Current Situation Analysis and Countermeasures of the Course of Career and Development Planning in Local Colleges and Universities

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Abstract
Under the new situation, the course of career and Development Planning plays a very important role in the growth and development of college students. However, the curriculum of "Career and Development Planning" in local colleges and universities is deficient in curriculum design, professional full-time teachers, assessment and evaluation system, etc. By strengthening systematic planning of curriculum and strengthening the training and introduction of professional teachers, a comprehensive teaching assessment and evaluation system is constructed to give full play to and improve the practical effect of the course of "Career and Development Planning" for college students.

Keywords
New Situation; Local Universities; Career and Development Planning Courses.

1. Introduction
Since entering the 21st century, with the continuous expansion of colleges and universities in China, the number of college graduates has increased year by year. By 2021, the number of college graduates will reach 9.09 million, a record high. However, affected by the new crown pneumonia epidemic since 2020, the economy is down, many enterprises are forced to reduce human resources expenditure, recruitment demand is declining, social unemployment is rising, and the situation of employment is becoming more complex and severe. How to improve the comprehensive competitiveness of college students' employment has become an important problem that colleges and universities should face and solve. In order to further improve the ability of college graduates to seek employment, colleges and universities, in accordance with the requirements of the "Teaching requirements for College Students' Vocational Development and Employment guidance Curriculum" issued by the Ministry of Education of China in 2008, have made the career development and employment guidance curriculum of college students a public compulsory course. It is divided into two courses: career and Development Planning and Employment guidance. Career and Development Planning is an important compulsory course for college students in the first semester of college entrance. The course is mainly based on the current situation of contemporary social development, employment situation analysis and personal needs, and provides students with personal analysis, employment information situation, vocational awareness training, personal planning and job search experience and job skills training with the help of scientific teaching content and targeted teaching activity design. In order to improve students' overall development and competitiveness. However, although the course has played some roles in the career planning and life development of college students, there are still some problems in terms of teaching requirements and teaching results. Therefore, we should give full play to and improve the practical effect of the course "career and
Development Planning" for college students, take effective improvement measures, build a scientific curriculum system for college students, and construct a scientific and effective teaching model. It has become an important problem for local colleges and universities to solve career planning curriculum construction.

2. Necessity of Setting up the Course of Career and Development Planning in Local Colleges and Universities

2.1. Help students to fully understand themselves

The course "Career and Development Planning" can help college students to analyze themselves correctly, evaluate their abilities, confirm their character, judge their emotions, discover their interests and define their own advantages. It can analyze which occupations they are suitable for, find out their position, find out the gap between their ability and ideal professional ability, explore their potential, develop their strengths and circumvent their weaknesses, form their career intention, and gradually clarify their career development direction and make more comprehensive and long-term plans.

2.2. Help students establish career development goals

The course "Career and Development Planning" can guide college students to better understand their own professional and professional knowledge, understand the state of national development, recognize the current social development situation, understand the times, the ability requirements of the society for college students, and the post requirements of enterprises for college students. For local college students, the proportion of rural college students is more than 60\(^{1}\), professional cognition is very important for college students. Because they live in the countryside for a long time, have less contact with the outside world, their horizons and knowledge are not wide enough, and their understanding and understanding of a certain profession is superficial and still on the surface. Scientific professional cognition can help college students to better understand many aspects of their career, better establish their own career goals and career ideals, so that students can make targeted efforts, targeted, and enhance the motivation of learning. Make up for their own shortcomings, for the future smooth employment lay a solid foundation.

2.3. Help students improve their competitiveness

"Career and Development Planning" course can help college students understand the current employment situation, labor market information, the development trend of new employment patterns and the latest requirements of the talent demand of employers in advance, by comparing their personal career goals with their own reality, to find out their own ability gap, so as to stimulate the enthusiasm of college students, formulate scientific and reasonable career planning, actively seek scientific learning methods, as little or no detours as possible, actively participate in targeted learning and skills training, through probation, practice, constantly improve their comprehensive ability, improve their core competitiveness in employment, Strive to enhance the job, job competence, so as to increase their future smooth employment chips.

