

Reflection and Study on the Establishment of the System about the Education of Career Planning in Higher Vocational Colleges

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Abstract: Under the background where the number of enrolled students is increasingly expanded, more and more graduates from higher vocational colleges are confronted with the problem of employment upon their walking into the society. Nevertheless, the requirement for excellent talents is continuously enhanced along with the constant development of social economy. As far as higher vocational colleges are concerned, how to allow the graduates from higher vocational colleges to keep a foothold in the society in face of such severe environment for employment has turned out to be a problem which should be dealt with urgently. Moreover, it is also deemed as a topic which should be deeply explored by higher vocational education. With the aim of dealing with the problems encountered by the graduates from higher vocational colleges, the consciousness of college students' career planning should be focused on and vocational guidance for college students should be further strengthened so as to improve their competitiveness upon graduation. This paper mainly targets at the exploration over the establishment of the system about the education of career planning in higher vocational colleges and the proposal of corresponding strategies.

1. Introduction

The education of career planning started relatively late in China. In May 2007, the first career planning institute tailored for university students was established. It is acknowledged that the effective construction of the system about the education of career planning can not only stimulate university students' establishment of correct outlook on employment, but also enable students to develop a clearer knowledge and understanding of the employment environment in the future, and improve their self-cognition. As a consequence, they can establish correct career goals, and make reasonable planning of employment, so that the students can play an active part in coping with the situation of employment, walk into the society successfully and realize the embodiment of their own life value.

2. The Significance Shown by the Establishment of the System about the Education of Career Planning

It is widely acknowledged that the establishment of the system about the education of career planning is not only an inevitable trend resulting from the severe environment encountered by the students from higher vocational colleges during their employment, but also the key to improve the comprehensive ability and personal quality of students from higher vocational colleges. As a consequence, it not only promotes the competitiveness of the students in employment, but also allows the students from higher vocational colleges to cope with the situation of the society's development better so as to get a foothold in the workplace, for the purpose of realizing their ideals and values.

(I) Be beneficial to the life development of students from higher vocational colleges

Because of the influence imposed by test-oriented education, the education in China has always been regarding academic performance as the standard employed for the evaluation of students. More than that, it is also deemed as the teaching aim in both education and teaching activities,

which accordingly ignores the shaping and guidance of college students' views of life and value. It is inevitable that students would regard graduation as the aim and orientation of their learning, and consequently they don't know how to face their choice and development after graduation in the future. For the reason that the popularization related to the education of career planning is insufficient, many students fail to be exposed to the education of career planning in junior or senior high school, which consequently results in their confusion about their development and employment in the future after their being admitted to higher vocational colleges.

Hence, it is easy to come to the conclusion that the implementation about the education of career planning in the students from higher vocational colleges plays a significant role, especially for the students who are newly admitted-it improves students' knowledge and understanding of career planning and stimulates students' independent consciousness in addition to guiding students to make an more in-depth reflection on their employment and development in the future, facilitating their healthy growth, and allowing them to enjoy better university days. At the same time, the consciousness of career planning and positive actions function as the key factors leading to students' development and success of career in the future because they can prevent the students from blindness in their careers, enable them to encounter less barriers, and promote them to realize their career goals and life ideals through the implementation of reasonable and scientific planning.

(II) Be beneficial to improving the comprehensive quality of the students from higher vocational colleges

The higher vocational education in our country is mainly aimed at cultivating the talents with the applied skills of high quality. In other words, students from higher vocational colleges should have a good master of related professional knowledge in addition to being equipped with certain professional skills. The establishment of the system about the education of career planning is able to offer students guidance so that they can recognize themselves more correctly and objectively during the initial period of their accepting higher vocational education, for the purpose of developing an in-depth understanding over professional cognition. As a consequence, it is rather beneficial to the students' further exploration and thinking, so that they are able to be clear about their career directions in the future. Then, they can improve their own qualities and abilities in accordance with corresponding career needs, and schedule more targeted plans of learning and ability improvement in school learning, so as to realize the improvement in both professional knowledge and professional skills, enhancing the comprehensive quality of them at the same time.

