

An Exploration of the Course System Construction of College Students' Employment and Career Guidance

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Abstract. To improve the course system construction of college students' employment and career guidance is one of the effective methods and long-term mechanisms to deal with the employment difficulties of college students. At present, the employment and career courses for college students have such shortcomings as uneven course quality, single course content and form, weak teachers, incoherent career education, and lack of systematic guidance and so on. In the future, the following measures are supposed to be adopted for improving the course system construction of employment and career planning, i.e., to change the ideas and strengthen the curriculum construction in a multidimensional way, to construct the curriculum system in stages and in full process, to strengthen the construction of teaching staff to improve teaching quality, to strengthen the construction of course materials for improving the effectiveness of the course and to enrich the teaching mode by constructing the network teaching platform. In doing so, the employment and career planning ability of college students can be improved and their career development promoted.

Introduction

With the popularization of higher education in China, the number of college graduates is increasing year by year. As far as the past five years is concerned, the number of college graduates exceeded 7 million for the first time in 2014 and reached 7.27 million. In 2015, it soared by 220,000 up to 7.49 million. It reached 7.65 million in 2016, 160,000 more than the previous year. And it reached 7.95 million in 2017. In 2018, it has exceeded 8 million, reaching around 8.2 million. In 2019, it is expected to reach 8.34 million. Therefore, the employment pressure of graduates increases year by year from the relationship between the overall economic situation and the supply and demand of college graduates, and the difficulty of employment increases correspondingly. In this context, the employment and career guidance of college graduates has come into public view and become an important part of the university talent cultivation and training system. The situation forces colleges and universities to study how to deal with the employment and career of college students under the new situation, and how to provide effective guidance methods and effective ways for college students, so as to help college students successfully achieve employment, and to prepare the ability and qualification for students who intend to start their own businesses. According to the rules and characteristics of talent cultivation in colleges and universities, to improve the course system construction of college students' employment and career guidance is an effective method and long-term mechanism to deal with the problem of employment and career of college students.

The Development Process of Employment and Career Courses for College Students

China's employment guidance is relatively late in both theoretical discussion and practical operation compared with the developed countries in the west. It was proposed in the context of reform and opening up in the early 1980s and the reform of graduate employment system in the 1990s

compared with the traditional ideological education for undergraduates. Article 59 of the Higher Education Law promulgated in 1998 clearly stipulates that institutions of higher learning shall provide employment guidance and services for graduates and non-graduates. However, in actuality, the teaching practice of employment guidance was earlier than the legal provisions stipulated at that time. In cities such as Beijing and Shanghai, there were schools providing employment guidance for students in earlier times. However, it was said that Shenzhen University was the first to offer career guidance as a course in the institutions of higher learning, which is somewhat related to its position in the forefront and as the window of reform and opening up in southern China. With the transformation of China's economy and society and the acceleration of the popularization of higher education, employment pressure is increasing accordingly. Therefore, the employment guidance for college students, especially graduates, is more and more urgent and important. To this end, the government also attaches great importance to the employment and career planning of college students. In December, 2015, the notice on the employment and entrepreneurship of college graduates nationwide in 2016 in the institutions of higher learning of the Ministry of Education (Teaching issue [2015] No.12) clearly required that "since 2016, all colleges and universities shall set up innovation and career education courses either compulsory or elective which are supposed to be open to all students and incorporated into the credit management. For students who are willing to start their own businesses, career guidance and practical training courses will be offered. For students who have already carried out entrepreneurial practice, enterprise management training will be carried out."^[1] Subsequently, the sixth plenary session of the 18th CPC central committee in 2016 clearly proposed to improve the system and mechanism for promoting employment and career, and to promote youth employment focusing especially on college graduates.

Accordingly, all colleges offered employment guidance courses up to now respectively either compulsory course or optional course, or network course. This certainly played a positive guiding role and produced a good effect on college students' career planning, employment concept and ability, job-hunting skills, and knowledge of employment policy and so on.

Current Problems in Employment and Career Courses for College Students

Enough Credit and Teaching Hours but Uneven Course Quality. After the Ministry of Education's teaching document ([2015] No.12), colleges and universities generally recognized the importance and urgency of this course, and all of them provided funds, venues and personnel support, and set up guidance courses for college students' employment and career planning. No matter its form or nature, the course was set generally to meet the credit and teaching hours according to the requirement and regulation of the notice. However, based on the actual situation of colleges and universities, the quality of the courses varies. Especially for colleges and universities that have just recently opened this course, they are still in the process of active exploration and experimentation in the construction of curriculum system, teaching content, adoption of methods and construction of models, etc., which need to be further improved. According to a survey, "the course quality is generally not high", "the class is basically large with more than 100 students, and the teaching form is dominated by a single lecture-style teaching", "it is impossible to teach different teaching contents and adopt different teaching forms in terms of the characteristics of students' majors, and theoretical explanations are comparatively more",^[2] and the like.

