

## Construction of Career Planning Guidance Model Based on Vocational College Students

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**Abstract:** As China has paid more and more attention to culture in recent years, the overall education level of the people has gradually improved, and the general higher education has become more and more popular, the enrollment expansion has also better solved the problem of students' going to school, and the corresponding employment environment for college students has become increasingly severe. The ultimate goal of education is to move towards society and make better contributions to society. Therefore, in terms of career planning and employment guidance for vocational college students, colleges and universities should pay more attention to effectiveness, scientifically analyze the current employment situation for students, and actively guide students to establish a correct concept of employment. Helping college students find jobs is the top priority of all colleges and universities, and colleges and universities must pay attention to it.

**Key words:** Vocational College Students; Career Planning; Pattern Construction

**Introduction:** The so-called career planning is a division of one's overall career direction based on one's own ability. As a group about to enter the society, college students should have a clear understanding of themselves and clear goals. With the development of economy, the global employment competition is becoming increasingly fierce. The increasing employment pressure has attracted the attention of the whole society. While colleges and universities should give correct employment guidance to students, students should also study hard, give full play to their advantages and improve their competitiveness. Therefore, how to construct the guidance mode of vocational college students' career planning is the key requirement for colleges and universities at present.

### 1. The significance of career planning for vocational college students

#### 1.1 It can improve the competitiveness of college students

Higher vocational colleges are one of the important ways of general higher education, which are generally three-year. For college students, after entering the university, there are not so many people to supervise their learning, they are more relaxed, and the learning pressure is much less than that in high school. Therefore, many students will become lazy after entering the university. In addition, many students have no plans for their lives and do not know where they will go in the future. [1] After entering the university, students will also find a wider world. The so-called "there are mountains outside the mountains and people outside the mountains" will have a certain impact on students' psychology in the face of this environment. College students' career planning courses should be carried out based on their actual conditions. Help students make overall career planning and improve their overall competitiveness. A good career planning starts from the students' time, helps students fully explore their own advantages, helps students define their goals and build confidence. Let students play an active role in guiding their future career development according to their

own development and the full play of their professional advantages. Set up correct goal consciousness and go on unswervingly, improve their professional quality, fully adapt to the requirements of society, so as to improve their overall competitiveness.

### 1.2 Give correct guidance to students' career and avoid them taking detours

It is a good thing that college students, as young people, dare to think and do, but because they lack social experience and experience, they are easily misled, or even take a detour. College students are new forces, representing the country's advanced productive forces. [2] Therefore, through the planning and guidance of students' career, colleges and universities make students deeply realize that the current stage is just the beginning of a long life. Set goals from now on and work hard on how to achieve them. Have a down-to-earth grasp of professional basic courses and make career planning on this basis. Many students are confused but anxious about the future after entering the university. Career planning is a good solution to these problems of students. The so-called successful people have clearly set their own tasks for each period, such as short-term goals, medium-term goals and long-term goals. The establishment of differentiation goals is more conducive to the realization of long-term goals, which is more likely to lead to success. Young people do not lack courage and dreams, but they lack planning and correct guidance. Through the guidance and implementation of career, students can learn to set their own goals and complete them on schedule, improve their initiative, and help students avoid detours.

## **2. Strategies for constructing the guidance model of vocational college students' career planning**

### 2.1 Help students establish correct concept of career planning

Nowadays, there is a lot of competitive pressure in all aspects of society. It is very important for each student to help them find a better career development path from the actual situation. It can enable students to better adjust themselves in a timely manner, and help students to strive to understand the meaning of grass-roots employment. There is no distinction between high and low jobs, only suitable or unsuitable jobs. The so-called 360 lines, every line makes a champion, so that students can establish a correct concept of employment. With the continuous development and change of society, the requirements for talents are also getting higher and higher. College students should combine their own characteristics in choosing jobs and have a full understanding of the jobs they face. Schools should help students fully volatilize the advantages of each student and help students find suitable jobs. At the same time, students should also be brave to start from the basic posts at the grass-roots level. When entering the society, students should not be blindly confident or belittle themselves. The grass-roots level is the only way for students to enter the society. Students should be encouraged to look at it correctly and face it calmly. It is easy for newly graduated college students to have high vision but low skill. Therefore, correct guidance is essential. Moreover, the environment is changing, and everyone will grow in the face of different environments. At first, the grass-roots level is the front line. Through their own efforts, they actively participate in professional competition, so as to get promoted. There is much to be done in the future. For example, the hottest topic in recent years is whether college students should enter the factory. Everyone has different views on this

issue. People have different opinions. In choosing jobs for students, colleges and universities should first affirm the idea of students entering the factory. They should first participate in employment, and then find the points that match their own in work, and continue to develop and improve. Even if they find that they are not suitable after entering the factory, they can help students more clearly define their goals and find the right career direction. The employment direction of higher vocational college students is generally oriented to the grassroots. In the face of fierce competition, students can have a clearer and more accurate understanding of themselves through the grassroots experience, which is conducive to the students' career development planning. Therefore, it is very important to establish students' correct employment outlook.

