

Research on Precise Employment and Career Planning Guidance in Applied Undergraduate Colleges

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Abstract: The proposal of precise employment service puts forward new requirements for the reform of career planning education for students in applied undergraduate colleges and provides a new perspective. This has great significance in promoting colleges to better accomplish employment work and improve the employment quality of college graduates and satisfaction of employers. Based on the author's learning and practical experience, this paper first analyzed the significance of the concept of precise employment service for employment and career planning guidance, and then proposed the employment guidance strategies of applied undergraduate colleges according to the concept of precise employment service. Finally, the article summarized the countermeasures for the career planning guidance in applied undergraduate colleges.

1. Introduction

The concept of precise employment service requires applied undergraduate colleges to highlight the student-oriented principle in the employment guidance work, to keep up with the characteristics of the times, to cultivate students with high comprehensive quality and outstanding professional core competence, and to improve the employment rate and quality. Applied undergraduate colleges need to educate students in career planning and provide them with guidance. However, the current situation of career planning education is not satisfactory [1]. Although the knowledge of career planning has been popularized among college students, it has not yet reached a good result. There are still many problems in teaching. Therefore, assisting students in planning their future careers based on the concept of precise employment service is an issue that applied undergraduate colleges must think about at present.

2. The Significance of the Concept of Precise Employment Service for Employment and Career Planning Guidance

2.1 The introduction of the concept of precise employment provides a new perspective for education reform in career planning and employment guidance.

The general problems in current employment are as follows: Some students have no job; some students have jobs; some employers have difficulties in employing workers. On one hand, in recent years, graduates have many individual factors in career planning and employment awareness. On the other hand, the traditional career planning education is carried out in the freshman year and the second year has no relevant courses. Students have employment guidance in the third year. For the above two reasons, it is even more difficult to conduct career planning and employment guidance work. The introduction of the concept of precise employment provides two perspectives of supply and demand for the career planning education reform in higher vocational colleges, which points the direction for career planning education and employment guidance reform [2].

2.2 The introduction of the concept of precise employment service is conducive to eliminating the shortcomings of traditional career planning courses.

At present, career planning education is largely confined to pre-employment guidance. The

teaching process is staged; the teaching content is general and unsystematic; the teaching model is single. These lead to bad results in career planning and employment guidance. The career planning and employment guidance curriculum reform from the perspective of precise employment service has clarified the requirements of curriculum reform, making the curriculum guidance overall, systematic, refined and precise. This will constantly overcome problems in general and unsystematic content in employment, highlight the precision and profession in teaching reforms and enhance the level of precision.

2.3 The introduction of the concept of precise employment service helps students to achieve personalized development.

The introduction of the concept of precise employment service makes the teaching reform pay more attention to individualized and differentiated needs of students, and guides college students to correctly understand their own personality traits, existing and potential resource advantages, and helps them to re-position themselves accurately. Therefore, they can further clarify career goals and ideals to achieve precise employment.

3. Employment Guidance Strategies for Applied Undergraduate Colleges Based on the Concept of Precise Employment Service

3.1 To build a precise employment service system.

First is to implement the top-ranking project of employment work and construct employment service system for all. Colleges should adhere to the top-ranking project of employment work, form an overall employment responsibility system. The party and government leaders of the college take the overall responsibility; the head of each division is in charge of the work; the department head and the employment counselor also need to shoulder the responsibility [3]. They should pay attention to the feedback of the employer on the teaching and training, and extend the employment work to the enrollment plan, major settings, classroom teaching, ideological and political education, internship and practice. They need to build a long-term dynamic mechanism in employment service for all to ensure the quantity and constant improvement of the quality of talent supply. They need to ensure that the structure of talent supply can be adjusted in a timely manner. Second is to actively contact the employer and continue to consolidate and play the role of the main channel of campus recruitment. Colleges need to adhere to the principal of going out and bringing in to consolidate and broaden the employment channels, give full play to the advantages of campus recruitment, and promote full employment of graduates. Through network, media and other platforms, colleges need to actively contact companies with high professional relevance, visit alumni units, and contact industry associations to invite employers to campus recruitment. College leaders and teachers in various departments should make full use of their business relationships to recommend graduates with jobs, strengthen communication with employers through scientific research cooperation and academic exchanges, and expand sources of employment information channels.

