

Research on Career Planning Education for College Students

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Abstract: Career planning refers to the process in which an individual establishes career development goals, chooses a career, formulates corresponding education, training, and work plans, and takes necessary actions to achieve career goals while taking into account personal qualities and the external environment. This study analyzes the status quo and problems of career planning among college students and puts forward specific strategies to improve the career planning of college students.

Keywords: College students; Career planning; Countermeasures

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1. Introduction

College students are in the exploration period of career development, during which the main task is to accurately understand and develop themselves and start determining their career choices and planning them. Career orientation in the college period plays a huge part in ability development and thus the future career development of college students ^[1].

2. Strengthening the practical significance of college students' career planning

2.1. Guiding college students to clarify their career goals

Career planning education aims to guide college students in understanding various aspects of themselves, such as personality, interests, abilities, values, and character traits. By engaging in active self-exploration, students can identify their strengths, address weaknesses, and develop a comprehensive understanding and awareness of their capabilities. This process enables them to form an objective and rational self-assessment, facilitating the scientific formulation of a suitable career path ^[2]. This helps in setting clear goals and creating practical action plans for their future development.

2.2. Promoting the comprehensive development of college students

Career planning education plays a crucial role in shaping the development direction and goals of college

students throughout their university years and into their post-graduation career adaptation period. It serves as an early support system, effectively stimulating students' learning enthusiasm and transforming them from "passive learning" to "active learning" ^[3]. Career planning education also encourages students to recognize societal demand as their guide, fostering a commitment to continuous learning, skill development, and personal growth. This involves adjusting their psychological state, expanding their qualities, tapping into their potential, overcoming obstacles, and achieving maximum development within their existing conditions.

2.3. Enhancing employability

Career planning education can help college students clarify their career development direction and their career goals, motivating them to achieve those goals. By employing scientific methods and practical steps, students consciously enhance professionalism, exercise professional abilities, and participate in targeted learning, training, and social practice activities. This approach builds a robust foundation for future career development, contributing to continuous improvement in overall quality and competitiveness ^[4].

2.4. Motivating students to achieve their goals

Career planning education can help college students clarify the value and meaning of life, establish correct career values, and establish suitable career goals. Once they have established their career goals, they would be motivated to pursue achievements and self-realization ^[5]. This motivation fosters determination, self-confidence, courage, and strength, empowering students to overcome obstacles and difficulties in their pursuit of success.

3. The problems of career planning among college students

3.1. Lack of awareness in career planning

College students, in the stage of career exploration, often lack a sense of career planning. They often lack insight into the direction of their career development. Nowadays, many college students wrongly equate career planning with career choice, indicating a lack of understanding and insufficient self-awareness regarding career planning ^[6]. Often, it is only when they are faced with choosing a career that they hastily consult their teachers and parents, hoping that they will tell them the type of industry and career they should choose.

3.2. Lack of self-awareness

Self-awareness refers to the understanding of one's interests, values, abilities, and other aspects. Many college students lack self-awareness, as in they do not understand their abilities and interests. This is evident in their perception of the job market and the formation of career choice concepts. When confronted with employment issues, they often lack clear personal goals, struggle to assess their competitive strengths accurately, and set employment goals without considering their interests, leading to a lack of long-term career planning. This misalignment between concepts and actions is a notable issue ^[7]. For instance, emphasis is placed on realizing the value of life and assertiveness, but there is a lack of spirit to strive for everyday tasks. This situation primarily stems from college students lacking clear self-awareness.

3.3. Limited awareness of the social environment

College students often have limited awareness of the social environment. On a broader scale, their understanding of national employment policies relies heavily on passive lectures from college teachers and notices issued by the school. They frequently lack active engagement with employment policies, and this oversight affects their career choices ^[8]. Insufficient knowledge of the macro-environment may produce an overly optimistic or

pessimistic state of mind, thus affecting their career development orientation and preventing them from making the right decision in their profession. Many students do not know enough about the working environment, the company culture, and the job positions of enterprises. This impacts the college students' ability to make correct decisions in their careers.