## 2.2 Strengthening the teaching staff of employment guidance teachers

College students, as new workers who are about to enter the society, employment guidance is closely related to the planning and development of their future career, the future life path of students, and the employment of students is also related to the future development of colleges and universities. The two are complementary. Therefore, in terms of career planning for students, a more powerful team of teachers is needed to standardize the team of employment guidance teachers. More experienced or more professional personnel are required to participate in the employment guidance teaching, so as to effectively help students with employment guidance. Teachers should also communicate and learn more and have a clear judgment and control over the current employment environment and situation. It is better to form a text analysis form for students to compare and reference. For example, colleges and universities can organize seminars in which teachers can discuss relatively successful cases of employment guidance, refer to each other for teaching, and communicate more. While learning from the advanced experience of others, each school also recognizes its own shortcomings and develops its strengths to avoid weaknesses. The school can regularly organize teachers to visit and study in relevant enterprises. Teachers can go deep into the enterprise to learn more about what talents are lacking in the enterprise at this stage, and then help students find the right medicine. To help students analyze the advantages and disadvantages of enterprises, and to find a suitable way for students based on their own conditions, is the key teaching goal of each career guidance teacher. Teachers should also pay attention to the improvement of their own quality in their daily work. The society is constantly developing and changing, and the employment situation will not remain unchanged. Teachers should always maintain an attitude of keeping pace with the times to better guide students.

## 2.3 Fully tap the potential of students and let them find a path suitable for their own development

Everyone has infinite potential, especially college students. Today's society is a time when a hundred flowers bloom. Today's college students are all post-00s, who have more personality and distinctive personal characteristics, and have different views on the future. Students are more free and free, so they have their own understanding of career guidance courses. Teachers should be fully aware of these objective and subjective factors, think about problems comprehensively, and realize that each student is an independent individual. Targeted employment guidance should not be blindly guessed and taken for granted.

Employment guidance itself is guidance oriented, and the most important thing is to rely on students themselves. Therefore, in the teaching of students' career planning, simply boring teaching content can no longer meet students' learning objectives. Teachers should immerse students in the teaching of employment guidance. According to the personality characteristics of students, let each student do what he or she is good at, so as to enhance the students' sense of participation in employment, which is conducive to better experience and understanding of students, so that the teaching purpose can be achieved, while expanding the students' vision, which can lay a foundation for students to choose appropriate posts in the future. Encourage diversified development of students. For example, students can be organized to practice in familiar enterprises. Through field practice, students can feel the workplace more truly. This is more conducive to students' understanding of themselves, giving play to their advantages and making up for their shortcomings through practical experience than simple classroom indoctrination. This is more conducive to students' choice to work after graduation. Some students want to start their own businesses, such as the most popular live broadcast. Teachers can encourage students to participate in it, and give students guidance, so that students can use their imagination to start their own businesses through their own execution. Now is the age of traffic. The most important thing of live broadcast is to attract traffic. Students can show their own skills. The above are personalized modern teaching methods, which are more conducive to students' acceptance and teaching of courses.

#### 2.4 Make full use of school enterprise cooperation to guide employment activities

The talents cultivated by higher vocational colleges will eventually flow into the society and give back to the society. Therefore, it is obviously not enough for colleges and universities to provide employment guidance for students themselves, nor can it meet the requirements for comprehensive and comprehensive development of quality talents at this stage. As a main educational institution, colleges and universities should give full play to their leading role to promote the interactive development of society, enterprises, students and teachers, Give full play to the advantages of all parties in employment guidance, and promote the optimization of resource integration to meet the requirements of the development of the times. Through the enterprise associated with the school as the starting point, let the excellent professionals and excellent employees of the enterprise hold special lectures in the school to pass on corporate culture knowledge for students, and explain relevant majors, so as to give students more confidence in employment. Enterprises can also provide students with corresponding employment posts, so that students can practice more purposefully, so that students can cultivate correct employment concepts. As for the popular majors of the university, the university can find leaders in relevant industries to explain the future development direction and research field of the major to students, so that students can have a better understanding and understanding of the professional courses they have learned, thus providing a good understanding of basic concepts for students to choose jobs. Under the new situation, employment guidance can also encourage students to innovate and invent, hold creative small invention competitions regularly, and let students participate in the design of their own things to participate in the competition.

This can not only make the best of everything, but also find students' talents and encourage students to start businesses. The school can combine the resources of enterprises and society, establish an entrepreneurship foundation, hold an entrepreneurship contest, give full support and play to the students' ideals, and stimulate the students' subjective consciousness through entrepreneurship, which also has a positive impact on the students' career planning, and provide diversified employment guidance for students from all aspects. A variety of ways of win-win cooperation can provide students with a good environment for employment guidance. Only by combining practice with theory can we give full play to the important role of employment guidance. Only in this way can we cultivate comprehensive talents that meet the requirements of the new era.

### **3. Conclusion**

Higher vocational colleges are an important new force of colleges and universities in China. While delivering talents to the society, the employment pressure is relatively large every year. If colleges and universities want to continue to develop and grow, they must pay enough attention to the employment guidance of students. The future career planning of college students is not only related to the development of students' own life path, but also related to the future development of the country. In general, as the main body of education, colleges and universities should play an important role in educating people, improve the understanding of students' employment guidance and improve the faculty of the career guidance team, so that students can participate in the employment guidance teaching, and avoid risks in employment for students through theory and practice, Improve the overall quality of students, so that students can be more competitive in employment through career planning in the future, and can adapt to their jobs quickly and better in the future.

### **Acknowledgment**

This paper is the research result of "Rainbow Career Planning Studio" project; university-level project 202248: The practical exploration research result of "Career Planning and Employment Guidance for College Students" based on "Curriculum Ideological and Politics".

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