

# The Integration Path of College Students' Career Planning Education and Ideological and Political Education

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**Abstract**— Both career planning education and ideological and political education take the all-round development of college students as the main goal. The effective integration of college students' career planning education and ideological and political education can not only improve their career development ability, but also relieve the employment pressure, and broaden the path of talent training. This paper analyzes the feasibility of the fusion and explores the path of the fusion.

**Keywords**— College students, Career planning, Ideological and political education, Integration.

## I. INTRODUCTION

The foundation of universities lies in moral cultivation. As socialism with Chinese characteristics has entered a new era, all reform endeavors have reached a higher starting point. In the future, the reform task will be more difficult and the requirements will be higher, and the quality of talent training will face new challenges. Under this background, how to cultivate a group of new people who can undertake the construction of socialism with Chinese characteristics will become the most important task of The Times for the cultivation of talents in colleges and universities. Ideological and political education of college students is an important starting point and main channel of talent training in colleges and universities. It is of great significance to improve the system and mechanism of talent training by improving the quality of ideological and political education of college students.

The sudden outbreak of COVID-19 in 2020 has seriously affected the normal operation of China's economy and society. The double overlay of the record number of graduates and the downward pressure of the economy makes the employment situation of college students severe and ideological and political education faces new challenges. The integration of college students' career planning education and ideological and political education can not only provide effective supplement for college students' ideological and political education, but also guide them to carry out scientific career planning, which is of great significance to solve the contradiction between social talent demand and employment demand of college students.

## II. THE CONNOTATION OF CAREER PLANNING EDUCATION AND IDEOLOGICAL AND POLITICAL EDUCATION

### A. The Connotation of Career Planning Education

Career is the career related development process of an individual's whole life, including both the overt change process of individual occupation, position, professional title, salary and treatment, and the implicit development process of knowledge, psychology, concept, ability and so on. Career planning education in college students as the object of education, to help them establish a correct concept of employment, objectively self-understanding, guide the growth of the past experience, the current has the resources and the future development path for scientific and rational analysis, systematically and purposefully develop professional ethics, professional psychology, professional ability and a series of related to vocational education practice.

### B. Connotation of Ideological and Political Education

From the perspective of satisfying the development of society and people, ideological and political education is a process in which educators constantly improve their ideological, political and moral qualities and promote all-round development according to the needs of society and their own development and under the guidance of correct theories in the process of adapting to and promoting social development. The ideological and political education for college students is a series of educational and practical activities based on the actual development of students and aimed at cultivating qualified builders and reliable successors of socialism.

## III. THE FEASIBILITY OF INTEGRATING CAREER PLANNING EDUCATION WITH IDEOLOGICAL AND POLITICAL EDUCATION

### A. Consistency in Essential Attributes

Under the guidance of Marxism theory and socialism theory with Chinese characteristics, the ideological and political education of college students is guided to form the world outlook, outlook on life and values that meet the requirements of China's ideology through organizing and carrying out colorful and rich educational and teaching activities. After localization, career planning education firmly holds the socialist direction, and in the specific education and

teaching practice, the mainstream ideology of socialism runs through the whole process to help students form a scientific view of career choice, employment and development. They are consistent in nature.

#### *B. It Is Compatible with Educational Goals*

As socialism with Chinese characteristics enters a new era, the party and the country have a more urgent need for talents than ever before. The ideological and political education of college students should be based on the new era and focus on the fundamental task of moral cultivation in colleges and universities, so as to cultivate socialist builders, successors and new people of The Times who can shoulder the great task of national rejuvenation. As a socialist educational practice, career planning education aims to cultivate high-quality talents who can integrate individual ideal pursuit and career development into the great cause of socialist construction. The two have the same educational goal.

#### *C. The Educational Content Is Consistent*

Career planning education involves not only the technical guidance in the process of job hunting, but also the professional belief and attitude in the career choice, as well as the professional ethics and behavior in the career development. Ideological and political education is mainly to carry out socialist ideology education for college students, helping them to firm up their ideals and beliefs, establish the correct three views, and distinguish good, evil, beauty and ugliness. The value education of ideological and political education includes the education of professional achievement and ideal education, and the education of civic morality includes the content of professional ethics. They are congenial in educational content.

