College Students' Education Management and Career Planning in the New Era Environment

Xing Liu

Jiangsu University of Science and Technology, Jiangsu, China

daisy_liuxing@163.com

Abstract. Changes in societal values have been brought on by the development of the economic system, and these changes have also had an effect on the beliefs and actions of college students. This paper uses the education management and career planning of college students' professional values as the research object in order to explore these topics from a current perspective. It begins by examining the importance and purpose of college students' education management. Second, the theoretical underpinnings and measurement approaches of college students' professional values and career planning are investigated. The professional values questionnaire and career planning questionnaire are then chosen to assess the level of professional values and career planning among college students. Finally, based on the results of these two questions, a questionnaire is created, and the data from the analysis is used to determine the current state of college students' professional values and level of career planning. The average scores for career values and career planning among college students are 3.16 and 3.59, respectively, which are higher than the theoretical median of 3. This indicates that they are at a level above average and only need to strengthen their professionalism in regard to career values and the tenacity of their future career planning. The exploration on the professional ideals and degree of career planning among college students can serve as a guide for institutions of higher learning offering vocational programs.

Keywords: College student; Education administration; Career planning; Professional values.

1. Introduction

The majority of young people are dealing with the issue of tough work as a result of the fragile global economic situation. If college graduates experience unemployment, it will not only be a loss for them personally and socially, but it will also result in social and economic costs, such as a reduction in the competitiveness or growth potential of the country [1]. One of the major themes in life is the ability to judge and make decisions for one's own destiny. The infant stage is included in the "future development" stage, which is prepared before thinking about one's own future and making concrete future plans. Currently, graduates frequently lack a fundamental concept of their own career development direction and are unprepared for job challenges [2]. This is because they are living in a society where the uncertain social and economic circumstances make finding employment challenging. When they graduate from school and enter the workforce, they should be equipped with the necessary skills for establishing professional standards and developing a career plan. However, career values and career planning are also very problematic for college students. Families, schools, and society as a whole must all work together to solve these issues.

Based on this, this paper examines the theory and meaning of managing the education of college students, discusses the meaning and definition of professional values and career planning among college students, selects the measurement approach, creates a questionnaire in line with the chosen measurement approach, assesses the level of professional values and career planning among current college students at a university in J city, and evaluates the current issues. This paper offers some guidance for the management of higher education as well as practical significance for the management of college students' values education and vocational education.

2. Research Methodology

2.1 Educational management of college students

The main types of instruction that college students receive are ideological and political. College students' overall development should be the primary goal in their ideological and political education, with the cultivation of political and ideological morality serving as the fundamental task [3]. Additionally, patriotism education and ideological and political moral cultivation should be emphasized. College students' management system is a deliberate, planned, and managed conscious conduct that the school directs, regulates, and restricts through the creation and application of various systems, and encourages their healthy development, which is made visible by rules and regulations. A systematic idea can be developed by the continual inheritance and development of colleges and institutions, which can have a subtle influence on their thinking and behavior [4].

The specific subject matter of its instruction should emphasize the development of a global outlook, an outlook on life and values, national culture, civic morality, and quality education, in accordance with the characteristics of ideological and political education in colleges and universities in China. Safety, mental health, and honesty education are also included [5]. College students' affairs and self-management are the two categories under which college student management is broken down. Business management involves basic and everyday tasks including daily administrative tasks for individuals and for courses and universities. A crucial component of college students' management is self-management [6]. Its main goal is to develop students' capacity for self-management through various departments and channels so they can participate more actively and have more influence in activities that are directly related to their academic and personal lives, such as teaching, residence life, and campus culture. It also makes sure that students effectively participate in the election, monitoring, and recall of student cadres.

2.2 Professional values and career planning

Professional values refer to people's opinions on various levels, including professional cognition, choice, appraisal, and morality, in a number of activities related to job searching and career choices, which reveals people's attitudes and thoughts on jobs [7]. The professional outlook on life, according to the particular group of college graduates, has a variety of meanings. It refers to their general understanding of occupation, such as career judgment, choice, and professional ethics, which are generated in their writing, life, and practice activities, and it also reflects their fundamental ideals and norms in dealing with occupation. The subjectivity, variety, pragmatism, and pluralism of current Chinese college students' professional values are unquestionably strengthened with the passage of time. Career planning is the process of choosing a career and the degree of certainty about the future [8]. The degree of ambiguity and degree of career decision certainty are separated into its dimensions. The degree of progress in the process of choosing one's own future and a future related to one's profession is the level of uncertainty in career decision-making, and determining the level refers to the degree of firmness in the future. Setting goals and doing ongoing self-evaluation are key parts of career planning.

Here, career planning is done in light of creating goals for career decision-making. The formation of specific career standards based on comprehensive, in-depth, and genuine self-study, which is also the process of career decision-making, is referred to as the design of career decision-making. In order to find a position that can fully utilize one's own advantages and select a career that best suits one's own strength, one must base their decision-making on their interests and areas of expertise while carefully weighing the benefits and drawbacks of both the internal and external social environments. Consequently, making wise career decisions is crucial to college students' future career planning.

