

## Exploration on the Integration and Innovation Path of Ideology and Career Development Education in Institution of Higher Learning

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**Abstract:** With the continuous increase of the number of university students in our country and the rapid development of social economy in recent years, the employment pressure faced by university students when they graduate is also increasing rapidly, and their career planning ability directly affects their employment. Therefore, while further strengthening and improving the ideology of university students, institution of higher learning must carry out in-depth career planning education for university students. Realizing the effective integration of university students' career planning education and ideology is not only the requirement of the current career planning education development, but also a powerful measure to solve the employment difficulties of university students, and a positive exploration to improve the effectiveness of ideology. This paper analyzes the current situation of the research on University students' career education, puts forward the practical significance of the integration of University students' career education and ideology, and puts forward feasible countermeasures for the integration of career education and ideology in order to further improve university students' career education.

### 1. Introduction

Under the background of globalization, university students are faced with the impact of a large number of western cultural thoughts and values, and the impact of some decadent values and outlook on life on university students cannot be underestimated. With the in-depth development of socialist market economy, China's socialist economic composition, organizational form, employment mode, interest relationship and distribution mode are increasingly diversified, and the independence, selectivity, variability and difference of people's ideological activities are increasingly enhanced. Faced with this new situation, there are still many aspects of ideology for university students that can't adapt to it. On the other hand, as the popularization of higher education continues, university students are faced with increasingly fierce competition, and there is also a certain employment difficulty for college graduates. However, the research on the ideology and career education of university students in our country is unbalanced[1]. Therefore, it is necessary for us to integrate career planning education into ideology in institution of higher learning and become an organic part of it according to the actual situation of contemporary university students, and run through the whole process of talent training in institution of higher learning, so as to realize the effective integration of career planning education and ideology. , thereby enhancing the effectiveness and pertinence of both. In the process of implementing the educational policies of the Party Central Committee, many institution of higher learning combine the career education of university students with ideology, so as to realize the integration of the two education, because ideology can help university students formulate career goals that meet the requirements of the times, and Career education can help university students plan their careers according to their own conditions, so the effective integration of the two is the focus of current higher education goals and tasks[2].

### 2. Research status of university students' career education

In recent years, with the continuous enrollment expansion of institution of higher learning and the saturation of the employment market, the average employment rate of college graduates in

China has always been only about 68%. According to the statistics of the Ministry of human resources and social security, the number of college graduates in China has increased year by year in recent years, as shown in Figure 1. In addition, due to the impact of the COVID-19 in 2020, the employment pressure of college graduates is becoming increasingly severe.

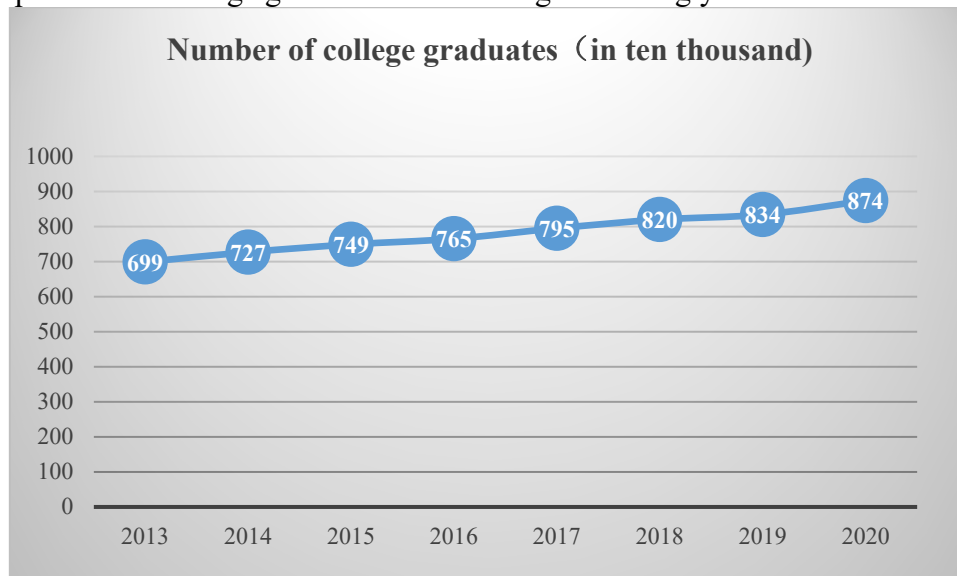


Figure 1 Number of college graduates

With the rapid development of social economy, science and technology, career education is a comprehensive guidance for university students' career planning and life development when facing the new challenge of job hunting and career selection[3]. It can enable university students to establish career awareness as soon as possible, reduce the blindness of job selection, clarify the direction of career development as soon as possible, make career preparation and improve employment competitiveness. It is an important means to promote the beneficial development of career. The ability of University students' career planning directly affects the employment of university students. In the current university students' career planning education system in China, due to the lack of localization and the lack of guidance and penetration of Ideology, it affects the actual effect of career planning education.