(III) Be beneficial to enhancing vocational students' competitiveness during employment

Under the background where higher education is gradually popularized, the number of graduates from different colleges and universities are increasing year by year, resulting in the increasingly serious problems of difficulty in employment for the graduates from higher vocational colleges. If the problem of the difficulty encountered by graduates from higher vocational colleges want to be dealt with practically, then the competitiveness of employment for the students being admitted to higher vocational colleges should be deemed as the entry point and the comprehensive ability of students should be enhanced. It is usually the case that the graduates from higher vocational colleges have no clear orientation and goals in the early period of seeking for the opportunities to be employed, and they have no accurate self-recognition and positioning, let alone reasonable career planning. With regard to the problems of knowing what kind of industry they are fit for, what skills and abilities they should improve, and how to satisfy the enterprises' demands for talents, they fail to have clear understanding of knowledge [2]. Under such circumstances, it always leads to the situation that many graduates from higher vocational colleges encounter the blindness in the process of delivering their resumes during the process of employment, and they'd often deliver their resumes randomly, which would result in refusal. The students would always experience the situation of changing posts frequently after their employment, coupled with their irrationality in career planning. There is no denying the fact that the implementation of career planning education can allow the students from vocational colleges to develop an in-depth understanding over their ability and vocational aims during the process of their learning, and then they can be clear about their vocational aims based on their characteristics, advantages, the environment of employment in

the future. More than that, they can launch more in-depth reflection and understanding over their occupations, and they can know clearly what abilities they are required to be equipped with in the career in the future, with the aim of laying a solid basis for their job hunting after graduation and getting well prepared. Excellent career planning can not only improve the employment rate of graduates, but also stimulate the students to integrate into the working environment more quickly, for the aim of decreasing the chance of leaving office and job-hopping.

3. The Approaches to Establish the Educational System of Career Planning

In higher vocational colleges, the planning of the system about the education of career planning can be realized by regarding curriculum education as the principal part, coupled with the ways of individual tutoring and extracurricular activities.

(I) Launch career planning-related courses

It is learned that course education is an effective method which can be employed to establish the system about the education of career planning in higher vocational education. Therefore, it is necessary to carry out the education of career planning throughout the entire process of course education, and ensure its reflection in different aspects of students' life and learning. Moreover, considering the various situations of students in different stages, targeted systems of career planning should be adopted. Concerning the freshmen who are newly admitted, the college should focus on cultivating students' consciousness of career planning, allowing students to clarify the methods and theories related to career planning. Appropriate guidance can ensure students to develop a more objective knowledge and understanding of themselves based on the evaluation of their career and right methods, and therefore they can develop a clear understanding of their employment trend and direction. Moreover, they can be clear about their working environment in the future, so as to carry out reflection and exploration, developing a preliminary understanding and planning of their career goals. When it comes to sophomores, the tool of guidance should be adopted so as to enable students to enhance their own abilities, overcome their weaknesses, improve their professional quality, and promote the comprehensive abilities of their own by taking into account the ability requirements of targeted occupations. As a consequence, they are able to satisfy the requirements stipulated for their targeted occupations and improve the comprehensive quality of them. In terms of juniors, students should be guided to attach importance to the accumulation of their internship experience, so as to make good preparation for their employment in the future, for the aim of getting separated from the role of students, and making adjustment to the requirements specified by the role of the profession. The implementation of the courses related to career planning can allow students from vocational colleges to develop an objective knowledge of them, and develop an in-depth understanding of their future occupations, so as to stipulate the career goals which are more suitable for their own development and improve students' competitiveness in employment, as well as the ability of career management.

(II) Offer guidance in career planning

In terms of the implementation of career planning-related courses, it is able to enhance students' knowledge and understanding of career planning effectively and satisfy students' universal demands. However, different students may encounter problems of different types during the process of career planning, and only personalized tutoring can be employed to deal with the problems faced by students better, targeting at the problems of this type. In terms of higher vocational colleges, they should provide students with professional platforms on the tutoring of career planning, and they can satisfy students' demands of all sorts in career planning and offer them personalized guidance and assistance through the construction of employment service centre. Moreover, through introducing the platforms regarding occupational tests and the autonomous system of career planning, higher vocational colleges can deal with students' questions and doubts more effectively.

