

Analysis on the practical teaching of secretarial major based on college-enterprise cooperation

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Abstract: Secretarial major is an applied subject. Secretaries are required to have relevant industry knowledge and high comprehensive quality, which puts forward higher requirements for secretarial skills and practical teaching of secretarial major. However, the traditional practical teaching system of secretarial major pays more attention to students' service skills and pays less attention to their ability to expand. The problems caused by the formalism of college-enterprise cooperation are common, which affect the effect of practical teaching. Therefore, the main content of the paper is how to establish a scientific practical teaching system by optimizing the use of resources inside and outside the college deepening the cooperation between the college and the enterprise, exploring the practical teaching path suitable for secretary major, and cultivating outstanding applied secretarial talents suitable for different industries and enterprises.

1. Introduction

Secretarial major is an applied subject, and practical teaching is the key to cultivate applied talents and the fundamental guarantee of teaching quality in vocational education. As for the secretarial major, its training objectives should be oriented to the actual needs of social posts, emphasize its skills, and highlight the comprehensive training of application ability. The society demands increasingly on the comprehensive ability of secretarial practitioners, and their professional skills will directly affect employment.

2. Current Situation of Practical Teaching in Secretarial Major

At present, the state vigorously develops vocational education and pays attention to vocational skills training, but it is difficult to carry out practical teaching of secretarial major. The main performances are as follows:

2.1 Course Setting is Divorced from Reality

Nowadays, most secretarial graduates are working in enterprises. The social demand for administrative secretaries is decreasing, but the demand for business secretaries is increasing sharply. But because of the influence of traditional ideas, many colleges have not adjusted the training programs of secretarial major in time, and have not realized the transformation from administrative secretary to business secretary. The aim of training is not clear, the curriculum is divorced from reality, the curriculum of business secretary is inadequate, and even Chinese in teaching content. The secretary is the pen to write manuscripts for leaders. Some Chinese major courses are regarded as the main courses of secretarial major.

2.2 Poor Conditions for Training on and off Campus

In many colleges, secretarial teachers are concurrently appointed or transformed by Chinese teachers. These teachers tend to lay particular stress on theory teaching and lack practical teaching experience. Therefore, it is difficult for them to take up the guidance of practical skills. The practical training approaches of secretarial major are mainly on-campus office training, off-campus internship, setting up secretarial office, post internship and so on. Generally, it is to carry out corresponding college-enterprise cooperation activities with the help of inside and outside college

training bases or contact with surrounding enterprises. The campus training base is equipped with simple equipment, which can be used for practical teaching such as file management and office automation. However, it can only meet the practical training of the single secretarial skill, and the training conditions are not complete enough. Some colleges often arrange students to exercise in the administrative department of the college. However, the relationship between teachers and students in the college environment is different from that between leaders and employees in the enterprise after all. The work content, the way of treating people and the daily management system are also quite different. However, the factors such as the funds and business contacts in the process of off-campus practical activities also directly affect the effect of practical teaching. The secretarial work of some enterprises involves a strong industrial nature and even has the nature of trade secrets, which results in the limited cooperation between enterprises and colleges to some extent.

2.3 Loose Management of College-enterprise Internship

The off-campus practical training students are scattered, the management difficulty is increased, and the practical training guidance is insufficient. General colleges are arranged for the last semester for graduation practice, because the number of demand for secretary is small, so the practice units linked to schools are usually scattered. or students find practice units by themselves. Most students choose to return home to practice, graduation thesis is generally completed in the internship. Due to the big difference between students' internship units and the loose management, teachers' guidance is difficult to implement, it is difficult for students to really learn knowledge and skills in the internship. Enterprises will not regulate the management of temporary internship secretaries as full-time staff, nor will they devote too much effort to the interns who leave their posts just after they have been trained. Due to the lack of strict management and guidance from both college and enterprise, it is difficult for students to improve their ability. Besides, the strength of internship also affects the satisfaction of the cooperative enterprise with the trainee, making the subsequent cooperation between the college and the enterprise more difficult.

The practical teaching of secretarial major is not satisfactory, the lack or superficial form of school-enterprise cooperation is an important reason. Most college-enterprise cooperation is still at a lower level. In general, colleges and enterprises sign an agreement to provide internship bases for students and arrange internship for students, which has not reached a win-win situation between colleges and enterprises.

3. Exploration of Practical Teaching of Secretarial Major Based on College-enterprise Cooperation

College-enterprise cooperation plays a positive role in the cultivation of secretarial professional ability and is an important way to implement practical teaching of secretarial major. The exploration of secretarial practical teaching based on college-enterprise cooperation should consider the following aspects:

3.1 Set Courses around Competence and Practice the Concept of Combining Work with Study

Vocational education requires that the practical teaching in colleges should be based on the industry. The fact that the secretary industry has changed from an administrative secretary to a commercial secretary shows that the secretarial professional skills have changed from a single word type to a compound type. Therefore, the content of practical teaching of secretarial major should be set closely around the goal of secretarial talent training and be carried out according to the core competence of secretarial profession. The practical problems in practical positions are taken as practical teaching content to cultivate students' ability to use knowledge to solve problems and improve the vocational pertinence and applicability of practical teaching. The curriculum of secretarial major should be set up on the base of actual research, according to the needs of regional economic development, to determine the training direction of foreign secretary, exhibition secretary and other different secretary, according to the industry development and occupation post requirements, optimize the setting of professional skills courses. Secretaries in various industries are

required to have core skills such as word processing, communication and coordination, and organization and management. According to the requirements of professional competence, the curriculum system should be redefined by professional technicians in enterprises and the teachers of professional courses in colleges. The corresponding curriculum and practical teaching contents are shown in the following table:

Table 1 Secretarial professional course system.

