

# Study on the Current Situation of College Students' Career Planning

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**Abstract:** Firstly, the paper chooses one college as a case for analysis on self- cognition and career planning of college's students. And then, the paper analyzes the problems of career planning. And finally, from the following points such as adjusting the attitude to actively cope with employment pressure, a comprehensive analysis of college students to strengthen career planning awareness, and self - employed to innovate career planning to strengthen college's students career planning.

**Keywords:** College Students, Career Planning, Self-cognition

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## 1. Introduction

Career planning is a common sense of personal development in modern society, and has important value for individual career development. College students career planning education is not only the objective needs of China's national conditions, but also to achieve individual harmony and sustainable development requirements.

At present, there are few papers on the empirical research on career planning of college students. The paper "Investigation and research on the influencing factors of college students' career planning" mainly carries on the questionnaire survey on the influencing factors of the career planning of college students in Suzhou, and puts forward constructive suggestions and suggestions on the career planning education of college students [1]. The paper "Investigation and research on the current situation of career planning of college students" investigates the status quo of career planning of 671 college students in four colleges and universities in Xuzhou area. There are significant differences in the goal-setting and achievement of different students. The students of different grades have different views on self-concept, goal formulation and achievement, selection and contradiction. There were significant differences [2]. The paper "Investigation and Exploration on the Current Situation of College Students' Career Planning Cognition" analyzes the cognition status of college students' career planning, and explores and puts forward some suggestions on career

planning, through the investigation of the current situation of college students 'career planning cognition [3].

According to the theory of college students career planning, the research on conducting questionnaire survey and interviews to the junior college students and the senior college students to Investigate the situation of college students career planning. College students major in the economy Management, mechanical engineering, logistics engineering, English, etc. The research covers a wide range of professional. The survey is conducted in a random sample, with a total of 600 questionnaires and 587 recycling questionnaires, of which 561 were valid questionnaires. The survey covers the wide range, and sample size and sample representation can meet the statistical analysis requirements, the information reflected and the conclusions have a good statistical significance. Its aim is in order to carry out a comprehensive and detailed understanding of the career planning of college students, and to provide reference for the relevant institutions and college students to personal growth and development.

## 2. Basic Statistics Information and Its Analysis

### 2.1. An Analysis of the Self - Cognition of College Students

Self-awareness is the first step in career planning and it is a very important step. In view of the self-awareness of college students, we designed the above questions. By the survey

results can be seen (Figure 1), 96.3% of college students more understanding on their own interests, hobbies, values and other. Students have better self-awareness and learning in their own university, 42% have clear and short-term goals, and 20% have clear and long-term goals (Figure 2). For college students currently studying the choice of professional basis, the results are also in our expectation (Figure 3), 51% of students choose "parents decided" may be the reason they graduated from high school and their ages are also younger. The second is "for their own", as for students, although they are younger, but still have the considerable better self-cognitive ability for part of the students. For plan after graduation (Figure 4), 74% of the students have chosen to graduate directly after graduation, 20% of students choose to continue their studies.

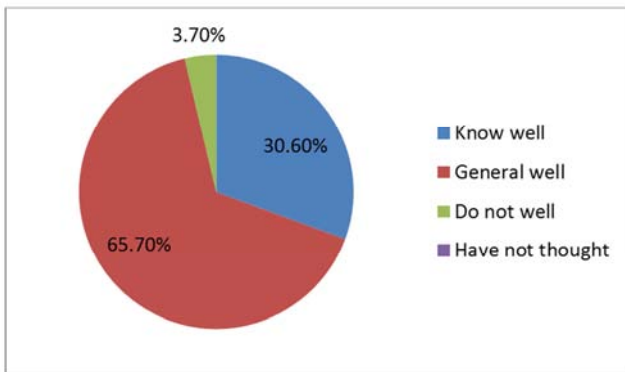


Figure 1. Self-cognition.

