

Original Paper

Research on the Strategy of Improving College Students' Career Adaptability in Application-oriented Colleges and Universities

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Abstract

Application-oriented colleges and universities have become the main force in the popularization of higher education in China, and their school running orientation is to cultivate application-oriented talents to adapt to social development. Career adaptability is a hot topic in the field of career psychology abroad. Therefore, it is of great significance to carry out the education of improving college students' career adaptability in Application-oriented Colleges and universities, summarize college students' career adaptability, analyze the necessity of improving college students' career adaptability at this stage, and put forward the strategies of improving college students' career adaptability in Application-oriented Colleges and universities, so as to enable students to achieve real job matching in the process of employment.

Keywords

Applied Undergraduate, College students, Career adaptability, Promotion strategy

1. Introduction

With the rapid development of the economy and society, the demand for talent scale and quality is higher and higher. In order to meet this social need and optimize the layout structure of higher education, colleges and universities have expanded rapidly since 1999, and a large number of new undergraduate colleges and universities have sprung up (Green, Noor, & Hashemi, 2020). These colleges and universities shoulder the heavy burden of the popularization of higher education. However, from a practical point of view, most of these undergraduate colleges are upgraded from higher vocational colleges with better school running conditions, large scale and high level. After upgrading, they are in an obvious weak position in school running foundation and strength (Pan, Guan, Wu, et al., 2018; Holliman, Martin, & Collie, 2018). Therefore, in the practice of running schools, these colleges

and universities have gradually established the goal of cultivating applied talents, that is, in the process of serving the local economic and cultural facilities, they are guided by social needs, can fully integrate theory with practice in the front line of production, construction, management and service, flexibly use their professional knowledge and skills, and constantly feed back in practice General talents to verify and enrich the theory.

Career adaptability is a hot issue in the field of career psychology abroad. Career adaptability refers to the individual's preparation and coping ability for predictable career tasks, the roles involved in the career, and the life problems that are changing or unpredictable. In short, it is the adaptability of individuals when they encounter career tasks and career role changes (Hui, Lau, & Yuen, 2021). Research shows that adolescents with high career adaptability have better psychological resilience and career decision-making ability when they encounter career role changes. In recent years, the research on career adaptability has attracted the attention of some domestic scholars. Savikas believes that career adaptability is "the degree of readiness to deal with predictable tasks prepared or involved in work roles and unpredicted tasks caused by changes in work and working conditions" (Yang, 2019; Zhao, Li, Liu, et al., 2019). Some studies have shown that there is a positive correlation between adolescents' career adaptability and their planning, exploration, self-confidence, and decision-making quality in the process of career transformation. Individual career adaptability can predict their life satisfaction level. A high level of career adaptability means that individuals have higher happiness and fewer negative emotions. Therefore, strengthening college students' awareness and ability of career planning and promoting the career adaptability of Application-oriented College students will help Application-oriented College students better plan their life and meet the growing needs for a better life.

2. An Overview of College Students' Career Adaptability

The concept of career adaptation can be traced back to "career maturity", the core concept of career development theory emphasized by American career psychologist Schubert. The concept of career familiarity proposed by Super made the studies on past careers mainly focus on adults. However, problems such as differences in career roles and changes in career environment appeared in the studies on adult careers, resulting in unpredictable and uncertain careers (Ndlovu & Ferreira, 2019). Therefore, Savickas further proposed the concept of career resilience, which is defined as an individual's coping readiness for predictable tasks, job roles and unpredictable adjustment issues in work changes or work situations. Furthermore, the theoretical model of career adaptability has been revised and improved many times, and a structural model with four sub-dimensions of career concern, career control, career curiosity and career confidence has been formed.

