

# *The construction of the teaching team and improvement of teaching ability for career development and employment guidance courses in universities*

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**Abstract:** Although universities have achieved significant results in career development and employment guidance courses, as well as in the construction of teaching staff, they still face many challenges. There is a shortage of full-time teachers, and some teachers lack practical experience in employment, resulting in a disconnect between the curriculum and market demand. Large class teaching, insufficient class hours, increased difficulty in organizing classroom teaching, difficulty in carrying out teaching activities, and poor teaching effectiveness. The professionalization level of the teaching staff also needs to be improved to adapt to the complex job market. To address these challenges, universities need to increase investment, increase the number of full-time teachers, and enhance their professional competence and practical abilities. Additionally, universities should increase teaching staff and adopt small-class teaching, adjust the curriculum, and focus on enhancing education on employment and career choices. Simultaneously, they should strengthen cooperation with enterprises and industries, introduce off-campus mentors, and align employment guidance more closely with market demand. Looking ahead to the future, there is a broad prospect for career development and employment guidance courses, as well as the construction of teaching staff. With the increasing demand of society for the quality of talent cultivation, universities will pay more attention to employment guidance, increase investment, continuously innovate and improve teaching content and forms to meet the needs of students and society. Universities need to continue to pay attention and make efforts, strengthen the construction of their teaching staff, optimize curriculum design, innovate teaching methods, improve the quality and effectiveness of employment guidance work, and contribute to the cultivation of more outstanding employment talents.

## **1. Introduction**

With the vigorous development of higher education in China, the annual enrollment scale of major universities in the country continues to expand, cultivating a large number of outstanding talents for society[1]. However, the employment problem of college students has gradually surfaced and become increasingly severe. In recent years, the number of college graduates in China has

continued to grow, from 8.74 million in 2020 to 11.58 million in 2023. The latest statistics from the Ministry of Education show that the number of college graduates in 2024 is expected to reach 11.79 million. The 2024 government work report proposes to implement the policy of prioritizing employment, strengthen policies and measures to promote youth employment, and effectively ensure basic livelihood. Since April 2023, two consecutive executive meetings of the State Council have focused on deploying stable employment work, with particular attention paid to the employment work of key groups mainly composed of college graduates. If the youth are strong, then the country is strong. College graduates are a precious talent resource for the country and a key group for ensuring employment and stability. Therefore, high-quality career planning and employment guidance courses in universities play an important role in promoting full employment and high-quality employment for college graduates. At the same time, the quality requirements of talents recruited by enterprises are also increasing year by year, which undoubtedly brings greater employment pressure to college students who are about to leave campus[2]. Currently, China's employment market presents a special phenomenon: on the one hand, college students generally feel "difficult to find employment", and on the other hand, enterprises often complain about "labor shortages". This seemingly contradictory phenomenon actually reflects the complexity and diversity of the current job market. In order to solve this problem, increase the employment rate of college students, and ensure the quality of their employment, most universities have opened courses on career development and employment guidance[3].

These courses are of great significance for cultivating college students' employment concepts, career choices, and improving their career management abilities[4]. Through the study of the course, students can have a clearer understanding of their career interests and strengths, and develop career plans that are more in line with their own characteristics. At the same time, these courses also provide students with more opportunities to interact with enterprises, enhancing their practical abilities and employment competitiveness.

The mechanism for constructing courses on career development and employment guidance in universities has been relatively improved, with a high quality of teaching staff and a rich range of teaching activities[5]. The course content is flexible and diverse, emphasizing both the imparting of theoretical knowledge and the cultivation of practical abilities, resulting in high student satisfaction [6].

We must also recognize that there are still some problems in the construction of career development and employment guidance courses. For example, the professionalization level of the teaching staff still needs to be improved, and the quality of course offerings also needs further improvement. To solve these problems, we need to start from multiple aspects. We need to strengthen top-level design, improve policy guarantees, and provide strong institutional support for curriculum construction. To optimize course construction, universities should enrich teaching methods, and align course content more closely with the actual needs of students. They should concentrate advantageous resources, build a professional team, and enhance the overall quality and teaching level of the teaching staff. [7].

The course of career development and employment guidance is of great significance in solving the employment problem of college students. We should continuously improve the mechanism of curriculum construction, improve the quality of courses, and contribute to the cultivation of more outstanding employment talents.