3. Analysis on the current situation of curriculum education of "Career and Development Planning" in local colleges and universities

3.1. Lack of features and systematicness in curriculum design

The notice issued by the state on the teaching requirements of career development and employment guidance courses for college students serves as a guiding document for the establishment and effective implementation of career and development planning and
employment guidance courses in colleges and universities. Many local colleges and universities adopt "bring doctrine" to apply directly to the course of "career and Development Planning ". Although there are some changes in the implementation of colleges and universities, most of them are much the same. Compared with the universities located in the central city, the local colleges and universities should fully design the course of Career and Development Planning in combination with the characteristics of the local colleges and universities. At the same time, "Career and Development Planning" "Employment Guidance" is a systematic curriculum system, while many local colleges and universities arrange "Career and Development Planning "in the first or second semester of freshman year, and" Employment Guidance "in the second semester of junior year. In fact, career planning and employment guidance should run through the whole process of four years of college life, but because of the two courses of career and development planning and employment guidance, and because students in different majors receive education in the same classroom, students can only concentrate on the teacher's theory indoctrination in the limited class hours. The content of this course is not internalized and externalized, and even if the career planning book is done, it is only used as a gimmick to complete the homework.

3.2. Lack of specialized full-time teaching staff

The course "Career and Development Planning" is a professional and practical practical course, which is very strict for teachers, not only need to have profound professional theoretical knowledge, but also need to have rich social practical experience, and local colleges and universities in this area of professional and full-time teachers are seriously inadequate. First, due to the serious imbalance of teacher-student ratio in local colleges and universities, professional teachers engaged in career planning courses are scarce, plus teachers who can engage in career planning courses are occupied with a large number of professional courses, basic courses occupy a lot of energy and time, it is difficult to engage in employment guidance course teaching tasks. Second, most of the teachers in local colleges and universities who are engaged in employment guidance courses are the secretaries of the Party (League) Committee (General Branch), full-time counselors, and even administrative teaching assistants. They already undertake a large number of ideological and political education tasks and some office work. Although they know the actual situation of the students, they still have insufficient experience and limited energy for the special teaching work of career and development planning. Third, "career and development planning "course teachers must not only have pedagogy, psychology, sociology, management, talent, informatics, labor economics, marketing and other knowledge background, but also need to have a wide field of vision, wide knowledge of good professional literacy, but in reality, local colleges and universities such talent is seriously lacking.

3.3. Lack of a reasonable assessment system

College students' career planning is a long-term project. Whether the students' planning really has a favorable impact on their future career needs the teaching and research group of career planning courses in local colleges and universities to further track and investigate the college students. Through data collection, analysis and summary, it is most effective to determine which career planning model is the most effective. It is necessary to construct a good evaluation system of career planning curriculum. However, the current "career and development planning" curriculum evaluation methods are mainly based on normal classroom performance, normal homework, making their own career planning book, final examination and so on. Although this evaluation method can investigate the mastery of certain knowledge of students and save time and economy, even if students get a score, students still do not know shortcomings of their career planning [2]. At the same time, it will ignore the evaluation of students' learning process and development, which is not conducive to the improvement of
students' learning ability and teachers' teaching ability, and is not conducive to summing up experience and lessons in the education and teaching of the course of "career and Development Planning" in the future.

4. Countermeasures of Improving Curriculum Construction of Career and Development Plan in Local Colleges and Universities

