

Exploration and Practice of “2+1” Talents Training Model for Secretarial Major in Higher Vocational Colleges

Li Huan

Chongqing City Vocational College, Chongqing, China

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Abstract: With the continuous development of social economy, the clerical work is becoming increasingly strong. In order to meet the needs of economic development for talents and fill the vacancies in the talent market of secretarial specialty, it is of great significance for higher vocational colleges to develop the “2+1” talent training mode of secretarial specialty to improve the quality of secretarial specialty training. Based on this, this paper, based on the investigation and analysis of the employment situation of the graduates of higher vocational colleges, explores the talent training mode to meet the market demand and highlight the professional ability of students, and then puts forward the corresponding curriculum reform path.

1. Research background

1.1 Literature review

With the continuous progress of science and technology in China and the rapid development of social economy, the demand for talents in today's society is getting higher and higher, and the secretarial profession talent market is gradually changing to a compound, applied and skilled one (Wang and Chen, 2013). This requires college students to have not only professional knowledge and theoretical training ability, but also strong practical operation ability and thinking innovation ability (Tan, 2013). In addition, in order to further promote the “2 + 1” talent training model for the social talent market, vocational colleges have explored and studied the practical teaching model of “work-study combination, post practice” and achieved remarkable results (Xu, 2013). Therefore, the training of secretarial professionals in higher vocational colleges mainly serves the production, construction, management front-line work and efficient enterprise employers (Li and Zhang, 2013). However, the research on the “2 + 1” talent training mode of secretarial major in many universities is not deep enough. Therefore, secretarial teachers are the key to realize the “2 + 1” talent training mode.

1.2 Purpose of research

With the mass entrepreneurship in China and the continuous implementation of innovation policy, more and more private enterprises in China are in need of secretarial specialty in the social talent market. This requires colleges and universities to add secretarial or secretarial related majors to meet the current vacancy in the talent market (Jiang et al., 2016). However, up to now, many colleges and universities have not realized the importance of practical teaching to students' practical experience. Students' mastery of practical knowledge after employment should match the needs of enterprises (Yuan, 2013). Based on this, this paper attempts to use the “2 + 1” talent training teaching mode to train more high-quality, highly professional compound talents, to provide greater support for economic development.

2. Connotation of “2 + 1” talent training mode

The “2 + 1” talent training mode of Vocational Specialty in Higher Vocational Colleges refers to that students will have two years of theoretical knowledge learning and professional skills training in the three-year study process of university, and enter enterprises and institutions for practice in the

last year. In the process of practice, we constantly check whether our theoretical knowledge is consistent with the operation process, and gradually complete the perfect combination of theoretical knowledge and practical operation, laying a solid foundation for entering social work (Hu, 2011). Under the 2+1 talent training mode, students can quickly change their roles from students to social personages. Practical training in schools and enterprises can not only cultivate students' working ability in different environments, but also improve students' professional quality and social morality (Li et al., 2016). This talent training mode really achieves learning in practical work and practical work in learning. This paper takes the “module project” talent training model as an example (Figure 1).

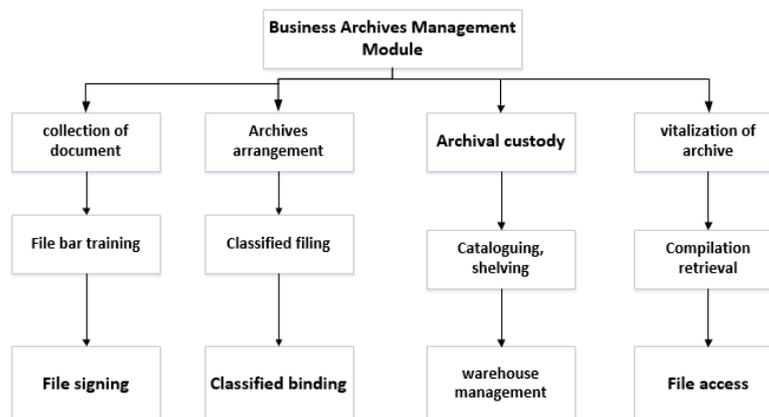


Figure 1. Example of “module project” talent training mode

3. Problems existing in the “2+1” talent training model

Although secretarial specialty in higher vocational colleges is a newly rising company civil service specialty in recent years, it is quite different from human resources management specialty. The civilian category is mainly to provide basic maintenance work such as company operation support and support logistics, while the human resource specialty is mainly to manage recruitment, salary, employee relationship and other functions (Ji, 2016). Compared with the secretarial specialty, the two specialties are more specific, but there are still serious vacancies in the enterprise civilian talent market from the perspective of the development prospects of the secretarial specialty. Therefore, this requires that our vocational colleges should always pay attention to the trend of market information, and constantly cultivate the talents just needed by the society to better promote the social and economic development (Li, 2012). Therefore, the “2 + 1” talent training mode in higher vocational colleges still has some problems, such as the lack of practical teaching, the lack of practical application of talent training mode, the lack of practical training base outside school, especially the poor utilization of classroom in the curriculum system.

