

PROFESSIONAL AWARENESS EDUCATION FOR UNIVERSITY STUDENTS IN HO CHI MINH CITY TODAY

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ABSTRACT

In the current context of rapid social development and integration, educating professional awareness among university students in Ho Chi Minh City has become a crucial factor. This education not only enhances students' professional skills but also helps them develop essential qualities to adapt to the demands of the modern labor market. As the country's largest economic center, Ho Chi Minh City offers numerous job opportunities but also faces challenges in ensuring a high-quality workforce. Therefore, fostering and developing students' professional awareness not only helps them confidently enter their careers but also contributes to improving labor quality, meeting the stringent requirements of society and the labor market.

Keywords: education, Ho Chi Minh City, professional awareness, students.

1. INTRODUCTION

Currently, educating professional awareness among university students in Ho Chi Minh City is one of the most urgent and important issues in training a high-quality workforce for society. While universities play an increasingly significant role in supplying labor for the job market, some students still lack professional awareness, making them unqualified for employers' requirements. Many students have not fully recognized the importance of developing a professional work ethic, responsibility, and occupational ethics, directly impacting labor quality and the sustainable development of the economy.

Therefore, effective solutions are needed to educate and enhance students' professional awareness, equipping them not only with strong expertise but also with the right attitudes and behaviors in the workplace. This paper focuses on clarifying the role, content, and solutions to improve the effectiveness of professional awareness education for university students in Ho Chi Minh City today.

2. RESEARCH METHODS

The author uses the analysis-synthesis method to collect and analyze theoretical and practical documents on democracy in vocational education for students at universities in Ho Chi Minh City today. The sources of documents include: Academic research by domestic and foreign scientists on vocational education for students; Documents of the Party and State on education and directions for innovation in higher education; Practical reports on vocational education for students at universities in Ho Chi Minh City today. Through this method, the study presents the role, content and solutions to improve vocational education for students at vocational schools in Ho Chi Minh City today.

3. CONTENT

3.1. The Role of Career Awareness Education for University Students in Ho Chi Minh City Today

Career awareness education for university students in Ho Chi Minh City plays a crucial role in improving labor quality, developing human resources, and helping students establish a solid career while meeting the increasing demands of society and the economy. This role is reflected in the following aspects:

First, ensuring labor quality to meet market demands

Career awareness education helps university students develop not only in terms of expertise but also in work attitude and professional conduct. When students have a strong sense of career responsibility, they become responsible, dedicated, and professional workers, thus meeting the increasing recruitment demands of enterprises in Ho Chi Minh City. This not only enhances the quality of human resources but also promotes the city's sustainable economic development.

Second, fostering comprehensive personal development and soft skills

Career awareness education not only improves students' professional knowledge but also helps them develop essential qualities such as teamwork, communication skills, work discipline, and professional ethics. These are critical factors that enable students to succeed in their careers, adapt well to real work environments, and cultivate a proactive, positive, and creative work attitude.

Third, laying a strong foundation for long-term career success

By receiving career awareness education early, students can properly define their career goals and develop a long-term professional trajectory. Understanding the importance of professional ethics and workplace discipline provides a solid foundation for building a sustainable career and achieving long-term success in their chosen fields.

Fourth, promoting self-learning and personal development

With strong career awareness, students recognize the necessity of continuous self-learning and self-improvement throughout their professional lives. This encourages them to go beyond what they learn in university, continuously update their knowledge, enhance professional skills, and improve problem-solving abilities in real work settings. As a result, students can develop long-term careers and adapt to the ever-changing societal landscape.

Fifth, contributing to the professional workforce image of Ho Chi Minh City

As the economic hub of the country, Ho Chi Minh City hosts numerous businesses across various industries. Educating university students on career awareness not only enhances human resource quality but also contributes to positioning the city as a place with a highly skilled, professional, and reliable workforce. This, in turn, attracts further investment and drives the robust development of industries, services, and commerce.

3.2. Career Awareness Education Content for Vocational School Students in Ho Chi Minh City

Legal Awareness Education

Law is closely related to ethical norms and social customs. Progressive ethical ideologies form the foundation of the legal system, and legal awareness education—including personal and social

responsibility awareness—is crucial for sustainable societal development. Legal awareness refers to an individual's understanding and attitude toward laws, demonstrated by their respect for and compliance with legal regulations. As society and culture advance, legal awareness evolves, becoming a prerequisite for social progress. Legal education raises legal literacy, shapes personal character, and promotes a law-abiding lifestyle, thereby reducing legal violations and enhancing state governance effectiveness.