Career resilience represents an individual's readiness and resources to face current and upcoming career development tasks, career changes, and personal dilemmas. In practice, both people and the environment are not static but constantly changing. Career adaptation requires individuals to learn to adjust and balance in the interaction between people and the environment, adapt to demands, and take

the initiative to transform reasonably, so as to cope with all kinds of changes and problems and achieve harmony and unity between people and the environment. College life is faced with a series of changes and adaptations in the process of growth, such as environment, interpersonal relationships, study and employment. How to keep a balance, coordinate various problems in the process of coping, and how to properly plan the layout of college life and prepare for careers are all issues that need to be considered. Good college career adaptability means that individuals can timely change their roles and environment changes, maintain balance and consistency through solving difficulties and crises, manage and plan their college career reasonably, and make career planning and control with a forward-looking vision.

3. At Present, It Is Necessary to Improve the Career Adaptability of Application-oriented College Students

3.1 It Is Beneficial to Promote Students to Optimize Their University Career Management and Planning

Based on the connotation of college students' career adaptability, improving the career adaptability of application-oriented college students is conducive to guiding college students to establish correct professional values, and is of great significance to the healthy development of college students' physical and mental health. The emptiness and meaninglessness of college life, the inconsistency of supply and demand in the market and the blindness and passivity caused by the deviation of occupation orientation of application-oriented college students all make the employment of application-oriented college students difficult. After employment, problems such as low career satisfaction, career confusion and confusion, and poor career expectations and prospects aggravate the complexity of the employment of application-oriented college students (Yayoi, Okumura, Manami, et al., 2019; Avram, Burtaverde, & Zanfirescu, 2019). These problems are related to the level of individual career adaptation, coping with employment problems is no longer a few employment tutorials, learning to collect employment information, familiar with the skills and understand the employment situation can be successfully solved. Individuals' reasonable cognition of themselves, how to make reasonable plans and adjustments according to the actual situation of individuals and the environment, and the improvement of their career adaptability are all manifestations of employability. Based on the applied undergraduate college students' career resilience solution, can clear the individual development and growth condition, help college education for individuals to provide targeted employment guidance and employment, not only reduce the students' employment decision difficulty, but promote the optimization of applied undergraduate college students career management and planning, indeed promote students' employment ability, Moreover, it can also improve the effectiveness of employment education and consultation in colleges and universities. The development of career adaptation of application-oriented college students will not only help students' personal development more in line with the needs of the society, help students prepare for employment and cope with employment difficulties, but also help students with timely transformation and adjustment in the face of changes and difficulties, achieve coordination and unity, and promote the healthy development of individual physical and mental. At the

same time, in the face of career change and workplace troubles, they can respond with a more reasonable career exploration, decision-making and strategies to promote the re-employment ability of application-oriented college students and the success of the whole career.

3.2 It Is Helpful to Guide Application-oriented Undergraduate Students to Establish Correct Professional Values

According to the survey, at present, the professional value tendency of college students in China is easily affected by the external environment. Among them, a considerable number of College Students' professional values are increasingly affected by material interests, showing a strong utilitarian color. They associate the success of their career with the level of their positions and the amount of material wealth they have obtained, do not know much about the current social industrial structure and various industries and occupations, and despise some work at the grass-roots level (Chan & Chan, 2021). Therefore, more and more college graduates pursue high income and high welfare when choosing jobs, and intend to find employment in big cities and large enterprises. Due to the different school running systems of Application-oriented Undergraduate Colleges and universities, the fees paid by students are often twice or even more than those paid by other undergraduates. A considerable number of students hope to recover the education costs in a short time after graduation, which makes the bad professional value tendency of application-oriented undergraduate college students eager for quick success and instant benefit more prominent. Due to the deviation between professional tendency and professional values, the professional adaptability of some college students is not mature. Some college students can not adapt to the cruel social reality after graduation because they can not establish correct professional values in the short term, and can not face the sudden employment pressure in serious conflict with their ideals. Strengthening career adaptability education in Application-oriented colleges and universities will help students in Application-oriented Colleges and universities correctly understand the complex and changeable social environment needs, abandon bad career value tendencies, establish correct career values, and provide necessary ideological guidance for their own career development.