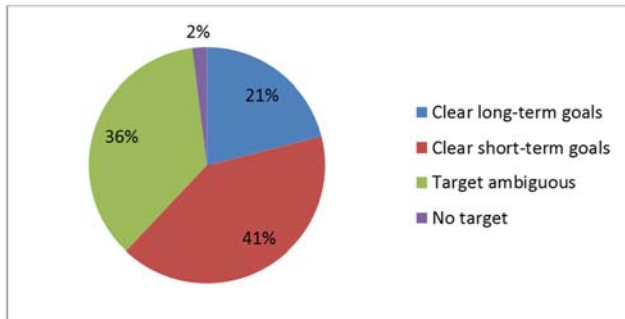


Figure 2. Whether there is a clear goals.

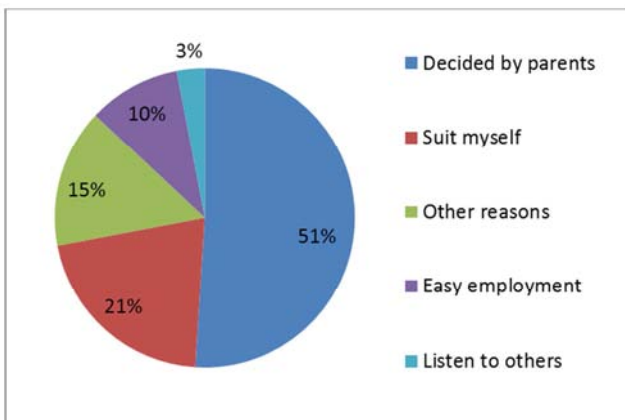


Figure 3. The basis of choosing a professional.

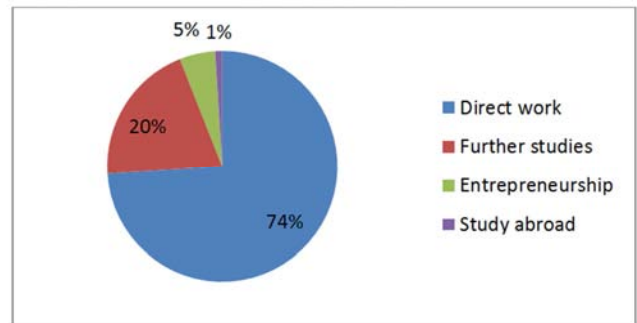


Figure 4. Planning after graduating from college.

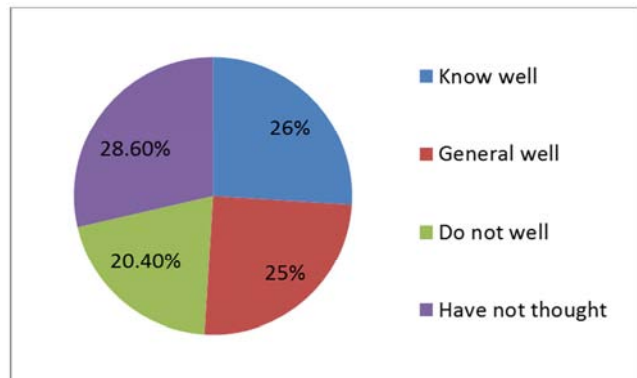


Figure 5. Whether to understand yourself favorite career.

