

Precise Tactics, Inspiring Original Intentions: A Case Study in Guiding Students amid Career Confusion

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Abstract: Amid the advancing landscape of the innovation-driven strategy, mass entrepreneurship and innovation have flourished across various regions in China. As higher education becomes increasingly widespread in our country, students are facing escalating employment pressures. However, by embarking on independent innovative entrepreneurial endeavors, these pressures can effectively be alleviated, simultaneously unleashing the dividends of innovation and realizing students' intrinsic values. Yet, within the current developmental landscape, certain challenges persist within the framework of mass entrepreneurship and innovation. This study will primarily focus on guiding students in innovation and entrepreneurship, providing assistance in addressing the issue of difficult employment for university students through case analyses, and enhancing the vocational core competencies of university students.

Keywords: Employment Psychology; Entrepreneurship; We-Media; University Students

1. Introduction

Many university students find themselves adrift when it comes to navigating the job market—they are unsure of their own abilities, their career paths, and where to even begin the search for employment. Just as one should not wage a battle without adequate preparation, students facing an unknown scenario without a roadmap naturally feel lost, helpless, and anxious. In such moments of uncertainty, it is all too easy to blindly follow trends, make ill-suited choices, and ultimately regret their career decisions. To address this, it is imperative that we provide early career guidance to students, steering them towards a path where they can make informed and

empowered choices.

Xiao Quan (pseudonym) is a third-year undergraduate student majoring in Mobile Internet Technology. Coming from a financially challenged background, he exhibits modest academic performance, yet showcases a vibrant and cheerful personality. In his leisure time, he finds solace in browsing short videos and sharing photos and videos on social networking sites. Embracing his university life, Xiao Quan actively participates in the photography club, often taking on the role of capturing campus events and crafting engaging social media posts. However, his ardor for photography is met with disapproval from his parents, who perceive his camera pursuits as a distraction from more conventional career paths. Given their financial constraints, they are unable to support his deeper dive into photography studies, pressuring him to swiftly secure a stable job. Discussions revolving around employment invariably lead to heated arguments between Xiao Quan and his parents. Recently, Xiao Quan's emotional well-being has taken a hit, as he exhibits signs of lethargy and despondency. He appears disenchanted with his club activities, and feedback from his teachers hints at occasional class absences and napping during lectures. Caught in this conundrum, Xiao Quan finds himself torn between his passion for photography and the need to prove to his parents that his skills can be financially rewarding. Eager to venture into entrepreneurship, he grapples with the absence of a conducive platform to showcase his talents. Seeking guidance, Xiao Quan has approached a counselor in the hopes of receiving some much-needed advice and direction.

Upon initial assessment, Xiao Quan's challenges fall within the realm of conventional career/entrepreneurial planning dilemmas. Through discussions, it has been revealed that Xiao Quan possesses moderate technical proficiency, with obstacles stemming

from his family's influence hindering his ability to pursue a career aligned with his aspirations. Despite this, he harbors unique strengths. Xiao Quan's journey into photography dates back to his high school days, allowing him to cultivate a network and gather resources over time. He exhibits a keen sensitivity to the online realm, where his shared content garners significant engagement in the form of likes and comments. Within this context, several critical issues necessitate resolution: 1. Alleviating Xiao Quan's anxiety, fostering a mindset shift towards employment/entrepreneurship. 2. Identifying avenues to leverage Xiao Quan's strengths and delineate a clear career trajectory. 3. Formulating strategies to assist Xiao Quan in consolidating his existing resources for employment/entrepreneurial pursuits.

In light of Xiao Quan's indecisiveness when confronted with challenging dilemmas, often stemming from a lack of experience and a holistic perspective, as a counselor, the focus is on pinpointing crucial elements and resolving issues based on the student's specific circumstances. Considering Xiao Quan's situation, a comprehensive approach involving collaboration between home and school has been initiated to address his concerns and foster his development. The overarching plan is outlined as follows.

