

Thoughts on Teaching Reform of Vocational Employment Guidance Course in the Era of “Internet +”



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Abstract

Today's society is the era of the Internet. No matter what industry, any type of product will inevitably be connected with the Internet. The important feature of China's economic development in the new era is the rapid development of the Internet economy. China's major vocational colleges have implemented educational reform. In the process of educational reform, innovation and entrepreneurship are guidance, and the construction of innovation and entrepreneurship education system is an important way. In the service industry, with the help of the Internet technology, the services to be provided can be delivered to the public faster, more effective and more cost-effective. In order to keep up with the changes and needs of society, it is particularly urgent in higher vocational colleges to add the study and assessment of Internet technology to the employment guidance courses in colleges and universities, which will attract teachers and students' attention to the Internet. This is closely related to the requirement that the ultimate goal of higher vocational education for students is to achieve better employment.

Keywords

Higher vocational education, Employment guidance, "Internet+"

Introduction

The emergence of the Internet has provided a lot of help for the rapid development of the economy, but also has given birth to the development of many new things, which together form a new industry. Therefore, in the current period of Internet economic development, entrepreneurial opportunities have never increased. However, because of the development of the Internet economy, the demand for talents is also gradually increasing, so the employment environment is very bad, and the employment situation is also very severe. Faced with this competitive environment, higher vocational colleges must start from the source, constantly promote the renewal of teaching concepts, reform the teaching model, and construct a new teaching system to promote the improvement of students' innovation and entrepreneurship ability, and ensure that students can not only obtain comprehensive development after graduation, you can also succeed in your

career.

The way and purpose of personnel training in higher vocational colleges is to enable students to have a skill and obtain a professional skill to maintain their livelihood through technology. It is imperative to strengthen the training of students to use the Internet, a technology with growing influence. This kind of talents cultivated in higher vocational education are mainly technical talents, focusing on relevant technologies. It is particularly important to teach specific practical skills. Technology will change with the update of science. The Internet is rising with the maturity of information network technology. The potential applications of Internet technologies, such as increasingly popular mobile payment and online meal ordering, are urging the transformation and upgrading of education. "Internet +" is gradually coming into school education. Taking the employment guidance course in higher vocational colleges as an example, this paper expounds the thinking on the reform of the above courses (Yang Xiao & Gao Na, 2020).

1. The significance of employment guidance

(1) Serious employment situation

Although the development of the Internet economy has promoted the rise of many emerging industries, in fact, many industries have higher requirements on talent selection. According to the employment report of higher vocational colleges in 2018, the employment rate of graduates of higher vocational colleges in China after graduation is 92%, which is slightly higher than that in 2016, but in fact its effectiveness is not ideal. This means that entrepreneurship has become one of the choices for graduates of higher vocational colleges. If higher vocational colleges lack the cultivation of students' innovation and entrepreneurship ability, it will lead to that students cannot start their own businesses after graduation.

(2) National support and guidance for innovation and entrepreneurship

Graduates of higher vocational colleges are engaged in entrepreneurship after graduation, which is an important support for China's national economic development. In recent years, small and medium-sized enterprises have been rising in China. Many of the operators of these small and medium-sized enterprises are graduates of vocational colleges. Small and medium-sized enterprises play a huge role in China's economic development. It can be seen that attaching importance to the entrepreneurial activities of vocational college graduates can promote China's economic development and promote China's economic growth. Therefore, since 2012, China has focused on guiding and supporting the entrepreneurship education teaching of students in higher vocational colleges. In order to respond to the call of the country and contribute to the development of the motherland, higher vocational colleges have the obligation and responsibility to continuously develop their innovation and entrepreneurship education level.

(3) Internet economy provides more opportunities for entrepreneurial activities

The development of the Internet has pushed the whole society towards a diversified process, and many opportunities are emerging, which also provides the technological and ideological basis for the entrepreneurial activities of vocational college graduates. For example, during the epidemic period, the live delivery of goods sprang up, and many vocational college graduates joined in e-commerce entrepreneurial activities here, with little success. Of course, there are some cases of failure, but this just proves that entrepreneurship has certain advantages in the current development of the Internet economy. Higher vocational colleges should seize the opportunity to cultivate students' entrepreneurship and innovation ability, so as to improve the success rate of enterprises.

2. Analysis of Innovation and Entrepreneurship Education under the Internet Background

(1) Insufficient understanding of Internet entrepreneurship

In recent years, higher vocational colleges in China have consciously promoted students' innovation and entrepreneurship ideas, but in fact, there are some problems in connection with the Internet. In the process of training, many vocational colleges mainly regard the connection between entrepreneurship and the Internet as the connection between ways and ideas. This leads many students to believe that the Internet is just a means of entrepreneurship, but they do not really grasp the connotation of Internet thinking, which is contrary to the nature of innovation and entrepreneurship education, so the success rate of students' entrepreneurship will also be affected.

