

# Exploration of innovative paths for ideological and political teaching reform in employment guidance courses in colleges and universities

Ren Heng

School of Safety Science and Engineering, Anhui University of Science and Technology,  
Anhui Huainan 232001

**Abstract :** Ideological and political education in colleges and universities is an important part of promoting the high-quality development of ideological and political education in colleges and universities, and it is also an important tool to implement the goal of "three-dimensional education" and the fundamental task of "cultivating morality and educating people". Ideological and political education in curriculum can bring out the educational value of classroom teaching and subtly influence the thoughts and behaviors of college students. Based on the importance of the reform of ideological and political teaching in college employment guidance courses, the article proposes an innovative path for the reform of ideological and political teaching in employment guidance courses, in order to improve the quality of ideological and political teaching in college employment guidance courses and the effectiveness of education.

**Keywords:** Colleges and universities; Career guidance; Ideological and political education in courses; Teaching reform; Innovative path

DOI: 10.63887/jse.2025.1.2.3

The construction of ideological and political education in courses is an important channel for deepening the reform of higher education teaching and promoting the fundamental task of "cultivating people through morality." It is also a crucial way for universities to strengthen the educational role of classroom teaching as the main channel and improve the quality of talent cultivation. Ideological and political education in courses takes courses as the carrier, implicitly integrates ideological and political education concepts with subject knowledge, and transforms them into rich resources for ideological and political education, achieving an organic unity of knowledge

transmission, ability cultivation, and value shaping. The university career guidance course is a core compulsory course for college students in the new era. Its ideological and political education content involves organically integrating ideological and political elements with subject knowledge, so that while enhancing and cultivating students' employability, it can "silently influence" students' behavior and ideological understanding, fully enhance the effectiveness of ideological and political education, promote students' comprehensive improvement, and reflect the value of collaborative education across courses.

## 1. The importance of ideological and political teaching reform in career guidance courses in colleges and universities

### 1.1 Promote and implement the fundamental task of "enhancing morality and fostering talent".

Colleges and universities, based on their own realities, are advancing the fundamental task of "cultivating people with virtue," promoting the reform of ideological and political education in employment guidance courses, and setting the goal of cultivating high-quality talents who are virtuous, talented, and comprehensively developed as an important objective of their development. Employment guidance courses in colleges and universities serve as crucial carriers for the construction of ideological and political education. By exploring the ideological and political elements within these courses, teachers subtly help college students establish correct values, enabling them to accurately identify their career orientations. This process cultivates students' good moral character and professional qualities, thereby enhancing the overall quality of talent cultivation in colleges and universities. The reform of ideological and political education in employment guidance courses can promote the reform of the employment and education system, strengthen the effectiveness of employment and ideological and political education, and advance the fundamental task of "cultivating people with virtue."

### 1.2 Cultivate high-quality talents that meet the development requirements of the industry.

With the development of the times and changes in society, the demand and requirements for talents vary across different industries. The ideological and political teaching reform of career guidance courses aligns closely with industry development trends, focuses on existing problems in reality, deeply understands the talent needs of different industries, and comprehensively considers factors such as new industry development trends, enterprise recruitment requirements, and career advancement channels. It provides targeted training and education based on the characteristics of different industries, fully ensures that teaching content remains up-to-date, and teaching methods are accurate and effective, thereby enhancing students' enthusiasm for learning and subjective initiative [1]. Firstly, industry development requires talents with innovative thinking, so teachers need to educate and guide students to enhance their awareness of innovative thinking and innovation ability in the curriculum. Secondly, industry development demands high-quality talents with high professional quality and strong adaptability. Teachers should integrate industry requirements into the curriculum, cultivate college students' good professional quality and environmental adaptability, and assist them in the transition from students to employees.