Monotonous Curriculum and Weak Teaching Staff. As far as the nature of this kind of course is concerned, it is generally open to all students or all graduates, so the teaching form is generally carried out in large classes and relatively single, it is kind of difficult to adapt to today's college students with strong sense of independence and personality. In addition, as far as most teachers are concerned, most of them are not full-time teachers or student work counselors in charge of enrollment and employment guidance affairs. Their teaching experience is relatively not enough, and work experience is also mostly limited within colleges and universities, and the teaching years are generally short as employment and career guidance. Most of them do not leave the campus and lack social practice and work experience in industries and enterprises. Therefore, it is to some extent hard to avoid the embarrassment of empty talk in the teaching of courses, which makes the

courses of employment and career guidance less reliable, practical and much more theoretical. This universal and popular concept of employment and career guidance and education has been difficult to adapt to the personalized and professional career development of college students.

Incoherent Career Education and Lack of Systematic Guidance. In view of China's current education system, employment and career guidance courses are generally set up in vocational schools and colleges. In western developed countries, however, learning and career courses generally run through the whole learning life from primary schools to colleges and universities, which is relatively coherent and systematic. In this way, students can have a clearer or better understanding of their learning and career planning in high school and at college. But in China this kind of course starts kind of late, and it is basically disjointed between the middle school and the higher learning. The middle school still focuses on the entrance examination mainly, so the employment instruction and career planning courses in colleges and universities have somewhat a taste of meeting the need of emergency. Therefore, the employment and career guidance process lacks consistency. Theoretically, college students' learning, employment and even career should be an organic whole. Without a complete education and teaching system, it is difficult for students to get effective guidance in employment and career planning.

Approaches to the Course System Construction of College Students' Employment and Career Planning

Change the Concept and Strengthen the Course Construction in a Multi-dimensional Way. As the saying goes, idea is the forerunner of action. Regarding the course of employment and career, colleges and universities should attach great importance and take it into an important part of the course system of talent training for construction. We should adhere to the idea of "school-enterprise cooperation, industry-university-research combination", and deepen the reform of the curriculum system from four dimensions of "students, universities, enterprises and society", make collaborative innovation, strengthen content construction and improve quality. First, the characteristics and needs of college students at different stages should be carefully analyzed on the basis of investigation and research, teaching process should be arranged scientifically, and systematic teaching and guidance should be provided. Second, it is necessary to cooperate closely with enterprises in courses and personnel training, and make careful investigation and analysis of enterprises' expectations on talent demand. Third, invite industry experts and the rising college entrepreneurs to participate in curriculum construction, teaching, research and evaluation activities, strengthen case teaching and highlight practice to make up for the shortcomings of theoretical teaching in colleges and universities. Colleges should establish a linking mechanism with enterprises, and grasp the characteristics and changes of enterprises' demand for talents, so as to facilitate the collaborative improvement of course content construction and improve the quality of teaching materials.

Build a Phased and Whole-process Course System for Employment and Career Planning. Employment and career planning education for college students should be a continuous process rather than a temporary arrangement. College students' employment and career guidance education is a bridge between students and their career, which should not only be limited to career guidance, but also pays more attention to students' lifetime career development^[2]. Therefore, it is very important and necessary to construct a whole course system from enrollment to graduation. The course system construction of employment and career guidance in colleges and universities is mainly reflected in two aspects. First, the extension of the subject content; Second, the continuity of teaching time^[3]. The curriculum should run through the whole process of university education with different emphasis from the first year to the fourth year. In the first year, the students are in the period of adaptation and transition, so we should integrate the freshman education, set up the course of learning and career planning, and strengthen the professional ideological education. In this way, it is not only conducive to guiding students to correctly understand their majors, actively coping with the problems of adaptation period, but also conducive to helping them make future academic planning. In the sophomore year, students begin to learn professional courses. At this time, the situation and policy education, social practice and so on can be integrated into the learning and

career planning courses. To impart necessary theoretical knowledge of career to students and guide them to carry out SWOT analysis and self-exploration through some assessment tools and questionnaires, so as to guide them to make career planning and prepare for future employment in help of making them find suitable career. In the junior and senior years, we can integrate postgraduate entrance examination guidance, overseas study, innovation and career training, professional practice, etc., into employment and career guidance courses. It mainly provides detailed guidance on employment policy, employment situation, employment concept, curriculum vitae making, job-hunting skills and other aspects. It is necessary to integrate employment and career guidance education into professional education, and organically integrate employment and career guidance courses with specialty courses, so as to promote the reform of the curriculum system.

