

## Service Supply of Sports Associations in Medical Colleges Based on "Three Orientations" Talent Cultivation Mode

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**Abstract:** In accordance with the medical education standard, it is necessary to establish a "three orientations" talent cultivation mode aiming at the future development of students. The "three orientations" talent cultivation mode consists of three parts: Humanistic quality oriented by professional emotion education, professional quality oriented by professional ability and physical and mental quality oriented by social adaptation. Based on the author's learning and practical experience, this paper first analyzes the practice of the "three orientations" talent cultivation mode, then discusses the problems existing in sports associations of medical colleges, and finally puts forward the reform and innovation of sports associations service supply in medical colleges.

### 1. Introduction

The cultivation of medical talents is different from that of other disciplines and requires the support of other disciplines. Therefore, the higher medical talent cultivation mode refers to the combination of talent cultivation objectives, curriculum system, talent cultivation methods, management and evaluation methods and other elements through institutions of higher medical science on the basis of following the particularity of medical disciplines[1]. That is, the relationship and structure of knowledge, ability and quality and the integration of cultivation methods. With the deepening of medical and health system reform in our country, medical education is facing higher requirements and new challenges. In order to make the talent cultivation mode follow the development law of medical education, meet the standard of medical education, and accurately grasp the requirements of the development of the times for medical talents, it is very important to carry out research on the service supply of sports associations in medical colleges[2].

### 2. Practice of "Three Orientations" Talent Cultivation Mode

#### 2.1 Optimize and integrate the curriculum system with the goal of comprehensive development of students

The education of humanities quality oriented by the occupation emotion. Take professional ethics as the starting point to establish a complete education system of professional cognition education, professional emotion cultivation education and career development education. In order to promote the integration of basic medicine and clinical medicine, and cultivate students' scientific thinking and practical ability, we need to rely on double-qualified teachers to construct seven courses groups of natural science, basic medicine, clinical medicine, public health, scientific methods education, practical skills training and graduation internship. The cultivation of physical and mental quality oriented by social adaptation. In order to cultivate doctors who respect life and physical health, have good psychological quality and social adaptability, we need to carry out rich courses such as military, sports, life education, psychology and safety education. Through attending various mental health lectures, training and counseling activities, medical students with good psychological quality and sound personality are cultivated.

## **2.2 Using educational resources as a means to promote the reform of teaching methods**

First, rely on network resources to promote independent learning. Using information technology, network television, teaching resources, digital library, to build online teaching and independent learning platform for students. Using means of multimedia and teaching model, to promote the education mode of "student-centered" and "autonomous learning". Second, renew the teaching concept and reform the teaching method. Many teaching methods, such as heuristic, experiential, inquiry, group discussion, bedside, PBL, TBL, evaluation, clinical simulation and special lecture teaching, are adopted in the teaching, to strengthen the interaction between teachers and students, cultivate team consciousness and the ability of students to find, analyze and solve problems and to learn independently.

## **2.3 Improve the management and evaluation mechanism based on teaching quality**

Integrate the concept of total quality management into the whole process of teaching management, establish and improve the internal and external quality monitoring and evaluation system of teaching quality. Carry out the teaching inspection at the beginning, middle and end of the semester, and carry out various special evaluation work around the teaching quality. The diversified assessment and evaluation method based on ability is adopted to normalize and standardize the teaching quality management and effectively guarantee the cultivation quality of application-oriented talents. Improve the quality standard of each teaching link, through the quality monitoring, evaluation, analysis, feedback and continuous improvement of talent cultivation process, accept the evaluation of external experts, and promote the further improvement of school teaching quality in the evaluation of teaching, learning and management[3].

## **3. Problems Existing in Sports Associations of Medical Colleges**

### **3.1 Lack of initiative of associations members to participate in activities**

The lack of initiative of college sports associations members to participate in activities is mainly reflected in the following aspects: The management team of college sports associations is unstable and the sports backbone has great mobility. The activities of sports associations are greatly influenced by the administrators of the associations. The activities are not systematic and fixed, which leads to only few times for students to participate in activities after joining the associations. In the associations, the communication frequency with other members is not high, the growth rate of skills is slow, the organization is loose and the participation in activities is random, which eventually leads to the lack of organization and discipline of the members of the associations and the low participation enthusiasm.

### **3.2 Lack of material conditions in associations and insufficient attention by schools**

The material conditions of student sports associations mainly include the venues, equipment, facilities and funds needed for the activities of the associations, etc. These material conditions are necessary for the daily activities, training, competitions and healthy development of college sports associations. Without the guarantee of basic conditions, it is difficult for the associations to survive, let alone grow and develop. Many colleges do not provide special support and help for the venues and equipment of students' sports associations. Associations can only apply for free venues of colleges to hold activities through their own conditions. In the process of application, teaching time and other school activities should be avoided, which, to some extent, affects the enthusiasm of associations members in organizing activities.