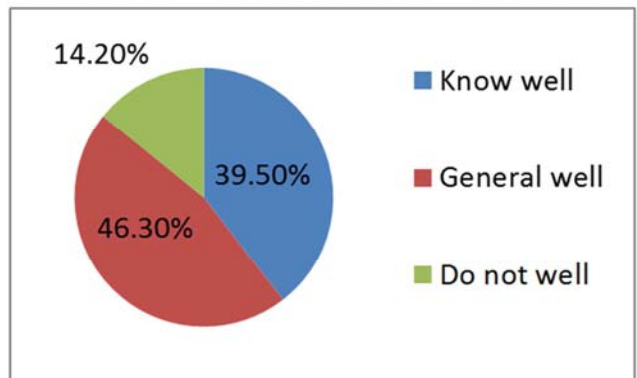
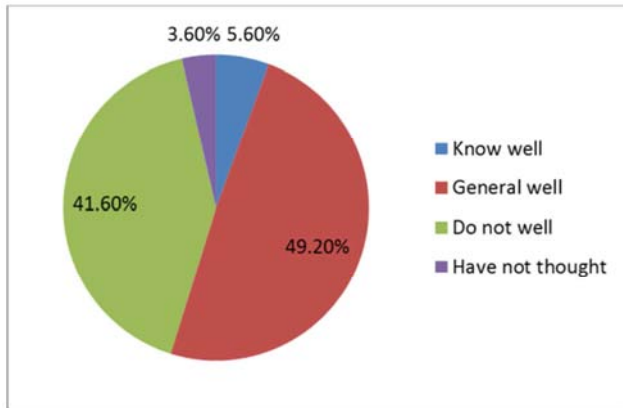
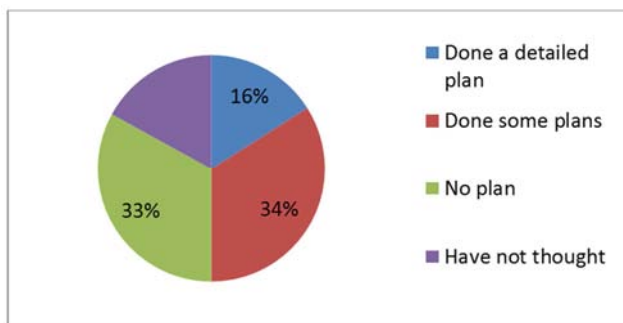


Figure 6. Knowing what you are looking for

College students are a part of fuzzy state for their favorite or do not like the occupation and suitable for which the development of themselves (Figure 5, Figure 6). On their career development advantages and disadvantages (Figure 7), there have been close to half of the answer is not understood. The reason is that college students according to their own ideas, rather than an objective and comprehensive judgment of their career development direction. If college students can build self-awareness on the basis of accurate information, career planning can effectively play a role.



**Figure 7.** Understanding your career development advantages and disadvantages.



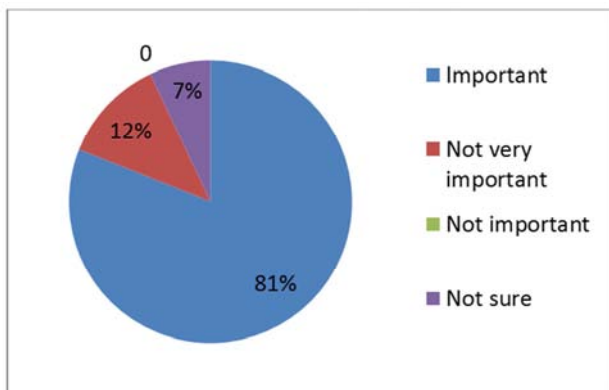
**Figure 8.** Whether has done career planning.

## 2.2. An Analysis of the Current Situation of Career Planning for College Students

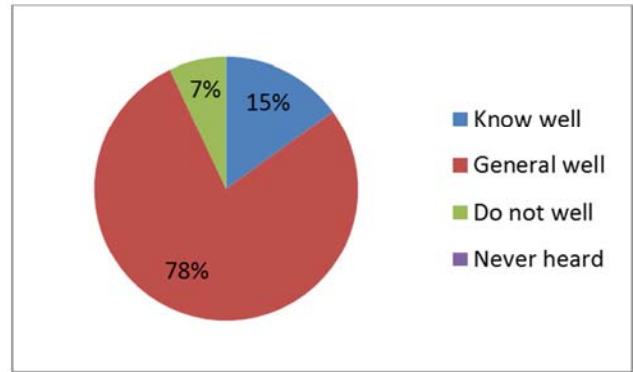
(1) Whether College students themselves have done career planning

The survey results show (Figure 8) that 16% of the college students have planned their own career in the future, and 17% of the students have never planned their own career, 34% of college students do simple planning. While the results of planning for their own development plans over the past three to five years are similar to those of the above questions. So, college students career planning awareness is indeed relatively weak.

