

Research on the Guidance Strategy of College Students' Targeted Employment in Application-oriented College

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Abstract: Applied universities have always attached importance to the application of students' professional knowledge and the cultivation of comprehensive quality. The purpose is to enable them to reserve professional skills, professional guidance and precise services in the future employment process. How to carry out the employment guidance work is related to the smooth employment of graduates and the overall quality of employment. This requires that the employment institutions of colleges and universities should focus on improving the employment competitiveness of students, grasp the foundation, find reasons, find a way out, and find ways. Careful planning, fine implementation, precise guidance, and precise service have promoted successful employment for students and promoted the solid development of employment.

1. Introduction

The report of the 19th National Congress of the Communist Party of China pointed out that it is necessary to adhere to the employment priority strategy and active employment policy to achieve higher quality and fuller employment. In recent years, the country has introduced a series of preferential policies and practical measures for the employment of college students in order to cope with the difficult employment of college students. However, because some college students have unclear self-knowledge, unclear understanding of social development, and unclear understanding of the profession, they can't find a suitable job when they graduate, and they even run into trouble. There are also a few graduates who choose to escape and choose to work slowly or not. Therefore, colleges and universities should pay more attention to the career planning guidance of college students, and adopt precise guidance methods to help students improve their comprehensive quality and employment competitiveness, so as to achieve full employment more accurately.

2. The current status of vocational guidance in applied universities

The understanding of the importance of college students' career planning value in many applied universities in China is still not in place. Some applied universities attach great importance to the employment rate of graduates, but have not taken corresponding measures on how to guide the lower grade students to plan their future careers, and the related concepts are not popular enough, so many college students have not yet incorporated career planning into their study plans. Among them. There are even some students who are not prepared to go from the students to the employees, from the school to the workplace, and have not yet figured out the professional employment conditions and employment goals. Specifically, it includes the following aspects:

2.1 Insufficient career guidance

Although applied universities are mainly to cultivate students' ability to use knowledge and career. However, due to the lack of development time in applied universities, there is a lack of experience in career guidance, and students have to face very large employment pressures after entering the society. Therefore, when teaching, colleges and universities generally put their work on graduation. In the training of students, some also confuse career guidance with employment guidance. At present, employment guidance in applied universities pays more attention to the collection and publicity work related to employment information, as well as students who are

graduating soon. However, it does not allow students to fully understand the relationship between people and occupations, which will have a bad impact on their future work.

2.2 Vocational guidance staff

Many applied universities have created professional career guidance departments to create more job opportunities for students. However, the personnel responsible for this work are mainly the secretaries of the secondary school departments engaged in student work. They usually work very busy and do not have enough time to participate in career guidance work. It is even more difficult to develop a precise career guidance strategy.

2.3 Simple career guidance

In the application of vocational colleges, because the number of relevant staff is limited, the concept is relatively backward, resulting in a single form of professional guidance, and no operability. What is more serious is that only some superficial work is done, and the form of universal guidance is adopted. For example, the establishment of student career development courses, the establishment of career planning competitions. Little attention is paid to students' understanding and cultivation of self, potential, and industry planning. This has resulted in the ineffectiveness of vocational guidance in applied universities, and it is difficult to strengthen students' comprehensive quality and employment level.

3. The application of college students' professional outlook

3.1 Vocational interest, career orientation is blurred

According to a survey conducted by the reporters of today's Evening News on the "Employment Services into the Campus" series of lectures, nearly 90% of college students not only have no career plans, but also have no clear goals for the future. They only choose careers according to their parents' wishes, and they do not have their own. Thoughts." There is always no suitable job" is a common problem that many college students often find when they apply for a job. More seriously, most students are not interested in the career they choose. This is bound to cause students to learn the profession and their career goals completely contradictory. Some human resources experts reminded that in their careers, everyone can only have a new starting point for their own career, and have a new future, in order to pursue greater success in wealth.

3.2 Higher demand for career guidance

College students value vocational guidance services. They are eager for schools or enterprises to provide them with high-quality career guidance, so that they can make breakthroughs in vocational skills and planning. In addition, colleges and universities should fully demonstrate the characteristics of students of all grades. For example, students who have just entered the school must formulate future career plans, while students who are about to graduate must analyze employment information and policies, and learn How to apply for a job.