3.2 To build a precise employment guidance system.

First is to create a practical platform for school-enterprise cooperation summer internship + professional skills competition. Colleges need to actively organize students to participate in professional internship practice, and help students in the industry production line understand the industry characteristics and job content in advance. According to industry and job needs, they can conduct targeted career planning and professional learning combined with their own characteristics. We must carry out summer and winter internship practice activities to help students accurately select the right employment units, apply for suitable jobs, and match the needs of graduates and enterprises as soon as possible. We also need to organize a series of joint professional competitions to improve students' employment and entrepreneurial skills. The second is to strengthen the precise guidance model of career planning guidance + activity guidance + consultation and guidance + examination counseling. By inviting off-campus professionals to conduct career planning education

for lower grade students, we can help students gradually establish their own career plans. Inviting corporate human resources managers to carry out simulated recruitment activities, and excellent graduates to teach employment experience can provide one-on-one counseling for graduates [4].

3.3 To build a precise employment assistance system.

First is to accurately grasp the information of students with employment difficulties. To achieve precise employment guidance, we must pay attention to students with difficulties in employment. Relying on the employment team of counselors in graduation class and student leaders, colleges need to do a good job in the employment of graduates, and establish and improve the files of students who are not employed and have difficulties in employment. Colleges need to conduct a careful analysis of the reasons for employment difficulties. The second is to formulate an employment assistance action plan to strengthen employment assistance. In order to help graduates with difficulties to graduate smoothly, the college can formulate the Graduate Precise Assistance Action Plan, strengthen employment assistance in various ways, and effectively solve the practical problems of graduates with different types of difficulties. For students with insufficient employment ability, they should actively provide employment counseling and special skills training for employment. In terms of girl employment, colleges need to strengthen employment concept guidance, establish their employment confidence, organize financial accounting and management job fairs, and recommend employment according to their intentions. For families with economic difficulties, colleges need to provide job-seeking subsidies for graduates with financial difficulties.

4. Countermeasures for Career Planning Guidance in Applied Undergraduate Colleges

4.1 To clarify the concept and the procedural nature of career planning.

First is to divide the content of career planning scientifically in stage. The career planning of college graduates includes three key stages: career preparation, career selection and career adaptation. The career preparation stage is a stage of extensive coverage of jobs. At this stage, college students should fully understand that the important tasks of the university stage is to cultivate professional ability and make psychological preparation. With investigation and analysis, they need to determine a more specific career intention and define the scope of their future career. The career selection phase is the process of researching the best answer for yourself in a range. Only when these two directions find their best intersection, the best answer to career selection can be produced. The career adaptation stage is the adaptation process from college students to practitioners. The transformation of roles and the different content of life will give these newcomers a lot of discomfort. This process is a necessary stage for people who get a job. The second is to implement the path of career planning and make it lifelong. The goal of college students' career planning is to plan the future career of college students, which is related to the lifelong development of a person. Based on this, the main task of college students' career planning is to cultivate their consciousness of career planning, so as to constantly adapt to the unpredictable professional environment, which is also an important embodiment of the sustainable development ability of college students.

4.2 To emphasize education and achieve sustainability in the educational process.

The first is the full process of education time. In the new entrance education, it is necessary to involve the content of career planning [5]. For example, colleges need to arrange department heads and professional teachers to give students a lecture on professional development and prospects, so that students have a clear understanding of the majors they have studied, and clearly know the future occupations and positions of their majors. These questions not only require students to fully understand it, but also compare these issues with the students' own future career expectations. This will help them find their own interest, and clarify whether their career planning is about their major or not in order to develop their own learning plans. The second is the systematization of the education system. The vocational planning education of college students is a long and lasting

process. To make the planning scientific and feasible, a systematic education system should be formulated.

4.3 To strengthen implementation and realize the specialization of planning management.

First is to build a specialized curriculum system. The career planning education for college students takes the curriculum as an important carrier. The scientific and targeted curriculum system guarantees the purpose and effectiveness of college students' career planning education, and promotes the dynamic and overall planning process. The curriculum of college students' career planning is different from the general education curriculum system. It is also impossible to replace the curriculum system of vocational planning with the general education curriculum system. We need to establish a specialized curriculum system. The second is to establish a supporting mechanism for practical activities. Career planning for college students is very practical. It is of great practical significance to combine education and guidance with the practical exercise of students. It is necessary to combine the curriculum system of career planning and establish a practical activity mechanism to make the combination of theoretical teaching and practical practice organic. This will effectively avoid Abstract and idealized education. We can use theory to guide practice, enrich theory in practice, and realize a sustainable and virtuous cycle of career planning for college students.

5. Summary

Combined with the concept of precise employment service, this paper discussed the precise employment and career planning guidance in applied undergraduate colleges. Achieving precise employment is an important goal of career planning and employment guidance education. Therefore, the curriculum reform in career planning and employment guidance for college students needs to be explored and has great practical significance from the perspective of precise employment.

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