4.1. Strengthen systematic planning of Career and Development Planning and Employment Guidance

In accordance with the nature of the curriculum and teaching objectives of the "Career and Development Planning" course, a professional teaching and research office for career planning and employment guidance for college students has been set up in the School Enrollment and Employment Service, and the contents of the course have been arranged as a whole. The members of the teaching and research office have jointly discussed the formulation of a unified and operational syllabus for teaching, the establishment and formation of a sound career planning and employment guidance system, and the formulation of teaching requirements for college students in different periods and stages according to the current situation of the demand for the talent market, the results of statistical analysis of the graduate follow-up survey and the investigation and analysis of the students' career planning. To establish a systematic curriculum system of career planning and employment guidance by closely linking career planning courses with employment guidance courses: opening career planning courses in freshman year, guiding students to understand social career, understanding career planning theory, making career planning decisions, establishing career ideals of self-intention, guiding students to understand the abilities needed for real career, and thus strengthening their ability to improve themselves in preparation for the realization of career ideals; In the second year, entrepreneurship education courses are offered to guide students to further explore and understand their careers, to guide them to understand the significance and value of entrepreneurship, to cultivate their professional awareness and entrepreneurial awareness, to improve their professional quality, to understand the relationship between occupation and entrepreneurship, to recognize entrepreneurial risks, and to lay the foundation for their future employment or entrepreneurial choices. In the second year, employment guidance courses are offered to guide students to prepare for graduation, to be familiar with employment entrepreneurship policies, regulations, to understand careers at a deeper level, to strengthen employment ability training, to constantly improve themselves, to master job interview skills, to strengthen psychological counseling and to raise employment awareness; In senior year, the school should collect and publish the employment information, the department should do the employment guidance and service, guide the college students to obtain employment as soon as possible, and realize their own career goal. In addition, through the investigation and analysis of alumni, we can provide effective scientific research materials for the construction of career planning courses, and then better and innovatively carry out the reform and construction of career planning courses. Build a perfect system of career planning curriculum system.

4.2. Strengthening the Training and Introduction of Professional Teachers

Local colleges and universities should pay attention to the curriculum construction and reform of Career and Development Planning, strengthen the construction of employment guidance teachers, explore the potential teachers' resources of our school, and set up a group of teachers with strong teaching ability, rich social experience, solid theory and enthusiasm for career planning guidance for college students. First, colleges and universities encourage and plan to send young teachers to go out for further study and training, so as to improve the professional quality and working ability of the course of Career and Development Planning, so that they can
be competent for the guidance of career planning; second, schools can reasonably arrange to attract high-quality professionals into the school to engage in career planning teaching; Third, the school can also absorb social resources, through the appointment system to absorb enterprises and institutions with human resources management experience and personnel work experience to enrich the school part-time career planning teachers, so that it will be rich practical experience and colleges and universities are good at theoretical teaching and research, give full play to the role of education. Fourth, the teaching and research department of career planning and employment guidance has set up special staff to enable them to organize teaching, carry out scientific research innovation and teacher training, and encourage teaching and research personnel to "go out" to look around and broaden their horizons.

4.3. Building a Comprehensive Teaching Assessment and Evaluation System

As a compulsory course, the course "Career and Development Planning" should be integrated with other courses into the curriculum evaluation system of colleges and universities. Effective teaching evaluation can promote teaching effect, improve students' attention to curriculum, and change students' learning habits. As a result, it is necessary to change the evaluation of the previous course of Career and Development Planning and construct a comprehensive teaching evaluation system: first, pay attention to students' self-evaluation, let students' perception and evaluation of learning status, learning ability, learning interest, learning motivation, learning expectation, attribution tendency, satisfaction degree, learning method, self-potential and so on as indicators[3], students can realize their own problems and discover the gap between them and their professional needs. Teachers can guide students to change their academic self-evaluation methods, promote change their learning methods and formulate practical academic planning. In order to improve the teaching effect of the course. Second, pay attention to the mutual evaluation between students, because students have more contact and communication than teachers, mutual understanding is also more, teachers formulate an evaluation standard, so that students through mutual evaluation to master the situation of students' learning, change teaching methods and promote curriculum reform. Third, attach importance to teacher evaluation, obtain students' learning status from class teachers and professional teachers, analyze students' learning status, and adjust the teaching methods and methods of career planning courses. To guide students to attach importance to career planning courses. The objective and fair course evaluation of students is obtained through the combination of student self-evaluation, student mutual evaluation and teacher evaluation.

5. Summary

The course of Career and Development Planning is of great significance to local colleges and universities, which not only analyze their own advantages and characteristics, but also constantly carry out the curriculum reform and construction of Career and Development Planning according to the characteristics of students, overcome the practical shortcomings of the course, strengthen the systematic curriculum planning of career planning and employment guidance, strengthen the introduction and training of talents in this field, improve teaching conditions and enrich teaching forms, and make career planning course an important course to stimulate students' interest in learning, establish goals and enhance students' professional consciousness, Through effective career planning, students can constantly tap their own potential, find their own shortcomings, improve themselves in continuous learning and improvement, improve themselves, enhance their professional competence, and realize their professional ideals and self-worth. To promote the better and faster development of local colleges and universities to provide support.
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