

# The Construction of Moral Education Model for College Students Based on the Whole Course of Professional Development Education

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**Keywords:** Career development; moral education; education model

**Abstract:** With the development of higher vocational education in China, the number of students has increased sharply, and the traditional methods of moral education are difficult to meet the needs of the new situation. The problems of college students' education, management and service are becoming more and more prominent. Vocational education and moral education play a very important role in college students' employment and future career development. They are unified in the cultivation and improvement of college students' comprehensive quality, so it is necessary to correctly understand the relationship between them. In practical work, we should try our best to find an effective way to combine them, effectively combine them organically, and give full play to their respective advantages, so as to truly cultivate all-round development talents suitable for social needs and future development direction. College Students' career development education runs through the University, which is to carry out career awareness for college students in a purposeful and planned way. Professional knowledge. The practical activity of vocational ability training is a new way of moral education in Colleges and universities, which is conducive to college students to establish a correct world outlook, outlook on life, outlook on job selection and lofty ideals. This paper explores from the aspects of university career development, moral education and educational model.

## 1. Introduction

It is the place where outstanding young people are most concentrated in colleges and universities, and young college students are builders and successors of the socialist cause. Strengthening and improving party building among college students and vigorously developing party members among young college students is an important political task of party building in colleges and universities. It is of great significance to strengthen the party ranks, strengthen party building and promote the vigorous development of the party cause [1]. The employment situation is becoming more and more serious, and the requirements for the comprehensive quality of college students are becoming higher and higher. From the feedback results of the employment market and the problems in the process of College Students' employment, it can be clearly seen that our college students have obvious deficiencies in employment concept, professional ethics quality, career planning concept, team cooperation consciousness, integrity concept, hardship spirit and so on [2]. The most fundamental and long-term strategies and methods are to pay attention to and strengthen college students' career development education, establish a whole process career development education system suitable for the school, enhance students' awareness of career planning and enhance their employability.

At present, China's colleges and universities have generally carried out college students' career development education and employment guidance, and have purposefully and systematically conducted professional knowledge and knowledge for college students. Practical activities of vocational ability training, including education and teaching activities [3]. Enable college students to set up a correct view of job selection on the basis of knowing themselves and the environment, learn to plan their career correctly and learn to be autonomous. Moral education is the most important job of the whole education, and the essence of moral education in colleges and universities is to make students form good behavior habits. Establish a correct world outlook, outlook on life and career choice. Therefore, in order to effectively improve the comprehensive quality of college students, enhance students' competitiveness in the job market and adapt to the

future development of society, it is necessary to combine vocational development education with moral education in colleges and universities, realize the docking of vocational development education and moral education, and strive to explore effective ways to combine them to effectively improve the effectiveness of vocational development education and moral education [4]. When students have good self cognition and professional cognition ability, they can reasonably determine their career orientation and career ideal, adjust their personal values and career expectations, make preparations in advance, choose jobs rationally, and plan and design their own career. College Students' career development education refers to students' career planning and moral education Enable students to voluntarily improve their moral quality and behavior [5].

## **2. Enhancing the era and urgency of college students' professional development education**

### **2.1. The employment status of modern college students**

For college students, employment is not something that begins to be prepared until the graduation season of senior year, but the first day of enrollment. For colleges and universities, the career development and education for students is not a temporary work until the students are nearing graduation or choosing a job, but a whole-process concept of career development education should be established [6]. However, the employment guidance work in Colleges and universities is affected by the ideas left over from the traditional employment system. It only provides guidance on policies and regulations, signing methods and processes when students start choosing jobs, which does not really reach the due height of employment guidance, nor does it have education on career. With the rapid development of higher education, the competition among colleges and universities in China has become increasingly fierce, which forces colleges and universities to face the current form of competition and realize the development of colleges and universities through various measures and means [7].

At present, China's career development education is still in the primary stage. From primary school to middle school, there are no specialized courses and practices in career planning. Therefore, before and after entering the university, students often lack scientific and reasonable understanding and overall planning of their own career development, resulting in blind application for colleges and universities, blind postgraduate entrance examination, blind employment and other phenomena. At the same time, there are few Party construction workers in Colleges and universities, college and department counselors are busy, teachers are busy in class, engage in scientific research and professional title evaluation, managers are busy in various evaluations, and their working hours and energy are easy to be dispersed, which affects the development of Party Construction. Therefore, some party construction workers do not have a strong sense of urgency and sense of the times, and do not make enough efforts to guide outstanding young students to join the party, The sense of urgency to compete with hostile forces in the ideological field is not strong. It has caused various difficult employment problems for college students, such as "high default rate", "high cost employment", "blind job selection" and so on.

