

Exploration on the Strategy of Strengthening Students' Professional Quality Cultivation in Higher Vocational Colleges

Qing Mei

Jiangsu Vocational College of Economics and Trade, Nanjing, Jiangsu, 211168, China

Keywords: Exploration; Strategy; Students; Professional Quality Cultivation; Higher Vocational Colleges

Abstract: Love and dedication are both the content of the socialist core values and the indispensable basic elements of professionalism. Under the pressure of students' professionalism and employment in vocational colleges, the cultivation of students' professional quality can not only enhance students' sense of social responsibility, but also open up a shortcut for future employment.

1. Introduction

The professional qualities of students in higher vocational colleges include professional ethics, occupational awareness, professional behavioral habits and vocational skills, while occupational ethics is the primary position. Therefore, higher vocational colleges should combine the actual development of schools, the teaching process and the daily life of students. Instilling the correct values and concepts in life, in order to effectively improve the professional ethics of students, paving the way for future careers [1].

2. First, the status quo of students in higher vocational colleges

In the past 40 years of reform and opening up, with the improvement of China's economic situation year by year, various economic types have emerged at the historic moment. With the rapid rise of various enterprises, the survival and development of enterprises require the support of human resources. Therefore, in recent years, the demand for talents in various enterprises is increasing, which makes the employment rate of students in higher vocational colleges generally higher. However, in this new situation, students from higher vocational colleges are involved in the enterprise because of the low professionalism of their own, resulting in some students' career is not smooth.

With the improvement of material living standards year by year, people's living conditions have achieved a new leap. Many students have fallen into the trap of enjoyment by virtue of superior family conditions.

For example, some students are self-interested and do not care about the people or things around them. They only care about their own interests and completely ignore the feelings of others. Such students will also be excluded from the job and face the danger of being laid off. Responsibility is especially important for students. In the future employment process, if there is no sense of responsibility, it will bring serious economic losses to the company. Without a sense of responsibility, it will be rejected by colleagues and leaders around, and their career will be affected. Intense impact [2].

The rapid development of high-tech technology has also produced a lot of new electronic products, especially the popularity of smart phones, which has seriously affected the daily life and learning of vocational students. Many students hold mobile phones, play games, watch live broadcasts, and brush Taobao all day long. They will completely forget the learning of cultural knowledge and professional skills. Some students even skip classes, abandon classes, and get sick, and stay in the dormitory. Enjoy the fun of the game, even the rice must rely on others, over time, it will become inert, the oil bottle will not help.

When such a student arrives at a job, he will not take the initiative to do things, and the second will not be flexible, and naturally he will not be appreciated by the leaders and close to his

colleagues.

At present, many students in higher vocational colleges have the psychology of satisfying the status quo, and they have no correct cognitive attitude towards the future employment situation. They listen to it and follow the trend. Only after graduation, they know the serious situation of the employment situation. The atmosphere becomes more difficult.

The students did not have the preparation for career planning, nor did they implement the actual actions. They just followed the progress of the education and teaching of the school and pushed forward step by step. They did not have a deep understanding of the current social development and the enterprise's demand structure for human resources, thinking that one should find one. The work is easy and has no crisis awareness. When most companies choose the talents they need, they often ask questions about their personal career plans. They even look at whether students have a detailed and detailed vision plan for the next five years, and the students only rely on the moment. Enthusiasm and passion, directly asserting that they have completed large projects within five years, becoming a leader in the industry within ten years, etc. These unrealistic Arabian Nights directly hinder the employment channels, and employers will naturally not favor them. The olive branch is in front of you [3].

Higher vocational education emphasizes the cultivation of students' social practice ability and skillful post skills. The students' independent innovation ability and self-learning ability can not be improved. Some students only take into account the mastery of academic achievement and theoretical knowledge, and ignore social practice. With the improvement of skill level, students face low skill level in the future employment, and are eventually eliminated by employers.

