Exploration on Career Planning Education of Accounting Major Students in Higher Vocational Colleges under the Guidance of Career Core Quality

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Abstract. Career planning education is an important measure to realize the goal of talent training in higher vocational colleges. The quality of its education directly affects the training of technical talents. In this paper, students majoring in accounting in higher vocational colleges are taken as research objects, and the connotation and principles of career planning are analyzed with the guidance of career core accomplishment. At the same time, the author points out the problems existing in vocational accounting students' career planning education. In order to promote the development of career planning education for accounting students in higher vocational colleges, this paper studies the safeguard measures of career planning education for accounting students under the guidance of career core quality.

1. Introduction

Among the factors that promote the development of one's career, professional quality, especially professional core quality, plays a key role. It directly determines the quality of one's career development. The professional core quality is the key and common part of the professional quality, which is the aggregate of each person's competence and quality. The purpose of career planning is not only to help students have a deeper and comprehensive understanding of the workplace in advance, but also to help students fully understand themselves, establish career goals and plan career development. Because of its own professional characteristics, accounting major has been selected as a popular major. In addition, with the application and influence of artificial intelligence, big data, Internet + and other information technology means, society's requirements for accounting students are constantly changing and improving. How to help students of accounting major in higher vocational education to cultivate professional core quality and quickly adapt to the changes and requirements of economic society, it is particularly important to carry out career planning education based on the improvement of professional core quality.

2. The Specific Content of Professional Core Literacy

The core professional quality is located in professional spirit, professional attitude, and humanistic quality. It has the rich realistic connotation, corresponding to the content of career planning education. It is the forming condition of clarifying professional value, tempering professional ethics and professional thinking. Through the development of vocational interest and the improvement of vocational ability, it guides students to form healthy and reasonable values on the basis of self-cognition. Therefore, career core accomplishment and career planning are in the same vein and permeate each other. To be specific, professional core quality is the comprehensive quality such as professional ideal, professional ethics, professional skills, professional attitude and professional spirit that must be possessed when engaging in a certain occupation. Among them, vocational skills belong to the explicit vocational core accomplishment, while vocational ideals, professional ethics, professional attitude and professional spirit belong to the implicit vocational core accomplishment. On the basis of the full investigation, the author has made an in-depth study on the recruitment and employment of school-enterprise cooperative units and representative local...
enterprises. The content of "274" vocational core literacy education is extracted from the research summary. That is to cultivate students' two spirits: craftsman spirit and innovation spirit. Seven habits: be proactive, start with the end, put the important things first, think win-win, understand the other side, integrate the effectiveness, and constantly update. Four kinds of ability: innovation ability, goal management ability, communication ability, teamwork ability.

3. Principles of Career Planning Education

With the development of economy and society, the role of career planning education in talent training has received great attention. School-led career planning education can help students to know their careers in advance and fully understand themselves. Career planning education should follow the following two principles.

3.1. Fully consider the employment standards and requirements of the society

Occupation is inseparable from society. With the development of economy and society, especially with the application and influence of artificial intelligence, big data, Internet + and other information technology means, the employment standards and requirements of the society are constantly changing. Career planning education should fully consider the employment standards and requirements of society. If the two are separated, the "quality" of graduates cannot meet the employment requirements of the society, which will make it difficult for students to obtain employment. Therefore, vocational career planning education must keep an eye on social needs, and adjust the vocational career planning education in schools according to the new requirements and standards of the society at any time, so as to meet the employment standards and requirements of the economic society and ensure the practicability of vocational career planning education.

3.2. Refine it by profession

Most jobs in modern society require the consideration of one's professional background. If students take a job outside of their major, the cost will be high. The vast majority of students are relying on their major in the workplace smoothly. Different majors, social employment standards and requirements are not the same, so the school in the personnel training programs and plans are different. For this reason, the career planning education of each major should also be differentiated and refined according to the major. According to the employment standards and requirements of the society, professional career planning education should be carried out in accordance with the profession, so as to ensure the effective connection of "professional to professional" and improve the quality of career planning education.

4. Problems in Vocational Accounting Students' Career Planning Education

It is of great significance for students' development to popularize the education of career planning in the accounting major of higher vocational colleges. On the one hand, it can help accounting students to know themselves correctly and understand the gap between themselves and social requirements. On the other hand, it can help students make promotion plans and achieve the goal of improving their professional core quality. However, there are still some practical problems in vocational accounting students' career planning, which are as follows.