### **2.2. The vague career planning of college students determines that career development education is urgent**

Before and after entering the university, students often lack scientific and reasonable understanding and overall planning for their own career development. Some students who have just entered the university drift with the tide in the university campus, blindly follow the trend, take part in social activities without selectivity, do not know where to cultivate their knowledge and skills, and even some students become decadent because they have no goal, and then turn to the virtual network world to pass the time. They don't have their own career goals, and they don't combine their hobbies with their jobs. These problems show that it is imperative to strengthen college students' career development education.

The primary work is the education mode of full participation and whole process of the school. In this work mode, we should give full play to the advantages of each teacher's academic, professional

and social resources, and use various ways to help students learn the ability to be a man and do things, learn to learn to learn and promote students' employment while learning professional knowledge, so as to realize the whole process of College Students' career development education. On the basis of specialization and full staff, realize the whole process, full staff and institutionalization of Moral Education [8]. Secondly, it is to let students know themselves, occupations, methods and graduation choices by stages and time. During this period, students' professional qualities and skills will be purposefully improved, job hunting methods will be mastered, and the role transformation from students to professionals will be preliminarily completed. Reduce "career ambiguity", clarify development goals, gradually improve vocational skills, and prepare for job hunting. This not only enriches the moral education of college students, but also enables students to set up a correct "three views".

### 3. How to better develop college students' professional development education

#### 3.1. Strengthen career planning education in in-depth counseling

Whole-process professional development education can help college students plan their careers early, design a better life, establish life goals, achieve the ultimate goal of improving college students' ideological level and professional quality, and find motivation for learning. It is an extension of college students' moral education[9]. It is also another useful discussion to enhance the effectiveness of college students' moral education, and it has positive practical significance for strengthening and improving college students' moral education. We should make full use of the characteristics of the objectives of vocational development education, innovate the objectives of moral education, realize the organic unity of the objectives of moral education and vocational development education, meet the diversified and multi-level actual needs of educational objects, adapt to the social environment of market economy, realize the diversified objectives of moral education, and combine vocational education with moral education. The working mode of vocational education development is shown in Figure 1.

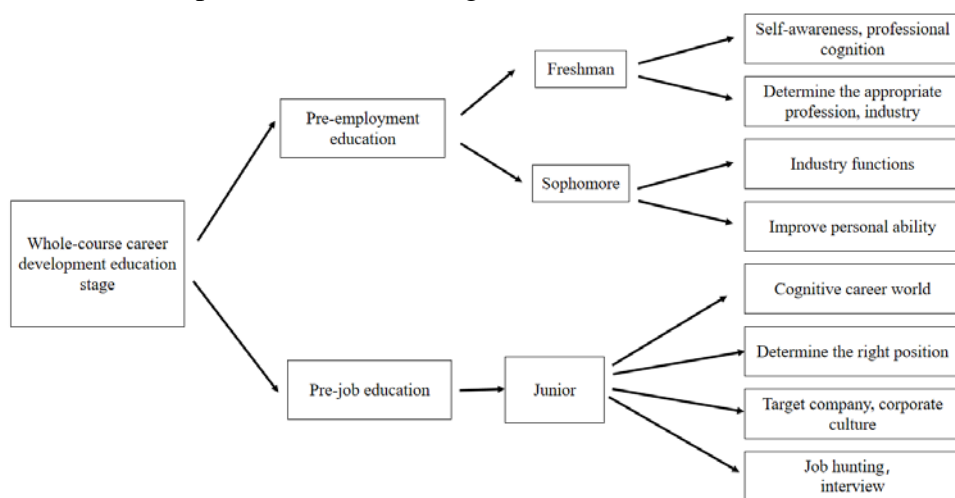


Figure 1 Working mode of Vocational Education Development

At the same time, it is required that college career planning education should provide personalized career development counseling and consultation for college students through various channels on the basis of curriculum teaching, and the most direct and effective platform is in-depth counseling. First, supervise the auxiliary platform of career planning education, combine ideological problems with practical problems and deepen education by combining student management, study style construction and ideological and political characteristics of college students. Second, according to the characteristics of students at different stages from freshman to senior, adopt corresponding education models to guide students to make good planning, enrich their own interests and effectively combine with employment. Third, give professional planning and

guidance to counselors, and solve students' employment and other related problems with pertinence and technology.