(2) The degree of college students' understanding of career planning

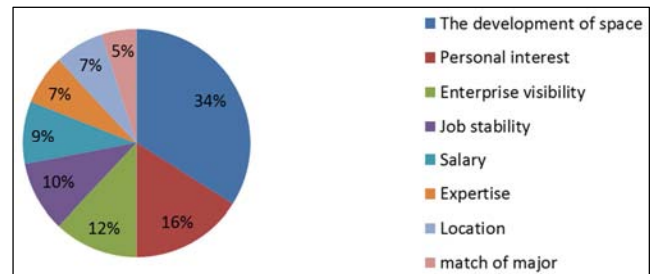


**Figure 9.** The understanding of the importance of career planning by college students.



**Figure 10.** The degree of college students' understanding of career planning.

From the above findings (Figure 9, Figure 10), the majority of college students on the importance of career planning is still very seriously. 81% of students think that career planning is very important. And 78% students have the general understanding of the career planning.



**Figure 11.** The first factor to consider when seeking employment.

From Figure 11, we can find that when college students seeking their jobs, most of them consider the corporate visibility, development space and remuneration, etc., and a small number of them take into account their own interests, hobbies. In fact, when people's work experience in line with the needs of self, values, interests and lifestyle preferences, they will be satisfied with their career choice and works. This reflects the lack of systematic understanding of career planning, college students must be no-aiming in the study of specialized courses and can not built for their own future development of the knowledge structure system, resulting in no established planning of the future.

Psychologist Locke's research reveals that setting goals can inspire people's motivation to make people perform a higher level of task. And one of the most consistent findings in the Organizational Behavior literature is that employees with clear, challenging mission goals are better than employees who do not have a goal or are not responsible for their goals. So it is an important prerequisite for effective career planning to be comprehensive and detailed about self, and to set up short-term goals and long-term goals for career and to combine them [4, 5].

(3) The utilization rate of College students' career planning resources

According to our survey (Figure 12), when there are professional confusion, the proportion of college students choose the teacher is relatively small, and most college

students will choose "their own master", "parents", "friends". We can see that the resources to guide college students career planning have not been fully utilized by college students. It can be seen from Figure 13 that college students pay more attention to the practical information such as specific job requirements and enterprise information, and colleges and universities have done a lot of work in promoting the employment of college students when organizing career planning guidance. For example, We are actively organizing lectures on interviewing skills, resume production, inviting professionals to exchange career experience and career guidance for students. On this basis, if we can be better connected with the professional and future work of college students, may produce better results.

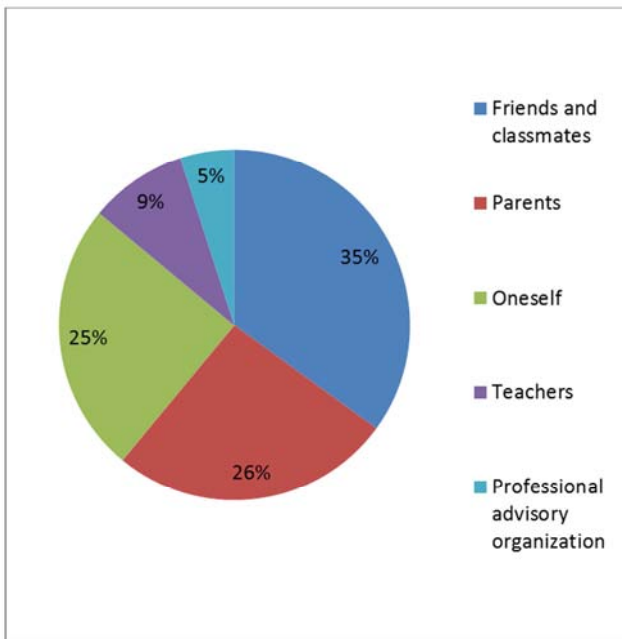


Figure 12. The solution channels faced with career choice confused.

