The Thinking of College Campus Culture Construction in the College Students' Career Development Perspective

JUNYUN MA and WEITING ZHOU

ABSTRACT

The construction of campus culture to promote the college students' career development, has important significance to help college students’ healthy growth. Based on the career development perspective, the construction of campus culture should focus on the campus innovation culture, vocational culture and learning culture. To construction of campus culture, should to cultivate the practice of socialist core values, stress the career development education thought foundation; Comprehensive build campus culture atmosphere and shape career development education good environment; enhance the top-level design of campus culture and formation career development education resultant force.

KEYWORDS
College students, campus culture, career development.

INTRODUCTION

To improve the quality of higher education in all aspects, we must vigorously promote cultural heritage and innovation. Nowadays, college students' vocational development education has been paid more and more attention. Universities should regard the construction of cultural heritance and innovation as an opportunity to cultivate fine campus culture, promote the college students' vocational development education and help them grow up healthily.

THE REQUIREMENT OF COLLEGE STUDENTS' CAREER DEVELOPMENT TO COLLEGE CAMPUS CULTURE CONSTRUCTION

Enhance the Educational Effect of Campus Culture

Individual cultural character and spiritual realm are the best places to embody their comprehensive qualities. In the modern professional world, if having higher cultural literacy, it often determines a person's potential for development and "staying power." As a gathering place for advanced culture, colleges and universities shoulder the important tasks of spreading advanced culture and cultivating high-quality talents. Only when we overall connect the needs of society and cultivate individuals with good moral qualities, fine cultural literacy and higher personal skills, can we improve the quality of talents training.
Contemporary college students' growth environment is superior, the ability to accept the new thing is stronger, and the sense of independence for individual is good. The vocational education which only focus on instilling make little difference need transformed the requirements of students’ professional quality into the campus culture in practice. Therefore, connecting cultural heritage with vocational education in colleges and universities is not only the realistic demand of cultivating talents, but also the best way to enhance the effectiveness of educating people in campus culture.

Enhance the Level and Status of Campus Culture

Culture always have the most central and profound impact on students. Attribute to that the way of culture finally affects human beings in a subtle way by nurturing, cultivating, or infecting, implicitly affecting people's realm and character which improves their levels and states actively.

In recent years, the negative element of market economy has an increasingly influence on college students. Some culture which is vulgar popularize on campus, whose essence does not have a positive impression on people, but affects their appreciation and the way of thinking.

In the process of college students' career development, we must enhance the taste and style of culture, form the culture of health and progress, cultivate the character of innovation, honesty and dedication for college students to adapt to the quality requirement in the modern society.

Enhance the Influence of Campus Culture

Contemporary college students' growth environment is superior. With the influence of western trends of thoughts, the outstanding feature of students is value diversification and Self-consciousness highlights, higher achievement motive and utilitarian tendency. In terms of the mission for campus culture, if we want to shape this group and cultivate them to be excellent individuals with higher cultural character, we should enhance the influence of campus culture. Specially to create the campus culture brand what they love and are willing to participate in. Guiding students to understand their careers and explore career development independently through campus cultural activities such as hold job fairs, employment practices and interview the famous people to enhance their development Student college students' career development ability.

THE PLACE OF COLLEGE CAMPUS CULTURE BASES ON THE CAREER DEVELOPMENT PERSPECTIVE

Adapt to the Goal of Innovation Talents Development to Construct Campus Innovation culture

Modern careers come up with new requirements for talents training in colleges and universities, which focus on innovative talents. Innovation plays an important role in the construction of campus culture. The innovation of campus culture includes two implications.one is to maintain and develop characters of campus culture, " carry on inheritance and abandonment of tradition constantly, carried out adaptation and transformation of the environment to keep fresh of campus culture in freedom and
innovation. Therefore, the campus culture itself need to be innovative, adapt to the
demand of times and enhance period feel and vitality of campus culture. The other is
to regard cultivating students' innovative spirit in campus culture as an important goal
of university education which is also an important focus in sustainable development of
campus culture. So it is great significance to cultivate a campus culture whose core is
innovation.

