A Study on the Current Situation and Strategy of College Students' Career Planning Education

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Abstract: High-quality career planning education is an important starting point for improving the quality and efficiency of undergraduate education. This study discusses the necessity and challenges of college students' career guidance and puts forward feasible strategies for colleges and universities to guide college students' career planning.

Keywords: Career planning education; College students

1. Introduction

With the deepening of economic globalization and the rapid upgrading of the science and technology industry, the high unemployment rate and competitive pressure in the segmented job market have increased significantly, and the career paths of job seekers have become increasingly uncertain. Especially in the rapidly changing technological field, the emergence of new professions and the transformation of traditional industries have made the job market full of variables [1]. In this context, job seekers not only need to have professional knowledge and skills, but also the ability to cope with complex workplace environments. Especially for undergraduate graduates, they face more severe challenges in the job market due to the lack of sufficient practical experience. Many graduates focus more on academic courses while in school and neglect the demands of the workplace and the accumulation of practical experience, which often results in them lacking sufficient competitiveness when looking for jobs [2]. Therefore, career planning education is particularly important. As a systematic educational practice, career planning education helps students clarify their career direction, enhance their self-awareness, and improve their career decision-making ability through planned learning experiences [3]. Through this process, career planning education not only helps students clarify their career goals but also enables them to adjust their development paths according to changes in the future job market, laying a solid foundation for their future work and life [4].

Career planning education is not only a tool for improving individual professional qualities, but also the key to enhancing students' competitiveness in dealing with complex employment environments [5]. It helps students

realize the deep connection between personal values and career development by cultivating their comprehensive abilities, and thus enables them to make more scientific and reasonable decisions when facing employment competition. In a globalized economy and an ever-changing job market, career planning education can help students not only see the employment opportunities in front of them but also examine their career development from a long-term perspective and improve their ability to achieve long-term goals. Therefore, career planning education should be integrated into the entire education process as early as possible, especially in college, when students' career awareness and abilities are still in the initial stage of formation. The early intervention of career planning education can help students recognize themselves more clearly, to plan their future career paths more effectively, unleash their potential and smoothly adapt to the ever-changing career environment.

The university stage is not only the core period for academic knowledge learning, but also the key moment for students to gradually awaken their career awareness [6]. However, the lack of career planning education often makes many students face a series of problems of insufficient career preparation before entering the workplace. Not only does it affect students' job-seeking preparation, but it may also lead to a lack of clear direction for their career development. When students enter the workplace after graduation, they often face confusion in career goal selection and challenges in workplace adaptation due to the lack of necessary career planning and practical experience, and may even encounter bottlenecks in the early stages of their careers. As educational institutions responsible for cultivating high-quality talents, colleges and universities should attach great importance to career planning education, incorporate it into the higher education system, and make it an integral and interactive component of education [7].

Although many universities have opened courses related to career planning and provided career counseling services, there is still a big gap in the actual effect. How to optimize the existing career planning education system and improve its pertinence and effectiveness has become a major challenge facing universities [8]. Therefore, this study aims to explore the importance of career planning education in universities, analyze the challenges currently facing career planning education, and propose improvement strategies to promote the better implementation of career planning education in universities to help college students better cope with the challenges of career development and promote their realization of career goals and life values.

2. Importance

In the context of the current modernization of education and the improvement of talent training quality, colleges and universities are responsible for cultivating graduates with comprehensive qualities and social competitiveness. With the development of society, college students should not only master professional skills and theoretical knowledge but also have professional ethics, a forward-looking career outlook, and cross-cultural adaptability. The requirements of modern society for talents have gone beyond professional knowledge and include innovation, problem-solving, communication, and collaboration. Career planning education in colleges and universities provides students with a platform to cultivate these abilities, helping them to recognize their interests and strengths, cope with employment challenges, and achieve a smooth career transition. Career planning education runs through all stages of students' growth, from self-cognition, career decision-making, to action plan formulation and adjustment, helping students clarify their goals, optimize decision-making, enhance their sense of self-efficacy, stimulate their learning motivation, and ensure their continuous progress in their career development [9].

Career planning education plays an overall leading role in the cultivation of college students' core literacy. According to the 4Cs framework of P21, critical thinking, creativity, communication and collaboration are the

key competencies that talents in the 21st century must possess [10]. These competencies are highly consistent with the concept of "promoting lifelong development and adapting to social development" in China's core educational literacy, and can lay a solid foundation for college students' future careers and social adaptability. Career planning education can help students fully understand their tendencies and strengths in terms of interests, personality, abilities, values, etc., through complete and scientific self-exploration, clarify their career positioning, and find the most suitable life direction for themselves [11]. It enables them to make career plans based on their characteristics, thereby ensuring that the career path they choose can maximize their potential. Based on this, students can create landmark achievements around their advantages, establish professional expertise, and continuously improve their comprehensive abilities in practice to maximize their value. Through this series of precise career planning education, students can not only lay a solid career foundation for themselves, but also be able to cope with complex and severe employment environments, calmly respond to challenges, and steadily achieve their career goals, thereby laying a solid competitive foundation for their future career development.

3. Challenges

At present, the challenges faced by college students in the process of career planning education are not limited to curriculum design, but also involve multiple levels such as ideology, supporting systems, and top-level design. There are problems that need to be solved urgently in these areas [12].

