unable to access the latest employment information^[2]. In addition, there is a shortage of ideological and political teachers in some universities, and part-time teachers have insufficient professional knowledge reserves, which cannot provide a profound interpretation of employment information, leading to deviations in career planning for college students.

1.2 The content of ideological and political education needs to be improved

During the teaching process, teachers focus on a single knowledge transmission, and the teaching content lacks the latest industry trends, which makes it difficult to arouse students' interest and leads to students developing a resistance mentality. Therefore, the content of ideological and political education courses in universities should be combined with the cultivation of employment ability of college students, so that students can understand the importance of career planning and employment ability cultivation, and establish good professional ethics norms.

1.3 Deviation in employment concepts among some students

The employment concept of contemporary college students is easily influenced by the external environment, leading to erroneous employment tendencies such as personal extremism and materialism. Some students prioritize money and fail to plan their careers from a long-term perspective; Some students only focus on the industries they are interested in and completely reject other high potential professions; Some students have excessively high psychological expectations and lack objective and scientific evaluation and understanding of their own positioning and employment goals. When they find that reality does not reach the ideal level, they are prone to developing feelings of fear and difficulty^[3].

2. The promoting effect of ideological and political education in universities on the employment of college students in the context of smart cities

2.1 Enhancing the Comprehensive Literacy of College Students

The innovation consciousness of college students is an important support for enhancing employment competitiveness and achieving high-quality employment. The ideological and political education curriculum in universities should focus on cultivating critical thinking among college students, encouraging them to explore new knowledge and skills, enhancing their awareness of practical participation, stimulating their interest in learning, and enhancing their thirst for knowledge, thereby cultivating their innovative thinking ability and enhancing their competitiveness in employment.

2.2 Cultivating the Innovative Thinking Ability of College Students

The innovation consciousness of college students is an important support for enhancing employment competitiveness and achieving high-quality employment. The ideological and political education curriculum in universities should focus on cultivating critical thinking among college students, encouraging them to explore new knowledge and skills, enhancing their awareness of practical participation, stimulating their interest in learning, and enhancing their thirst for knowledge, thereby cultivating their innovative thinking ability and enhancing their competitiveness in employment.

2.3 Help college students understand the employment situation and policies

Understanding the employment situation and policies in China is an important guarantee for college students to establish a correct employment concept. Under the current social development situation, the country has introduced an employment policy of “implementing the employment priority strategy”. College ideological and political teachers should correctly interpret the employment situation and policies, comprehensively implement them in the classroom, help college students adjust their employment plans, form scientific and correct employment concepts, make sufficient employment preparations, and respond to various difficulties and challenges encountered in the employment process with a more positive attitude, enhancing their own employment competitiveness^[4].

3. Effective ways to improve employment quality through ideological and political education

3.1 Building a professional team of ideological and political education teachers

Universities should attach importance to and strengthen the construction of professional teaching staff, enhance the professional knowledge level and comprehensive literacy of the teaching team. Firstly, universities need to regularly provide training on employment policy interpretation, employment guidance, and career planning for ideological and political teachers, ensuring that teachers fully understand employment policies and situations, master the types of talent needs in enterprises, and guide students to develop career plans that are suitable for their own practical needs. Secondly, the school should hire ideological and political education experts for employment guidance based on the characteristics of the school, provide professional employment guidance through relevant knowledge lectures, on-site visits and interviews, and build a professional team of ideological and political teachers, laying a solid foundation for the improvement of students’ employment ability.

3.2 Enriching the Content of Ideological and Political Education

Enriching ideological and political education content can help college students establish correct career choices, dispel doubts about employment and unknown career choices, and enhance their competitiveness in employment. Firstly, in terms of ideological and political education content, through the course of situation and policy, students can understand the current national employment policy and situation, and clarify the current social and talent demand situation; Through courses on ideology, morality, and the rule of law, help students clarify the gap between their employability and current industry requirements, and enhance their professional competence; Through ideological and political practice teaching, various forms of practical teaching activities are carried out to enable students to fully understand the cutting-edge information of the industry, and guide students to combine personal development with national development and industry needs.^[5] Secondly, teachers should cultivate students' awareness of teamwork and fair competition, guide them to learn from each other's strengths and weaknesses in the process of cooperation, and promote fair competition and learning from each other's strengths and weaknesses.

3.3 Strengthening the guidance of ideological and political values

The ideological and political education in universities should be guided by the socialist core values in the field of ideology, strengthen the cultivation of employment ability for college students, and actively respond to the impact of the new employment situation on the thinking of college students. Firstly, ideological and political teachers guide students to implement the socialist core values in detail in the classroom, and guide college students to transform their employment concept of prioritizing money. Secondly, it is necessary to strengthen professional ethics education. There is no distinction between high and low professions. In response to the employment psychology of contemporary college students, such as being ambitious, ambitious, and eager for quick success, teachers can strengthen professional ethics education to guide students to cherish and love their industries, and contribute to the construction of socialist modernization.

4. Conclusion

In the context of smart cities, the improvement of the employment ability of college students is an inherent requirement for the efficient development of smart cities, and it is necessary to play the role of ideological and political education in promoting the employment of college students. In order to better promote the organic integration of ideological and political education with high-quality employment, universities can start from building professional teaching staff, enriching ideological and political teaching content, strengthening the guidance of ideological and political values, and other aspects to promote ideological and political education to play a positive guiding role in employment guidance, laying a foundation for students to enhance their employment competitiveness and achieve high-quality employment.

References

- [1] Liu Li. Current situation and countermeasures of information talent cultivation in universities under the background of smart cities [J]. University Education, 2019 (11): 165-167.
- [2] Duan Liying "Career Planning and Employment Ability Enhancement Strategies for College Students from the Perspective of" Great Ideological and Political Education "[J]. Vocational Education, 2022(23): 60-61+78.
- [3] Gao Jiajia. Application Strategies of Ideological and Political Education in the Employment of College Students [J]. Employment and Security, 2023(04): 151-153.
- [4] Ma Hongyan. Strengthening Ideological and Political Education for College Students to Promote the Improvement of Employment Quality [J]. Modern Enterprise, 2020(12): 145-146.
- [5] Wang Juan. An Analysis of Enhancing the Employability of Vocational College Students under the Background of Great Ideological and Political Education [J]. Education Science Forum, 2023(33): 51-54.

Fund projects:

This project Sponsored by Qingdao City University Excalibur Project.