2. In-depth Communication to Harness the Counselor's Guiding Influence

Initiating a profound personal conversation with the student to grasp the perplexities and anxieties he faces is paramount. During this dialogue, offering encouragement and fostering trust from the student towards the teacher [1] are essential for delving deeper into the student's inner world. The pervasive uncertainty regarding future prospects and industry insights among contemporary university students is a shared challenge. Given the lack of comprehensive professional knowledge, industry acumen, and robust career planning among students, guiding them towards these pivotal points becomes imperative. Loss of confidence in future prospects can have prolonged effects, making boosting self-assurance, enhancing pride, and delineating future development paths pivotal aspects of the counselor's task. Therefore, I tasked Xiao Quan with an assignment—

reflecting earnestly on his genuine aspirations and envisioning what his future occupation might entail.

3. Multifaceted Mentoring for Joint Efforts between Home and School

Xiao Quan's subdued state largely stems from familial expectations. Hence, the first step involves fostering collaborative efforts between home and school, aligning teacher-student and parent communication channels to gather comprehensive and accurate insights regarding the student's academic and personal life. By respecting the student's aspirations and aligning both family and student desires towards a shared goal of fostering the student's optimal future development, strengthening home-school cooperation becomes imperative in addressing the student's educational and growth-related quandaries[2-3]. Placing the student's growth at the forefront, the counselor offers objective analyses to both student and parents concerning employment and entrepreneurial pursuits. Additionally, counseling the student to appreciate the parents' well-intentioned concerns gradually diminishes Xiao Quan's resistance towards them, emphasizing effective communication. In a subsequent conversation, Xiao Quan expressed thoughts after substantial contemplation and candid discussions with his parents, realizing that long-term success in his career demands leveraging his strengths. Consultations with friends unveiled a prevalent inclination towards secure employment such as civil service roles; however, Xiao Quan recognized that his nature and professional competencies align more with entrepreneurship than stable professions.

4. Tailored Solutions to Facilitate Xiao Quan's Strategic Resilience

Through multiple dialogues, it became apparent that while Xiao Quan harbors some preliminary plans and ideas, he remains perplexed. On one hand, Xiao Quan aspires to embark on an entrepreneurial journey but lacks a comprehensive understanding of his strengths and specific entrepreneurial strategies. On the other hand, his dearth of societal experience hampers his ability to gather relevant information and comprehend the policies and regulations surrounding employment and entrepreneurship for recent

graduates, resulting in a simplistic desire to “venture into entrepreneurship”. Tailoring interventions to Xiao Quan’s psyche and circumstances, a strategy dubbed the “three-pillar” approach of “on-campus, off-campus, and we-media” was delineated. Firstly, encouraging Xiao Quan’s entrepreneurial dreams and meticulously planning his foray into entrepreneurship. Secondly, advising Xiao Quan on preparation steps such as team formation, pursuing on-campus innovation and entrepreneurship opportunities, and honing in on specific entrepreneurial sectors. Thirdly, aligning with Xiao Quan’s entrepreneurial vision, recommending ventures such as student graduation photography, video production, and event planning to accumulate practical experience. Lastly, maintaining an active presence on self-media accounts to balance online and offline endeavors. Additionally, introducing Xiao Quan to national policies regarding employment and entrepreneurship for recent graduates and guiding him on leveraging his unique strengths are pivotal aspects of the strategy[4-6].

5. Sustained Monitoring to Enhance Decision-making Cognition

Following a comprehensive planning phase, Xiao Quan successfully secured a studio at the school’s innovation and entrepreneurship base, collaborating with peers from the photography club to establish a “cultural media company”. Initial on-campus photographic activities, propelled by social media promotion, garnered widespread recognition and approval from relevant academic department officials. Venturing beyond the campus borders, the team engaged in producing short videos for community street publicity, earning accolades from multiple sub-districts within the region. Currently in discussions for collaborations with various sub-districts, the business scope continues to expand. Notably, the team’s creation of a popular video series titled “Learn to Transform into Emo in a Second” on TikTok garnered immense attention, amassing over 4 million views and 120,000 likes, establishing the team as TikTok “influencers”. Capitalizing on the advantages of social media platforms, the team ventured into TikTok operations, successfully managing an account with over a million followers for a specific enterprise. Over the course of a year, the team

undertook over a hundred video production projects, solidifying their business model and operational methods.

