

## Research on the Status Quo and Countermeasures of Postgraduates' Career Planning

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### Abstract

In recent years, the Ministry of Education has paid more attention to the employment guidance departments of colleges and universities, and colleges and universities have also responded actively by launching career planning guidance for graduate students. Most graduate students are in a critical period of life transition, and the social development in the new era has gradually increased the theoretical and practical requirements for graduate career planning. In view of the status quo of graduate employment guidance in my country, four measures for how to do a good job in graduate career planning are proposed.

### Keywords

Postgraduate Student; Career Plan; Measure.

### 1. The Importance of Career Planning

Most of the graduate students who have just stepped out of the school are facing urgent issues such as determination, establishing a family, and establishing a career, among which "establishing a career" is the most urgent. A long-term follow-up study by Harvard University shows that it is difficult to succeed in a career without a clear goal. In fact, only 4% of people succeed in the end. The common reason for their success is that they have made plans for their own "business" early and have always insisted. This shows that the importance of career planning education is beyond doubt.

The theory of career planning has been introduced to my country since the mid-1990s. In 2007, the "University Student Career Development and Employment Guidance Course Teaching Requirements" issued by the General Office of the Ministry of Education clearly stated for the first time that: since 2008, all institutions of higher learning are encouraged to "establish career and career awareness, career development planning, and increase employment. Career development and career guidance courses with "ability, job search process guidance, career adaptation and development" as the main content, are included in the teaching plan as a public course and run through the entire training process of students from admission to graduation. At this point, career planning education has been officially included in the teaching plan of colleges and universities. According to the 2013-2015 postgraduate education satisfaction survey results continuously released by "Degrees and Postgraduate Education", the overall satisfaction of "management and service" is relatively low compared with course teaching, scientific research training, and instructors. The satisfaction rate of employment guidance and services is only around 50%. How to enable graduate students to effectively establish career awareness, accurately and reasonably plan their own career routes, and effectively arrange career and even life development goals is a key factor to ensure High-quality employment for graduate students and an important way to promote the optimal allocation of social human resources.

## 2. Research on Career Planning Theory

Career planning refers to the individual's various characteristics and professional atmosphere, as well as educational environmental information materials to explore careers in the entire career development process, to fully grasp environmental information materials, so as to gradually develop their own career identity and clarify the direction of career development; When choosing diversified career opportunities, all career information and opportunities should be analyzed and evaluated to choose and decide the most correct career; choose a career according to one's own preferences and love, become a career figure, and then truly adapt Career, truly achieve self-realization and self-development. In the specific career planning process, the following theories are mainly formed:

### 2.1. Trait-and-Factor Theory

Trait-and-factor theory is also called person-job matching theory. Trait factor theory is the earliest career counseling theory, proposed by Boston University professor Parsons. Parsons' theory is based on a clear understanding and understanding of personal subjective conditions and social and professional job requirements, and contrasts subjective and objective conditions with social and professional positions(which have certain possibilities for oneself), and finally chooses one with Profession that matches personal strengths.

### 2.2. Personality-professional Matching Theory

This theory was put forward by the well-known professor Holland, who took the values of psychology as a starting point, combined with a large number of practical cases of career counseling and guidance. It classifies occupations as a type of "work environment". Through the understanding of the psychological literacy and employment tendency of the workers, the workers are divided into six basic types. As long as a certain type of workers chooses the corresponding type of occupation, they will match. This model has been used today and is considered by people. Is the most effective and correct theory and method.

### 2.3. Career Theory

The master of career milestones Schuber believes that career is the development direction and evolution of various events in life. He summarizes the career and life roles of human beings, thus presenting the inherent development form of human beings. In addition, career is also the development of life from work. A summary of all paid and unpaid positions in the entire stage of retirement, including not only positions but also various roles related to work. Through his mastery of personal development space and life breadth, Schubert drew a "career rainbow map". This work depicts the interaction between the career development period and the roles and the production of multiple roles.

## 3. The Current Situation of the Guidance of Postgraduates' Career Planning

### 3.1. Not Paying Attention to Employment Guidance for College Graduates

China's education department has issued many important notices, requiring major institutions of higher learning to set employment guidance as a compulsory course. At the same time, in school evaluation and other related work, the employment rate of students has also become a key indicator for evaluating institutions of higher learning one. In order to effectively improve their own employment rate, colleges and universities should attach importance to employment guidance theoretical courses and activities, and clarify their importance to the employment rate of schools. However, in the actual development process, there are still some problems and difficulties that are worthy of consideration by school faculty and staff. The main goal of most

universities setting up career guidance courses is to increase the employment rate, not to provide correct guidance and assistance for the future career development of students and graduate students. In the actual education process, only pay attention to career selection and neglect professionalism, mislead college students to hide their own problems and deficiencies in teaching, and underestimate the improvement of internal quality and morality. Based on this, some scholars have proposed that Chinese institutions of higher learning should establish an entire career guidance system from student enrollment to graduation.

### **3.2. The Construction of Institutions and Teams for Employment Guidance in Colleges and Universities Still Needs to be Strengthened**

The employment guidance for colleges and universities specifically includes the following two points: first, provide college students with various social employment information and materials, and guide college students to choose appropriate positions for employment under the premise of conforming to their own majors and abilities; second, assist college students in making career careers development plan. However, due to the requirements and evaluations of the relevant education management institutions in China for the employment rate of graduated students, and the major institutions of higher learning to better increase the employment rate of students to attract more students, thereby expanding the overall scale of the school, the university has a specific perspective. In other words, there is only one development goal, which is to increase the employment rate of students, and to transform the original employment guidance into "promoting students and publicizing schools", which seriously deviates from the direction and goal of employment guidance.

