

# Analysis of Cultivation of Students' Occupational Values in Colleges and Universities

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**Abstract**—The formation of occupational values will have impact on students' cognition of occupation and choosing a career, guide students' career life and help students establish good occupational values, and it has become the crucial project which colleges and universities need to resolve urgently for ideological and political education. By making an analysis of the main problems in the education of college students' occupational values, the paper expounds the problems of occupational values education in colleges and universities, and tries to establish the education mechanism of college students' occupational values through deepening understanding of occupational values education, defining the basic objectives and content of occupational values education, establishing the systematic and scientific teaching model and strengthening the construction of the teaching staff, etc.

**Index Terms**—Colleges and Universities, Occupational Values Cultivation Mechanism

## I. INTRODUCTION

With the furthering of open economy and the economic globalization, the social economic structure, social organization structure, forms of organization, the employment and types of income distribution have been changed profoundly, social awareness is strikingly featured with openness and diversity, and the occupational values orientation and occupational attitude have become diversified, with the conflict between pursuit of social values and realization of self-fulfillment, the conflict between material values and spiritual values, the conflict between personal ideal and social reality becoming increasingly prominent. Therefore, it has become a crucial project for the colleges and universities to accurately grasp the orientation of college students' occupational values, to lead the students to establish correct occupational values.

However, there are many problems in the education of occupational values in colleges and universities, such as insufficient attention of occupational value teaching; incomplete educational system and indefinite target students, etc.

## II. DEEPENING THE UNDERSTANDING OF OCCUPATIONAL VALUES EDUCATION

President Mr. Xi Jinping delivered a speech on a forum with teachers and students in Peking University on May 2nd, 2018. He pointed out "The youth are men of the time

and are charged with important tasks." and advocated that "The youth will become the new force to realize the great rejuvenation of Chinese people and shoulder the hope and future of the Chinese people." In this sense, the college students will bear the historical mission of state construction and people rejuvenation and are the hope and future of the people. The crucial social role and status of college students ask for their high-minded principles and ideals and scientific orientation of values, the initiative of ideology and innovation of imparting theory. It is the prerequisite to ensure the realization of the great ideal- Chinese socialist modernization that the college students' political and ideological education will be enhanced and improved and the political and ideological qualities improved. Moreover, the occupational values are the representation of the core values in choosing a career and building up a career ladder, the basic understanding and attitude towards occupational values and the basic of students' career goal and choosing a career.

Occupational values will impact on the students' attitude towards work in the future and impact on students' career or even direction of life. Therefore, it is not only related to students' personal growth and development, but also China's development in the new century and the revitalization and development of the Chinese people and it is of great significance to review the crucial status of college students in the new historical period and the problems in the career development, to further carry out education of occupational values, and to lead the students to become qualified socialist

## III. DEFINING THE BASIC OBJECTIVE AND CONTENT OF OCCUPATIONAL VALUES EDUCATION

The establishment and improvement of the system of occupational values should be guided by the educational principles of the country, in accordance with the cultivation objective of higher education, social demand and students' orientation of occupational values. The focus will be put on the following aspects.

### A. Strengthening the Education of Core Socialist Values, and Leading the Occupational Value by Means of Core Values

The values refers to people's cognitive system about what value is, how to make a judgment about values and create values. It is reflected from two aspects, one is the value objective which is generalized from value

orientation and value pursuit; the other one is the criteria and principles of values. Since individual's orientation and pursuit of values differ, different objectives and criteria of values will be created, leading to diversified occupational values. Under the new situation in which it is contradicted and complicated to choose an occupation, it is urgent for the colleges and universities to enhance the education of core socialist values, such as guiding students to deal with unitary and diversified, traditional and modern, ideal and realistic relations, means and ends, spirit and material, individual and society, innovation and enjoyment etc. through core socialist values with definite purport and clear-cut stand and guiding students to establish positive and sound occupational values by means of core socialist system [5].

