

# Research on the Education Strategy of College Students' Career Planning in the New Era

Dao-lin Zhou\*

Chongqing University of Arts and Sciences, Chongqing 402160, China

\*Corresponding author: Dao-lin Zhou, [zdl@cqwu.edu.cn](mailto:zdl@cqwu.edu.cn)

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**Abstract:** Career planning is the key educational content for college students, which is related to students' career choices and future development after graduation. However, there are some common problems related to career planning among college students. At the same time, career planning education itself fails to break through the limitations of traditional education, which, to some extent, hinders the future development planning of college students. Based on this, schools should actively introduce advanced education methods in the new era, combine the characteristics of college students on the basis of summarizing the previous planning experience in education, constantly improve and innovate the content and form of career planning education, promote the improvement of college students' education, and enhance the quality of education.

**Keywords:** New era; Career planning; Education strategy

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## 1. Introduction

From the perspective of career planning education for college students, as an important part of general education, sound and scientific education planning is beneficial to help students establish a correct outlook on career, employment, and students' future social development. In this process, it is particularly important to improve their social adaptability and competitiveness. Therefore, in the face of adverse problems that arise in education, optimization should be carried out promptly.

## 2. Analysis of the current situation of college students' career planning education

### 2.1. Lack of educational efforts

Currently, although more universities pay increased attention to the career development education of students, due to the lack of educational awareness and insufficient educational intensity, career education has gradually become more formalized, and it is difficult for students to improve their self-cognition and planning of the future in the process of education. From the perspective of college students' development characteristics, under the background of the new era, the increasingly fierce competition in all walks of life has contributed to more

diversified future career choices for students. However, due to shallow social contact, college students lack in-depth thinking and correct cognition when planning future career choices, which makes them blind to choosing the appropriate career choices. For the career planning education carried out by universities, due to the old model and content, it is difficult for students to give full play to their independent learning consciousness. They lose their learning initiative and consciousness, thus it is difficult for the career planning education industry to play its due role and realize its value <sup>[1]</sup>. Therefore, in view of the problem of the lack of educational intensity, the relevant educators need to combine the actual development of students, constantly optimize the educational mode, and realize the innovation of educational mode and content.

## **2.2. Lack of self-evaluation**

Self-evaluation is the most critical part of students' career planning. Only when the evaluation is objective and efficient can the rationality and level of career planning be improved. For the self-assessment of college students, it is usually necessary for students to more accurately analyze their professional skills and personality psychology based on their own social experience, development characteristics, psychological vision, interests, hobbies, and professional characteristics. Since college students' life vision is not as broad, their cognition of the future and society is often incomprehensive. For example, influenced by the traditional objectified education mode, some students have psychological expectations that are far greater than their actual development in the process of career planning. Furthermore, they lack scientific understanding of the service industry. This psychological state of career planning is not conducive to students' psychological health, and it will hinder their future career development.

## **2.3. Lack of professional ethics education**

Professional ethics is an important moral character necessary for college students, which is directly related to whether students can establish a correct view of employment and have a good sense of professional responsibility when they engage in future work. Since ancient times, the concept of "a gentleman makes money in a noble way" has been closely related to professional ethics. However, today's professional ethics education for college students is particularly insufficient in the teaching of career planning. Teachers focus more on students' career planning and development skills, but to some extent ignore the cultivation of professional ethics. This is not only because it is difficult to carry out professional ethics education before college students enter the workplace, but also because teachers are required to pay more attention to professional ethics education <sup>[2]</sup>. In career planning education practice, if too much emphasis is placed on skills training while neglecting the important value of moral education, it may lead to an imbalance between morality and skills in their career. Therefore, educators should re-examine and emphasize the professional ethics education of college students, lay a good foundation for the growth and development of college students engaged in social activities, and highlight the improvement of university education.

## **3. Significance of career planning education for college students**

### **3.1. Establishing a correct view of career selection and employment view**

Career planning education for college students is an important approach to promote students' all-round development. In the context of the new era, individual social adaptability is particularly vital. At the same time, only with a good view of career and employment can we improve the overall scientific level of career planning and move forward toward a brighter future. At present, students are often faced with the confusion of choosing majors when entering the college. They know little about their own development and learning advantages, and

lack a clear plan for their future career development. In the process of carrying out career planning education, educators should help students understand themselves through scientific methods and tools, clarify their career development direction and goals, and improve their employment competitiveness and social adaptability. This is of great significance for students' personal growth and career development.

### **3.2. Enhancing students' employment competitiveness**

In today's fierce employment competition, college students are not only applying for employment based on their own diploma, but also include a variety of subjective and objective factors. In order to better adapt to the development of the future society, college students need to make career plans, clarify the future development direction of their major, and understand enterprises' skills requirements for talents<sup>[3]</sup>. By understanding their own strengths and weaknesses, students can improve their professional knowledge and skills in a targeted manner based on their actual life, master the skills required by the industry, strengthen their employment competitiveness, and gradually improve their employment and social adaptability. Through these, students can meet the demands of the changing industry market in the new era and become talents needed by the industry.

### **3.3. Improving the employment rate of college students**

In the entire process of university talent training, the university takes ideal and scientific education as the approach to improve the employment rate of students and employment quality. The employment rate, as the core index to measure the quality of university education and the effect of talent training, plays an irreplaceable role in the evaluation of university education. Comprehensively improving the employment rate of college students can not only greatly enhance the popularity and social influence of colleges and universities, but also shape their good social reputation. Through the implementation of effective career planning education, it can help college students to better understand themselves, clarify the direction of career development, and improve their professional ability to meet the needs of the industry, so as to better establish themselves in society and improve the overall employment rate.

