

Research on the Effect of Career Planning on College Students' Employment Ability and Career Development

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Keywords: Career planning; Employment; Career

Abstract: With the development of economy, the pressure of employment competition for college graduates is increasing. Some college students have no clear employment goals during their college years, which also leads to employment difficulties after graduation. At present, the employment situation of Chinese college students is not optimistic, and the employment problem has become the key content of career planning education in colleges and universities at all levels. Colleges and universities should attach importance to the establishment of employment guidance courses, train and expand teachers, so that students can obtain good career planning education, ensure that students have correct professional qualities and values, and enhance their employment competitiveness. Before choosing a career, schools need to train students' awareness of career planning, and also need to provide employment guidance to students, so as to clarify the aspects and goals of students' future development. This paper analyzes and discusses the problems existing in the current college students' career planning, and then puts forward the development path of college students' career planning from the perspective of service, hoping to bring help to the school's career planning education.

1. Introduction

Today's social and economic development is gradually accelerating, enterprises are gradually changing the current situation of labor-intensive, and enterprises are gradually paying attention to professional and skilled talents [1]. With the higher and higher development level of quality education, the number of college students is also increasing year by year. The competitive pressure of employment after graduation is gradually increasing, and the form of employment is severe. College students' employment has become a key issue of special concern to the state and society [2]. Career refers to the continuous process of all behaviors and activities related to career, as well as attitudes, values and needs in a person's life. At present, the main reason why the employment situation of Chinese college students is not optimistic is that college students do not have a clear employment plan, and there are still some problems in employment ideas and industry values. The existence of these problems limits the growth of College Students' employability [3]. College Students' career planning refers to college students' in-depth analysis of themselves and the external environment at their own university stage, and systematic design and planning on the basis of talent. It is an important process for college students' self-management and ideological and Political Education [4]. Career planning education is related to whether a person can comprehensively analyze career needs and cultivate the ability of independent planning and self innovation. It is the best way to guide college students' career cognition, establish career goals, choose career roles and seek their own development [5].

Career planning refers to the continuous and systematic planning of career and even life. It is an individual who plans the future career development as much as possible. This requires planning on the premise of considering individual intelligence, ability, personality, characteristics and social resources, and adjusting their own action strategies, so as to maximize the value of individual and society [6]. Scientific and reasonable career planning can not only help college students have a comprehensive understanding of career needs, but also cultivate students' ability of self innovation and independent planning, effectively guide students' career cognition and career goal confirmation, and help college students correctly choose career roles and find the best way of their own

development [7]. Career planning can help individuals establish the direction of life, provide struggle strategies, shape a full self, accurately evaluate personal characteristics and strengths, scientifically locate career direction, evaluate the gap between personal goals and current situation, recognize their own value and add value, and find new career opportunities [8]. This paper analyzes and discusses the problems existing in the current college students' career planning, and then puts forward the development path of College Students' career planning from the perspective of service, in order to bring help to the school's career planning education.

2. The importance of career planning to the development of College Students

2.1. Determine the goal of struggle

A reasonable and practical career planning can enable college students to determine their own development goals. A clear goal will encourage college students to strive for future development, make college students full of motivation and enthusiasm, explore their own potential, and realize their ideals and goals through unremitting efforts and continuous learning. With the popularization of higher education, college graduates flock to the talent market every year. Compared with the surplus of talents, many employers are worried that they can't find the urgently needed talents, and the recruited talents can't fully meet the job requirements. In this context, eliminating the blindness of College Students' job selection and employment and improving their ability of career planning have become an important topic of employment guidance in Colleges and universities [9]. Good career planning can help students distinguish from the perspective of personality, ideal and interest, make students understand their own positioning and development prospects, correct their attitude towards career choice, know what they should do, how to do and what they are suitable for, and promote the continuous improvement and development of students in this post. College students have little understanding of society. Although many college students have certain career planning, they are easy to ignore their age and experience and make the planning impractical. For college students, they should make corresponding preparations in advance for the target industries they want to engage in after graduation.

2.2. Enhance personal competitiveness

Influenced by the society, contemporary college students are unwilling to work at the grass-roots level, and this kind of professional attitude, knowledge and viewpoint have some shortcomings. The good education of career planning can help students to correct their thinking and realize that any career can make people shine and make contributions to the society, so that college students can expand their choices when they are employed. Whether it is a freshman who has just entered the university hall, a graduate who is about to face the society, or a graduate who has worked hard in the society for a long time, career planning is closely related to his future growth and development. Career planning is not an instant thing, but a long-term thing to consider. With the continuous development and progress of society, all walks of life are in intense competition. Besides the competition among enterprises, the competition among employees is also more intense. Career planning can make college students know their own development goals, make students realize their own strengths and weaknesses, discover their own potential, cultivate their professional qualities and habits, and have a better understanding of society. The teaching content of employment guidance can make students understand their own heart, find jobs that they really want or are suitable for students themselves, and to a great extent, make students' employment direction clearer.