### **3.3 The management ability of sports associations in colleges needs to be improved**

The administrators of the associations are also the leaders of the associations and the main organizers of the associations. They play a very important role in the development of the associations. An excellent leader of associations directly decides the healthy operation and development of the associations. The person in charge of sports associations in some colleges is

directly appointed by the student affairs office, which leads to the person in charge not knowing enough about the basic situation of the associations and not meeting the exercise needs of the members of the associations, resulting in the weak sense of collective consciousness and service consciousness of the person in charge. When organizing activities, the support degree and recognition degree of community members will be not enough.

### **3.4 Insufficient publicity and single publicity form**

The development of associations and their daily activities benefit from effective publicity. With good publicity, more students will be willing to understand the associations, join the associations, gather their popularity in the associations' daily activities, and hold colorful activities to meet the needs of the members, increase the cohesion of the associations team, and the team will continue to grow and develop. At present, the publicity efforts of associations in many important competitions and activities of many colleges have not been well prepared in advance, which leads to fewer people knowing about the big competitions and has a great impact on the enthusiasm of associations members.

### **3.5 Inadequate management system for associations**

The healthy and orderly development of the associations can not be separated from sound rules and regulations and management norms, which is also the necessary institutional guarantee from admission of students to carrying out effective activities[4]. At present, many sports associations in colleges are under the direct leadership and management of the students' offices in colleges, which are contrary to the mass nature of the development of the associations. There are many problems in the process of supervision and regulation of the course of study. For example, the division of labor and management of internal members are confused, the binding force of organizational activities is not enough, the final activities are not carried out well, and the withdrawal of members from the associations is very common, which affects the overall development of the associations.

## **4. Reform and Innovation of Service supply of Sports Associations in Medical Colleges**

### **4.1 Improve the overall participation consciousness of sports associations students in college**

In view of the lack of participation consciousness of students in sports associations in college, it is necessary to strengthen the construction of new media for sports associations first. Promote associations activities information and share sports experience to the members of associations through the information technology. At the same time, special sports technology and relevant competition rules can also be made into network video and courseware, which can be pushed to the mobile phones and computers of associations members to increase the technology, interest and practicality of associations sports activities. Secondly, organize associations activities on a regular basis. Take multimedia teaching as a means, occasionally share some fitness achievements and activity demonstrations, so that students can understand the relevant knowledge of sports associations on the information platform and gradually improve their sense of participation.

### **4.2 Increase preferential support policies**

It is necessary to give certain financial support to student associations and encourage better sports associations. Give the associations corresponding support in the aspects of field, equipment and activities publicity. Constantly improve the vitality of the associations so as to let the associations form a virtuous cycle of development. For sports associations in different stages of development, corresponding encouragement and support schemes should be formulated for the development of corresponding stages[5]. According to the size of the associations, give certain support to the activities, promote development through management, create scientific, reasonable and effective management mode, and mobilize members to participate in the activities of the associations.

### **4.3 Strengthen external display and communication**

It is necessary to strengthen exchanges and communication among sports associations between colleges. Through organizing activities, regularly holding sports competitions and communication lectures between inter-school associations, which are conducive for the associations to learn from each other the experience of organization and management, to jointly enhance the sports special skills, to increase the team cohesion and social adaptability among the members of the associations. In view of these two situations, associations administrators in college should do regular and fixed-point training to constantly improve the sports skills of associations members. On this basis, we should actively contact the corresponding sports associations of other colleges for cultural exchanges, study and communicate in the form of competitions, and truly achieve friendship first and competition second.

### **4.4 Increase publicity efforts to build sports brands**

The popularity of sports associations in college is an important index to evaluate the status of associations work and an important condition for the admission of members. The popularity of the association is mostly completed by the publicity work of the association. In daily management and operation, publicity should be treated as the top priority. Relevant publicity departments should be established to publicize sports associations through the Internet and multimedia communication technology. It is necessary to explore among the members of the associations, cultivate talents with strong publicity ability, and form a professional external publicity team.

### **4.5 Improve the internal organization structure of the associations**

The organization of the associations is a favorable premise to ensure the sustainable and healthy development of the associations. Reasonable organizational framework within the associations, division of labor among associations managers, and establishment of effective management and operation mechanism are the primary tasks. Generally in the establishment of organizations, the school should first consider the overall planning and guidance of the associations, and set up the appropriate leadership and management positions according to the characteristics of the associations. Secondly, attention should be paid to the establishment of management positions and the division of labor of personnel, and the responsibility should be implemented to individuals, so that they can give full play to their talents, and make management decisions standardized and implemented uniformly.

## **5. Summary**

The teaching reform based on the "three orientations" talent cultivation mode requires students to have certain subjective initiative and self-learning ability. It is suggested that in the future teaching, education workers should continuously induce students to develop their ability of independent learning and lifelong learning, laying a foundation for cultivating qualified medical students with practicing ability and future doctors. At the same time, it is necessary to improve their professional quality and comprehensive quality, and constantly improve the education system of basic medical courses.

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