4.1. Students pay no attention to it ideologically

According to the research results, the majority of accounting students in higher vocational colleges do not attach importance to career planning education. Even if some schools offer courses, students study only to pass exams. Most people are not fundamentally aware of the role and significance of career planning. While some schools do not offer relevant courses at all, and students are rarely exposed to the content of career planning. Moreover, many students majoring in accounting did not have a full understanding of the accounting profession when filling out their applications for the college entrance examination. They just follow the advice of their parents or think accounting is good for employment and other reasons to choose accounting majors. A large number of students do not understand the career goals of the accounting profession. Many accounting students have vague or no career plans during their college years. The lack of career
planning goals leads to students' unclear and even lost career development goals in the future, which further affects the effective implementation of education.

4.2. Insufficient efforts in career planning

First of all, in terms of the curriculum system, many vocational colleges do not attach importance to career planning education. Many schools do not offer courses or training. As a result, many students do not know much about career planning. In some schools, the curriculum setting is not appropriate, the class hours are less arranged, the teaching content is not closely related to practice, and the educational concept and practice are obviously lagging behind. Many teachers teach theories and techniques behind closed doors, with outdated content that is disconnected from professional education, social practice and corporate needs. Secondly, there is a lack of relevant professional teachers in the field of career planning and education. Even in schools that offer career-planning education, the teachers are not professional. Just because of the arrangement of teaching work and engaged in the teaching work of the course, there is still some lack of professional ability. In addition, the education and practice of career planning are inseparable from the society and the enterprise. Without the guidance of the enterprise mentor, it is also the shortcoming of the current career planning education.

5. Vocational Accounting Professional Students Career Planning Education Safeguard Measures

5.1. Optimize the construction of career planning and education teachers

The construction of teachers ranks is the foundation of vocational colleges' career planning education. Without this foundation, everything else is a castle in the air. At the school level, the school should take the lead and actively concentrate various forces to integrate the human resources of the government, schools and enterprises, so as to build a professional and professional career planning education teacher team of "professional tutor + growth tutor + external tutor". At the same time, a career education studio can also be built. With the famous teachers' studio as the platform, based on the career planning consultation and guidance, carry out educational reform discussion and academic exchange and career planning backbone teacher training work. So as to lead the career planning education. In terms of the government, with the guidance of the education department and the cooperation of local higher vocational colleges, the expert bank and teaching resource bank for career planning and education should be established. The system of "rotating school" for the tutor of pilot career planning education ensures that students in higher vocational colleges in this region can receive high-quality career planning education.

5.2. Build a practical platform for career planning

Career planning education can't just be taught. Career planning education without practice is impossible to succeed, especially for accounting students, the practicality must be considered. Accounting major has a strong practicality, a lot of knowledge learning only through book knowledge teaching is impossible to learn to understand, only through social practice to understand. Therefore, it is necessary to build a practice platform to improve the practical ability of accounting students, to promote their understanding of the profession in practice, and to shape the core quality. Therefore, through the study of the linkage mechanism among the government, schools, enterprises, students and families, the organization and management institution of career planning was established. Focus on balance points five parties common interests, the government, society, higher vocational colleges, the family of four aspects, take the student as the main body, set up career planning department as outer guidance, career planning education center for the middle school, in career planning education teacher studio for lining on the implementation of career planning education practical linkage platform. Through the platform to coordinate the practical work of career planning education.

5.3. Improve the Career Planning Assessment, Evaluation and Incentive System

First of all, we should formulate the training system in the construction of teachers. Adhere to the principle of "learning first" and vigorously carry out professional training for career planning instructors. To develop the evaluation mechanism of teachers to improve their ability and quality.
We will improve the mechanism for selecting and hiring teachers and strictly control the "entry point" of career planning for teachers. Secondly, in terms of the evaluation of career education, it is necessary to establish a diversified, all-round and process evaluation index of career planning education based on the evaluation theory of developmental education. To ensure the "visibility" of career planning education, we will explore the establishment of a regular inspection, evaluation and feedback system, a review system for the development of career planning courses, a guidance system for the development of career planning, and a certification system for full-time and part-time tutors. In terms of government guidance, we should formulate the reward system to give full play to the incentive role of education supervision and education reward. Vocational colleges with outstanding career education and enterprises that actively participate in career planning education are given special awards to improve the enthusiasm of social participation.

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