For career planning and measuring professional values, there are numerous instruments available. The Work Values Measurement Scale and the China Professional Interest Scale for China are two tools used to measure professional values. Career decision-making scales and questionnaires, such as those used to measure career decision-making level, are frequently used to measure career planning

level [9]. In this paper, the career planning questionnaire created by Gao Xiangzi and the professional values questionnaire created by Cui Shanyong are utilized to measure the professional values of college students. In Figure 1 [10], the precise measurement dimensions are displayed.

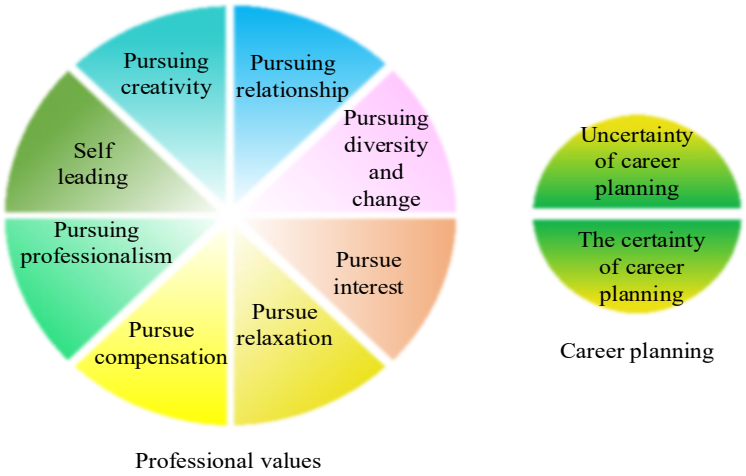


Figure 1. Measurement dimensions of career values and career planning

According to Figure 1, the professional values questionnaire, which consists of 38 items, is examined from eight perspectives: self-leadership, pursuit of creativity, pursuit of relationships, pursuit of diversity and change, pursuit of interest, pursuit of relaxation, pursuit of compensation, and pursuit of professionalism. A total of 14 items make up the two sections of the career planning questionnaire: certainty and uncertainty in professional decision-making.

3. Results

To learn more about the professional ideals and career aspirations of contemporary college students, a university in J was chosen to conduct a questionnaire survey. By using an offline questionnaire survey, 200 questionnaires were issued. 195 of those were recovered. 188 valid questions were collected after removing invalid questionnaires such blank, incomplete, and regular answers. Three sections make up the questionnaire. The first section covers the fundamental circumstances of college students, such as gender, grade, major, etc. The professional values questionnaire, which makes up the second component, has a Cronbach's alpha coefficient of 0.841. The career planning questionnaire, which makes up the third section, has a Cronbach's alpha coefficient of 0.86. The second and third components both use the Likert 5-point scoring system, where 1–5 points stand in for complete non-conformity, non-conformity in general, partial conformance, and complete conformity, respectively. The higher the score, the greater the degree of professional values and career planning.

The descriptive statistical analysis results of college students' professional values level are shown in Figure 2.

In Figure 2, the dimensions of college students' professional values are shown. The self-leading dimension has the biggest average value, at 32.35. The pursuit of professionalism has the smallest average value, at 10.69. The minimal value for professional values among college students is 3.31, and the average value across all dimensions and the overall scenario is 4.17 (pursuing diversity and change) (pursuing compensation). Generally speaking, the average values of professional values across all dimensions and the general situation are higher than the theoretical median of 3, indicating that college students' professional values are above the medium level, but they still need to be strengthened in order to pursue professionalism.

The descriptive statistical analysis results of college students' career planning level are shown in Figure 3.