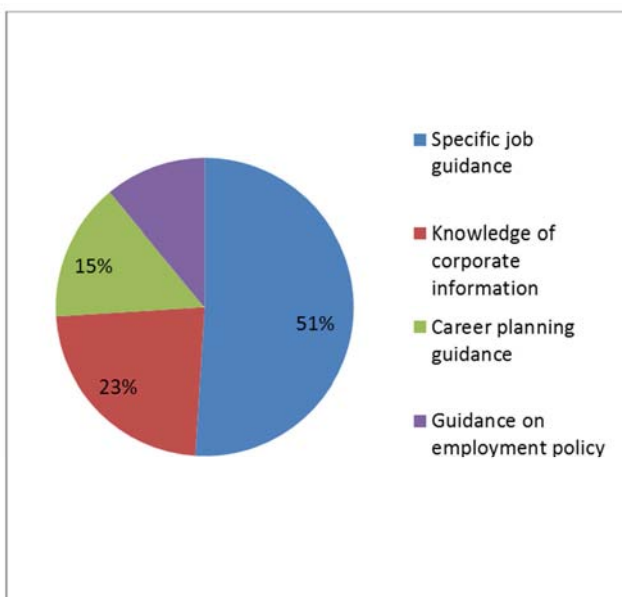


Figure 13. Facing the pressure of work, the most hope to get help.

### 2.3. Professional Counseling Agencies for College Students' Career Planning

In the United States, finding career planners is common to see a doctor. There are professionals in the United States to provide professional development direction for students to guide. Carrying out career planning is later in China, but with the career planner of this career into China's market, more and more people will benefit [6, 7]. However, there are not many examples of professional career planning for college students in our country.

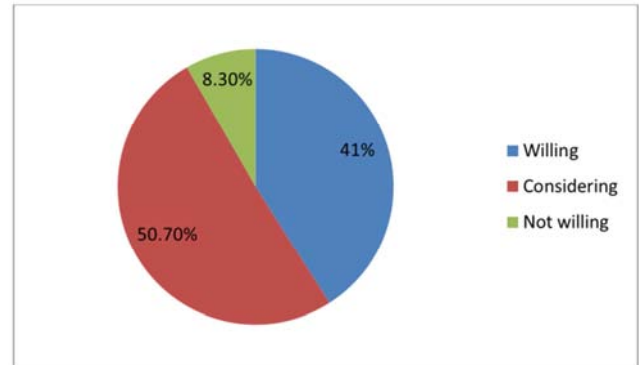


Figure 14. If willing to participate in counseling.

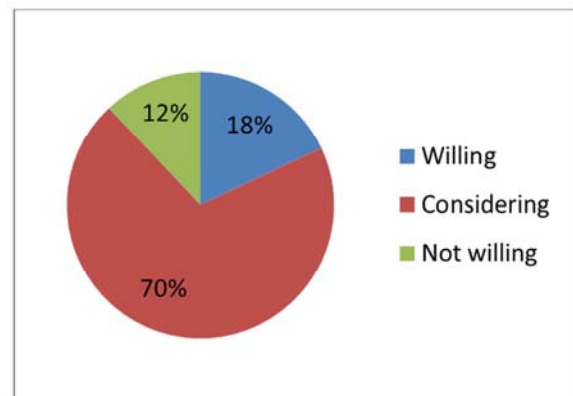


Figure 15. If willing to invest your career.

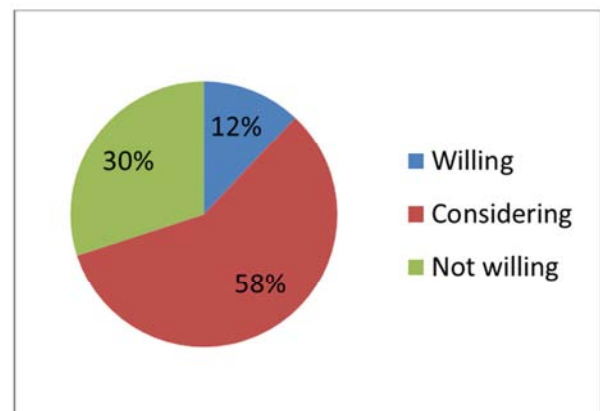


Figure 16. If willing to choose a paid career plan.

According to our survey (Figure 14, Figure 15, Figure 16), "are you willing to participate in related career counseling or



related activities?", only 8.3% of students choose "unwilling", the vast majority of students are willing to participate. 88% of the students on the "acceptance of career counseling, career planning training, interview training for their own career investment" choice are "willing or can be considered." But in the face of "whether to choose the charge of career planning", there have been 30% of students choose "do not want to". This is because of the timing of the rising of China's career planners not long, and fewer successful cases to ensure. So most students still hold the "try" mentality.