College students generally lack awareness of career planning. Many students know little about the basic concepts and importance of career planning, and lack the understanding of the long-term and systematic nature of career development. Career planning is not just about choosing a career or position, but also a dynamic and long-term process that involves the constant changes in individual values, interests, abilities, and social environment. However, when faced with the challenges and uncertainties of career development, many students often lack coping strategies, tend to adopt a negative coping attitude, and even ignore career development planning. The fundamental reason for this phenomenon is that students have a superficial understanding of the limited time and uniqueness of life, fail to realize the preciousness of the time and opportunities they have, and lack thinking about the deep meaning of career and life.

The teaching staff of career planning education in colleges and universities urgently needs to be further improved. At present, career planning courses should be composed of two types of teachers: theoretical teachers with a solid theoretical foundation and practical teachers with practical experience, to ensure the effective integration of theory and practice [13]. However, although many colleges and universities have opened career guidance courses and equipped them with full-time teachers, most of the teachers who engage in career planning education are part-time teachers, which makes them lack the updating of course content and the depth of teaching, resulting in the lack of pertinence and effectiveness of the course. In addition, the implementation of career planning education in colleges and universities lacks overall planning and design, the course setting is unreasonable, the form is single, and the standardization is insufficient, and a systematic plan throughout the college career has not been formed [14].

4. Measures

4.1. Build a "career planning education" community to form a joint force for cultivation

Building a team of high-quality career planning education teachers is the core guarantee for improving the

quality of education. To ensure the effectiveness of career planning education, colleges and universities should set up a special curriculum construction team to combine advanced educational theories with the academic and employment situation of college students to carry out scientific and reasonable curriculum design. The course content should focus on students' interests, abilities, and career needs, and be closely integrated with social trends to ensure its timeliness and foresight. High-quality courses combined with a high-quality teaching team can help students improve their career planning ability and enhance their competitiveness in dealing with complex employment markets and career development. Administrative departments should increase support for career planning education, provide sufficient funds and policy guarantees, and strengthen the introduction and training of teachers. By establishing a professional training system, improving teachers' professional qualities and practical experience, and especially introducing high-level teachers with cross-disciplinary backgrounds, colleges and universities can provide strong teacher guarantees for career planning education, ensure the quality of education, and provide support for students' career development.

4.2. Implement a systematic teaching mode and smooth the whole process of career planning education

Career planning education courses should follow the organic integrity of progressive levels, always adhere to systematic thinking, carefully design course content according to students' learning conditions and confusions at different stages, and improve the timeliness and pertinence of teaching. Course design should be student-centered, combined with their learning needs and psychological characteristics, and flexibly adjusted to respond to current confusions. At the same time, it should be closely integrated with future career needs to help students make decisions that are in line with their development at different academic stages. The overall planning should start from top-level design, curriculum implementation, to post-effect tracking, formulate a scientific talent training plan, ensure that the course content is closely centered on the actual needs of career development, and incorporate career planning into the subject teaching system through interdisciplinary cooperation to promote education systematization. The course content should include multiple dimensions such as self-assessment, career goal setting, and employment skills training to help students improve their professional literacy at the theoretical and practical levels.

In addition, career planning courses should focus on cultivating students' core competitiveness and ensure that the courses are targeted and systematic at different stages of study. In the freshman year, students should focus on self-awareness and exploration of career interests. In the sophomore and junior years, students should be guided to position themselves and conduct industry analysis. In the senior year, students should emphasize practical content such as job-hunting skills, interview preparation, and professional ethics to ensure that students can smoothly transition into the workplace. Finally, colleges and universities should establish a long-term feedback mechanism, regularly collect and analyze student feedback, optimize course content and teaching methods, and ensure the continuous improvement of career planning education [15]. Through long-term tracking and evaluation, problems can be discovered promptly and the curriculum system can be improved to form an integrated career development system, laying a solid foundation for students' careers and enabling career planning education to continue to have a far-reaching impact after graduation.

4.3. Build a multi-dimensional training system to cover the whole training process

The scientificity and integrity of the training system of career planning education are directly related to the realization of educational effectiveness. Therefore, a high-quality training system must be developed, covering

clear goals, approaches, priorities, channels, and effective evaluation mechanisms. In terms of goal setting, it should be clear that the ultimate goal of career planning education is to fully prepare students for their future study and life and cultivate their ability to adapt to complex social and professional environments. Goals should be formulated based on universality and the particularity of students in various majors. Specific sub-goals should be gradually formulated according to the various steps of career planning education to ensure that education is hierarchical, systematic and operational, helping students recognize their strengths and weaknesses at different stages and adjust their career plans.

In terms of path planning, five stages of gradual advancement should be designed progressively from shallow to deep according to students' academic conditions and learning rules. The first step is to help students establish a sense of career planning, clarify its necessity, and encourage students to attach importance to career planning in their minds. The second step is to establish a scientific mechanism and system, formulate relevant policies, organize career planning lectures and practical activities, and provide comprehensive support for students. The third step is to create a good campus environment, provide career information platforms, internship opportunities, alumni sharing, etc., to broaden students' career horizons. The fourth step is to summarize and improve promptly, and through regular evaluation and reflection, constantly adjust the content and methods of education to ensure continuous improvement. Finally, establish a post-effect mechanism to track and provide feedback to graduates who have entered the workplace, evaluate the actual effect of career planning education, and further optimize the training system based on feedback, provide valuable experience for subsequent students' career planning, and ensure the continued effectiveness of educational results.

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