3.3 Higher expectations for salary and benefits

Students are more concerned about salary. They are eager to get the company's affirmation and get a good salary. Students who are graduating will not only have to face the pressure brought by the society, but also bear the responsibility of raising parents and taking on family responsibilities, so having a well-paid job is very important for them.

4. The significance of applying precise vocational guidance in applied universities

The employment of college students is the focus of social attention, and employment guidance is the focus and difficulty of the entire employment work. How the employment guidance work is carried out is related to the smooth employment of graduates and the overall quality of employment. Colleges and universities should focus on the goal of improving students' employment

competitiveness, grasping the foundation, finding reasons, finding a way out, thinking about ways, carefully planning, fine implementation, precise guidance, and precise service. Promote successful employment for students and promote solid employment.

Accurate career guidance is mainly based on the precise theory of enterprise management. Follow the “fine, “fine” and “real” in the vocational guidance to comprehensively improve the main details of the vocational guidance of the applied colleges and universities, so that the precise vocational guidance fully meets the career development needs of the applied college students, thus strengthening the students' work standards, and Improve the shortage of society and human resources, so that applied universities can meet the needs of local economic construction. The precise mode adopted by vocational colleges in applied universities is to manage the employment resources of college students and master the actual situation of students, according to the students. Experts, interests, etc. to establish a professional guidance file for them and make a reasonable classification. It also allows students to discover their own advantages, and use this as a direction to accurately position their career direction in the future. It can also improve the students' horizons and master the development of the industry, which will help graduates to have a good career start on the right platform, which will help graduates to fully realize their potential in the workplace and move down to their own professions.

5. The application of precision colleges and universities in the application of colleges and universities

Accurate management is not only a management concept, but also a management method. Based on the concept of precision employment service, the application-oriented university strives to highlight the characteristics of professional disciplines in the construction of vocational guidance curriculum system, make good use of modern educational technology, innovate the teaching organization model, strengthen the construction of multiple faculty, and continuously improve the curriculum to enhance students' comprehensive quality and the effectiveness of employability.

During the career guidance period, relevant workers must have rich professional knowledge and professional skills. After creating a full-service, three-dimensional vocational education system for applied universities, they must also improve their propaganda work to achieve precision occupation. Guide to lay the foundation. The quality of vocational guidance can determine the quality of students' future employment. Therefore, in the process of creating a vocational guidance teaching system, it is necessary to make full use of education, sociology and other disciplines. Career instructors must have a strong level of communication, and fully grasp the laws and regulations concerning the employment of college students. In addition, they must have a certain sense of responsibility, strive to master the personality characteristics, hobbies, etc. of all students, and make objective careers for them. Evaluation, put forward reasonable work suggestions, so that they can continuously improve their professionalism and work ability, and choose a career suitable for their own development, so that they can fully demonstrate their own value. University administrators and teachers should focus on promoting career guidance concepts, and should cooperate with enterprises in the society, and then let the students of the school go to the companies they cooperate to conduct internships and enrich the students' practical experience. The staff responsible for the employment guidance of colleges and universities should fully inculcate the theoretical knowledge and skills of the students, and must personally conduct vocational guidance training for the students, and encourage students to take the vocational qualification examinations, do professional counseling, and make them a comprehensive quality. The talents are established to provide professional services for the establishment of precise guidance and well-designed career planning.

6. Conclusion

In short, the application of talent training is mainly to cater to the needs of the society, the use of industry-university cooperation to improve students' use of knowledge and professional quality, to lay a good foundation for students to adapt to work. From this point of view, the educational goals

of applied universities are focused on training talents in the production service industry. In order to meet the needs of talent training, we must adopt a precise career guidance method to create a full-person, three-dimensional career guidance concept, cultivate the vocational guidance ability of all employees, and comprehensively innovate career guidance methods. Therefore, in the future work, relevant workers must actively work hard to create a more perfect program, so that the level of precision vocational guidance for college students in applied universities is at a new height.

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