4. Teaching practice of “2 + 1” talent training mode for secretary major in higher vocational education

4.1 Practical curriculum

While providing students with a good environment for employment practice, the school should do a good job of theoretical stage training. For example, training students' etiquette can not only improve their temperament, but also increase their application skills. On many occasions, the Chinese Secretariat Department plays not only a role of a staff member but also a representative of a unit, such as social organizations, government organs and institutions. These work must proceed from reality and cultivate high-quality compound secretarial talents that meet the needs of the times. Among them, a good teaching practice system is the basis of the “2 + 1” talent training model, which requires the college teachers and the enterprise human resources organization to discuss and decide jointly. Only by constantly optimizing teaching methods, personnel training mode and

students' employment guidance and other related work, can we build a “2 + 1” talent training mode together and import more high-quality, professional and efficient compound secretarial professionals for enterprises.

4.2 Implementation and management

In the “2 + 1” talent training mode, students have a one-year internship experience in enterprises. During this period, the school can implement a multi-mentor, multi-level, diversified management model, real-time supervision and control of students'practice, to avoid the impact of students on enterprises due to personal reasons. Among them, the college is mainly responsible for macro-management, and the dean of the department leads the teaching and training, organizes learning activities, and arranges recruitment fairs. Finally, the tutor is mainly responsible for the guidance of students'operational skills and the mentor's ideological guidance and career planning in employment, career selection and entrepreneurship. In addition, in the professional guidance link, group cooperation can be set up to assist learning mode, which divides students into several groups. On the one hand, it is convenient for teachers to manage students, on the other hand, it is better for students and students to discuss learning between students to learn professional skills knowledge to the extreme.

4.3 Internal and external practice base

In order to establish a good long-term cooperative relationship with enterprises, first of all, we should cultivate students 'professional ability to ensure the high quality of human resources. However, the premise of training professional ability is that schools should establish appropriate off-campus training bases, provide more opportunities for students to contact with the industry, constantly improve professional awareness and operation skills, and make professional classes and practice positions one by one, so as to achieve the purpose of post practice. In addition, while establishing labor relations with enterprises, students can be recommended to encourage students to achieve a healthy competitive effect under the same starting line conditions. Therefore, it is necessary to manage a group of moderate-scale and full-functional modern comprehensive training bases for secretarial majors in Higher Vocational Colleges to implement practical teaching and improve the quality of teaching.

5. The reform path of “2 + 1” talent training mode of secretary major in higher vocational education

5.1 Simplify the curriculum system

The original teaching system will be optimized and reformed as a whole to realize the rational distribution of teaching resources. While emphasizing key teaching knowledge and secondary teaching content, professional teachers are required to discuss teaching and research collectively, update curriculum content and improve classroom learning environment, which is the main task of current curriculum system reform. Adding new disciplines can not only broaden students'horizons, but also stimulate students' innovative thinking. For example, the course of secretarial language and communication should be offered to improve students'language expression ability and social communication ability. In addition, the combination of repetitive textbooks optimizes the opening standards, and integrates secretarial science, Secretarial Practice and secretarial professional ethics. Improve the efficiency of teachers'teaching and strengthen the practical teaching system to provide more teaching resources for other professional courses.

5.2 Accelerate the transformation of talent model

From the perspective of career orientation, only by doing well in “three orientations”, namely, market orientation, enterprise orientation and regional economic construction, can we have a long-term foothold, serve our province and cultivate comprehensive talents of morality, intelligence, physique and beauty. Among them, with good ideological and professional ethics, innovative spirit and innovative thinking, familiar with the planning and operation of various business activities,

mastering various modern office application equipment, assisting leaders in dealing with business cooperation matters, only by doing these can we realize the transformation from “administrative secretary” mode to “enterprise secretary” mode.

5.3 Highlighting the practicality of teaching process

Reasonable setting of practical courses in teaching can not only increase students' practical operation experience and working skills, but also improve their professional knowledge that they have missed in learning. Only through continuous practice training, accumulating experience in mistakes and summing up methods in experience can the purpose of post practice be truly realized. In addition, in the application of innovative practice curriculum system, students should be trained and studied according to the requirements of the school. For example, students must obtain the Secretary's professional skill qualification certificate in school. In order to encourage students to have a better career direction, some schools have always advocated the idea of “one specialty, multiple abilities, one lifetime, three years and five employment qualification certificates”. In the future teaching process, teachers should combine practice and theoretical knowledge to further deepen the focus of college education reform, and increase off-campus training bases to introduce advanced teaching concepts of secretarial specialty, so as to improve students' comprehensive professional quality and enhance their competitiveness in the talent market.

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