Strengthen the Construction of the Teaching Staff and Improve the Teaching Quality.

Teachers are the foundation and source of education. In order to improve the quality of employment and career guidance courses, it is necessary to strengthen the construction of the teaching staff and build a professional and high-quality teaching and research team. The quality and qualification of employment guidance teachers directly affect the effect of employment and career education, which is a key factor in the construction of the curriculum system. The Ministry of Education clearly proposed to "accelerate the construction of a professional, specialized and high-level employment work team, effectively bring employment guidance teachers into the professional and technical position evaluation category of school teachers, and actively carry out the training of employment guidance teachers".^[4] Therefore, colleges and universities should rely on institutions such as the innovation and career school and the center for enrollment and employment guidance, effectively integrate departments such as the youth league committee and the student affairs department, select teachers who are willing to engage in college students' learning and career planning, and establish a relatively stable, reasonable teaching team that combines professional and part-time staff. This is not only conducive to the overall arrangement of the school's curriculum, the unified teaching plans and syllabus, teaching and research exchange activities, but also conducive to the professional adjustments and changes in accordance with local conditions of different schools and majors, so as to make the curriculum more targeted, attractive and flexible.

Strengthen the Construction of Course Materials and Improve the Effectiveness of Courses.

The teaching material is the carrier of the course content. The teaching material construction should be based on the principle of "being based on reality and facing the future", follow the basic idea of "getting close to reality, paying attention to practical effect and striving for innovation", and highlight the characteristics of science, humanity, practice and foresight of the course. The compilation of teaching materials should not only highlight the common theory and knowledge of learning and career planning, but also strive to be innovative and compile school-based teaching materials suitable for one's own students. Both compulsory courses and elective courses should integrate classroom theory teaching and extracurricular practice teaching organically. The development of courses "should not only meet the needs of students for improving their employment ability, but also promote students to form a certain entrepreneurial consciousness, innovative thinking and entrepreneurial ability".^[6] Therefore, textbooks can be designed and constructed in a modular mode, such as theoretical course module, practical activity module and campus culture module and leadership training module and so force. Theoretical course modules mainly include academic planning course, career planning course, employment guidance course, innovation and career education course, etc.; Practical activity module includes club activities, subject competition, lecture forum and social practice, etc.; Campus culture module mainly includes the material culture, system culture and spiritual culture construction of the school; and leadership module mainly includes learning ability, decision-making ability, entrepreneurial management and organization, communicative ability, team work training and so on. Campus culture has strong imperceptible guidance and influence on students. Therefore, the course system construction of employment and career planning must be closely combined with the construction of campus culture, so as to be targeted and attractive.

Build an Online Teaching Platform to Enrich the Teaching Mode. With the continuous development and innovation of multimedia, many college courses now have online courses or online teaching models. This is both a challenge and a supplement to the traditional classroom teaching model. Therefore, employment and career guidance courses should actively make use of the network as a carrier, closely follow the thinking concept of "Internet +", and build a convenient and user-friendly online course teaching platform. On the network teaching platform, teachers can share courseware, classroom assignments, learning materials, video materials and other contents with students. Students can log in the system through their own codes for independent and free learning, and write learning experience or logs. The hours and times of online learning are supposed to be included in the calculation of the overall evaluation results.

In addition, the function of the network education platform must be perfected gradually by adding contents such as course evaluation, professional evaluation, employment information, job skills, employment psychological counseling, etc., which can effectively make up for the defect of classroom theory teaching, so as to improve the pertinence of the career planning and employment guidance. In this way, the students' initiative and flexibility are also stimulated, which is conducive to the cultivation of their independent spirit and exploration ability.

Concluding Remarks

The construction of the course system of college students' employment and career planning should follow the train of thought and idea of discipline construction and follow the vocational education rules so as to build a scientific and reasonable course system. Curriculum should embody its own discipline characteristics and features, and must be combined with professional education so as to break and eliminate single professional training mode. The organic combination of employment and career courses and professional courses is conducive to the cultivation of professional and qualified personnel with strong vocational adaptability. The construction of a scientific and reasonable curriculum system is of great practical significance to the cultivation of college students' views on talent, employment and career choice, as well as the improvement of their job-hunting skills, transfer ability and innovation and career ability. Therefore, the construction of the course system of employment and career guidance for college students should be based on the reality, focus on the future, make scientific and reasonable planning, build a long-term mechanism, improve the content and quality of the curriculum system, and constantly enhance the employment and career planning ability of college students.

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