(III) Establish career archives for students

Higher vocational colleges are supposed to establish corresponding career archives for students after their beginning the life as college students, and carry out effective record and file, targeting at students' career planning assessment and tutoring, as well as planning and related information

recording. More than that, effective tracking and investigation should also be carried out concerning students' situation of occupation after graduation, which should be recorded in the career-related information. On the one hand, the establishment of students' career archives is able to provide comparison through relevant data related to students' learning and ability in the college, so that the students are able to make self-improvement and correction. On the other hand, when students enter into the society after graduation, the statistics can be employed as the data and statistics of the college, and they can offer support to the implementation of teaching and investigation, with the aim of better improving and optimizing the system about the education of career planning.

(IV) Organize lectures and activities about career planning

There is no denying the fact that great limitations are available in the course of career planning no matter time or space is concerned. However, through the ways of club activity and lecture, students can be promoted to have a good master of the ways to conduct career planning and enhance students' ability of planning. At the same time, the education of students' career planning can be combined with the activities on campus, making good use of second classes. We can also aim to strengthen students' ability of practice and widen their horizons through the way of allowing students to intern and investigate in enterprises. Relevant lectures on career planning are also known as important ways that can be employed so as to improve students' ability of planning. Moreover, students' enthusiasm can also be enhanced through the way of competition, allowing students to get engaged in career planning, with the aim of improving the effect brought by the education of career planning.

4. The Resource Guarantee Established for the Establishment of the System about the Education of Career Planning

(I) Provide necessary facilities and conditions

It is quite necessary that higher vocational colleges should increase the input of funds to a certain degree and offer corresponding infrastructure equipment during the construction of the system about the education of career planning. For example, corresponding resource centre should be set up for the purpose of providing students with books on career planning, and the database and website on career planning should be built as well. Moreover, the platforms of career evaluation and planning service should be brought in, archives room for students' career should be established and website and database on students' career planning should be constructed as well.

(II) Establish teaching team

It is highly required that higher vocational colleges should perfect the construction of teaching staff for the education of career planning, and set up corresponding teaching and research offices, so as to provide the teaching of career planning with certain theoretical support with the aim of completing the tasks regarding scientific research. In the meanwhile, the courses related to career planning should be added to the complete education system of higher vocational colleges, and the overall teaching ability and levels of the teachers should be improved so as to cultivate more qualified teachers with related abilities. On the one hand, the teachers being engaged in classroom teaching of career planning should be equipped with the professional qualifications for national career instructor. On the other hand, the general knowledge about career planning should target at the teachers and counsellors engaged in employment guidance, so that they are able to provide students with all-around guidance in the education of career planning conducted for students.

(III) Utilize the resources generated by the cooperation between universities and enterprises

What is faced by higher vocational colleges eventually is enterprise, and therefore higher vocational colleges should enhance the collaboration and relationship with relevant enterprises. That is to say, they should play an active part in inviting both the elites in the colleges and teachers to launch discussion and interaction with students from higher vocational colleges, allowing the students to have a clear understanding over the actual situations of different industries and related occupations, as well as the requirements and abilities for talents on different posts. In the meanwhile, many leaders and human resource managers of different enterprises can be invited to colleges to publicize their enterprise culture and demands for talents, with the aim of improving

students' job-hunting skills. As the best resources for the teaching of higher vocational colleges, relevant enterprises should encourage students to intern and practice, allowing students to develop a more objective understanding over the posts to be taken.

5. Summary

Generally speaking, during the construction of career planning system in higher vocational colleges, it is required that higher vocational colleges should not only offer support in material and manpower and increase the investment in the form of capital, but also carry out the education of career planning with better effect, for the purpose of promoting students' comprehensive quality, so as to ensure the effective completion of the aim regarding talent training.

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