### 1.3 The need to continuously improve the overall quality of college students

Ideological and political education, as an important part of social ideology, helps college students develop good moral qualities, professional ethics, and career concepts, and improves their overall qualities [2]. Firstly, the ideological and political education reform in

career guidance courses can enable students to deeply understand professional ethics, cultivate their social morality, professional ethics, and personal morality, and clarify their responsibilities and obligations in the workplace. Secondly, this reform focuses on fostering college students' innovative thinking and practical abilities, enabling them to acquire necessary employment skills, analyze the current employment situation rationally and objectively, help them establish correct values and career choices, and emphasize the improvement of personal professional qualities in their career development. Finally, the ideological and political education reform in career guidance courses can also guide college students to establish correct career concepts, enhancing their employability and adaptability, especially in the face of a fiercely competitive job market and career competition.

## 2. Innovative Paths for the Ideological and Political Reform of College Employment Guidance Courses

### 2.1 Innovate classroom teaching modes to enhance the effectiveness of employment and education.

In the context of ideological and political education integrated into courses, the teaching mode of career guidance courses must also keep pace with the times by incorporating new teaching methods, stimulating college students' interest and enthusiasm for active learning, and effectively achieving the goal of educating people. Firstly, emphasis should be placed on the combination of theoretical instruction and practical teaching. By utilizing various teaching methods such as classroom group discussions, role-playing, classroom interactions, flipped

classrooms, experiential and inquiry-based teaching, in which students widely participate, and comprehensively applying multimedia and internet platforms, the affinity, attractiveness, and appeal of students' classroom experience can be enhanced. Secondly, emphasize the integration of classroom teaching with enterprise practice. Universities can incorporate content related to enterprise practice into ideological and political courses, through various forms such as field visits, school-enterprise cooperation projects, and lectures by enterprise managers, to provide students with opportunities to gain insights into the actual operations of enterprises, accumulate practical experience, cultivate practical skills and professional qualities, and achieve a high degree of integration between classroom teaching and practical experience, making ideological and political courses closer to actual employment needs. Lastly, focus on the combination of offline and online education. For example, offline courses can utilize online platforms to publish course materials and handouts, helping college students access and learn anytime and anywhere; teachers can conduct live teaching videos, online Q&A sessions, and interactive discussions through online platforms, expanding the reach of teaching and benefiting more students with high-quality educational resources.

### 2.2 Expand classroom teaching content and deeply integrate ideological and political elements.

In the context of ideological and political education integrated into courses, and in line with the requirements of the Party and the state for cultivating high-quality talents in the new era, it is necessary to expand the teaching content of

employment guidance courses, deeply explore ideological and political elements, and subtly integrate these elements into the subject knowledge content, so as to achieve the goal of ideological and political education integrated into courses and exert the educational function of ideological and political elements [3]. Firstly, deepen the exploration of ideological and political elements in career guidance courses. Universities should, where conditions permit, organize a teaching research team comprising career guidance teachers, counselors, career planners, ideological and political education teachers, mental health education teachers, and experts in the field of philosophy and social sciences. This team should regularly participate in chapter discussions, collective lesson planning, specialized training, expert guidance, and other avenues to identify points of convergence for ideological and political elements and compile them into a systematic teaching plan. At the same time, it is necessary to conduct comprehensive and multi-angle repeated verification to ensure the scientificity, rationality, effectiveness, and feasibility of the integration of ideological and political elements. Secondly, expand the content of classroom teaching and incorporate and elaborate ideological and political elements in a targeted manner. In the process of designing course lesson plans, teachers should integrate ideological and political elements such as ideals and beliefs, patriotism, professional ethics, legal concepts, and hard work into innovative teaching methods. Based on college students' interests, characteristics, and overall qualities, this approach stimulates their potential consciousness in planning future careers and

helps them establish correct views on employment and career choice.

### 2.3 Strengthen the construction of the teaching staff and leverage the function of education in promoting employment.