### **3.3. The Concept of Employment Guidance Still Needs to be Updated**

According to surveys, colleges and universities pay less attention to their interest, expertise, ability, and level in the employment guidance of graduate students, and place too much emphasis on information release, career promotion, employment mentality, and let graduates understand the correct and positive outlook on career choice and other related single theoretical aspects. Although some universities have gradually increased their investment in career planning and guidance education for graduate students, they want to use this course to turn the tide and change the status quo, but the effect is minimal. This type of course or related lectures will only arouse the study and attention of a small number of graduate students, and most other graduate students will only regard it as a course, failing to discover and deal with its value and significance. Tracing back to the source, it is not only because the incumbent teachers of this course only focus on theoretical education guidance in actual teaching, and fail to provide practical and valuable help for students' career development, but also there are deficiencies in the school, such as When setting up a graduate training program, the core opinions and opinions of employment guidance are not fully utilized, and this training program rarely mentions the future employment issues and employment directions of students. Some teachers simply formulate training programs based on their own views and teaching experience, and lack real and effective practical experience in actual classroom teaching. At the same time, the understanding of various information within the industry is not comprehensive, causing students to gradually lose their enthusiasm and autonomy in learning.

### **3.4. Insufficient Self-awareness of Graduate Students**

The self-factor of graduate students also affects their employment planning to a large extent. For example, (1) Insufficient understanding of one's own interests, strengths, personality and abilities. When choosing the direction of postgraduate entrance examination, graduate students can choose the major that suits their own personality according to their own interests and expertise, so that they can truly give play to their expertise and adapt to future careers. (2) I don't know my major and its future career development very much. (3) Some people have

impure motives for postgraduate entrance examinations. Quite a few people take the postgraduate entrance examination to avoid employment pressure, some because of their diplomas, and some because of the herd mentality. (4) Do not understand the advantages and disadvantages of the profession. (5) I don't know my favorite major. (6) Did not seriously consider the future postgraduate entrance examination development plan.

## **4. Strategies for the Guidance of Graduate Career Planning**

In recent years, the number of graduate students enrolled and enrolled by the country has increased significantly. Although the employment situation of college students has been slowed down to a certain extent, the employment situation of graduate students has become more difficult. Coupled with the incomplete employment structure of graduate students and their own literacy can not meet the market demand, so that some college graduate students only focus on the training of experimental skills and professional knowledge, often ignoring the Self-awareness and career positioning in the job hunting process. Therefore, according to the comprehensive requirements for the quality and ability of graduate students in the new era, career planning should be more rationally integrated, and employment and entrepreneurship guidance should be emphasized.

### **4.1. Build a Personal Information Database**

As we all know, any school has an information database for teachers, students, and scientific research staff. This not only helps to generate and save personal databases, but also enriches the information database for others. These databases are very useful for outsiders. Significantly, this part of the information data can provide you with all aspects of personalized services. Therefore, teachers can carry out professional awareness, suitability, selection and development education for all graduate students at an early stage, and track the entire process of graduate students and record them in the personal information database. In addition, a complete and complete alumni network system can be created. First of all, most outstanding alumni can win honors for their alma mater and the recognition and honor of the social enterprise industry; secondly, alumni can also provide valuable and meaningful employment guidance or jobs for juniors and sisters. In addition, attention should also be paid to the promotion of graduate entrepreneurship and employment education. Not only need to carry out thematic exhibitions, post posters and distribute employment brochures inside the campus, but also open columns on the campus network, including electronic employment manuals, training videos, etc., and design some common questions when applying for jobs and design some personalized careers. Tests to test what occupations each person is suitable for.

### **4.2. Carry out a Second Classroom**

It is possible to appropriately broaden the scope and methods of elective courses for graduate students, such as launching more MOOC courses, so that graduate students can have more opportunities to choose courses of interest, broaden their horizons, and increase their knowledge.

### **4.3. Establish a High-quality and High-efficiency Employment Education Guidance Team**

High-quality and High-efficiency employment education guidance team is the main factor for college employment education to obtain good results. These employment education personnel do not necessarily need to communicate face-to-face with people. They can communicate through a dedicated website, which not only facilitates better communication between everyone, but also helps employment education personnel to be one-to-many when there is a large flow of people. To communicate with each other. Therefore, the employment education

personnel for the employment period of the school must be high-quality, and must undergo special training. It is also possible for teachers engaged in employment guidance to go to some outside corporate personnel departments to participate in the employment work in the name of training, and then return to the school to work. This will make employment guidance achieve better results, and even hire some corporate personnel department executives as honorary teachers or employment education consultants in our school's employment department.

#### 4.4. Create a Good Employment Atmosphere

To create a good employment atmosphere, we must rely on the school's great attention and the favorable assistance of various departments. The school should establish a professional exchange platform for students to promote employment. For example, a website should be set up as a platform for "Career Exchange Bar" or "Employment Career Guidance Association" to facilitate students and teachers to express their opinions and assist the employment guidance center. Work. It can also provide individualized counseling for individuals through various seminars, exchange meetings, and electronic magazines, and provide students with a full range of education, guidance and services, so as to avoid the situation of "good eyes and low hands" for graduate students and correct their mistakes in employment view.

### 5. Conclusion

Postgraduate education occupies the highest position in my country's higher education. At this stage, society is paying more and more attention to the difficulty of graduate students' employment. Graduate students are the most precious human resources in our country. Their successful employment not only affects the economic interests of student families, but also directly affects the stability of social development. Therefore, this article puts forward four countermeasures in view of the current situation of graduate career planning guidance, aiming to improve the effectiveness and quality of graduate education, and fully meet the needs of the social market for various innovative and High-quality talents.

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