Competency structure	Main capabilities	Related courses
Language skills	Ability to use Chinese	Mandarin
	Ability to use English	Secretarial English, English Listening, English Conversation , English Writing
	Communication Competence	Speech and Eloquence
	Writing Ability	Basic Writing , Practical Writing
Office Transaction Capability	Office Automation Operation	Office Automation
	Network Management	Computer Foundation and Network Management
	Information Processing Ability	Shorthand, Statistics
	Archives management	Archives management
	Conference Arrangement	Conference Business Planning and Management
	Personnel Management Ability	Human Resource Management
Business communication skills	Business capability	Marketing, E-commerce, Business Negotiations
	Diffuse skills	Social Etiquette, Public Relations

3.2 Deepen College-enterprise Cooperation Actively and Promote Practical Training on and off Campus

At present, many secretarial majors in colleges have carried out practical training on and off campus. In terms of hardware, the campus training base has simple facilities, the reality of the training environment is not enough, in terms of software, the off-campus training units are scattered, the student management is relatively difficult, and the training guidances of both college and enterprise are also insufficient. Therefore, most of the practical training inside and outside the college is still on the surface. To promote the deep development of practical training inside and outside the college, we must deepen college-enterprise cooperation actively. Connect the practical teaching in and out of class, so that students can not only focus on learning time, but also have the opportunity to disperse the internship. Students majoring in secretarial work can effectively improve the practical skills, post adaptability and professional quality of secretaries by cross-rotating in the classroom and on the job site.

3.2.1 Combining Practical Training with Campus Resources

Make full use of campus resources to provide secretarial positions of some departments of the college to students majoring in secretary. Combine the teaching content, use secretarial practical training software, and complete practical training tasks with the help of various training rooms. Develop on-campus internship so that they can exercise their practical ability ,such as send students to the secondary college, archives and other related department office after class, students use their spare time in departments to practice ,such as editor newspaper editor, literary writing, meeting arrangement. College arranges the office administrators for training and guidance. Colleges with conditions may set up college-run enterprises, or introduce some enterprises into their campuses. Because the practical teaching environment is real, teachers can directly put the corresponding

teaching content into the enterprise to carry out, and students can also use their spare time to arrange the practical training in the enterprise flexibly and orderly.

3.2.2 Combination of Off-campus Internship and Enterprise Cooperation

In order to combine the in-campus practical training and off-campus practice effectively, the secretarial major should actively explore how to build training bases with enterprises. College actively use its own resources to sign agreements on talent co-construction and directional export with some local influential enterprises, establish training base, and systematically organize students with employment intention to sign up for training at the training base. training time can be extended, make the trainee have a sense of belonging to the enterprise, enterprise will train more and don't have to worry about the loss of talent. The college can negotiate with the enterprise to determine the practical training task. Professionals from enterprises can be appointed as instructors. Teachers can also be sent to enterprises to follow up training guidance and promote the construction of double-qualified teachers. The college and the enterprise jointly establish the practical training system, complete the practical training log, conduct practical training evaluation, and guarantee the quality of practical training. College and enterprise establish the practical training base together, so that college education and industry demand seamless docking.

3.3 Emphasizing the Validity of Practical Teaching and Improving Comprehensive Quality

In order to develop the professional core ability of secretaries, it is necessary to put the practical teaching of secretarial major into practice.

3.3.1 Enriching the Practice Forms and Implementing the Practice Links

The main form of college practice teaching is teaching practice. Secretarial professional vocational skills training is mainly carried out in the campus training room. Through the vocational simulation training, students will transform the professional knowledge into practical application, understand the vocational skills, and adapt to the requirements of secretarial work in the simulated situation operation. Post-practice is an important part of vocational education to cultivate high-skilled talents and an important channel to shorten the gap between college education and the needs of employers. Interns in the post-practice are fully in accordance with the enterprise's management system and requirements to deal secretarial affairs. Social practice is also one of the important ways to improve students' comprehensive ability. Through social practice, students can quickly integrate into the society, enhance social adaptability and improve comprehensive quality. The college can adopt a variety of assessment methods to promote students to exercise in the society, such as arranging students to do social surveys near the college, making students volunteer in public welfare activities, to improve their comprehensive ability.

3.3.2 Strengthen the Sense of Competition and Encourage the Improvement of Skills

The complicated secretarial work requires the secretarial talents to have a serious and meticulous working attitude, hard-working spirit and the ability to deal with things flexibly. These abilities and qualities can be cultivated not only through practical training inside and outside the college, but also through competitive activities. According to the practical teaching content, the college can hold professional skills contest for secretaries, such as office automation operation contest, etiquette image contest and other ways to strengthen students' practical skills. Enterprises can also carry out a variety of intern rookie competition, through the incentive mechanism to enhance the sense of belonging of interns, to promote their comprehensive skills. Encouraging students to pass various vocational skills certification is also an important method to promote vocational skills training. Both the college and the enterprise can give consideration to the nature of secretarial work in practical teaching, and reward the textual research of students majoring in secretary, encourage students to improve their career competitiveness by commendation.

4. Conclusion

The practical teaching of secretarial major should adjust the course setting, meet social needs on the secretary's core professional ability from inside and outside college, deepen the cooperation between college and enterprise, give play to their respective resource advantages, form long-term, stable and mutually beneficial cooperative relationship, and truly improve the professional comprehensive quality of secretarial talents.

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