

Promoting ideological and political education with career planning of college students

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Abstract: College students' career planning not only involves their own career, but also upgrades with the resources of Ideological and political education. With the help of career planning, colleges and universities can carry out ideological and political education, guide students to establish correct values, and provide useful assistance for their future development. In view of this, this paper points that career planning and ideological and political education have a close relationship. Based on this theory, specific research ideas are put forward in order to provide some reference for the development of Ideological and political education and career planning in colleges and universities.

1. Research background

1.1 Literature review

From school to society, the most important thing for college students' learning career is to establish their own career planning. In fact, career planning originated in the United States in the early 20th century. After hundreds of years of development, it has been popularized in the United States, Britain, Japan and other developing countries (Fan, 2018). Generally speaking, college students' career problems are different from their job problems. Work refers to specific professional areas, such as teachers, automobile repairmen engaged in the respective professions of teachers, automobile maintenance is the work (Nie, et al, 2018). Relatively speaking, occupation refers more to a career, which is analyzed from the perspective of time and space. At present, the important theory of College Students' career planning has been documented and discussed (Cheng, 2018). It has been pointed out in some literatures that the curriculum of career planning for college students has become a social focus. In the existing teaching system, vocational planning course has a relatively high weight in Colleges and universities, and it is a necessary course. At the same time, colleges and universities constantly improve their career planning through offline topics or online networks, so that students can fully understand their own development (Zhang, et al, 2017). With the development of higher education towards mass education, many students begin to pay attention to employment. In the increasingly competitive market environment, how to enhance the competitiveness of students is not only a concern of students, but also the focus of attention of colleges and universities (Hou, 2018). Generally speaking, career planning involves rich ideological and political teaching resources, which can provide an effective platform for college students. Colleges and universities can optimize the ideological and political education by using career planning, so as to meet the needs of social development. Therefore, some literature suggests that universities should pay attention to students' learning career planning, not just from the perspective of Ideological and political education. However, this paper argues that there is a certain correlation between the two, which needs further study.

1.2 Purposes of research

How to take college students' career planning as the medium to study the path of improving ideological and political education in Colleges and universities is the key content of this paper. With the intensification of market competition, students are facing increasing pressure in the workplace. At the same time, students need to fully understand their ideological and political quality while

planning their career, and improve their values and outlook on life from various angles, so as to provide a certain basis for shaping a good quality in the future. Therefore, colleges and universities should take college students'career planning as the carrier to continuously promote the development process of Ideological and political education. In this case, college students'career planning and ideological and political education are closely linked, need to be further studied, and give new strategies to optimize college students' ideological and political education.

2. The relevance analysis of college students'career planning and ideological and political education

2.1 Consistency of educational objectives

To set up a career plan for college students, the key is to understand the needs of themselves and society, and improve the self-realization of career goals, so as to create an all-round development of people. At present, in the ideological and political education of colleges and universities, teaching is also based on the concept of career planning (Xu and Wen, 2019). In this case, by introducing career into Ideological and political teaching courses, colleges and universities can meet the needs of students'self-development, realize the matching of personal and social values, and organically integrate personal and social goals. Therefore, there is a high degree of consistency between the two, and there is an inherent link.

2.2 Teaching content has the characteristics of integration

Ideological and political education in Colleges and universities is mainly to cultivate students'correct outlook on life and values. Similarly, from the perspective of career planning, the value of its existence is not only to enable students to plan their own future, more importantly, to constantly improve their ideological system, so that they have a positive and positive force. Generally speaking, the process of students'future career planning is essentially a process of Ideological and political deepening. When students study career planning, they can also study ideological and political education at the same time. The combination of these two courses can give full play to the guiding and rewarding role of Ideological and political education (Liu and Zhu, 2017). At the same time, incorporating the ideological and political education goals of college students into the career planning goals can meet the social requirements for personnel training.

2.3 Educational orientation has the same social characteristics

The most critical requirement of Ideological and political education is to integrate students'personal development with social development. After graduation, college students can find the way of personal development to meet their personal and social values. At the same time, when dealing with all kinds of contradictions, students should be guided by collectivist values, respect the overall development and independence of individuals, so as to promote the overall coordination of students'thoughts and values (Chen, 2019). In addition, university career planning needs to respect the all-round development of individuals, and also emphasizes that students should actively adapt to society.

