

# **A Study on the Practical Path of Career Planning Education for College Students from the Perspective of Ideological and Political Education**

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## **Abstract**

**The career planning education for college students is an important part of ideological and political education in colleges and universities. From the perspective of ideological and political education to explore the new path of career planning education for college students is beneficial to carry out high moral values establishment and people cultivation in practice. From the perspective of ideological and political education, this paper studies a new way of career planning education for college students.**

## **Keywords**

**Ideological and political education, career planning education, practical path.**

## **1. Introduction**

The career planning education for college students is an important position of ideological and political education in colleges and universities. Ideological and political education in colleges and universities needs to adapt to the new situation and constantly carry out reform. The ideological and political education in colleges and universities must adhere to the guiding ideology of "student-oriented", and how to make college students plan their own careers reasonably has become a problem that ideological and political education workers in colleges and universities must pay close attention to [1].

## **2. The Necessity of Strengthening the Career Planning Education for College Students**

At the National Ideological and Political Conference of Colleges and Universities, General Secretary Xi Jinping clearly pointed out that we should persist in taking high moral values establishment and people cultivation as the central link, run ideological and political education through the whole process of education and teaching, and realize the whole process and all-round of educating people. It can be seen that high moral values establishment and people cultivation are the fundamental task of ideological and political educators in colleges and universities, and it also enriches and consummates the connotation of ideological and political education in colleges and universities. The people cultivation means to be a life mentor on the way of students' achievement and a bosom friend of healthy growth, so as to guide the students to make a good life plan and become a qualified socialist successor.

### **2.1. The Needs of Ideological and Political Education in Colleges and Universities**

With the "90s" and "00s" becoming the main body of college students, the ideological and political education in colleges and universities needs to adapt to the development of the times, change the traditional education mode and keep pace with the times. Ideological and political education in colleges and universities plays an important role in the future career selection and

career development of college students. Therefore, colleges and universities should attach great importance to career planning education of college students, take it as an important part of ideological and political education, and bring the career planning education for college students into the training program of students.

## **2.2. The Needs to Cope with the Grim Employment Situation**

According to the statistics of the Ministry of Education, the number of college graduates in 2018 is about 8.2 million, the employment situation is even more severe, employment pressure is the highest in history. In such a severe employment situation, college and university students are faced with great employment pressure, there is a "difficult employment" situation. The "difficult employment" is mainly manifested in two aspects: one is no employment at all, that is, college students are optimistic about the employment situation due to their lack of understanding of themselves, and there is a mismatch between employment expectations and social needs in the process of employment, which leads to the students have grandiose aims but puny abilities; the other is employment but no choice, because college students have not formulated a reasonable and feasible career planning education for college students during the school period, they do not have a full and correct understanding of themselves. Although they have the intention to find employment, they have unilaterally focused on salary and treatment in the process of seeking employment. In addition, they lack of the spirit of hard work. All these fully show the importance of career planning education for college students. Through the formulation of scientific and reasonable career planning for college students, let students fully understand their own strengths and weaknesses, set up a correct outlook on employment, actively respond to the grim employment situation.

## **3. The Present Situation and Problems of Career Planning Education for College Students**

Most colleges and universities have set up career planning courses for college students, but they do not pay enough attention to it and lack the career planning education for college students in the true sense. There are many problems, such as the single form of class, the lack of professional teachers, less hours, and so on. In this kind of education background, college students lack enough attention and understanding to their career development, and can not accurately carry on the occupation orientation.

### **3.1. The Lack of Systematic in Career Planning Education for College Students**

The career planning education for college students should run through the whole university period, and it is a systematic and dynamic process for students to make scientific and reasonable career planning for college students. But at present, the career planning education for college students in most colleges and universities lacks systematicness. Most schools carry out career planning only in the first semester of the first year of college, while freshmen pay insufficient attention to their career planning when they first enter school, it is unable to play an educational role; there are gaps in other stages. There are very few lectures and related activities on career planning education for college students, which seriously affect the continuity of career planning education for college students.

### **3.2. The Relatively Weak Teachers in Career Planning Education for College Students**

Colleges and universities attach more and more importance to the career planning education of college students, but generally speaking, the teaching staff of the career planning education is relatively weak, which requires the strengthening of the teaching staff of the career planning education. In order to improve the quality of career planning education for college students, it is necessary to establish a professional teaching staff. At present, most of the teachers of career

planning education for college students are generally student counselors. The majors of counselors in colleges and universities are diverse, and there is a lack of conformity between the major studied and major taught, which can not only provide the students with standardized guidance, but also can not provide high-quality education in career planning.

### **3.3. The Lack of Career Planning for Past Graduates**

The career planning for college students is a dynamic process, which needs to run through the whole process of college. However, the feasibility of career planning for college students still depends on the employment status of students after graduation and the fit of individual career planning. The follow-up after graduation is an important link ignored by many colleges and universities at present. While paying attention to the employment rate of students, colleges and universities should more focus on the satisfaction degree of students' employment and the fit with individual career planning, so as to reflect the long-term effect of career planning education for college students.

## **4. The Practical Path of Strengthening Career Planning Education for College Students from the Perspective of Ideological and Political Education**

### **4.1. Integrating Career Planning Education for College Students Into Ideological and Political Education**

The essence of strengthening career planning education for college students is to enrich and perfect the content and form of ideological and political education in colleges and universities [2]. Achieving the high integration of career planning education for college students and ideological and political education is the proper meaning of high moral values establishment and people cultivation. This requires the combination of the first class and the second class, the combination of "classroom politics" and "ideological and political classroom", so that students can set up a correct outlook on employment and job selection in the process of participating in the classroom, plan their future careers in advance, and standardize their college life.

### **4.2. Strengthening the Construction of Teaching Staff In Career Planning Education**

The most important part of strengthening career planning education in colleges and universities is to strengthen the professionalization and specialization of teachers. There are two main ways to strengthen the construction of teaching staff: external introduction and internal training. On the one hand, the school itself should train a professional teaching staff of career planning for college students, which can adopt teacher training, expert lectures and other ways to improve the professional level of teachers; on the other hand, it should increase efforts to introduce "double-qualified" teachers. Recruiting experienced teachers as career planning teachers can provide students with more professional knowledge of career planning, especially those who have served as manpower commissioners. It can not only impart to students the importance and significance of career planning for college students, but also enhance students' sense of identity to the career planning for college students.

### **4.3. Innovating the Educational System of Career Planning Education for College Students**

At present, the education system of career planning course for college students in most colleges and universities is relatively single, the traditional classroom teaching method is difficult to meet the needs of the current social development. This requires colleges and universities to innovate the education way of career planning for college students[3]. In terms of educational content: teaching students in accordance with their aptitude, abandoning the traditional way

of teaching to groups, taking the major as unit, arranging different career planning courses according to different majors, recognizing the major characteristics while achieving the general awareness of career planning for college students; In the way of education: taking the theory education as the main part and connecting with the social reality, actively combining the career planning course with the social practice, enabling the student to participate in the social practice, take the initiative to take part in various social practice activities, experience all aspects of career planning and the importance and significance of career planning in practice.

## 5. Conclusion

It is of great practical significance to explore the career planning education of college students from the perspective of ideological and political education. From the perspective of ideological and political education, actively exploring the way of career planning education of college students can effectively promote the development level of students' personal ability, so that students can fully understand the current employment situation and employment pressure. The designation of scientific and reasonable career planning for college students is conducive to improving students' self-management and self-restraint ability, guiding college students to correctly deal with the relationship between personal project and social reality, and enhancing their own employment competitiveness.

## References

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