

# Discussion on College Students' Career Planning Education under the Concept of Innovation and Development

Shiyue Zhou

School of Economics and Management, Southwest Petroleum University, 610500, China

## Abstract

Since the Fifth Plenary Session of the Eighteenth Central Committee of the Communist Party of China put forward the five development concepts, the innovative development concept has always been in the first place. Innovative development concept can not only provide guiding direction for contemporary college students' career planning education, but also highlight the purpose of college students' career planning education. Therefore, it greatly strengthens the attraction and appeal of vocational education, and plays a significant role in ensuring the effectiveness of college students' career planning. Therefore, this paper analyzes the necessity and role of College Students' Career Planning Education under the concept of innovative development, and further puts forward specific innovative ways, aiming to comprehensively improve the efficiency and quality of College Students' career planning education.

## Keywords

Innovative development concept, College students, Career planning education.

## 1. Introduction

Innovation is the core driving force to guide development, and since the concept was put forward, it has often been regarded as the key influencing factor to promote social and economic development. With the vigorous development of social economy, the connotation of the concept of innovation has become increasingly rich. At the same time, people are the main role of innovation activities, and innovation activities promote human development. There is a close relationship between them, which can not only meet the requirements of self-affirmation, self-realization and self-development, but also embody the individual's life value [1]. From an essential point of view, career planning education is an important subject to discuss human development, and it is a concrete embodiment of the concept of quality education and comprehensive development in Colleges and universities. More and more employees pay attention to how to combine individual development with social development demand organically and cultivate college students in the new era with innovation, adaptability and flexibility. In view of this, it is of great value to analyze and study "the education of college students' career planning under the concept of innovative development".

## 2. Necessity Analysis of College Students' Career Planning Education under the Concept of Innovative Development

### 2.1. Clarify the Educational Purpose

Since the concept of career planning was put forward, it has gone through more than 100 years of evolution and development, from the initial theory of characteristic factors to the theory of career choice, career development and career decision. The content of career planning theory has been enriched to a great extent, which involves the problems faced by human beings at various stages of individual development, and is an effective way for people to survive and

develop in a complex society [2]. At present, the education level of college students' career planning in China can't be compared with that in western developed countries, and there are still many problems to be solved urgently. For example, the orientation of education always stays at the stage of choosing study career and solving employment, and has not yet risen to the height of coordinating individual and social development. Implementing the concept of innovative development inevitably requires all college students to emancipate their minds and pay more attention to the development direction of individual career.

At the same time, taking each stage of career development as the breakthrough point, we should establish corresponding roles and balance and coordinate the contradictions faced by each role in the development process. Give full play to the guiding role of the concept of innovative development, which can not be separated from the support of keeping up with the trend of the times, especially during the development of college students' career planning education programs, and try to cultivate students' more open and innovative learning and development concepts from the perspective of ability migration [3]. In addition, when college students' career planning education is integrated into the innovative development concept, it must face the needs and direction of social and economic development, and integrate students' individual development with social development, so as to make it the focus and force point of college students' ideological and political education. The application of innovative development concept can provide students with individual management services such as time management, project management and role management, and truly face the overall situation and the future.

## **2.2. Attract Students' Attention**

Improving college students' career planning ability is a long-term and complicated educational process, but it is difficult to completely solve the above problems by only relying on an internship or a course. It can be seen that only by continuing to promote the innovative development process of college students' career planning education, always paying attention to the needs and trends of social development, and combining the talent training system of colleges and universities with career planning education can we meet the requirements of creating a comprehensive situation of college students' career planning education [4]. At the same time, the application of innovative development concept in college students' career planning education can enrich the content and form of planning education with popular methods and means, attract more students' attention and expand its influence. In addition, college students' career planning education has always been based on the goal of promoting students' growth. Incorporating the concept of innovative development can guide students to quickly grasp the methods and key points of achieving goals.

## **2.3. Highlight the Effectiveness of Planning**

Due to scientific progress and economic development, the public has long been unable to guide the long-term development of individuals based on past practical experience. However, how to do a good job in college students' career planning education and achieve the goal of scientific planning and rational development has been paid more and more attention by practitioners. The education of contemporary college students' career planning is always guided by the concept of innovative development, which can not only continuously innovate culture, science and technology, system and theory, but also help contemporary college students keep up with the trend of the times and adapt to the changing situation of social development. It is difficult to achieve satisfactory planning education results only by staying at the stage of traditional general education or professional education. At the same time, college students' career planning education is different from the education that systematically pays attention to individual development, and occupies an extremely important position and role in promoting future education development.