#### *B. Guiding Students to Establish Good Work Ethics Based on Occupational Moral Education*

Occupational values education is a part of value education in colleges and universities and the representation of "practicability" of values education. Occupational ethics refers to the code of conduct employees have to follow and the basic of the occupational values. The occupational ethics education including commission and dedication to profession, integrity and friendship, etc. will be helpful for students to determine the responsibility of the occupation, make a clear distinction between right and wrong, good and evil, further strengthen the pursuit of occupational values and select appropriate occupation and get employed smoothly. Therefore, it is the basic objective of occupational values in colleges and universities to help students establish good professional ethics.

#### *C. Strengthening Occupational Cognitive Education and Making Students Create Rational Occupational Expectation*

The correct occupational cognition will help students make a rational career choice. It is the main problem of the college students at present to pursue stability and comfortable working environment and it is also the reflection of college students' immature occupational cognition. Strengthening students' education of occupational cognition and increasing students' cognitive level of occupation will help students have a deep good understanding of occupational demand of the economic society and the value and significance of the occupation. Meanwhile, it will help students understand and evaluate their professional qualities including knowledge level, vocational abilities and special skills in a comprehensive and objective way, resulting in correct self-evaluation and cognition, so that students will get away from incorrect occupational values, cultivate good occupational motivation and positive occupational attitude, set up criteria for choosing a career in accordance with personal choice and social reality, and make a rational career plan.

Occupational cognition means people's understanding, comprehension and evaluation of occupational values. The occupational cognition will impact on students' subjective attitude when choosing a career and getting involved in certain profession. At present, colleges and

universities generally highlight cultivation of students' professional qualities and pay less attention to the education of occupational awareness under the increasing pressure of employment. Under the circumstance, students just consider career as a means of living and their responsibility and belonging have been strikingly affected. Therefore, different value connotations for different professions should be analyzed, generalized and abstracted in school education and the common value statement clarified, in accordance with the real situation, so that students will have clearer and more definite understanding of the profession they are going to pursue and they will try to learn the meaning of occupation through "value" and carry on occupational ethics, occupational attitude and occupational responsibility [6].

#### *D. Strengthening the Education of Career Planning, Guiding Students to Establish Correct Occupational Ideal*

Career planning is the systematic and continuous process of planning for career by following certain principles. Good career planning will not only help students establish clear professional orientation, but also help them set up definite development objective. The definite professional orientation and development objective will help students understand the value of the profession they pursue and how to achieve their goal, moreover, moreover, it will be helpful for enhancing professional identity, and increasing students' initiative and enthusiasm.

The professional ideal refers to the occupational objective established on imagination in accordance with the common expectation in society and personal qualifications, i.e. the expected professional achievement to be accomplished. The establishment of professional ideal will be helpful to increase students' learning enthusiasm and efficiency. Professional ideal will be the direction for people to move forward in real life, motivate people to keep forging ahead in front of adversity. With the increasing development of economic globalization and the reform of Chinese economic structure, the change of different cultural thoughts and income distribution will have great impact on students' ideal and faith, inevitably resulting in the conflict between professional ideal and social reality when choosing a career or getting employed. The education of career development and planning can start from the track of students' career growth and development, guide students to establish correct occupational values by making an analysis of personal professional qualifications and interest through "Quantitative Data of Occupational Values" and make students achieve their professional ideal step by step through career planning, and deal with the relation between ideal and profession in a better way.

#### *E. Strengthening Students' Occupational Psychological Education, Helping Students Create Stable and Sound Psychological Orientation*

As is mentioned above, it has been universal for college students to pursue stability of position and comfortable working environment. This reflects that

students' occupational values have been varied and students have relatively low occupational psychological qualities and lack confidence under the increasing social competition. Therefore, strengthening students' occupational psychological education will help strengthen students' psychological adjustment when choosing a career and working in a career, make them confront frustrations positively, extricate themselves from psychological bewilderment so as to enter the career with a positive, stable and sound psychological orientation.