3.3 It Is Conducive to the Physical and Mental Health Development of Application-oriented Undergraduates

From the previous definition of career adaptability, it is not difficult to find that good career adaptability reflects the better psychological quality of individuals in the face of unpredictable future career development path and the impact of adversity and trauma. It can be seen that career adaptability is one of the important indicators to evaluate individual mental health (Gregor, Weigold, Wolfe, et al., 2020). Some studies have shown that among college students who have experienced trauma and good adaptability, college students who have experienced trauma and poor adaptability, college students who have experienced trauma and good adaptability show high positive emotions such as self-esteem and optimism. Secondly, savicos takes the development of youth career adaptability as the core task of youth individual development. Relevant researchers also put forward that young people with high career adaptability show better decision-making ability and positive emotional experience in the face of

changes in individual career development path. Due to the failure of the college entrance examination and the high tuition fees, some college students in independent colleges have experienced the psychological trauma of failure and depression. By improving the career adaptability of college students in Application-oriented Colleges and universities, it will help to alleviate the negative emotions of college students caused by traumatic events, cultivate the tenacious will quality of college students, and promote the physical and mental health development of college students.

4. Analysis of the Current Situation of College Students' Career Adaptability

A total of 350 questionnaires were distributed in this survey, and 336 valid questionnaires were obtained. The survey objects were college students in a certain area. Stratified cluster random sampling method was adopted to ensure that the survey objects were evenly distributed in gender, grade, arts and science.

4.1 Analysis of the Current Situation of College Students' Career Planning

In the survey on the topic "did you think about your future career during college?" more than 85% of the students said they had thought about their future career, of which 45.2% answered "often think". For the survey on the topic "what do you think is the most important standard for choosing a career?" the highest ranking is "development factors", accounting for 72.3%, that is, meeting interests and hobbies, being able to realize their own value, large promotion space, etc., followed by "health factors", accounting for 63.7%, that is, good welfare, stable career, good professional environment, etc. For the survey of "will you choose a career related to your current major?" 68.5% of the students said "will you choose a career related to your major". However, for the survey of "do you know what career you can engage in in your major?" 44.6% and 36.8% chose "general understanding" and "not very understanding" respectively. On the one hand, it shows that college students have a high degree of recognition of their major, on the other hand, it also shows that their career development knowledge is limited, their future career planning is still in the primary stage, and their attention needs to be improved.

4.2 Analysis on the Current Situation of College Students' Career Adaptability Improvement

For the survey of "do you think it is necessary for college students to improve their career adaptability?" more than 85% of students said "it is very necessary". From the survey of "what do you think of the teaching effect of current career adaptability?" we can see that more than 60% of students think the teaching effect needs to be improved. In the survey on the topic "which way do you most want the school to carry out career adaptability improvement courses?" the highest ranking is "relevant internship or social practice" and "joint development of vocational education courses with enterprises", accounting for 70.6% and 63.5% respectively. This shows that college students attach importance to and expect career adaptability improvement. On the other hand, it also shows that some ways to improve career adaptability are single, which can not meet the needs of students, which restricts the effect of improving career adaptability to a certain extent.

5. Strategies for Improving College Students' Career Adaptability in Application-oriented Colleges and Universities

University period is the most critical link of College Students' individual career development. It is the most important life stage for college students from childishness to maturity, from school to society, from learning career to career. Therefore, college students themselves should play their active role in the stage of receiving college education and comprehensively and evenly improve their career adaptability; Families should give enough career help during the university period when college students' family members move from children to adults (Park & Yang, 2020; Teychenne, Parker, Teychenne, et al., 2019), and actively develop the basic role of small family groups; As the main Department of college education, colleges and universities should comprehensively strengthen the cultivation of College Students' career adaptability on the basis of Cultivating College Students' theoretical knowledge and application skills, and take career adaptability as a clear training goal of quality education: as the competent department of college education, the government should actively guide families Universities and society attach importance to the cultivation of College Students' career adaptability, and actively create a social atmosphere that attaches importance to college students' career education.