To Construct Campus Career Culture Aims at Cultivating Students'
Comprehensive Quality

"Employees developing all-round is a trend and direction of development as well
as a modern enterprise Goals and tasks."[2] The construction of campus culture in
colleges and universities should devote themselves to improve the comprehensive
quality of college student and promote the all-round and sustainable development of
them in order to adapt to the needs of modern enterprises. the location of college
vocational culture should combine theoretical education with practice exercises, focus
on practicality emphasize how to apply theoretical knowledge to practice, pay
attention to cultivate practical innovative ability and innovative consciousness.
Exercising students' thinking, practical and innovative ability in campus culture
practices via academic lectures, seminars, inventions, business plan competitions,
social practice, business negotiations and other activities. Promptly guiding students
to deepen their understanding of professional knowledge, broaden their professional
knowledge, improve students' ability of discovering and solving problems, increase
students work skills in the future, and lay the foundation for students developing in all
fields.

To Construct the Campus Learning Culture Aims at Service Students to
Grow up

The future career demands higher learning ability and attitude for college students.
The university should form a cultural atmosphere where" everyone love to learn and
research, which let scientific research to be an important part of the most noble
occupation and the excellent university teachers' life [3] Due to the large differences
of students' thinking, the lack of teaching methods and content, the negative influence
of market economy, the management system of colleges and universities is imperfect
and so on. In the construction of study style in Colleges and universities, there are
some reasons that the instability of students' professional thinking, the unclear learning
objectives, the lack of learning motivation, and the low effectiveness of learning,
which greatly affects the quality of talent training in Colleges and universities.
Constructing fine style of study is an important goal of the campus culture
construction. By enhance the effectiveness of learning style construction, it will
cultivate students' good quality, improve students' comprehensive quality as well as
lay the foundation for the future development. Learning culture is particularly
significant which have characteristics of spontaneity and self-consciousness. Through
student self-management, self-education, and self-service to promote the common
progress of students, to promote the growth and success of students. Campus culture
cross classes, grades and majors where members not only have the atmosphere of
study and research, but also realize the interaction between peers in various activities.
is helpful for them teach each other and upgrade in all aspects of ideology, psychology and learning of mutual, greatly stimulate the learning motivation.

**BASED ON THE CAREER DEVELOPMENT PERSPECTIVE, THE THOUGHTS OF THE CONSTRUCTION IN CAMPUS CULTURE IN COLLEGES AND UNIVERSITIES.**

**To Cultivate the Practice of Socialist Core Values, Stress the Career Development Education Thought Foundation.**

The core socialist values have clearly answered that in the context of economic globalization, college students are supposed to set up what kind of values and spiritual creed. And condensed the party's basic theory and political beliefs, reflecting the core value orientation of young students in the process of achieving the Two Centenary Goals. Talents cultivation of the socialist universities insist fostering and implementing socialist core values as a matter of course, and create a good cultural atmosphere, helping students to lay a solid ideological foundation of career development. University career development education and campus cultural construction must focus on fostering and practicing core socialist values. First, we should use socialist values as the ideological foundation of student career development. In the construction of campus culture, further assist students to combine the development of country with their own vocational selection by outstanding alumni or typical examples of student demonstrations, excellent employment guidance activities and so on, set up correct view of occupation choice and employment view, then making students play the part of the pillars of the state. Second, we are supposed to make socialist core values as a booster for students' overall development. In the process of promoting campus cultural construction, we can implement excellent traditional cultural education in depth, carry out learning from LeiFeng activities, volunteer activities and so on. And to convey a faith or idea to students what is honesty, what is friendship by education, social practice and culture influence, which make students set up a good vocational value, forming a necessary quality of future career.

**Comprehensive Build Campus Culture Atmosphere and Shape Career Development Education Good Environment**

It's of great significance that campus innovation culture help university students to develop their professional quality. Therefore, the campus innovation culture decides the effectiveness of career education to some extent. So how to serve the students' career development and construction of the campus innovation culture?

Firstly, is to innovate the ideological culture and carry forward the spirit of modern university. In the construction of campus culture, we need to guide teachers and students adhere to the mission, guard the university spirit, consciously resist fickleness, resist the temptation to pursue the truth and innovation through the special report and discussion, theme exhibition and other activities. Only by cultivating the innovative spirit of college students, can we cultivate innovative talents better and serve the needs of modern enterprises.

Secondly, we ought to carry forward the innovation culture and cultivate the spirit of excellence. In the education of the first class and second class, we should always
put the cultivation of students' innovative spirit as an important task of education, teach students in accordance with their aptitudes, respect their personalities, cultivate their strengths, bring up the spirit of innovating, being pioneers and purchasing excellence among students. In order to help students to form a scientific style of defying hardship and danger, a rigorous and realistic discipline of study a consciousness of innovation to explore new or different things and an entrepreneurial character of hard working. We could form an atmosphere to support the innovation of students, build an innovation platform based on innovation bases and scientific entrepreneurship competitions, found interdepartmental and interdisciplinary innovative teams of students, forge a number of students' academic associations of strong academic atmosphere and academic ability, making innovation become an important component of the campus culture ultimately.