3. Establish A Professional Quality Training System and Convey the Concept of Social Values Positive Energy

Professional literacy has formed a separate system since the students entered the higher vocational colleges. It integrates with cultural knowledge and skills learning, and runs through the students' entire learning career and growth process.

Professional literacy as a personal behavioral norm, its core concept is "professional belief", and professional beliefs include a person's professional ethics, professional values and correct professional attitude.

Higher vocational students will receive the corresponding professional beliefs when they enter the school. However, this kind of education method often flows in the form. In the subsequent teaching classrooms or imparting knowledge and skills, the importance of professional beliefs is often neglected, so that students have long forgotten. The concept and essence of professional belief. If the professional belief is embodied, it will be expressed as one's dedication, loyalty, dedication, positive optimism, etc. Therefore, the school should bring professional belief as a basic content of education and teaching, and bring it into the classroom. As an ideological education method for students, it is instilled and taught. Over time, students will establish correct professional beliefs and personal values.

The talent structure required by enterprises is a good communication and coordination ability and a professional spirit of dedication and professionalism. When students are receiving school education, they often do not understand the business model of the company and understand the content of the professional spirit. Some students in daily study and life, there is no atmosphere of communication, which makes their character become lonely and unsocial. Everything is just a maverick and no team consciousness.

Based on this, the school should regularly organize some group activities, such as cultural performances, sports events, speech contests, skill competitions, etc. Through these activities, students can build a good communication structure, each student can play their own advantages, Show your talents and show the best side to other teachers and students. This will not only enhance the emotional communication between students, but also further improve the students' communication skills and lay a solid foundation for future work. basis.

The so-called "three hundred and sixty lines, the line is the champion", but without strong professional knowledge and superb professional skills, it is impossible to become the champion.

[4].

Professional skills occupy an important position in professional literacy. When recruiting talents, the first indicator of measurement is the level of a person's professional skills. If students can't master basic professional knowledge and professional skills during school, they will also be in the future. We can't break through the barriers of employment. Therefore, if you want to establish a foothold in the enterprise, you must lay a solid foundation in professional skills, stand out among the crowd, and be recognized by the leaders and recognized by colleagues.

When recruiting talents, when measuring a person's work ability and job skills, the loyalty of a person is also taken as an important measure to be included in the recruitment conditions. However, loyalty needs to accumulate for a long time. Therefore, the human resources of the enterprise The resource management department also takes the time to extend the training period and probation period of new employees, in order to measure the employee's loyalty to the company.

Nowadays, many graduates of higher vocational colleges have the work psychology of "this mountain looks at the mountain high". In the course of work, they are often attracted by the superior conditions of other enterprises, losing their motivation for work. I chose to change jobs at random. After I arrived at the new unit, I didn't have a firm foothold. I immediately saw the superior conditions of another company. In the course of my career, I had frequent job hopping. The last thing was impossible. I also gave myself a job. Bring losses.

Based on this, in the process of education and teaching, higher vocational colleges should define the concept of loyalty, so that students can establish a sense of responsibility of the owner and be loyal to the incumbent enterprise, so that they can be concerned and reused by the leaders of the enterprise.

Higher vocational schools should use the students' spare time to organize some social welfare activities, and call on each student to actively participate. In the course of the activities, students can realize the valuable dedication by doing good deeds and good deeds. In order to participate in the work in the future, we can also dedicate our own enthusiasm to the service enterprises, and contribute their own strength to the construction and development of the enterprise.

4. How to Make the Training Strategy Come True

In the face of the severe employment situation in the future, higher vocational colleges pay attention to the cultivation of students' professional quality, and also comprehensively evaluate the effect of strategy implementation in order to ensure that students are truly educated and truly possess professionalism.

In order to effectively verify the effect of cultivating students' professional literacy, higher vocational colleges should strengthen communication with employers. When enterprises provide internships for students, professional literacy is included as an assessment indicator throughout the internship phase.