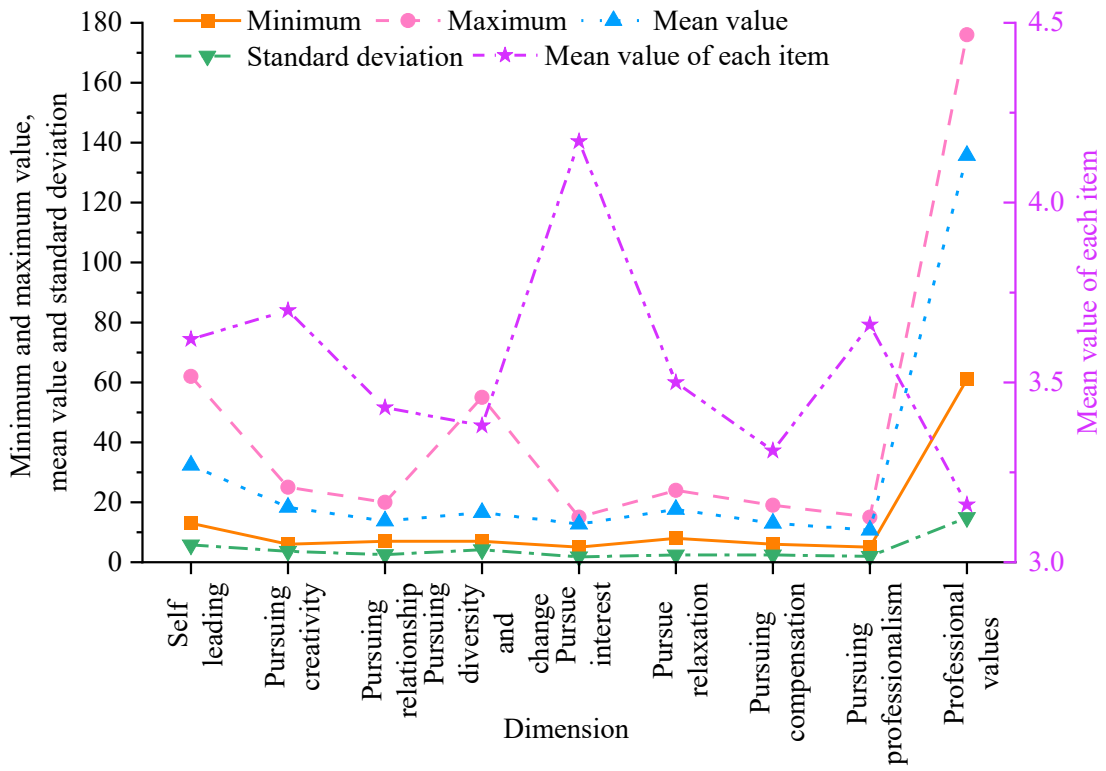


Figure 2. Statistical analysis of college students' professional values

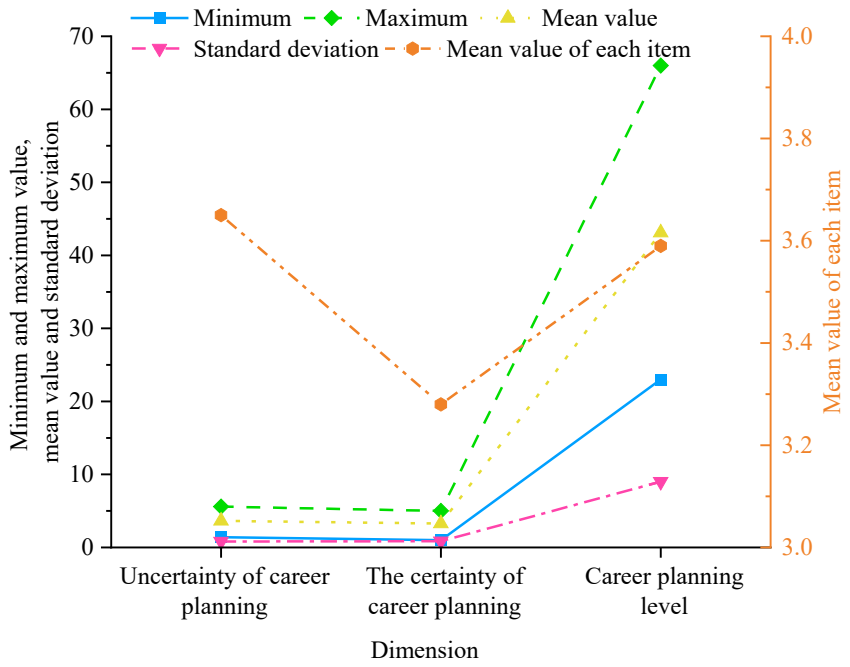


Figure 3. Statistical analysis of college students' career planning level

The uncertainty of career planning, with an average of 3.64, is the larger average across the two dimensions of college students' career planning in Figure 3. Another certainty in career planning has an average rating of 3.27. The dimension of college students' career planning level has a maximum value of 3.65 (career planning uncertainty) and a minimum value of 3.28. The average value of the whole situation is 3.65 (Career planning certainty). In general, the two dimensions of career planning

level and the average of the entire scenario are both higher than the theoretical median of 3, which indicates that college students' career planning is above the medium level, but the certainty of career planning needs to be improved.

4. Conclusion

This paper begins with the concept and content of college students' education management, discusses the concept and measurement method of college students' professional values and career planning, and chooses the professional values and career planning questionnaire to measure the level of college students' professional values and career planning in a university in J city. The following conclusions can be drawn from questionnaire surveys and data analysis: (1) The overall average of professional values among college students is 3.16, which is higher than the theoretical median value of 3, showing that they have higher professional values than the average but still need to work on upholding professionalism. (2) College students' average level of career planning is 3.59, which is higher than the theoretical median of 3. This shows that their level of career planning is above average, but their certainty in their future plans has to be strengthened. This paper does, however, still have several flaws. The number of college students is substantial. Only 200 university students from a university are used in this research as samples, which is still a modest number when compared to the enormous number of college students. More universities could participate in the follow-up study to increase the sample size, which would strengthen the validity of the findings.

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