### **3. Analysis of Practical Measures of College Students' Career Planning Education under the Concept of Innovative Development**

#### **3.1. Innovating Educational Concepts**

In the process of actual education, relevant planning educators must uphold the working principle of seeking truth from facts, focus on establishing the working concept and principle of taking students' individual career development as the primary task, regard the main object of college students' career planning education as an active individual, and arouse students' attention to their own long-term development and the long-term development needs of society. Therefore, in the true sense, we can creatively solve various problems faced by our own career, further promote the long-term development of students' career, and promote them to grow into healthy, comprehensive and socially useful compound talents [5]. At the same time, during the period of career planning education, college students accurately grasp and fully understand the characteristics of the times of social and economic development, and always regard people's lifelong development and all-round development as their foothold and starting point.

At the same time, college students' career planning education emphasizes the establishment of students' ideological and political education concept. Usually, people's ideological problems are the essential reasons that hinder people's individual development. Thoroughly solving the ideological and cognitive problems of college students is often regarded as the main way to effectively improve the educational effect of college students' career planning. Therefore, the practitioners of career planning education for college students must recognize the relationship between career planning education and ideological and political education from the root, and make clear that their essence is the relationship of mutual promotion. That is to say, using career planning education can enhance the affinity and pertinence of ideological and political education, whereas using ideological and political education can expand the depth and height of career planning education. In addition, we should focus on cultivating students' results oriented work concept, and should not take the dissemination of knowledge as the ultimate goal to lead students to practice.

#### **3.2. Expand Work Content**

Nowadays, college students' career planning education generally covers both self-awareness and social awareness, otherwise it cannot meet the requirements of making scientific and reasonable decisions. Providing employment service is the main content and core idea of career planning education in the past, which has long been unable to run counter to the development direction of contemporary college students' career planning education. Especially at present, China's social and economic development momentum is rapid, and economic, cultural and political features have undergone earth-shaking changes, which will inevitably lead to new career planning problems for contemporary college students. The rapid development of social economy clearly requires contemporary college students not only to master more information and data, but also to understand the future development trend, so as to make accurate assessment and judgment. In addition, due to the influence of scientific and technological progress, the speed of post replacement is greatly increased.

Besides being based on the original technology and ability, contemporary college students must dig deep into their new growth points, such as diversified life and multiple occupations, and give full play to the guiding role of scientific and balanced technology. The above content not only needs contemporary college students to think and face, but also needs to be expanded urgently. Classroom teaching is the main form of college students' career planning education. However, influenced by the particularity of career planning education, it is necessary not only to impart theoretical knowledge, but also to master more technical points. How to expand the working form of college students' career planning education has attracted more and more

practitioners' attention. In addition to highlighting the interaction and migration of college students' career planning education, college students should be encouraged to experience the differences of career planning education, so as to realize the goal of implementing career planning education.

### 3.3. Innovative Work Carrier

At present, the theme activities and classrooms are the main carriers of career planning education for college students in China. For example, taking the classroom carrier as an example, due to the limitation of class hours, it is impossible to discuss all the needs of individuals in contemporary social development in the classroom, and there is a lack of feedback on problems encountered in practical application, so that it is difficult to think about deep-seated ideological problems. At the same time, the existing classroom carrier is difficult to completely solve the individualized problems in personal development, which seriously weakens the attraction of career planning education. Therefore, we should continuously innovate the working ways of college students' career planning education, take ideological and political education courses and professional courses as the breakthrough point, integrate individual development education, make it an effective supplement to career planning education, and greatly enhance the professionalism and depth of career planning education.

## 4. Conclusions

Through this research, we realize that under the current social and economic development background, the innovative development concept not only creates a harmonious and good external environment for college students' career planning education, but also puts forward stricter requirements and standards. Therefore, the innovative development concept can lead the process of college students' career planning education, and meet the requirements of innovating and changing the work concept, work form, work content and work carrier of college students' career planning education. Therefore, in the true sense, it can promote the growth of college students, deliver more high-quality compound talents to all sectors and fields of society, and help to achieve the goal of talent training in colleges and universities.

## References

- [1] Wang Kun. Analysis of the cultivation of contemporary college students' innovative quality from the perspective of college students' career development view——Comment on "College Students' Career Planning and Development"[J]. Chemical Reagents, 2020, 42(03):343.
- [2] Qi Wenjuan, Li Lin. Thoughts on the Educational Innovation of College Students' Career Planning in the Internet Era——Comment on "Guide to College Students' Career Development"[J]. News lovers, 2018(11):111.
- [3] Li Hui. College students' career planning education under the concept of innovation and development[J]. Research and Practice on Innovation and Entrepreneurship Theory, 2018, 1(18): 44-46.
- [4] Wu Yinghui. Research on the Impact of College Students' Career Planning on the Development of Innovation and Entrepreneurship Education [J]. Science & Technology Economic Guide, 2017(28): 105.
- [5] Yang Yuwei. A preliminary study on the integration of innovative ability and entrepreneurial spirit into the teaching of college students' career development planning[J]. Jiangsu Science and Technology Information, 2014(15): 75-76.