5.1 Attach Importance to Career Adaptability Counseling for College Students and Improve Their Adaptability

Nowadays, most colleges and universities are in the state of employment guidance. Offering quick, experiential and skilled short-term guidance through lectures, elective courses and training is often more modular and procedural, with little practicability and effect. It is difficult to comprehensively and systematically make students have enough understanding of their college career, and it is impossible to improve their college career adaptability. The cultivation of College Students' career adaptability is a long-term and gradual process, which needs targeted and step-by-step systematic planning and guidance. It needs to run through from enrollment education to graduation debugging, so as to provide some support and help for students' whole college career. To improve college students' career adaptability, we need to carry out targeted research. The problems and needs faced by different grades are different. Freshmen are more about a series of problems such as college life adaptation and self-development cognition. They actively and timely do a good job in career adaptability counseling, help them understand themselves, professional information and development prospects, and assist students in college career planning. Sophomores and juniors should carry out timely self career analysis for professional satisfaction and professional prospects, seek learning motivation and guide students to develop appropriate fields. In addition to the need for application skills, information collection and other methodological skills, senior students need to help students establish a reasonable career outlook, learn rational career choice and evaluation, and do a good job in life and career planning. The difference of family environment will also lead to the difference of career adaptability needs, correct self-awareness, the establishment of reasonable self-esteem and self-confidence, so that students with

different family backgrounds can learn accurate self-analysis and establish appropriate self orientation and career orientation.

5.2 Look to the Future and Actively Focus on Career Development

First, let the university students realize the necessity of career concern. The cultivation of College Students' career awareness can not rely solely on the initiative of individual college students. Universities should make full use of the traditional media such as radio and newspapers, and the new media such as the WeChat official account and the Internet, so as to publicize the students directly or indirectly. Set up career courses, strengthen ideological guidance, create an environmental atmosphere, and let college students interact with each other, so that every college student can realize the necessity of career attention and pay attention to career in a timely and reasonable manner. Secondly, let college students obtain rich and suitable career information. The career information platform of colleges and universities and teachers of corresponding courses should consider the personal factors such as college students' personality, interest and ability, as well as the differences of objective factors such as living environment and family income, so that different groups of College Students can obtain suitable career information according to their own conditions, Pay full attention to your career. Here, the career information platform needs to provide timely consulting services, and teachers engaged in career education need targeted scientific guidance to open a rich, suitable and efficient career information channel for college students. Finally, the original intention to let college students pay attention to the future with a positive attitude and improve their career adaptability is to hope that college students can make their career develop in a positive direction through better career adaptability. They should not only have the purpose of high-quality employment, but also consider the happiness of future life. The research shows that there is a significant positive correlation between each dimension of College Students' happiness orientation and each dimension of their career adaptability. Therefore, while strengthening the positive guidance of College Students' career, colleges and universities should also increase college students' happiness through appropriate intervention means, so that college students can pay attention to the future with positive psychology and values, and do not blindly be negative and pessimistic.

Students who pay close attention to their career development have strong control over their career development, clear organization and clear goals, and their decisions can be responsible for their future. From the root, career control is to be responsible for your career and your future. Therefore, colleges and universities should strengthen the education of College Students' sense of responsibility for their career development, make the concept of being responsible for their career development deeply rooted in the hearts of the people, and make college students truly implement their career planning. As far as college students themselves are concerned, while enriching their professional quality, they should make full use of their spare time to participate in practice, take the initiative to find practical activities and social practice beneficial to their career development, and implement career control into practice. While guiding college students' career control, colleges and universities need to communicate and cooperate

with internship units to provide college students with a platform and opportunity to participate in practice. At the same time, the government should strengthen advocacy and let professional counterpart enterprises and institutions actively provide internship opportunities for college students.