## **4. Analysis of college students' career planning**

### **4.1. Improving the education system and enriching the teaching methods**

Under the background of the new era of education, education departments actively seize opportunities for educational development, increase the promotion of college students' career education, making career planning education a necessary part of college students' education. It also directly affects the related teaching staff to enhance their awareness of science education and constantly improve college students' career planning education system from the aspects of theory and practice, on the basis of encouraging students to grow. In the process of practical education work, educators need to clarify that career planning education is not only a simple combination of teaching modules, but a system with comprehensive characteristics and education engineering. The goal of career education is mainly to guide students to explore their own internal elements such as interest, personality psychology, professional skills, and correct and ideal values, as well as external conditions such as external environment. Through these explorations, students can actively learn how to make decisions and plan their career, so as to better adapt to the transition from school to society.

In order to improve the practical effect of career planning education, colleges and universities need to establish a more optimal education system based on a relevant career planning education policy, and adopt modern teaching methods on the basis of maximizing the advantages of traditional education mode to realize the innovation of traditional education. Career education not only includes career planning education during

the school period, but also needs to focus on the objective conditions of students' survival and development, which will have a positive impact on students' career development after graduation. Specifically, educators need to study deeply, adopt new textbooks, and adapt the curriculum to meet international standards and the needs of the new era. At the same time, due to the increasingly diversified majors of college students and industry development in the new era, prior to conducting career planning education, it is necessary to conduct an in-depth analysis of the current industry competitive advantages and the actual requirements for talents in various industries. Based on this, teaching optimization for different majors is carried out. For instance, with the help of modern information technology, educators should maximize the educational advantages of information technology, establish a consulting service center, and build a practice platform. The establishment of a public platform is conducive to better communication among students. In the face of confusion in career choice, students can analyze their situation through the information platform. At the same time, educators can also use the educational practice platform to understand the career planning development of different types of students, accurately analyze students' employment psychology and behavior, follow the educational principles of combining theory with practice, and improve the quality of education in career planning. In addition, students' future career is closely linked to social life, thus the career planning education in school should be integrated with real life. By introducing social practice resources, students can be provided with more practical opportunities, such as cooperating with well-known enterprises or inviting experts to hold lectures. These activities can help students to better understand the importance of career planning, stimulate their enthusiasm for learning, and realize the organic combination of school, individual, and society. Through continuous improvement and innovation of teaching methods and content, we can improve the vitality of career planning education and lay a solid foundation for students' future career development <sup>[4]</sup>.

#### **4.2. Optimizing teachers' resources and creating a positive educational atmosphere**

Teacher resource optimization is an important factor in the overall quality of college students' career planning education. Under the background of the new era of development, strengthening the construction of the teaching staff is the core of improving teachers' professional quality and creating a positive atmosphere of education. It is also an important step in optimizing college students' career planning education. In order to optimize teacher resources, colleges and universities need to adopt diversified optimization programs based on the actual development of education. First of all, the relevant management should realize the scientific and modern integration of campus resources, and provide professional training for counselors, employment guidance teachers, deputy secretary of students and other related aspects. At the same time, they shall set the relevant professional assessment standards, encourage and promote the education workers in education work, and improve their professional ability. For example, education personnel can enhance their professional knowledge and skills in practice through corresponding professional qualification certificate. Secondly, in order to meet the educational needs of career planning in colleges and universities, we should promote the intensity of the introduction of talents, increase the investment of education funds, and provide dynamic support for the development of education, so as to ensure the attraction of more excellent and all-round talents and further improve the theoretical level of career planning. In addition, the career planning education teachers should not be limited to the development of the campus activities, but should also be integrated with society and the times to establish social contact. Therefore, universities can regularly invite external experts, such as outstanding alumni and celebrities in the subject field, for campus training and practical guidance, to enrich the career planning team.

### **4.3. Cultivating college students' innovative and entrepreneurial spirit**

Students' own innovation ability and spirit are the key elements in future career choice and development planning. In the new era, the development of the social economic market is ever-changing, and students need to improve their social adaptability with an innovative and entrepreneurial spirit to meet the competitive demand for market talents. From the perspective of the development of educational practice activities in colleges and universities, colleges and universities need to adopt scientific and reasonable methods when cultivating the innovative thinking of college students. In the process of implementing "mass entrepreneurship and innovation" education, the spirit of innovation serves as the core of education and teaching. Therefore, university teachers need to deeply analyze the background of "mass entrepreneurship and innovation" in the actual process of career planning education, integrate the characteristics of students' own development, and constantly enhance students' own innovation and independent consciousness, so as to optimize the education mode. Specifically, educators need to guide students to analyze the social development trend from multiple perspectives, help students to accurately grasp the development direction of the times, and clarify the goals of future career choices, so as to effectively improve their personal comprehensive quality. In the process of career planning, college students need to establish a sense of autonomy, integrate theory and practice, set more reasonable and innovative career goals, and explore scientific approaches to realizing the goals. In addition, teachers also need to constantly improve their personal knowledge, consolidate the theoretical foundation of college students, and enhance the overall level of cultivating students' innovative thinking and consciousness. To achieve this goal, university teachers need to break through the traditional teaching concept, design curriculum content that meets the needs of students' personality and social development, and introduce innovative elements appropriately. In lectures, teachers need to interact with students efficiently to inspire their innovative thinking. In addition, in order to improve students' practical skills, teachers also need to provide students with challenging and diverse practical opportunities, and promote students to meet the development requirements of both theory and practice.

## **5. Conclusion**

In college students' career planning education, in order to ensure students' establishment of the correct career path and the improvement of the overall quality of education, schools should improve the promotion of career planning education, gain insight into the career planning education of college students in the new era, scientifically analyze the characteristics of students' growth and development, break through the traditional mode of career education, and help students increase their self-awareness.

## **Disclosure statement**

The author declares no conflict of interest.

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