When students face periods of career confusion, it is essential for counselors to actively and effectively engage in career planning guidance, enabling students to gain a deeper understanding of themselves during their university years. This self-awareness helps students understand their inner needs and pave the way towards realizing their self-worth in society. Assisting students in overcoming academic challenges is a crucial aspect of a counselor’s work and a significant component of moral education in higher education institutions. It is instrumental in nurturing talents for modernization efforts and represents the best embodiment of helping students navigate difficulties, accomplish tangible tasks, and carry out benevolent deeds, ultimately embodying the core mission of cultivating ethical individuals[7].

5.1 Embracing the Role of Counselors as Guides on Students’ Development Paths

As Longfellow once professed, “Success or failure is shaped by oneself”. In the modern internet era, the younger generation aspires to pursue interests, engage in work they cherish, and lead a life of autonomy. While following one’s passion and earning a living from it is immensely gratifying, realizing this “dream” is far from simple. Dreams necessitate clear self-awareness; life is a journey of self-discovery, self-acceptance, and self-improvement. Amidst confusion and obstacles, students may lose themselves in this journey. As the “guiding figures”, counselors must lead students along a path of critical thinking and objectivity, balancing idealism with pragmatism. Encouraging students to adhere to their ideals while grounding them in reality is vital for fostering a harmonious relationship between aspirations and practicality.

5.2 Spotlighting Students’ Strengths to Propel Growth on Their Developmental Paths

In the professional realm, it is crucial to tailor career planning and guidance by leveraging students’ unique traits and employing appropriate methods and skills. Career planning and job guidance are integral components of a counselor’s role, spanning a

student's entire university tenure. Emphasizing psychological health and career perspectives is paramount, offering students tailored and substantive guidance. By merging theoretical knowledge with practical strategies, counselors can empower students for swift maturation[8]. Understanding students' distinctive traits and employing suitable methodologies are crucial. Through targeted guidance, students can gain a clear self-understanding, align their interests and abilities, and define suitable goals and pathways.

5.3 Adapting to Societal Trends and Facilitating Transformational Adjustments

Counselors should embrace a paradigm shift, enhance their grasp of policy updates and current affairs, and elevate their awareness to effectively guide students through career planning processes. Career development is a collaborative effort influenced by students, families, teachers, and society. Counselors need to comprehend the developmental trends across various industries and professions, skillfully integrate resources, and tailor career planning to the individual circumstances of students[9-10]. Leaders emphasize the cultivation of a new generation of promising youth who embrace ideals, innovation, and change. They advocate for the nurturing of youth who are equipped to navigate the challenges of entrepreneurship, consider their comprehensive qualities, and are guided to focus on societal transformations, thereby minimizing detours and achieving greater success. This underscores the need for counselors to systematically assess and analyze their guidance to students, taking into account family dynamics, social backgrounds, employment trends, and seizing upon relevant issues. It is through this process that counselors and students mutually evolve and flourish.

6. Conclusions

The trajectory of students' career development can begin with their involvement in student organizations, drawing objective conclusions from practical experiences, conducting in-depth analyses of students' situations by peeling back layers, categorizing and integrating numerous student cases to identify commonalities and individualities, promptly synthesizing valuable insights, and providing

timely guidance on students' employment perspectives and career choices. This process facilitates a significant enhancement in students' overall competence and innovative employability. The entrepreneurial spirit serves as the core driving force supporting our national development and is an essential quality for contemporary university students. From the perspective of educational institutions, the advancement of innovation and entrepreneurship can propel schools to explore teaching methodologies aligned with the demands of the times, offering more modern, diverse, and personalized modes of instruction. On a personal level, innovation and entrepreneurship signify the relentless pursuit of new-era vitality, fostering the cultivation of innovative and entrepreneurial thinking abilities, contributing to the dividends of the internet age and fostering a national atmosphere rich in innovative and entrepreneurial spirit.

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