5.3 Reasonable Curriculum and Balanced Development

As for the course design of college students' life adaptation, it is suggested that the form of elective courses should run through the whole college life from enrollment to graduation. The counseling content can be composed of modules such as psychological adaptation and debugging, academic counseling and management, vocational cognition and planning, practical skills, etc. The specific content of different colleges and universities may vary according to their own professional characteristics and teaching resources, but they should all take students as the starting point and meet the needs of students at different stages. To provide practical help and support for their college career adaptation and planning as well as individual management and development. The implementation modes of college students' career adaptation can be diversified. In addition to the traditional experience interview and teaching, learning lectures and theoretical teaching, they can also carry out network courses combined with student-led learning, video discussion, group counseling of simulated experience, career development consultation and practice of vocational ability shaping. The specific implementation mode should not be single and one-sided, but should be combined with various forms, so that face-to-face learning and network, theory and practice, experience and application are fully integrated, paving the way for the improvement of college students' adaptability and individual development, so that students do a good job in college adaptation, social adaptation. Should be in grade comprehensive coverage, focus on two years and three years. The research shows that the career adaptability of college students is N type distribution in grade, which indicates that the development of college students' career adaptability is not smooth. Therefore, reasonable career education courses should be set up, which not only ensure the coverage of the whole grade, but also focus on sophomores and juniors. Try to avoid any noticeable slippage in their career resilience. Secondly, the content is colorful and diverse, and the combination of internal and external career theory courses enables college students to have a clear understanding of career development; In addition to professional knowledge courses, professional introduction and professional application courses are set up so that college students can better understand their major and their future career direction. Invite industry experts and enterprise human resources experts, so that college students have a more sober understanding of the industry and future career. These courses can make college students pay more attention to their own career development, help them to carry out career exploration, and promote the overall level of college students' career adaptability. No less class time, primary and secondary distinct, university education should be given priority to imparting theoretical knowledge and application skills, but also should pay attention to the cultivation of the college students' comprehensive quality, so you should set a reasonable career interest in elective course, the basic theory of the compulsory courses and career not only ensure university students as a whole has a good career adaptation levels, and both have different

career needs of college students. Finally, we should focus on balanced development and avoid polarization. Colleges and universities should pay more attention to the cultivation of career adaptability of college students from rural and urban areas so as to avoid the polarization phenomenon of college students' origin and place factors. Colleges and universities should pay great attention to the difficulties encountered by students from poor families in their career development, and reduce the economic burden of poor students by issuing student loans and providing opportunities for on-campus work-study programs. At the same time, they should pay attention to the psychological condition of poor students and reduce their psychological inferiority caused by poverty. Counselors should unite the whole class to create a warm class family, so that students from single-parent families can find a sense of "home", encourage them to participate in school and class activities, which will help them regain confidence. In a word, colleges and universities should take into account the balanced development of the adaptability level of all college life, and make up for the poor by strengthening the good.

6. Conclusion

Today's world is in the era of rapid development, college students are in the exploratory period of their career, so they should make full preparations for the development of their future career. On the basis of summarizing the connotation of college students' career adaptability, this paper analyzes the necessity of improving college students' career adaptability and the current situation of college students' career adaptability. The countermeasures to enhance college students' career adaptability are put forward from four aspects: paying attention to career development, setting up reasonable courses and giving consideration to balanced development and vigorously creating social atmosphere of career education.

Domestic researches on college students' career adaptability still need to be carried out more deeply and extensively, and the number of research objects and the selection range of various background factors in the research objects should be expanded. This paper discusses the strategies for improving the career adaptability of application-oriented college students, and further studies the career adaptability of college students from the perspective of multiple disciplines and theories in the future, and puts forward more practical and effective measures to improve the career adaptability of college students.

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