(2) Lack of resources in innovation and entrepreneurship teaching

Under the Internet economy, the development of innovation and entrepreneurship education requires the support of many resources. However, most universities in China adopt traditional education and teaching methods in the process of developing innovation and entrepreneurship education. The analysis of the causes will find that vocational colleges lack cooperation with social groups in the process of developing innovation and entrepreneurship education and teaching. This can easily lead to students' lack of practice in the learning process. Therefore, the teaching effect of innovation and entrepreneurship is not significant. In addition, many vocational colleges lack good teachers. For example, many teach-

ers of innovation and entrepreneurship education in higher vocational colleges are professional teachers of the school, and their theoretical knowledge is very rich, but their practicality is relatively weak. The Internet era is characterized by rapid and updated development. Many books already have knowledge, which cannot provide students with good practical experience. Even though students have completed the learning of classroom tasks and are really supporting innovation and entrepreneurship activities, students still face certain problems.

3. The importance of adding "Internet +" to career guidance courses

(1) "Internet+" is the trend of the times

The third industrial revolution is also an information technology revolution, in which Internet technology has played a huge role. The Internet is not only now, but also the target for the next few decades. It is a general trend to add the application and understanding of the Internet and information technology to the employment curriculum, which is also a requirement of the present and future society. The school cultivates students in order to enable them to have the ability to support themselves in the society and deliver the corresponding talents needed by the society. In the process of training, full consideration should be given to how to improve students' ability to meet social needs (Cui Huitong, Chen Ju, & Huang Desheng, 2018).

(2) Advantages of information and data collection

"Internet +" can quickly collect information and has the advantage of data processing. In the traditional higher vocational classroom, too many things are handled manually by teachers, which consumes much classroom time. The Internet classroom makes it convenient. The teacher releases tasks on the software, and the students sign in through their mobile phones, which not only reduces the time spent on arriving, but also ensures that the students are actually on duty. Publishing homework through the Internet also allows the teacher to reduce the time spent in explaining homework in class, and at the same time, it can inform all students of what homework to complete in time, greatly improving the efficiency of the classroom. At the same time, the technology can also help teachers and students effectively transfer information, solve questions, and facilitate students to learn in non classroom time.

(3) The only way to realize the value of employment guidance course

The purpose of offering employment related courses in higher vocational colleges is to achieve the smooth employment of students. At present, the most popular industry in all walks of life is the Internet industry. In recent years, the guidance of national policies has also repeatedly appeared to make good use of "Internet +", and use the Internet to achieve new innovation in the industry and new breakthroughs in teaching technology. This also requires higher vocational education to strengthen the Internet education in teaching and improve the degree of students' integration with society.

4. How to join the Internet in career guidance

(1) Carry out publicity and education to promote the idea of "Internet +"

In the employment class, students should be emphasized on the importance of strengthening the Internet. Some students may have heard about some meanings of "Internet +" early, but their understanding is not profound. It is not only necessary to do some classroom demonstrations to attract students' interest in the Internet, but also to enable them to understand the profound connotation of "Internet +", eliminate some students' misunderstanding, and enable them to better and more actively use the tool of the Internet in their future work, and improve their personal skills. Reform the teaching and training mode to make it more suitable for Internet teaching. The traditional teaching method of employment course is to cultivate students' innovation ability. Teachers cannot explain it in depth, but only stay in the shallow and theoretical aspects. Change this teaching method to make the course more in-depth, more targeted, and achieve its due effect. When preparing lessons, we should not only pay attention to students' ability to use the Internet, but also pay attention to students' innovation and thinking consciousness (Cui Huitong, 2018).

(2) Cultivate a professional team of employment guidance talents

The teaching team made up of professional course teachers, administrative teachers and vocational counselors cannot undertake the task of cultivating students. The progress of forming a professional teaching team for career guidance courses needs to be accelerated. At the same time, there is also a lack of guidance from people with relevant experience. Most of the vocational teachers only work in schools, lacking the actual experience of working in enterprises. It is conceivable that they can achieve the effect of employment guidance for students by using the "duck on the shelf" method. Recruiting full-time or part-time teachers with practical experience in employment guidance to supplement the deficiencies of the teaching team has become an important way for the school to make up for this shortcoming. At the same time, we also need to constantly reflect on the evaluation in the continuous use, increase the accumulation of teaching experience, improve teachers' professional quality, understand the development trend in combination with the economic

situation and current affairs and politics, and better provide employment guidance for students.

(3) Create a more practical teaching mode

To strengthen teachers' ability to control the classroom, on the one hand, teachers are not only required to have rich knowledge and the ability to prepare lessons, on the other hand, teachers need to be able to guide students to think while teaching knowledge, awaken students' sense of ownership in class, not just to be a spectator. Before class, the lecturers should make plans for emergencies in advance, and anticipate possible situations and corresponding solutions (Zhan Qiaomin, 2017).

Create some scenes for students to experience, and let students experience in the way of practice and observation when conditions permit, so as to deepen their understanding. It enables students to feel the most real work life scene and realize that the skills required for future work include the key element of the Internet. Encourage students to actively learn technical knowledge about the Internet, so as to achieve the purpose and vision of promoting employment.

5. Concluding remarks

The purpose of adding "Internet +" to the career guidance course in higher vocational colleges is to promote better employment of students, but the preset effect has not been achieved in actual operation. The reason is that various kinds of resistance have been encountered in the course of promoting curriculum development, which is closely related to the short duration of relevant teaching, imperfect system, and insufficient human, material and financial resources. Higher vocational education should increase the investment of relevant parties, better complete the original purpose of curriculum design, and promote students to better achieve the goal of employment.

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