Industrial Work Ethic Education

Industrial work ethic is a crucial factor in the industrial production sector, particularly for vocational students. It involves adherence to workplace regulations and principles, reflected in key aspects such as urgency, responsibility, discipline, logical work planning, collaboration with colleagues, and performance-based evaluations. Given the country's rapid development and global integration, equipping students with an industrial work ethic is essential for meeting labor market demands and contributing to national progress.

Work Discipline Education

Work discipline is vital for maintaining order and ensuring that individual labor contributes effectively to collective outcomes. As production advances and labor organization requirements grow, workplace discipline becomes indispensable in all labor relations. It mandates compliance with work schedules, managerial directives, technological processes, occupational safety regulations, and asset protection. Educating students on work discipline fosters adherence to workplace rules, sustains order in production processes, and ensures job efficiency and organizational growth.

Responsibility and Growth Mindset Education

In today's context of industrialization and modernization, fostering responsibility and a growth mindset is increasingly necessary. This education helps workers adapt to changing work environments while reflecting professionalism. Responsible and growth-oriented individuals actively seek knowledge, refine work methods, proactively plan tasks, and persistently overcome challenges. They cultivate personal and professional growth and take accountability for their actions. Therefore, instilling responsibility and a growth mindset in students should focus on rule adherence, clear role awareness, continuous learning, creativity, and teamwork. Universities should emphasize responsible learning and working attitudes, encouraging students to view collective tasks as their own and strive for optimal outcomes.

3.3. Solutions to Enhance Career Awareness Education Effectiveness for University Students in Ho Chi Minh City

First, strengthening practical training and soft skills development

Vocational schools should prioritize internship programs and on-the-job training opportunities, allowing students to engage directly with real work environments. Additionally, they should equip students with essential soft skills such as communication, teamwork, problem-solving, and leadership, preparing them to meet job requirements effectively. Collaboration with businesses and production facilities should be enhanced to create hands-on internship experiences. The curriculum should integrate both theoretical and practical training, especially in specialized courses. Schools should also organize soft skills courses, including communication, teamwork, time management, problem-solving, leadership, and presentation skills, which are crucial for all careers.

Second, developing curricula aligned with industry needs

The curriculum should be regularly updated to reflect labor market demands. Courses should emphasize specific professional skills while integrating responsibility, work ethics, and a growth mindset. Practical and soft skills should be incorporated into coursework, ensuring students acquire comprehensive expertise and competencies. Programs should also undergo periodic updates through consultation with industry experts, businesses, and vocational organizations to align with evolving industry standards.

Third, providing soft skills training through courses and extracurricular activities

Vocational schools should offer soft skills courses and encourage participation in career clubs, seminars, and skill competitions to enhance students' practical capabilities. Independent research projects or innovation initiatives should also be encouraged to cultivate critical thinking, creativity, and self-learning skills.

Fourth, fostering creativity and innovation through workshops

Workshops on creativity and innovation help students develop strategic thinking, leadership, and teamwork skills while enhancing their ability to manage risks. Creating an open learning environment and encouraging independent thought fosters innovative solutions and process improvements. Business incubators and startup competitions should be promoted to enable students to turn ideas into tangible products or services.

Fifth, promoting industry networking and experience sharing

Industry networking events and expert-led talks provide valuable insights into job expectations and emerging trends, offering students practical knowledge and professional guidance.

Sixth, encouraging teamwork in project-based learning

Team projects not only develop collaboration skills but also enhance students' ability to communicate, coordinate, and solve problems collectively—essential skills in real work environments.

Seventh, fostering self-learning and awareness of career trends

Schools should emphasize self-learning, motivating students to stay updated with new knowledge and industry developments. This proactive approach ensures sustainable career growth. Enhancing practical training and soft skills not only prepares students for employment but also equips them with qualities and competencies essential for success in professional settings.

4. CONCLUSION

In the context of rapid economic growth and increasing global integration, career awareness education for university students in Ho Chi Minh City plays an indispensable role. It not only strengthens professional knowledge but also instills a sense of responsibility, adaptability, and lifelong learning, ensuring that students can thrive in an evolving labor market.

To enhance the effectiveness of professional awareness education, vocational schools need to focus on innovating teaching methods, integrating theory with practice through practical courses, extracurricular activities, and collaborative projects with businesses. At the same time, students should be encouraged to develop soft skills, critical thinking, and creativity to improve their adaptability to changes in the workplace and social environment. Consequently, professional awareness education will not only help students perform well in their jobs but also contribute to the sustainable development of the economy and society. Therefore, the continuous improvement

and refinement of vocational education for students is an urgent requirement to ensure that the younger generation possesses the necessary competencies and qualities to meet the demands of the modern labor market.

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