## **2. The Importance of Curriculum Construction for Career Development and Employment Guidance**

The course of career development and employment guidance is an important part of higher

education institutions providing employment guidance to college students, and its importance is self-evident[8]. This course is not only related to the future career development of students, but also the key to cultivating their professional qualities and career planning awareness. Through systematic learning, students can fully prepare for their upcoming career and lay a solid foundation for entering society. Employment guidance courses can help students have a clear understanding of their own goals and establish correct life ideals. During this process, students will delve into their interests, strengths, and future career directions, in order to set clear and feasible goals for themselves. At the same time, the course will guide students to develop action plans to achieve their goals and encourage them to put them into practice, constantly pursuing progress.

Career guidance courses can help students discover their potential and gain a more comprehensive understanding of themselves. Through a series of assessments, analysis, and discussions, students can understand their personality, abilities, and strengths, and then leverage their strengths while making improvements to address their shortcomings. This process of self-awareness is crucial for students' future career development and personal growth[9].

Employment guidance courses can also help students understand the development of today's society and the requirements for talent's abilities. With the development and progress of society, the demand for talents in various industries is also constantly changing. Through the study of the course, students can timely understand this information and adjust their learning goals and methods to meet the needs of society. This forward-looking thinking helps students seize opportunities in their future careers and achieve their career aspirations.

The course of career development and employment guidance is of great significance for the growth and development of college students. It can not only help students clarify their career goals and development direction, but also enhance their professional literacy and comprehensive abilities, laying a solid foundation for their future career[10]

### **3. Analysis of Career Development and Employment Guidance Courses and Teaching Staff**

#### **3.1. Current situation of career development and employment guidance courses and teaching staff**

In China's higher education system, the construction and development of teaching staff has always been an important factor in improving teaching quality and ensuring the comprehensive development of students. Currently, the overall number of teachers in career development and employment guidance courses in various universities basically meets the teaching needs, providing stable and continuous teaching support for students.

The composition of teaching staff is extensive, including not only on campus counselors and professional teachers, who possess profound theoretical knowledge and rich educational experience, and can provide professional guidance for students. At the same time, a few universities have also hired well-known entrepreneurs, general managers, and HR personnel from outside the campus to form a team of employment and entrepreneurship mentors. They have rich practical experience and sharp market insights, which can provide students with more practical employment guidance.

In terms of teaching resources, most universities are able to provide sufficient funding and venue guarantees for career development and employment guidance courses, ensuring the smooth implementation of teaching activities. Some universities have further innovated by creating practical platforms such as vocational literacy training bases and career experience centers for students, enabling them to deepen their understanding of career development through practice. In addition, universities also support and encourage secondary colleges to establish multiple career studios, which not only enrich teaching forms but also effectively realize the functions of career experience, career discussion, and career teaching in employment guidance courses.

In terms of education and professional titles of the teaching staff, the career development and employment guidance teaching staff in universities generally have higher education and professional titles, which provides strong talent guarantee for improving teaching quality and deepening teaching reform.

The construction of teaching staff in vocational development and employment guidance courses in universities has achieved significant results, which not only helps to improve the employment competitiveness of students, but also lays a solid foundation for their future career development.

### **3.2. Shortcomings in career development and employment guidance courses and teaching staff**

There are fewer full-time teachers in the curriculum, which is particularly prominent in the current construction of career development and employment guidance courses in universities. The course of career development and employment guidance is a highly applied discipline that integrates knowledge from multiple disciplines such as ideological and political education, psychology, and management. Its aim is to help students better plan their career and enhance their competitiveness in employment.

Due to the insufficient number of full-time teachers, this course often finds it difficult to receive sufficient attention and investment. In the existing teaching staff, counselors, school employment staff, and leaders in charge of student work in departments and colleges account for a large proportion. Although they have certain student work experience and employment guidance abilities, they may lack theoretical depth and professionalism. At the same time, the number of full-time teachers with theoretical foundations and practical experience in employment and entrepreneurship is limited, which limits the depth and breadth of course content and makes it difficult to meet the growing employment needs of students.

The lack of practicality in course content setting is also a problem faced by current career development and employment guidance courses. The transmission of theoretical knowledge is important, but the accumulation of practical experience is equally indispensable. Due to the lack of sufficient practical experience, students often find it difficult to combine their knowledge with practical employment scenarios, resulting in unsatisfactory course outcomes.

