

Theoretical Exploration and Practical Analysis of Hybrid Engineering-based Talents Training Mode based on Internet Business Major

Gong Xiangwei

Shandong Vocational College of Light Industry, Zibo, Shandong, 255300, China

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Abstract: The cultivation of high-quality skilled personnel is the essential requirement for the development of higher vocational education and the central work of higher vocational colleges. The reform and innovation of the talent training mode of higher vocational education must clearly clarify the orientation of high-level skilled talents, highlighting the purpose of the talent training model, subject diversity, connotation level, practicality and diversity. In the practice of personnel training, higher vocational colleges can establish the concept of compound “professional ability” talent training, construct a curriculum teaching system that highlights the characteristics of regional national culture, and explore the ability-training model of “work-study combination, project-oriented”. The system of “double-skilled” quality teachers and training bases

1. Introduction

In the 21st century, the social economy and market situation are gradually changing. As the foundation of the founding of the country, education should match the development needs of the new era, clarify the significance of the “work-study combination” talent training, and facilitate the development and reform of the talent training model. The combination of engineering and learning talents is an inevitable outcome of the development of the times. With the rapid advancement of social science and technology, the demand for talents of various companies and enterprises is getting higher and higher, which means that vocational colleges must cultivate talents suitable for the needs of enterprises to promote the development of the market. The focus of education reform needs to change from the traditional government-led education model to the perspective of market economic system demand, focusing on the relationship between student employment competitiveness and work-study combination. At present, China is continuously promoting the integration of urban and rural areas. The society is in the stage of economic reform and transformation. In order to meet the needs of development, the “Decision of the State Council on Promoting the Reform and Development of Vocational Education” clearly states that vocational education needs to keep up with the development of technology. And the adjustment of the economic structure to promote employment and re-employment services. The talent training mode combining work and study is an important measure suitable for the needs of the times, and it can provide more high-skilled, high-quality and comprehensive talents for the society. The combination of work and study is very helpful to strengthen students' vocational skills. The combination of work and study helps to further improve students' vocational skills, and is an effective channel to achieve the goal of talent training in the new era. The fundamental goal of vocational education is to cultivate high-skilled and high-quality innovative talents.

2. Current Situation and Problems of Talent Cultivation Mode in Engineering and Learning in the New Period

Under the talent training mode of engineering and learning, vocational education completes the transition from the degree, academic level to the core of competence. This transformation is more conducive to the cultivation of high-quality, high-skilled talents that meet the needs of enterprises and society. However, judging from the current situation of the development of vocational education in the new era in China, there are still many problems to be solved in the current

development of the combination of engineering and learning. The legal system to be improved. At present, relevant departments in China have formulated relevant basic principles and guidelines for the combination of engineering and learning talents. However, the details of the obligations and responsibilities of the various parties and stakeholders are still lacking specific security systems. And legal constraints. The imperfection of the legal system has led to a number of obstacles in the specific implementation of the talent-training model of engineering and learning, which is not conducive to the maximization of the role and value of the combination of engineering and learning. For example, in the absence of the supervision measures and incentive system of the combination of engineering and personnel training, it will directly lead to the damage of the rights and interests of stakeholders, especially in the process of students' internships, which will infringe the students' income. Similar online news reports emerge one after another. In order to obtain cheap labor, some enterprises actively cooperate with some vocational colleges and take the name of the talent training mode of combining engineering and learning, but actually achieve the purpose of cost saving. This is a true portrayal of the imperfect legal system.

3. Constructing the path of combining engineering and learning with talent training mode

In the new era of social development, the combination of engineering and learning talents is undoubtedly an important social system project. The professional education institutions themselves or the enterprises themselves cannot reflect the true role of this talent training model. In the new era, the construction of a combination of engineering and learning talents should be carried out from all angles. Under the leadership of relevant government departments, enterprises and schools should perform their duties to enhance the implementation and effectiveness of the combination of engineering and learning. Based on the government's perspective. First, improve the system and regulations. Drawing on the development experience of developed countries, according to the current "Professional Education Law", the relevant rules and regulations for the combination of engineering and learning talents are improved, and the nature and status of the combination of engineering and learning talents are clearly defined, so that the development of related work can be based on laws. At the same time, through relevant incentives and normative policies, the development and implementation of relevant work will be led. Second, improve the structure of teachers. The government should encourage more senior technical personnel and professional dual-teachers to enter vocational colleges. Third, the government does a good job in related services. The relevant government departments need to make every effort to create a favorable development environment for the talent training mode of engineering and learning. For example, add more targeted content to the syllabus and content, and strengthen the training and teaching points on skill-based knowledge and practical skills. The method of policy document supervision quickly solves the problems encountered in the development of the combination of engineering and learning.

Based on the perspective of the company. First of all, companies must enhance their enthusiasm for participation in engineering and learning. Through intensified propaganda and sound rules and regulations, the company is guided to recognize the importance and value of participating in the talent training mode of engineering and learning, fulfilling its own social obligations and responsibilities, and proactively providing training positions for vocational colleges. Relevant departments should establish an advanced model of the enterprise in practice, and promote more enterprises to actively participate in the talent training mode of engineering and learning through extensive publicity.