### 3.2. An Effective Way to Combine Professional Development and Moral Education

#### 3.2.1 Course reform

College students' development education must run through the whole process of college students, which is an important part of students' life guidance. It can guide college students to make short-term and long-term plans for career development, cultivate and shape them in many aspects such as ideology, morality, professional knowledge, basic skills, professional ability and mental health quality, and promote the all-round development of college students' own quality. It has the diversity of educational objects and multi-level educational objectives. From the perspective of curriculum reform, we should closely combine the curriculum with students' activities, increase students' participation, complete the evaluation of employability and vocational skills, accept job search ability training and improve employment competitiveness. Make a good plan for the four-year study and life of the University and form a good style of study and school spirit [10].

#### 3.2.2 Multi-channel Moral Education Development in Combination with the Times

Innovate the content and means of ideological and political theory courses in colleges and universities, and highlight the cultivation of comprehensive quality that meets the requirements of the times and social development. Multi-channel and full-course career development education is combined with the needs of contemporary society, the improvement of students' majors, comprehensive ability and physical and mental health. This is the extension of current moral education for college students, and also a useful supplement to the practice of moral education for college students.

#### 3.2.3 Enrich campus culture

Make full use of the effective carrier of campus cultural activities to externalize moral education into the improvement of students' professional development ability.

Guide students to carry out colorful campus cultural activities. The work division of tutors is shown in Figure 2.

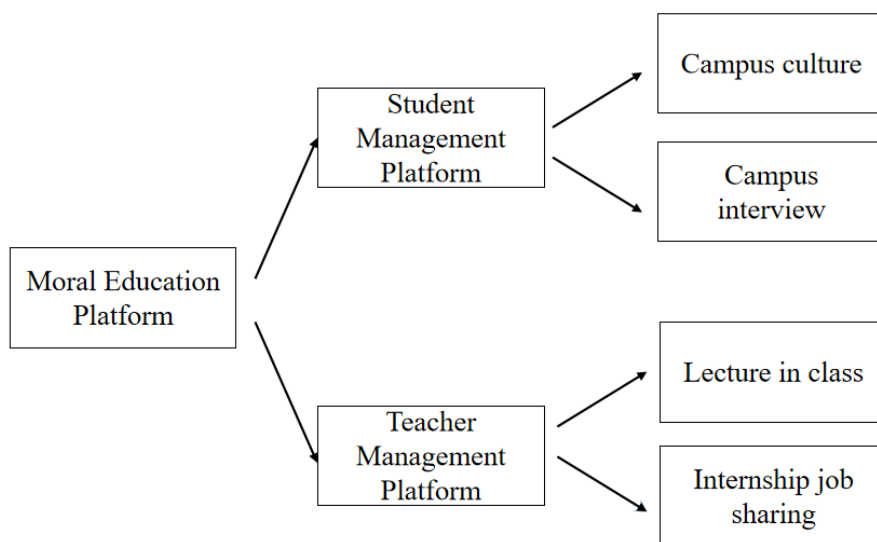


Figure 2 Work division of counselors

On the one hand, create conditions to encourage and support college students to set up career development interest associations, so that college students can know themselves, expand their knowledge, develop their interests and cultivate their abilities through this platform. On the other hand, through organizing college students' career planning contest, theme discussion and forum,

quality development training, professional role-playing, simulated recruitment, career group counseling and professional psychological evaluation. Give full play to its own characteristics and advantages, strive to improve the level of professionalism, and prepare excellent professionalism for future career development.

#### **4. Conclusions**

The construction of the whole process career development education system for college students is a systematic project, which is difficult to achieve only by relying on a single functional department of colleges and universities. We should deeply understand the actual situation of students, be familiar with students' individual learning and activity selection, give full play to the role of professional counselors for career development, set the cognitive level that meets students' requirements, and also provide individual career consultation, evaluation and guidance for college students, so as to ensure the long-term, orderly and healthy development of College Students' vocational development education. Of course, this also requires a lot of practice, exploration and research from the system design, department overall planning, plan formulation, curriculum reform, teacher team construction, student activity promotion and other aspects at the education competent department, school decision-making level and college implementation level, so as to establish a career development education system in line with the situation of the school and make students have a sense of initiative and responsibility for their own career development, So as to take action to improve employability.

At present, the curriculum is constantly being adjusted, updated and developed with the change of the actual situation, and the implementation of the curriculum and the problems in the process of curriculum implementation are analyzed and evaluated in time, so as to promote the adjustment of curriculum objectives, curriculum contents and the improvement of teaching management, and form a long-term mechanism of curriculum innovation. Through the whole process of career development education at different stages, students have a clear goal, have mastered the knowledge and skills they deserve, and are more accurate in their own positioning, which are conducive to college students to establish a correct concept of career choice, and at the same time can improve the success rate and satisfaction rate of college students' employment, and reduce the brain drain of enterprises.

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