3. A new idea of optimizing college students'ideological and political education with career planning as the carrier

3.1 Creating a new ideological and political work based on career planning

Colleges and universities need to organically unify students'individualized development and all-round development needs in their career planning. Only by satisfying the coordinated development of students'physical, mental, ability, accomplishment and moral character, can we respect students' personality and provide better space-time conditions for their personalized development. At the same time, colleges and universities also need to fully emphasize the students'active position in educational activities, give full play to their subjective initiative, can

further create value. In addition, students'career development planning courses should be built to guide them to optimize their own shortcomings by learning ideological and political education courses, so as to meet the needs of diversified development.

Harmonize the concept of individuality and commonness education, and create a better ideological and political teaching model. In the current ideological and political education activities in Colleges and universities, few teachers introduce career planning. As everyone knows, this situation is more common and more wrong. Career planning needs to further improve self-ability, only through the improvement of such ability, can we choose a more appropriate program. Only on the basis of giving full play to students'individuality can we cultivate their innovative ability. Therefore, cultivating innovative talents through individualized education is a brand-new mode of talent cultivation in Colleges and Universities under the new situation. Generally speaking, individualized teaching is mainly based on differentiation. It needs to provide students with diversified teaching resources to meet the basic conditions of students'ideological and political learning and career planning. Therefore, only through career planning courses, and then into the ideological and political courses, can guide students to understand themselves, and then have a preliminary understanding of society. In addition, colleges and universities can continuously optimize specific guidance programs according to students'special interests, so that students can fully recognize their abilities and future.

From “student service” to “student development” concept change. The concept of development has always been an extension of higher education. From the perspective of students'cognition, students' development can enable more and more people to grasp more and more complex tasks, so as to realize the optimization of independence and self-worth. Student development mainly requires students to be able to create an adult image, that is to say, college students have their own direction of life, and have the right to determine the content of their education. Therefore, when planning education and service, colleges and universities should pay special attention to students'principal position. One kind of idea transformation, mainly realizes the manager to the educator aspect transformation, highlights the student service to the student development theory shaping. The establishment of this concept mainly centers on students'learning and development. Therefore, when the school combines the content of career planning with the teaching of Ideological and political courses, it can effectively play the role of both.

3.2 Taking career planning as the cornerstone and laying down the connotation of College Students'ideological and Political Education

Colleges and universities need to be a perfect person in the process of exploring career planning. The ultimate goal is to integrate with ideological and political education. In the first stage of university, university teachers should constantly stimulate students'desire to grow up, help students establish correct values and appropriate goals in life, so as to adapt to university life. In the second stage, college teachers should focus on cultivating students'abilities and make them full of professionalism and social responsibility. The third stage is to cultivate students'diversified abilities, and to shape a correct view of career choice, so that they have the consciousness of self-development. At the same time, teachers should develop students'professional ability, improve students' self-confidence, cultural self-confidence, and future employment confidence. From the perspective of career development, students'ideological and political contents, such as professional ethics, mental health education, behavioral norms, need to be integrated into career planning. Only in this way can we give full play to the guidance and synergy of the ideological and political course.

Campus culture and social practice are the support to create a new space for ideological and political education. University stage is an important stage for students to shape their values and outlook on life. Therefore, according to the characteristics of students'career planning and their different needs, college teachers need to incorporate long-term school-running ideas, school style and traditional culture into the process of students' ideological and political education. In this process, teachers can enrich students'learning resources by means of multimedia, and establish contacts with society in time. Thus, students can fully understand the basic content of society, and

stimulate their interest in learning and fun. While Perfecting College Students'career planning, they can also improve their own ideological quality. In addition, the introduction of different social practice activities, so that students experience the charm of career planning, in order to meet the needs of social development. To increase the motivation of students'ideological and political education by taking the needs of people as the orientation. According to the existing data, the most needed talents for enterprises are those with strong innovation ability, team spirit and basic moral qualities. Therefore, through the implementation of career planning objectives, college teachers gradually train students to become talents with social responsibility and social value.

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