For example, a mechanical major student, his major is car repair, and the school just reached a cooperation intention with a car 4S shop, providing the student with an internship position, internship in the car repair line, and students in the internship process In the middle, there has been a rebellious mentality, because the working environment of automobile maintenance directly affects his employment psychology. At work, his attitude is not positive, he is not modest, and relevant maintenance theories and skills are seriously lacking. Therefore, the 4S shop has cancelled cooperation with the school in advance. protocol. In the face of such a situation, when the school cooperates with the enterprise, it must do a good job in preparation beforehand, and conduct a strict review of the internship object. The students who perform well should sign relevant employment agreements with the enterprise and insist on "selecting and hiring". The principle, and students who do not perform well should cancel the cooperation in advance, so that there will be no loss to the school and the enterprise [5].

The above personal case is a typical example of lack of professionalism. As a high-school student who has not yet left the campus, he is responsible for himself, responsible for the school, and responsible for the company. He thinks that the problem cannot stand in his own perspective, so that he will not only give himself a future. The employment situation has had a negative impact and

has also affected the school's social reputation.

In the implementation of the plan to cultivate professional literacy, the professional teachers of higher vocational colleges should conduct real-time follow-up verification of the implementation effect, which cannot be in the form. In the verification process, the teacher should use the one-month or three-month as the time node to comprehensively evaluate the professional quality of the students. Through questionnaires, written answers, social practice, classmates' responses, etc., the assessment results are carefully and meticulously Record, and finally, based on the assessment records, select excellent student models, publish the list, give full play to its role in attracting jokes, to warn those students with low scores, correct their mistakes in time, and keep up with the best students.

In order to verify the effectiveness of the implementation of the strategy, higher vocational colleges can combine the multimedia teaching methods to present the future employment situation and some excellent models of dedication and exemplariness, and present the form of the video. Then, teachers can take classroom interaction in a timely manner. In the process of interaction, the concept of professional literacy is introduced for the theme of video content, so that students can express the content of professional literacy, trace the roots, work hard from the students' ideological consciousness, and verify the implementation effect through the educational methods of deafness.

This type of verification can also be brought under the class, allowing students to use the after-school time to complete the understanding of the video content as a homework assignment. The teacher considers the quality of the assignment, and selects outstanding student representatives.

With the rapid development of computer network technology, various media types have emerged. Schools can establish a database of student professionalism through the Internet platform for the supervision of teachers and students from all walks of life and schools. If some students' information is found to be false, Feedback information can be quickly obtained through the Internet platform, and the school can replace or delete the information content in time through feedback to ensure the accuracy of the information.

5. Conclusion

Cultivating students' professionalism is a long-term and arduous system project. In this process, it requires the active cooperation of the students, the personal involvement of the teachers, and the support and supervision of the various employers and the community. In the new era and the new situation, the sense of social responsibility of higher vocational colleges is gradually increasing. In this situation, higher vocational colleges should spare no effort to cultivate the professional qualities of students to complete the cultivation of skills, innovation and comprehensive. The educational goal of talents.

References

- [1] Wu Guoqing, Yang Zaiyong. Research on College Students' Entrepreneurial Professional Literacy in Higher Vocational Colleges [J]. Hebei Vocational Education, 2017, 1(6): 104-108.
- [2] Chen Yuxi. The Cultivation of Professional Quality of Marketing Majors in Higher Vocational Colleges [J]. Speed Reading (late), 2017(10): 57.
- [3] Shi Huimin. Reflections on the Integration of Professional Quality Education into Ideological and Political Courses in Higher Vocational Colleges [J]. Wen Cun, 2017(22): 194.
- [4] Shi Junqing, Dou Yiwen. On the professional quality education in higher vocational colleges [J]. Science and Technology Vision, 2017 (27): 95-96.
- [5] Li Shiyao. Deepening the cooperation between schools and enterprises in higher vocational colleges from the perspective of improving students' professional quality [J]. Consumer Guide, 2017(21): 58-59.