### 3. Strategies to Strengthen College Students' Career Planning

#### 3.1. Adjust the Attitude to Actively Cope with Employment Pressure

A study by Harvard University shows that 85% depends on the person's mentality, and only 15% is determined by the person's expertise, for a person getting promotion, achievement, success, and so on. This means that we spend 90% of our time and money to get 15% chance of success, and only 10% of the time and money to get 85% of the chances of success. Thus, the father of American psychology, William James said, the most important discovery of this era is that we can change our lives because of changing our minds [8, 9].

Through the survey (Figure 17, Figure 18, Figure 19), we find most college students will choose to direct employment after graduation. The work and professional is not counterparts is not very concerned about, and their professional prospects for most students are generally, and their job is the biggest difficulty lies in no work experience. From the survey results, we can see that college students lack confidence in the face of employment pressure. Therefore, the adjustment of a slightly negative employment mentality is the only way to the success of contemporary college students. Only having a good attitude, they can find the most suitable location, and will achieve their ideal of life.

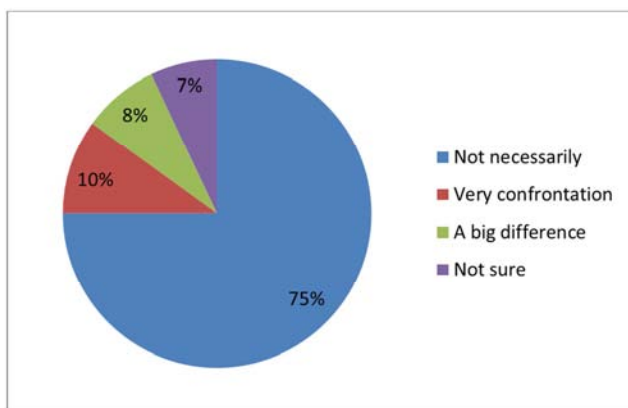


Figure 17. Whether the choice of professional and major counterparts.

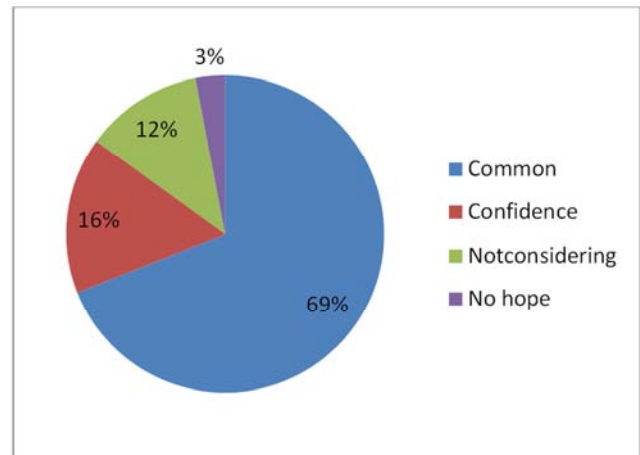


Figure 18. What do you think of professional prospects.

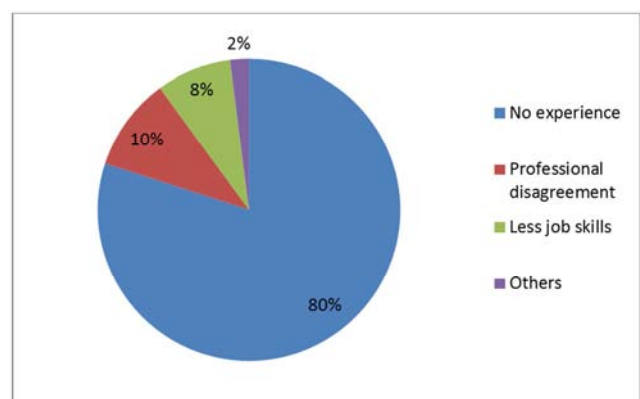


Figure 19. The biggest difficulty in employment.