#### IV. ESTABLISHING SYSTEMATIC, SCIENTIFIC EDUCATION MODEL OF VALUES

It is the basic guarantee to improve the college students' occupational values through systematic and scientific occupational values model. The systematic and scientific occupational values demands the penetration of learning, life and practice of each sector in campus, creating an integrated whole with education and teaching of colleges and universities.

##### A. Giving Play to the Role of Classroom Teaching and Practical Teaching in Education of Occupational Values

Classroom teaching is the primary teaching mode of higher education. The teachers should highlight the introduction of occupational values, guide the students to create correct cognition about occupation and mold high-minded occupational values when teaching students professional knowledge. Moreover, the students will have a better understanding and perception of the occupation through orientation session and graduation field work. The school will not only cultivate students' professional practical ability, but also dependable working style.

##### B. Strengthening the Guidance of Theoretical Course of Political Thought in Education of Occupational Values

At present, the theoretical course of political thought is the main form of cultivation of students' occupational values. Therefore, the theoretical course of Political Thought should be given full play in cultivation of students' occupational value by integrating occupational values in theoretical teaching system of political course and making correct occupational value the footstone for students' individual ideal and dedication through education and guidance.

##### C. Increasing the Leading Role of Entrepreneurship in Creation of Occupational

At present, many colleges and universities have carried out entrepreneurship and innovation education. However, few schools mentioned occupational education. It has been a means for correct occupational cognition to get occupational values involved in entrepreneurship and innovation education and make it a crucial part.

In summary, it has become the guarantee for students to establish correct occupational values by bringing occupational values education in each part of higher education and establishing hierarchical, systematic and scientific course system of occupational values.

#### V. STRENGTHENING CONSTRUCTION OF TEACHING STAFF

"What the teacher says is regarded as the classic line and what the teacher acts is the *code of conduct*" in students' eyes and the teacher's speech and behaviors will have great impact on students. The teachers' ideology and politics is demonstrative to students. May 2nd, 2018, Speech of President Mr. Xi Jinping on the forum in Peking University Consequently pointed the teachers should be educated in advance and then they will become the mentor and guider to facilitate students' healthy growth.

The teachers' humanistic quality plays a subtle role in establishing and molding students' occupational values. The sentiments, cognition of values and thinking models the teacher presents in teaching everyday will be passed to the students. For most students, their professional ideal and faith are initially formed from the professional teachers' representation of profession in teaching. The teachers' profound knowledge reserve, good professional skills, aesthetic appreciation and humanistic qualities will contribute to students' appreciation of the profession and even the industry to be involved, creation of sound psychology and correct understanding of the occupation and molding of good professional personalities. The teachers should correct their own faults before correcting those of others. As for the negative orientations such as pursuing comfortable environment, distorted occupational values and ambiguous cognition of occupation in choosing a career and getting employed, the teachers should make every effort to improve humanistic qualities, noble sentiments and aesthetic appreciation, guide students to create good professional cognition and establish correct occupational objectives and values by means of profound professional knowledge and humanistic knowledge.

At present, the employment problem of graduates has become conspicuous, and college students are confronted with pressure of employment the moment they enter the college. Whether the college students can choose an appropriate career and get employed smoothly is not only related with students' personal occupational development, students' benefits and the sound development of higher education, but also related with the construction of Chinese modernization and harmony and stability of society [7]. Therefore, colleges and universities should carry out the specific research on the change of objective factors such as increase of enrollment, employment policies and employment system of the companies, meanwhile, it has become a crucial task and an important part as well for ideological and political education in colleges and universities in China to establish the system of occupational values which will meet the requirements of the new era by strengthening the subjective factors such as students' ideology, psychological qualities and value orientation, etc. grasping the trend of development and change, the characteristics and problems of students' occupational values, and the problems in the cultivation of occupational values in Chinese colleges and universities.

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