Due to a shortage of teaching staff, most universities adopt large class teaching, with a large number of students in the classroom, and even classrooms with nearly 200 students exist. This leads to difficulties in classroom interaction, group discussions, and practical operations. Various good teaching activities cannot be effectively carried out, and the classroom can only focus on lectures, greatly weakening students' interest in course learning, resulting in unsatisfactory classroom teaching results.

At the same time, some teachers overly value the teaching of skills and the analysis of human characteristics, leading to a neglect of the guidance of values, especially the value guidance of "family, country, and the world". They lack education to "embrace the country", and insufficient education to guide students towards grassroots and the fields needed by the country.

Furthermore, the educational qualifications and professional titles of career development and employment guidance course teachers in some universities need to be improved. According to incomplete statistics, career development and employment guidance course teachers in non double first-class universities in Nanjing are mainly held by counselors, with 98.75% of counselors having a master's degree and some having a doctoral degree. 90.87% of counselors are lecturers, 3.12% of counselors are associate professors or research fellows, and other counselors are teaching assistants. The support of universities for counselors to pursue doctoral degrees needs to be improved, and the requirements for counselor titles need to be strengthened. Therefore, the teaching staff of career

development and employment guidance courses in universities urgently need to be improved. Only by further enhancing can we better carry out ideological and political education and professional education, better integrate ideological and political courses, promote students to develop more comprehensively, and grow into talents needed by the country and society.

In response to these issues, universities should strengthen the construction of the teaching staff for career development and employment guidance courses, increase the number of full-time teachers, and improve their professional and practical abilities. At the same time, universities should optimize course content, increase practical activities, and enable students to learn and grow through practice. They should strengthen value guidance, encourage grassroots employment, conduct employment education focusing on "talent, career, and employment", guide college graduates to establish correct employment values, and encourage them to root themselves in the grassroots and contribute to grassroots development. Only in this way can the role of career development and employment guidance courses be truly realized, helping students better plan their career and achieve smooth employment. Table 1 clearly shows the construction of the teaching staff for career development and employment guidance courses, as well as the issues and countermeasures related to the course content.

Table 1: Construction of Teacher Team and Course Content Issues and Countermeasures for Career Development and Employment Guidance Courses

Problem points	Describe	Solution
Number of full-time teachers	There are few full-time teachers in the curriculum, which makes it difficult to meet the needs of students	Strengthen the construction of teaching staff and increase the number of full-time teachers
Composition of the teaching staff	Counselors and other personnel account for a large proportion, with insufficient theoretical depth and professionalism	Improve the theoretical depth and professionalism of the existing teaching staff
Professional teacher skills	Lack of full-time teachers with theoretical foundation and practical experience in employment and entrepreneurship	Recruiting and cultivating full-time teachers with relevant experience and theory
Course Content Setting	Lack of practicality, difficult to combine with actual employment scenarios	Optimize course content setting, increase practical activities and case teaching
large class teaching	difficulties in classroom interaction, group discussions, and practical operations. Various good teaching activities cannot be effectively carried out	Small class teaching
neglect of the guidance of values	lack education to "embrace the country", and insufficient education to guide students towards grassroots and the fields needed by the country.	Strengthen value guidance, encourage grassroots employment
Insufficient education and professional titles	teachers in non double first-class universities in Nanjing are mainly held by counselors,	Enhance the education and professional title of counselors

#### 4. Suggestions for strengthening the construction of teaching staff and enhancing teaching abilities in career development and employment guidance courses

As an important component of talent cultivation in universities, the construction of career development and employment guidance courses and teaching staff must closely revolve around the actual needs of students. As the main body of education, students' growth and development are the starting point and foothold of educational work. Therefore, when formulating relevant supporting

documents and methods, we must have a deep understanding of students' career development plans, employment expectations, and personal growth needs, to ensure that the construction of courses and teaching staff can truly meet the actual needs of students.

In order to effectively ensure the quality of career development and employment guidance courses and faculty construction in policies, universities need to introduce a series of relevant documents or regulations to provide clear policy guidance and support for the construction of courses and faculty. These documents or regulations can include curriculum standards, teacher selection conditions, training mechanisms, incentive mechanisms, etc., to ensure the standardization, scientificity and efficiency of curriculum and teacher team construction.

Building a professional teaching team is the key to improving the level of employment guidance work. By establishing a shared "Famous Teacher Studio", we can gather excellent teaching resources from both inside and outside the school, form a joint force, and jointly promote the in-depth development of career development and employment guidance work. In addition, it is also very important to encourage professional teachers to join the career development and employment guidance team. Professional teachers not only possess rich professional knowledge and industry experience, but also have a natural sense of closeness with students, and can provide personalized career development and employment guidance services for students.