3.4. Passive participation in career counseling

The processes ranging from self-understanding to goal setting and planning directly impact a student's career and play a pivotal role in their lifelong development. Therefore, students should take the lead in their career planning^[9]. Hence, students should not solely depend on the career counseling provided by the school but also actively seek development opportunities and engage in career counseling. Colleges and universities currently offer various forms of career guidance, including lectures, career assessments, and personalized counseling, which contribute to assisting students in their career development. However, the degree of students' active participation in career counseling activities is generally low. Although most of the students have thought about development, only a few of them have made corresponding plans to realize their career development goals^[10]. In addition, students often do not seek career counseling outside of school, and many have never been exposed to any sort of counseling.

4. Countermeasures to improve career planning among college students

To address the numerous challenges in career planning for college students, efforts should begin with fostering self-awareness and cultivating rational career planning among students. Career counseling should be encouraged among college students to stimulate their subjective initiative and encourage reasonable career planning from both internal and external perspectives.

4.1. Strengthening the teaching team

Currently, the establishment of career planning instructors in colleges and universities is not sufficiently robust. The teaching team lacks strong specialization, with insufficient professional teachers and a common reliance on part-time lectures by teachers from other fields. This situation limits the effectiveness of career planning in colleges and universities. Therefore, colleges and universities should establish a more professional faculty, enhance faculty competency, and refine the faculty composition. This can be achieved by sending the teachers for specialized training and learning. Additionally, experts or experienced professionals from fields such as senior enterprise HR can also be hired to contribute to further enrichment of the faculty^[11]. Furthermore, it is essential to focus on the training and enhancement of the competencies of the existing instructors. Introducing courses on career counseling and psychological counseling can improve the abilities of the instructors, and these courses should be compulsory for every relevant personnel. Additionally, school management should prioritize career counseling. Staff allocation can be directed towards the employment department to address issues like a shortage of full-time counselors and excessive workload. This ensures the effective implementation of student counseling.

4.2. Strengthening awareness and advancing students' career planning

At present, there is a prevalent tendency among college students to consider career planning only after graduation or upon entering the workforce. This approach results in them undermining the importance of knowledge accumulation, skill development, and career growth during their school years. Career planning is an interconnected and continuous process with various stages. It is not solely about addressing issues that arise

after graduation, but rather a series of interlinked and independent steps. Career development is a problem that college students should begin to think about when they enter school or even earlier so that they can start planning earlier ^[12]. Therefore, colleges and universities should raise the importance of career guidance by incorporating career guidance courses into their training programs or make it a mandatory course, so as to effectively instill the awareness of career planning.

4.3. Encouraging students' subjective initiative

Career planning is a development plan formulated according to the students' personal career aspirations taking into account both the social context and practical circumstances. It is not an imposition by schools or external forces. Therefore, career planning should be student-oriented, and colleges and universities should concentrate on guiding self-awareness to instill a robust commitment to career planning. The emphasis should be on helping students to recognize themselves and understand their own interests and hobbies ^[13]. Colleges and universities play a crucial role in fostering students' proactive engagement in career planning by providing systematic career education and professional guidance. However, personal career planning requires students to take an active role. They should not solely depend on institutional guidance but also explore alternative paths based on their unique circumstances ^[14].

4.4. Scientific measurement and provision of personalized career counseling

Insufficient understanding of students' individual attributes and developmental needs by career counseling teachers contributes to students' reluctance to seek guidance. Modern career counseling covers a broad spectrum of topics, making it challenging to address individual differences. To better understand students' personality traits, scientific measurement tools such as personality tests, data collection, and interviews can be employed. These tools not only assist individuals in identifying suitable career preferences ^[15] but also provide students with a deeper understanding of their personal and environmental traits. This, in turn, helps teachers gain a more comprehensive understanding of their students, enabling the implementation of personalized tutoring.

Disclosure statement

The author declares no conflict of interest.

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