In order to meet the needs of the current severe employment situation, the employment difficulty cannot be attributed to the expansion of college enrollment, but should be rooted in university students themselves, while the problems of vocational education in colleges still exist. First of all, in the actual educational activities, many vocational guidance departments in institution of higher learning fail to actually implement the relevant curriculum contents of career education, because all institution of higher learning are committed to the employment rate, contract rate and other issues, but lack of career education for university students. Secondly, career education is a systematic and comprehensive course[5]. If relevant personnel in institution of higher learning don't realize its importance, it will be difficult to carry out effective career education for university students. Furthermore, from the perspective of the development of career education in our country, its rising time is relatively late. China's career education lacks systematicness, many educational links are not well connected, and there is a lack of systematicness in career planning education.

### 3. Challenges and reflections on the current ideology of university students

Ideology is to make university students understand and master certain social operation rules and values through the dissemination of mainstream political culture, moral culture and legal culture, and internalize them into their own thoughts and moral behavior. The fundamental purpose of Ideology is to constantly improve the ideological and moral quality of university students, improve their ability to understand and transform the world, and strive to build socialism with Chinese characteristics. In people's modernization quality, ideological and moral quality and scientific and

cultural quality are closely related and mutually conditional. If ideology is to achieve obvious results and truly internalize social moral culture into students' individual ideological and moral behavior, it must effectively meet the actual needs of students[6].

With the rapid development of information technology and Internet technology, the subjects of various countries will collide more quickly in terms of ideas and concepts. The guiding ideology pursued by our country is Marxism and the theory of socialism with Chinese characteristics. For many developed countries, they pursue capitalism and excessive freedom of thought. Therefore, it will inevitably have a certain impact on the ideology of current university students. The impact will ultimately affect the effectiveness of ideology activities. Although many institution of higher learning in my country have vigorously carried out career planning education for university students and achieved certain results, there are still some problems, especially in the current college education, there is a disconnect between career planning education and ideology for university students question.

#### 4. The relationship between ideology and career planning education

Career planning education and ideology complement each other and are indispensable, as shown in Figure 2. Under the current development background of the new era and the impetus of globalization, many university students are impacted by diversified ideological content in different degrees. Therefore, it is necessary for ideology to help university students plan their careers reasonably and effectively on the premise of correctly understanding the social environment and social development goals[7]. The goal of higher education pays more attention to the accommodation of professionals and generalists, and career planning education is also to enable university students to make a reasonable orientation and become qualified talents needed by society. University students' career planning education is a planning activity that promotes university students to make their own career orientation reasonably and finally realize their career ideal through analysis and judgment on the basis of effective guidance and education. Ideology plays an important role in helping university students to establish a correct view of career choice and employment, promoting the maturity of their professional consciousness, psychology and behavior, and transporting talents for the society, which is consistent with the goal of career planning education.