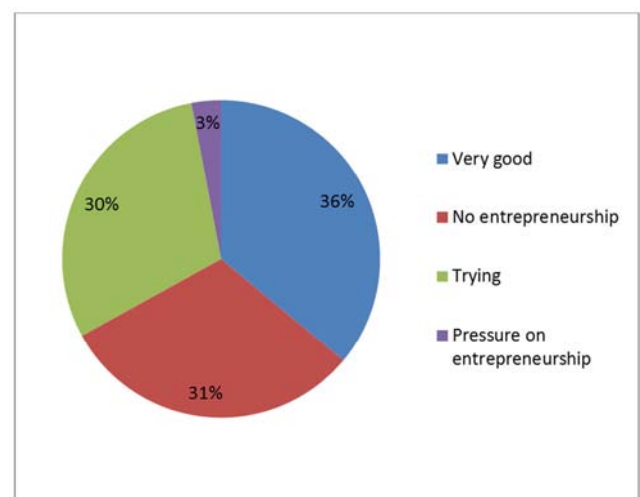


Figure 20. Opinions on venture to promote employment.

#### 3.2. A Comprehensive Analysis of Themselves to Strengthen Career Planning Awareness

From the study, we find that people's own information about their own and related environment can help them build more realistic job expectations and achieve higher job satisfaction. The first step in a comprehensive analysis of the self is to collect data about your own values, interests, personality,

talents, and lifestyles. For example: Strillon Interest List, John Holland's Career Preferences List, Raymond Cartel's 16PF are all good ways of our self-awareness. In an effective career planning, self-awareness is an indispensable factor. The career planning of college students not only helps students to establish clear goals and plans to guide students to use practical measures to develop their own expertise, develop their own potential, avoid career development detours and traps, and be able to constantly revise their career goals and direction. Therefore, strengthening the awareness of career planning is one of the important guarantee to the workplace [10].

### 3.3. Self - Employed and Innovate Career Planning

At present, self-employed becomes a job opportunity for college graduates to the community. Through the questionnaire, it finds (Figure 20, Figure 21) 66% of college students support the "business to promote employment" approach, but really want to start their own business after graduation only 2%, most college students want to go to government agencies or state-owned enterprises, central enterprises. Recognition of entrepreneurship and the real ratio

of entrepreneurship are contrast, reflecting the contradictions of college students for their own business. Of course, due to the lack of self-entrepreneurial experience of college students, their own lack of knowledge and skills, as well as the need to improve the entrepreneurial environment and other subjective and objective factors exist, such a survey results is expected. As a vibrant and vitality of a group, college students contains a high enthusiasm and entrepreneurial potential. With the implementation of the policy of self-employment of college students, the simplification of the procedures, the cost of assistance and other relevant policies conducive to the development of independent entrepreneurship, these will become a strong support for college students to start their own businesses. Entrepreneurial activity is a creative undertaking in the face of severe challenges and pressures. The comprehensive quality of college students, such as consciousness, perseverance, self-control and courage and courage, can lay the foundation for independent entrepreneurship. Therefore, the full use of the community a variety of favorable resources, with their own courage and perseverance to innovate their career planning, will become another choice for contemporary college students.

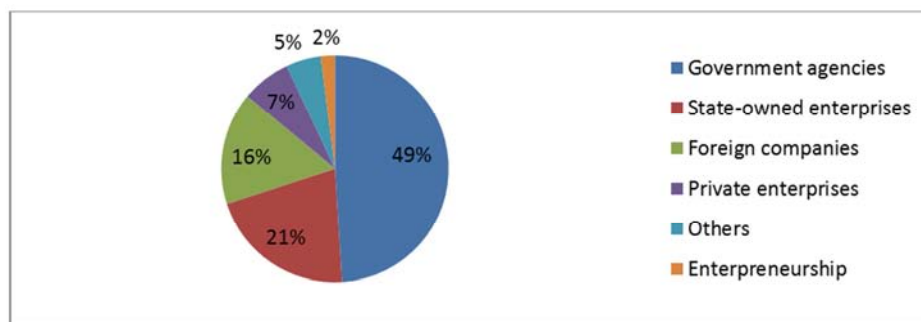


Figure 21. After graduation direct employment, your first choice.

## 4. Conclusion

This paper takes an university as an example to carry on the investigation and study of the career planning of college students, and puts forward the corresponding strategy to strengthen the career planning of college students, which is an useful exploration of career planning in our country, so as to promote the education of career planning and development.

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