3. The guiding effect of career planning on College Students' Employment

3.1. Improving the quality of College Students

The main purpose of college students' career planning is to make them look forward to the future and set goals according to their actual situation. At the same time, according to the current nature and requirements of the industry, make a set of reasonable plans to prepare for their future. Schools

should create more social practice opportunities for students, increase long-term cooperation with enterprises and other employers, and establish professional practice bases in cooperative units, so that students can have more opportunities to improve their practical and hands-on abilities in the practice process, so as to integrate into society faster and better in the future. College students' morality, values, outlook on life and world outlook are still under construction, with different ideological states and goals. Different goals have different plans, but the purpose must be the same, that is, to contribute to society and strive for their own survival and development. Therefore, career planning should not be blind and arbitrary, but should be based on students' own development and interests, combined with the actual situation to make a plan and determine a reasonable and practical development goal.

College employment guidance center students have an important way to master the employer's recruitment information, and they need to publish the recruitment information on the website in time. According to the existing employment situation, they should hold regular employment lectures and transmit useful recruitment information in time, so as to promote college students to develop a good outlook on employment and job selection. College students have a beautiful vision and yearning for their own future, but the reality is very difficult. Due to lack of social experience and work experience, most students are easy to encounter problems and setbacks when they first enter the workplace. If the psychological endurance is not strong, it is easy to change jobs frequently, which is extremely unfavorable to students' future development. The role of career planning is to help students cultivate good professional quality and work consciousness, and to make students understand the significance of starting from the grass-roots level and the importance of moving forward, good professional values, and clear the gap between wishes and reality.

3.2. Conducive to the sustainable development of students

For college students, if there is no teacher's guidance, the relevant theories of career planning are relatively empty and have no practical value. Only with good career planning can you have a full college life. Schools should strengthen relevant training for teachers, so that teachers can realize the importance of college students' career planning and scientific career planning methods. In the process of constructing the service system, we can introduce the method of case study to classify and sort out the successful cases of college students' career planning in the past, and gradually improve the existing service system of college students' career planning on the premise of in-depth research and summary. The role of career planning is to help students make a step-by-step progress plan, so that students can understand when and what kind of ideals and ambitions they should have, and constantly improve their development plans according to their own experience, so as to ensure that the ultimate goal can be effectively achieved. Figure 1 shows the composition of students' employment competitiveness.

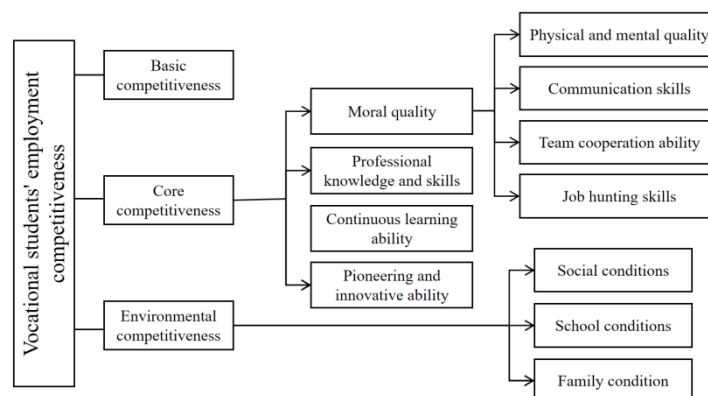


Figure 1 The composition of students' employment competitiveness

Colleges and universities should actively explore the social service work of career planning, such as helping students contact places of social practice and actively cooperating with job-seeking agencies such as recruitment websites. Contact with training institutions, can train students' professional ability, and provide students with adequate career planning image positioning. We

should use the methods and processes of modern enterprise recruitment to simulate the recruitment process and practice, and convey the learned workplace skills to students with relatively weak social experience. When selecting the guidance team, we should pay attention to the staffing, including highly efficient professionals and personnel with many years of talent work experience. When making career planning for students, it should be closely linked with their majors, so as to reflect the students' own value and facilitate better future work.

4. Conclusions

College students' career planning education occupies an important position in higher education, and its operating system and theoretical system are gradually perfected and matured, which helps college students to develop a good outlook on job selection and employment. Colleges and universities should focus on the employment of college students, and take career planning education as a special subject. According to students' actual situation and social needs, they should carry out scientific curriculum design to help and guide students' employment. Only when schools, teachers and students pay enough attention to it, can students get a good career planning education, ensure that students have good professional qualities and values, enhance the employment competitiveness of college students, and provide the greatest help for students to move towards the workplace and society. College life is the epitome of social life, and what college life studies is professional knowledge and skills, so that students can become all-round talents needed by social development. Carrying out planned career planning education and correct employment guidance for college students can not only improve the employment rate, but also enhance the social courage of college students, and motivate them to pursue their life goals constantly, exert their potential and make due contributions to society.

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