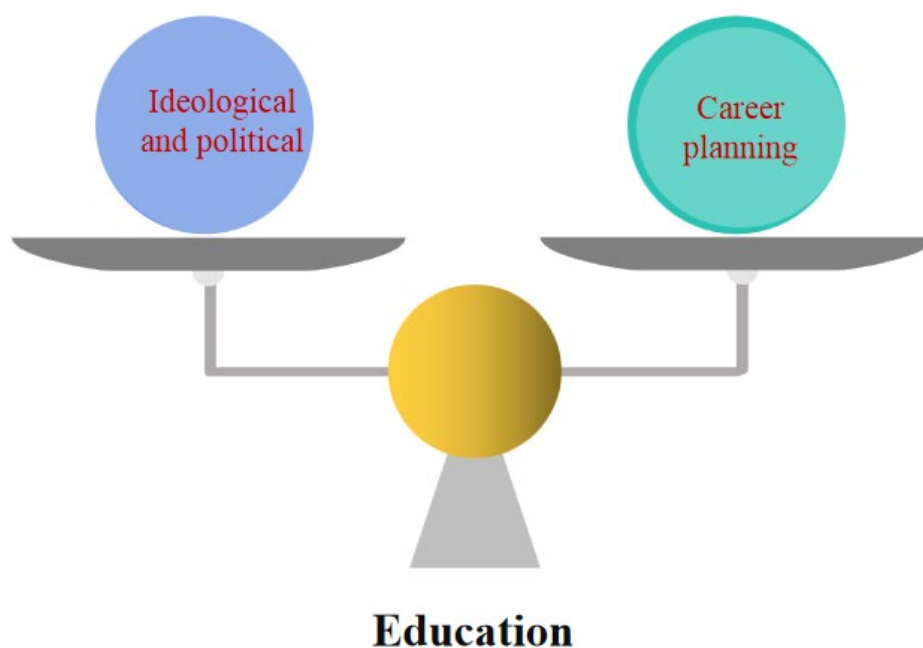


Figure 2 The two kinds of education complement each other

## **5. Significance and Countermeasures of the integration of University students' career education and ideological and Political Education**

The integration of university students' career planning education and ideology aims at the all-round development of university students, combines solving university students' ideological problems with solving practical problems, can mutually promote the pertinence and effectiveness of ideology and career planning education, can mutually promote the development of ideology and career planning education disciplines, can mutually promote the improvement of ideology and career planning education methods, conforms to the requirements of the development of the times and reflects the essence of education. Combining university students' career planning education with ideology will help university students to constantly sublimate their outlook on life and values in the process of career choice and planning, and gradually harmonize their life development goals with those of the country and society[8]. The practical significance of combining university students' career education with ideology is that it is conducive to exploring new ways to effectively carry out ideology, to exploring bottlenecks in talent cultivation in higher education and to exploring new ways to cultivate comprehensive talents.

The practicality of ideology and career planning requires that educational activities come from practice to practice. In the actual process of ideology, these basic contents can be organically combined and unified in the process of ideology. We can try the effectiveness from the following aspects:

First of all, with the perfect work system as the guarantee, lay a good foundation for the integration of university students' career planning education and ideology. Institution of higher learning must make overall arrangements at the institutional level, clarify the working mechanism, and do the basic work of integrating career planning education and ideology. Students' growth files should be set up, and career planning education should be carried out according to the physical and mental characteristics of students of different grades. During this process, students' growth files should be established to record their personal information, learning experience, ideological dynamics, personal development, and career assessment reports. And staged career planning to help students clear their development direction and adjust their planning strategies in a timely manner[9].

Secondly, take career planning as the guidance and introduce rich social practice activities. Social practice shortens the adaptation period of students from school to society, students' ideological consciousness gradually matures, and their practical ability is improved, laying a foundation for cultivating their future professional ability. The school should build a communication platform between students and enterprises, provide communication services and create practical opportunities. A short semester is specially used for practical teaching, so that students can go deep into factories, enterprises and institutions, truly understand the true meaning of work and improve their comprehensive quality, so as to inspire students to plan their career in thought and action. Take social practice as a platform to promote the integration of University students' career planning education and ideology.

Finally, the social level needs to establish an evaluation mechanism with effect as the goal. By understanding the needs, making decisions, organizing and implementing, scientific evaluation and other effective methods, promote the healthy, coordinated and sustainable development of ideology and career education[10]. The whole process runs through the realization of the fundamental goal of education, connects with the development of society and higher education, and adapts to the growth and success of university students.

## **6. Conclusion**

Under the severe employment situation, simple employment guidance can't adapt to the increasingly fierce employment competition market. Only by infiltrating ideology into the whole process of career planning and combining career planning with ideology can we get rid of the original simple temporary practice and make the employment guidance for university students more in-depth and effective. Higher education should effectively implement the ideology of university

students, and through effective carriers such as career education, make the ideology more specific in content, richer in forms, more extensive in ways, more diverse in forms and more obvious in effect, and fully care for and support the ideological and political work of university students. Starting from the reality, starting from the needs of university students themselves, starting from the requirements of cultivating all-round development, the ideology and career education of university students are organically integrated, reflecting the requirements of individual development, being close to university students' lives, paying attention to the hot issues of university students, and fundamentally helping university students to establish a correct world outlook, outlook on life and values, establish a correct sense of career development, and improve their comprehensive competitiveness in employment.

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