Table 2: Strategies and Measures for Career Development and Employment Guidance Courses and Teacher Team Construction

Category	Content	Concrete measure	Target
Requirement analysis	Gain a deeper understanding of student needs	Survey career development plans, employment expectations, and personal growth needs	Ensure meeting the actual needs of students
Policy guarantee	Issue relevant documents or regulations	Develop curriculum standards, teacher selection conditions, training mechanisms, incentive mechanisms, etc	Ensure standardization, scientificity, and efficiency
Teaching staff team	Building a professional teaching staff team	Establish a "Famous Teacher Studio" to gather excellent teachers and encourage professional teachers to participate	Improve the level of employment guidance work
Access and Management	Promote the system of admission and professional qualification certificates	Improve training and management mechanisms	Enhance professional competence and ensure standardized performance of duties
Scientific research improvement	Improve the research level of teachers	Conduct scientific research activities to understand industry trends and technologies	Improve teaching quality and effectiveness, stimulate teacher enthusiasm

In order to accelerate the construction of career development and employment guidance teachers, universities also need to promote the access and qualification certificate system for career development and employment guidance, and improve the training and management mechanism for career development and employment guidance personnel. This not only improves the professional ability and service level of career development and employment guidance personnel, but also ensures that they comply with regulations and fulfill their responsibilities in their work, providing students with higher quality career development and employment guidance services.

Improving the research level of teachers in career development and employment guidance courses is also very important. Through scientific research activities, teachers can gain a deeper

understanding of industry development trends and cutting-edge technologies, continuously update their knowledge system and teaching methods, thereby improving teaching quality and effectiveness. At the same time, scientific research activities can also stimulate teachers' work enthusiasm and endogenous motivation, promoting them to be more actively involved in career development and employment guidance work. Table 2 clearly shows the strategies and measures of universities in the construction of career development and employment guidance courses and teaching staff, in order to better meet the actual needs of students and improve the quality and effectiveness of higher educational work.

## 5. Conclusions

The courses of career development and employment guidance, as well as the construction of teaching staff, play a crucial role in talent cultivation in universities. This course is not only related to the future career path of students, but also a key link in shaping their professional qualities and planning awareness, and also affects the formation of their ideological literacy and values. Through systematic learning, students can have a clear understanding of their interests, personalities, abilities, and values, learn ways to understand the professional world, clarify career goals, establish correct employment views, and lay a solid foundation for entering society.

Universities have made significant progress in the construction of teaching staff for career development and employment guidance courses. The overall number of teaching staff basically meets the teaching needs, with a wide composition, including experienced counselors and professional teachers on campus, as well as entrepreneurs and experts with practical experience outside of school. However, the relatively small number of full-time teachers in the curriculum remains an unresolved issue. Moreover, most teachers are counselors, and their academic qualifications and professional titles need to be improved. The research level of most counselors also needs to be strengthened. In addition, some teachers may lack practical experience closely related to market demand, leading to a certain disconnect between the course content and the real society.

To strengthen the construction of teaching staff and improve teaching abilities, universities should increase investment, increase the number of full-time teachers, and focus on improving their professional competence and practical abilities. At the same time, we will strengthen cooperation with enterprises and industries, introduce more experienced off campus mentors, and provide students with more market-oriented employment guidance. In terms of teaching content, emphasis should be placed on the combination of theory and practice. While imparting theoretical knowledge, practical activities should be increased to deepen students' understanding and comprehension of career development through practice. In addition, universities should also pay attention to updating and adjusting the content of career development and employment guidance courses, ensuring that it keeps synchronization with social development, industry needs, and national strategies.

Looking ahead to the future, there is a broad prospect for career development and employment guidance courses, as well as the construction of teaching staff. With the continuous improvement of the quality requirements for talent cultivation in society, universities will pay more attention to the development of career development and employment guidance work and increase investment in curriculum and faculty construction. At the same time, with the advancement of technology and the updating of educational concepts, the teaching content and form of the curriculum will continue to innovate and improve, in order to better meet the needs of students and the expectations of society. Career development and employment guidance courses, as well as the construction of teaching staff, are important components of talent cultivation in universities. By strengthening the construction of the teaching staff, optimizing the curriculum, and innovating teaching methods, we can

continuously improve the quality and effectiveness of career development and employment guidance work, and contribute to the cultivation of more outstanding employment talents.

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