Third, inheriting outstanding culture builds campus harmonious atmosphere. Under the background of economic globalization, social informatization, cultural diversity, the universities particularly should pay attention to integration of resources, innovative ways, inheriting the excellent college culture, strengthen the activity evaluation and assessment, enhance the construction of standardized and inheritance, to refine the brand, refinement of campus culture activities. In particular, it will take great effort to pass on the outstanding culture of the Chinese nation. With the support of "high art enter into campus" and other activities, carry forward the patriotic spirit of the Chinese nation and inherit the Chinese national essence. Cultivating students to have a strong national culture literacy, and then to cultivate the comprehensive quality of them.

Fourth, creating the carrier of culture and give full play to educate people. We should take the students' demand as the starting point. Being more positively to research student's demand for campus culture activities and comply with student's anticipation. Carry out campus culture activities that the students really love and really benefit from them. Put on the coverage, participation and attractiveness of students' activities as an important basis for inspecting the effectiveness of activities. To give full play to the initiative and enthusiasm when faculties and students organize and carry out activities. Try best to improve the campus culture's era feeling and appealing.

Enhance the Top-level Design of Campus Culture and Formation Career Development Education Resultant Force

College career education should regard culture as the new basic point, strengthen the leadership of Party committees, through the top-level design, establish and improve the leadership system and working mechanism to form grasps simultaneously big patterns of condominium, and promote the construction of campus culture. There are three important points in the construction of campus culture in Colleges and universities.

First, we should promote the patriotic culture. Put the mode of education culture and the formation of patriotic education. In this process, we should pay attention to the inheritance and innovation, focus on doing the daily political education activities well. In the occupation guidance, to encourage students combined their own development with national needs, to carry forward the patriotic spirit of dedication. Using forms of practice, the red one to one employment makes students understand the grassroots and guides them to make contributions to the area where the country needs most.
Second is to carry forward practical culture. In the process of employment, it is important for employing unit to take account into students’ devotion and quality of goodness. In the process of students choose job independently, it is also a crucial way to obtain true knowledge. Social practice and volunteer service are a significant platform for college students to receive education, increase knowledge and ability, make contribution. It is of great vital to guide students to be the grassroots, serve the grassroots, understand the national and public statements in practice, and to cultivate the sense of responsibility and gratitude. Through the establishment of a volunteer service base which is professional, theoretical encourages college students go to the grassroots production line, to carry forward the spirit of campus culture, will greatly enhance the students' occupation accomplishment as well.

Third, carry forward the quality culture. Professional quality includes: mental body quality, ideological and moral quality, science and cultural quality, aesthetic quality, professional quality, social interaction and adaptation, learning and innovation, etc., the level of professional quality directly decides the university students' employment, has important significance to the development of students. The core of quality culture is to form an excellent campus culture and improve the comprehensive quality which the professional quality is the heart. As Dr In BBS, contest of career planning, career people interview contest, English drama contest, a business plan competition, ERP sand table simulation contest, securities investment trading contest, etc., the students' high participation and enthusiastic responses of characteristic brand activities, is conducive to cultivating students' professional dedication, cooperation ability, cognitive ability, expression ability, survival ability, to cultivate students' good will quality and psychological health, which is the key to students' professional quality education.

SUMMARY

The construction of campus culture is the driving force of vocational education innovation development, which has brought new vitality to education development as well as point out the essence of modern occupation education development; the innovation education development of higher occupation accumulates the energy for the construction of campus culture, which makes the cultural heritage carry specific. Under the new situation, we must adapt to the development of times, scientifically construct our career development education system with Chinese characteristics, and cultivate a large number of excellent talents for the great rejuvenation and modernization of the Chinese nation.

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Author's brief introduction:
Ma JunYun, Female, 1965.04. The director, secretary of part party committee of Beijing University of Agriculture Retired essence. Associate professor.
Research Direction: The ideological and political education.
Contact Number: 13693055578/01080765285
Email Address: ma5057@sohu.com
Contact Address: Beijing University of Agriculture Retired essence, Hui Long Guan Bei Nong Lu 7, Chang Ping district.
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