Secondly, determine the "dual subject" status of the enterprise for the combination of engineering and learning. Through the government's release of relevant incentive policies, enterprises are encouraged to integrate into the talent training model of engineering and learning in a variety of ways, including joint education, direct creation of vocational education groups, and participation in vocational education institutions. Let enterprises directly participate in the main subject areas of engineering and learning, go deep into the various links of students and education and teaching management, and further strengthen the role of enterprises in the combination of

chemical engineering and talent training. Again, promote deep cooperation between companies and schools. The strong combination of schools and enterprises can ensure that the talent training programs and specifications of engineering and learning are more targeted and more clear, and meet the development needs of the current social talent market. At the same time, between vocational colleges and enterprises, it is possible to establish a more convenient bridge of talent supply and demand information, create a sustainable development community, and create a development situation of “win-win and mutual promotion”. In practice, you can take the form of enterprise-sponsored school or order training to provide students with more training venues and internship opportunities. Enterprises can put forward more opinions on the talents of the school in combination with the talent demand plan, or carry out order-based talent training.

4. Practice Exploration of Talent Training Model in Higher Vocational Colleges

The combination of work and study emphasizes that students combine school learning with corporate practice, and theories are linked to reality, thus motivating students to work together and become high-quality skilled talents. This model not only has the universal law of international vocational education, but also has the characteristics of Chinese vocational education. It embodies the guiding ideology of “career-oriented, employment-oriented, taking the road of integration of production, study and research” to cultivate high-quality skilled talents needed for regional and economic and social development. Implementing the combination of work and study, on the one hand, “higher vocational colleges generally emphasize social adaptability, flexibility and regional characteristics in the professional setting, that is, according to the needs of the economic and social development of the region, especially the adjustment of industrial structure, targeted, Flexibly and autonomously set up a highly adaptable profession, so that talents integrated into industry, industry and enterprise elements are more in line with social needs. On the other hand, enterprises can purposely cultivate and select the required talents, and shorten the future employees and enterprises. The running-in period reduces the cost of cultivation. In addition, the combination of engineering and learning talent training mode integrates vocational skills training and professional quality development into the student's cultivation process, paying attention to the individualized development of students, and has a personal value orientation that is integrated with specificity and adaptability, which is more in line with human development. demand. Through the cooperation between schools and enterprises, Yunnan Communications Vocational and Technical College explores the diversified talent training mode that meets the needs of the industry and meets the professional characteristics, such as order-based training, work-study combination, and project orientation. For example, the college's highway college takes advantage of the transportation industry and the school-run entity, and uses the school-run entity and the off-campus cooperative enterprise as the platform for industry-university cooperation. Based on years of practice, the road construction process is the main line. The bridge engineering project is the carrier of the road and bridge engineering technology professional “project-oriented engineering unit closely cooperates with the personnel training mode”, and established a four-level practical teaching system (single-single simulation training + intramural comprehensive simulation training + production project full real training) +Danggang real environment training). This model is conducive to improving students' professional ability, method ability and social ability, and cultivating the technical application talents of the hardships of the road and bridge project, which can be “received, retained and used”; the Automobile College closely relies on the school entity and The on-campus training center combines the characteristics of “entity” and “school” to the outside and one, and explores and refines the talent training mode of “pre-factory and post-school and mission center” of automobile application technology. This model aims at capacity development. Based on the design of engineering scenes, the school-based entity and the off-campus cooperative enterprise are used as the platform, and the vehicle maintenance task is used as the carrier to enable students to complete the learning tasks consistent with the typical tasks of vehicle maintenance. The student's workplace quality and practical ability; in addition, the School of Engineering and Mechanical Engineering, through the analysis of the professional jobs, the typical work tasks and professional competence

requirements of the engineering machinery application technology profession, together with the well-known enterprises and institutions inside and outside the province, proposed the project. Mechanical application and maintenance professional “multi-certification, order training talent training mode”. The model is based on the principle of service, based on the employment-oriented principle, conforms to the social and industry development requirements, and builds the knowledge, ability and quality structure of the students so that the students can achieve their learning.

5. Conclusion

In the new era, the combination of engineering and learning talents is an inevitable requirement for the transformation of vocational education, and it is the basic way to train high-quality, high-skilled and applied professionals. Vocational education should explore the development of a talent-training model that combines work and study. Schools, enterprises, and governments should actively integrate into them, accurately position their roles, and play the biggest role, and promote social and economic development by improving student employment. The combination of work and study talent training mode requires the renewal of ideas, and it also requires continuous practice and development. It is the optimization and comprehensive utilization of educational resources. We need to constantly try and boldly explore and innovate. Only in this way can we strengthen the combination of chemical engineering and talent training. The characteristic value makes it show the role of the times in the education reform in the new era. To construct a new path of engineering and learning talents training mode in the new era, we need to start from the three levels of government, schools and enterprises. Only in this way can we successfully complete the national “work-study combination, school-enterprise cooperation, and post-internship” talent training mode strategic guidance tasks.

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