

Research on the Market-oriented Trend of the Reform of Applied Technical Talent Training Program in Private Colleges and Universities

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Abstract: We should take the development plan of emerging colleges and universities as the goal, reform the teaching system in a timely manner, and seek the direction of the market-oriented, innovative, and scientific training of talents. Take cultivating innovative consciousness as the foundation, encouraging students to start businesses as the breakthrough, occupy the future market and promote employment through entrepreneurship. Form a flexible and dynamic talent training system with the characteristics of private colleges and universities.

1. Introduction

The innovation and development of applied technology universities are inseparable from the establishment of applied technology talent training system. In the process of accumulating experience, all colleges and universities are seeking new breakthroughs, formulating scientific and reasonable talent training objectives, establishing a connecting curriculum system, following the most advanced educational ideas and carrying out novel and diverse teaching methods. From the overall level, the establishment of the system is the result of multiple factors. Based on the current situation of private colleges and universities, compared with the development and construction of public colleges and universities, private colleges and universities must find their own breakthrough.

From the perspective of the trend of world economic development, seeking emerging markets has always been the primary task of economic development. Then from the analysis of the characteristics of domestic economic development, combined with the current employment situation of college students, innovation and entrepreneurship is the mainstream of talent training and employment. The future development of private colleges and universities should be laid out from the perspective of anticipating the future market, and take innovation and entrepreneurship as the main direction of talent training.

2. Market oriented adjustment of talent training objectives

In the era of big data, it is easy for colleges and universities to obtain the basic situation of economic development at home and abroad. At the same time, they also have accurate data analysis on the employment demand and employment trend of the market. However, the development of the expected market in the future needs scientific research and judgment. In particular, the development of emerging markets in the future is a resource that everyone wants to obtain. The cultivation of talents should meet the needs of social and economic development. At present, the talent cultivation process mainly in the form of higher education lags behind to a certain extent. Taking the four-year undergraduate teaching as an example, under the condition of using the traditional professional talent training scheme, due to the influence of multiple factors such as the renewal of the year, the renewal of information and technology, some professional skills learned by students after graduation have lagged behind the standard of enterprise posts. Therefore, most colleges and universities adopt the dynamic talent training program construction mode, adhere to the semester as the unit, readjust the talent training program and determine new talent training objectives according to the characteristics of market development and the needs of talent skills in that year, which reflects the influence of market orientation. The core goal that can truly lead the development of private colleges and universities is to predict the future market development and promote

innovation and entrepreneurship more efficiently. This requires the establishment of colleges and universities' own scientific research team for scientific analysis and the formulation of talent training objectives guided by the expectation of future market development.

3. Market oriented thinking mode of talent training program

At present, the educational concept OBE is more implemented in various colleges and universities. It emphasizes the reverse talent training program oriented by product results. Such a talent training program can clarify the teaching ideas and methods, guide the teaching process with the production process of products, and emphasize the orientation of skill training. From the accumulated experience, OBE education concept has indeed solved the problems in talent training in Colleges and universities. However, from the perspective of the characteristics of future educational development, such an educational model will certainly evolve and adjust with the development of the times and economy. Analyzing the talent training plan of private colleges from another angle, we have been learning from and simulating the school running ideas of other public colleges, which leads to the lack of independent judgment and innovation. If we want to win a place for private colleges and universities in the field of education in the future, we must find another way and create a unique world.

On the basis of learning from OBE teaching concept, the talent training program construction of private colleges and universities should transfer part of their energy to the research and judgment of market development. The upgrading of products is promoted under the environment of market development. Therefore, product orientation in a complete sense appears to be blind. In the process of revising the talent training plan, we should keep a clear mind to study and judge the market. This development model requires private colleges and universities to spend several years and more scientific research funds to achieve certain results. Compared with the more successful experience of other colleges and universities, although it is more cost-effective in economy, this imitation development should not be the future development path of private colleges and universities. In a word, the talent training program of private colleges and universities should adhere to the dynamic form, close to the more cutting-edge professional market from the aspects of curriculum structure, skill training and teaching methods, and actively explore the market in the form of encouraging students to start businesses.

4. Comprehensive factors of talent training system

The establishment of talent training system will be affected by many factors, including social factors, driving factors of market development, student source factors, as well as many factors of private colleges and universities. When many factors cannot be reconciled, the leading factor of choosing the core should be the foundation of the construction of talent training system. Based on the analysis of various factors, the market-oriented factors should be the primary consideration for teaching development and talent training. Under the influence of the global economic development environment, the overall requirements for talent demand in the future should reflect the awareness of innovation and have the courage and ability to start a business. Therefore, the importance of market factors must not be ignored in the construction of talent training system in private colleges and universities, which is the main direction of educational development in the future.

To sum up, the cultivation of applied technical talents in private colleges and universities should adhere to the guidance of the market, timely adjust the talent cultivation scheme with the development of the market in a flexible and changeable form, establish their own scientific research team, and study the development law of expected emerging markets from the strategic perspective of long-term layout, so as to take the first opportunity. Strengthen the cultivation of students' innovative consciousness and encourage students' entrepreneurial behavior. Relying on the market, while studying their majors, students should also take the initiative to study the market and explore emerging markets in the form of independent entrepreneurship, so as to realize entrepreneurship and employment at the same time. In the process of implementing the talent training program of private

colleges and universities, teachers in the front line of education need to step into the society and understand the development trend of the industry, so as to timely integrate the latest ideas and professional skills into teaching, boldly reform and use more diverse and efficient teaching methods, and form a perfect and closed talent incubation system.

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