#### *D. Complementary Educational Methods*

In the process of ideological and political education, educators often adopt such methods as guidance education, comparative education, typical education and incentive education. Career planning education gives more prominence to the subject status of students' own development, gives full play to their subjective initiative, and arouses students' enthusiasm and creativity in self-education by means of self-exploration, interviews with career figures, and one-day career experience. The two educational methods are complementary.

### IV. THE INTEGRATION PATH OF CAREER PLANNING EDUCATION AND IDEOLOGICAL AND POLITICAL EDUCATION

#### *A. Set Up the Concept of Integration, Change the Thinking of Work*

In ideological and political education and career planning education for college students, the traditional idea of "career planning education is employment guidance" should be changed and the idea of "career development and ideological and political quality promotion" should be established. On the one hand, it is necessary to establish the cooperative education mode of multi-subject interaction. Fully respect students' subjectivity and initiative, clarify the relationship between student management, ideological and political education and

career planning education, take management work as the basis, education and teaching as the leading, whole-process service as the guarantee, organically combine education, management and service. On the other hand, it is necessary to strengthen the whole process of education that focuses on phased needs. In accordance with the objective law of career development of college students, combined with the personality characteristics and growth needs of students at different stages of growth, career planning education and ideological and political education will run through the whole process from freshman entrance to senior graduation, creating a dynamic training model, to achieve the unity of stages and continuity.

#### *B. Integrate Educational Resources and Strengthen Team Building*

In ideological and political education and career planning education, college teachers should shoulder the responsibility of educating people and give full play to the educating function of each post. On the one hand, we should improve the professional level of full-time and part-time teachers. In the new era of the development of information technology, college students acquire knowledge more diverse channels, at the same time, college students are faced with the problem are more diverse, complex, only by constantly enhance the level of political educators, innovation education thought, open field of vision, adhere to the righteous deeds, to better help students establish a correct concept of career ideas and employment. On the other hand, we should give full play to the exemplary role of role models. To help students gain experience in career planning by organizing excellent peer tour activities.

#### *C. Enrich Educational Content and Innovate Educational Methods*

With the development of The Times, the environment, problems and objects of education are changing constantly. Therefore, educational content and methods should be adapted to meet the students' cognitive and accepting characteristics. On the one hand, enrich the content system and enhance the pertinence of education. It is necessary to strengthen professional ethics education in the process of ideological and political education, and guide students to establish a sense of love and dedication in the future work, and strictly abide by the professional ethics of honesty and trustworthiness, serving the masses and contributing to the society. Strengthen the education of vocational ideal and values, guide students to establish a unified vocational ideal to realize self-value and promote social development; Strengthen mental health education to help students plan their career with a positive attitude and relieve anxiety, tension and frustration caused by employment pressure. On the other hand, we should innovate education methods and enhance the effectiveness of education. Change the teaching mode of single indoctrination, through case analysis, group discussion, video teaching and other ways to consciously cultivate students' correct emotion and attitude when teaching career planning courses. During the practice teaching of career planning, students can be helped to understand the society and clarify their development direction

by participating in off-campus practice, production and social work. Through the Internet, educators carry out employment policy interpretation, employment information push, and employment skills guidance to guide students to develop good professional ethics and achieve all-round and healthy personal development.

#### V. CONCLUSION

Both career planning education and ideological and political education take the all-round development of college students as the main goal. Combining the two, giving full play to the guiding role of ideological and political education in career planning, and using career planning as an effective practical carrier of ideological and political education, on the one hand, it can promote the sound development of career planning education, improve the career planning ability of college students, and do a good job of adequate Employment preparation to achieve high-quality employment; on the other hand, it can improve the effectiveness of ideological and political education, and achieve the training goal of cultivating moral, intellectual, physical, and artistic development. Nowadays, colleges and universities can use innovative classroom teaching: condensing the elements of educating people in "knowing oneself-knowing the other-decision-action", carrying out career planning experience activities, and

improving the construction of career planning teachers. effectively strengthen the deep integration of career planning and ideological and political education.

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