Teachers play a pivotal role in the ideological and political education of career guidance courses, serving as the key to fulfilling the fundamental task of "enhancing morality and fostering talent" and achieving the teaching goals of ideological and political education in career guidance courses. Universities need to educate and guide teachers to transition from the role of "teachers" to "educators," strengthen the professionalization and specialization reform of the teaching staff, continuously enhance teachers' awareness of ideological and political education, and promote the integration of ideological and political education into career guidance courses [4]. Firstly, it is necessary to expand the teaching staff, break down disciplinary barriers, and achieve collaborative education. We should form a high-quality team of full-time and part-time teachers consisting of counselors, ideological and political education teachers, mental health teachers, experts in humanities, and other disciplines. We should establish a platform for the exchange and sharing of ideological and political resources, hire experienced teachers as team consultants, explore the establishment of an employment guidance teaching and research team, and create a "golden course" for ideological and political education in employment guidance. This will provide targeted and personalized guidance to college students, utilize multidisciplinary thinking to design diverse solutions, and address the challenges they face in their growth,

development, employment, and career selection processes. The second is to continuously improve teachers' ability to integrate ideological and political education into courses and their professional competence, which is crucial for the ultimate implementation of integrating ideological and political elements into career guidance education [5]. Universities should take measures to strengthen teachers' awareness of ideological and political education and integration, assisting them in enhancing their theoretical knowledge and professional competence through regular teaching seminars, expert lectures, specialized training, experience exchanges, collective lesson planning, and other means. At the same time, it is also important to focus on the integration of theory and practice, expand disciplinary knowledge areas, strengthen the effectiveness of integrating career guidance courses with ideological and political education, and continuously improve teachers' ability to integrate ideological and political education into courses.

#### 2.4 Improve the quality evaluation mechanism and strengthen after-class feedback support.

Improving the evaluation mechanism for the ideological and political education quality of college employment guidance courses aims to comprehensively, scientifically, and systematically assess the quality of such courses, obtain feedback and suggestions from students on the ideological and political education, and enable teachers to promptly identify and address gaps, discover issues, and improve teaching objectives, models, methods, and content. Firstly, the evaluation mechanism needs to include multi-dimensional indicators, such as faculty

strength, course design, teaching methods, teaching content, student satisfaction, and course assessment formats. Teachers need to draw on the mature experiences of ideological and political education in relevant courses both at home and abroad, and further clarify the evaluation indicators of teaching quality on the basis of ensuring scientific rationality and practical feasibility, in combination with the requirements for high-quality talent cultivation in China, the characteristics of school development, and the individualized needs of students. Secondly, the quality evaluation mechanism should include a combination of qualitative and quantitative evaluations, process and outcome evaluations, self-evaluations by teachers and experts, and self-evaluations by students and evaluations by teachers. Evaluation data should be obtained through various means such as questionnaires and field visits to ensure that the evaluation results are objective, fair, scientific, and credible. In addition, teachers' evaluations of students can be conducted by establishing personal growth records for students, assessing their learning effects from multiple perspectives and in stages, including career planning and classroom interaction. Using methods such as classroom questioning, random testing, and questionnaires, the focus is on assessing the content of students' ideological and political education; combining this with students' actual performance to provide positive, objective, and affirmative evaluations. At the same time, social practice, volunteer service, and enterprise internships are incorporated as components of course assessment and evaluation, constructing a multidimensional comprehensive evaluation system that integrates multiple subjects such as

teachers, students, and enterprises [6]. Lastly, improving the evaluation mechanism requires keeping pace with the times, and with the continuous updating of educational teaching philosophies and changes in societal demands, it is necessary to promptly adjust evaluation indicators, evaluation subjects, and evaluation methods to ensure the effectiveness and adaptability of the quality evaluation mechanism.

### 3. Conclusion

The ideological and political teaching reform of college employment guidance courses

plays a crucial role in enhancing the ideological and political education of college students. By integrating ideological and political elements into employment guidance education and emphasizing the dominant position of value guidance, we can educate and guide college students to establish lofty career aspirations and correct employment, career choice, and values, cultivate good moral character and professional qualities, and inspire them to closely link their personal future and destiny with the needs of the country and social progress, making positive contributions to the development and progress of society.

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About the author: Ren Heng (1993-), male, assistant professor of the School of Safety Science and Engineering, Anhui University of Science and Technology, master's degree, research direction: ideological and political education