



Analysis on the Whole Process Approach of Career Planning Guidance for College Students

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Abstract: With the introduction of the policy of expanding enrollment in colleges and universities, many colleges and universities in the country have added specialties and increased enrollment scale. In the past 20 years, the number of college graduates in China has increased rapidly. The employment situation of many college graduates is not optimistic because of the shortage of professional skills and fierce competition.

Although many colleges and universities now have the courses of career planning and employment guidance, to give college students the psychological guidance of employment, vocational training and planning, to help college students improve their competitiveness in employment. However, these guidance can help students to carry out career planning, targeted learning and practice, but in practice, because of different grades, different periods of students' personal needs, psychological characteristics, employer needs and so on, the original guidance can not meet the needs of students' employment competitiveness and growth, talent. Based on this, this paper discusses how to carry out the guidance of career planning for college students more effectively from the perspective of effectiveness and whole process.

Keywords: The Whole Process; Career Planning For College Students; Whole Course Approach

At the university stage, students are in the critical period of cognitive development, cognitive ability and three views are gradually maturing, and students will face new choices and the test of real society after college graduation. Therefore, the psychological state and behavior of students in this period will directly affect their future career or other choices, and will also have an indirect and far-reaching impact on their physical and mental health. The whole process of career planning and guidance, according to the different stages of the psychological and ability of college students, according to the professional requirements to give students psychological and behavioral guidance step by step, in order to help college students constantly improve their own market competitiveness and comprehensive literacy in the whole university stage. Therefore, this course needs to correctly grasp the teaching purpose and the psychology of college students, and make detailed and reasonable teaching plan of whole process according to the different employment direction of each major. With the social employment of college students becoming more and more difficult, and some students have not had a good plan or even have grandiose aims but puny abilities in their own occupation, they will encounter many setbacks in stepping into the society. Therefore, in order to improve the employment rate of students and help students better understand the society and related posts, it is necessary to further strengthen career planning and guidance. However, many schools' career planning is relatively independent and phased, resulting in students in each stage can not get the whole process, timely and effective guidance, can not play a guiding role.

1. The connotation and practical significance of career planning and guidance for college students

1.1 The connotation of career planning and guidance for college students

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Career refers to the whole life process of personal life participation in professional activities and related behaviors, and career planning can also be said to be career process design, that is, through the understanding and analysis of their own needs and the possible advantages and disadvantages of various choices, and then make career decisions and program formulation. Career theorist, psychologist Dr. Annie's related research, taking two careers of scientists and artists as an example, divides career choice into four broad categories and 12 detail factors to explain, including economic status, marital status, family background, friends, study and education, specific skills, psychological characteristics, physiological characteristics, special talents, personality, temperament, interest, etc., and explains more comprehensively the motivation of career choice and the factors that affect practice and effort.

The career planning of college students is an important part of career planning, and it is also the initial stage of career planning. The main body is college students. It needs to combine the main factors such as interest and physiological characteristics of college students with social reality such as post requirements, and analyze the external environment and students' present situation objectively. Guide them to make reasonable career goals and ability, psychological promotion plan, and guide them to put the plan into practice, and optimize and perfect the plan in the whole stage, further improve the matching degree between students' own factors and jobs, and help students better get out of school and go to social posts.

1.2 The practical significance of career planning and guidance for college students

First of all, freshman's cognition of self-consciousness and career development is still shallow. Before college, their environment changed from strong school, family control to relaxed self-management, life and psychology will have great changes. Some students have insufficient understanding of the future occupation, and may show blankness, unclear goals and relaxation of self in their study and life. With the help of career planning, students can better understand themselves and develop their own advantages and disadvantages, and help students understand the direction of professional development, that is, the gap between themselves and professional requirements.

Secondly, career planning can help students find the right channel of self-positioning and realization, and improving students' self-cognition is the premise of career planning. It is necessary to help students to conduct deep self-analysis and explore the professional direction, post characteristics, professional ability needs, work content, development prospects and so on.

Finally, the whole process of career planning guidance can better enhance the employment competitiveness of college students, promote the all-round development of students, harmonious people and posts, better balance the sense of self-worth, happiness and career work, so that personal career development planning can be the power to promote their own career development, progress of ability . At the same time, career guidance can also help students without job search experience to better identify enterprises and improve the concept of work-related legal system.

2. The factors of affecting career planning guidance for college students

2.1 Students' own factors

College students' self-cognition and understanding of society are still insufficient, and because of personality, environment and other factors may exist many psychological and behavioral factors that are not conducive to their career development. First of all, some students blindly follow the crowd or compare the psychological weight, lack of social practice experience, in a free environment, herd psychology is serious, greatly affected by the surrounding environment, lack the ability to make independent decisions, when choosing a job, not enough understanding of their own conditions, the final performance is blind selection of developed areas and other phenomena.

Secondly, the contemporary students' utilitarian and indifferent, too much consideration of wages and other issues, but their own fear of suffering. Other students have weak sense of competition, heavy dependence, employment also rely on relatives, friends to introduce work. In addition, there are some bad phenomena in our country, such as college students are unemployed and unemployed. It is not the mismatch of ability when having a job to do but the problem of individual concept.

2.2 The factors of career planning courses in colleges and universities

In the course of career planning in colleges and universities, there is a general problem of ambiguity of direction, which is mostly multi-class teaching, and the guidance of career planning for each major is not deep enough, and the lack of management and psychological guidance to students leads students to attach great importance to the course. In addition, the homework of the course is very few, and the final evaluation is mostly carried out in the form of paper papers, which leads to the teaching effect of the course is difficult to be evaluated and supervised, and many teachers lack responsibility or professional ability.

3. Approach to career planning guidance in the whole process

3.1 Freshman, enlightenment stage

In the early stage of freshman year, we should carry out adaptive education to help students clearly understand the transformation of life and learning environment, and solve the problems of poor adaptation of freshmen. Then through guidance to help students to establish a correct understanding of the professional and employment direction, and popularize the basic concept of career planning and planning methods, to cultivate students to form a sense of career planning; Finally, lead the students to analyze the factors of employment selection, determine the direction and carry out preliminary planning.

3.2 Sophomore, career orientation

First of all, combining the structure of professional knowledge to help students better understand themselves and professional needs; Secondly, encourage students to participate more in activities, remind them to improve their professional ability into practice; Finally, help students to think and test their own skills, and then revise, optimize personal career planning, for more accurate career positioning.

3.3 Junior, professional practice

First of all, on the basis of clear goals and self-cognition perfection, help students to further find the deficiencies, comprehensive promotion; Secondly, encourage students to carry out social practice and social practice, so that they can better understand the current situation of the industry and professional needs, and better understand their own occupation, this stage, we should enhance psychological training to help them improve their professional resilience; Finally, provide individualized counseling and guidance to solve all kinds of psychological and behavioral problems encountered by students in practice.

3.4 Senior, Occupational differentiation

First, to provide students with more comprehensive and diversified employment information, policies; Secondly, introduce practical skills such as job-seeking skills and strategies to students, and cultivate students' mass entrepreneurship and innovation enthusiasm and ability; Finally, to carry out collective and targeted psychological adjustment for graduates, alleviate their psychological pressure in many aspects, and give guidance to the practice.

4. Conclusion

To sum up, the whole process guidance of career planning is very important for college students to study in school and future career development, and has strong theoretical and practical significance. Therefore, it is necessary to carry out guidance and guidance work from freshman to senior, to help students better solve their own development and employment problems, and to transport more high-quality talents with strong professional consciousness for the society.

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