

Discussion on the Reform of Core Curriculum Content and Teaching Method of Human Resource Management Specialty under the Background of New Era

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Abstract: Human resource management major is one of the important majors of business administration, which needs to keep pace with the times according to the development requirements of the times. With the drive of big data technology and internet technology, the traditional curriculum content of human resource management is difficult to adapt to the market demand, which requires colleges and universities to adjust the teaching method and content of this major. Based on the characteristics of the development of the times and the market situation, this paper puts forward the main measures and suggestions for the reform of the curriculum content and teaching methods of human resource management specialty under the background of the new era.

1. Introduction

At present, the major courses of human resource management in Chinese colleges and universities are mainly composed of public basic courses, specialized basic courses and elective courses, among which the specialized basic courses are mainly carried out around the six core modules of organizational behavior and human resource management. The six core modules are human resource planning, recruitment and allocation, training and development, performance management, compensation and benefits management, and employee relationship management. The traditional HRM content is characterized by the enterprise as the center, and adopts the top-down management mode. However, with the development of the Internet, big data and artificial intelligence, the content of HRM has been greatly impacted. At the same time, as the new generation of employees has become the backbone of companies, the characteristics of Generation Y employees have become more concentrated: an emphasis on equality and a disregard for authority; I have a stronger pursuit of the meaning of my life and hope that my ideas and viewpoints can be understood and recognized by others. The change of technical conditions and the change of employees' personality will inevitably force universities to rethink the content and teaching methods of human resource management courses. Only in this way can the students trained by the major of human resource management meet the needs of employers and social development.

Human resource management mode has a great relationship with organizational structure design.

Although many organizational structures and their advantages and disadvantages have been proposed in organizational behavior science, the pyramid structure of bureaucracy still prevails, and it is still the basic form of organization to this day. The biggest characteristic of the bureaucratic organization is impersonal, that is, to handle affairs according to the rules, meticulous personal affairs^[1]. At present, our course content system of human resource management still revolves around such a hierarchical organization system. Job analysis, job evaluation, and KPI performance appraisal all embody this idea. The organization management mode adopts the power as the center of the hard control means. Control the operation and development of the organization through the power principle of "subordinate obeys superior" and the formulation of rules with clear rewards and punishments. Although this kind of control is timely and effective in many situations of enterprise development, too absolute positive and negative incentive and power-oriented mechanism will also lead to the rigidity of management and the lack of humanization, and it will show lag, lack of flexibility and poor adaptability before some special small events.

The traditional human resource management department is basically divided into six modules, namely planning, recruitment and employment, training and development, salary management, performance appraisal, and employee relations. The employees in the department are responsible for the affairs of different modules, and there is a clear and isolated dividing line between the modules. When the overall organization has developed to a certain stage, although these six modules can serve for the basic personnel management in a timely and efficient manner, it is difficult to be effectively integrated into a whole to help the development of the enterprise. In addition, there is a sense of boundary between the human resources department and the main business departments of the organization, and it is difficult for them to provide professional services for each business department, such as to solve their needs according to the local system and promote the development of the enterprise in the process of change.

2. Changes in the External Environment

2.1 The Continuous Development of Internet Technology and “Internet +” Thinking

The popularity of “Internet +” thinking is the result of the continuous development of Internet technology. Today, in different industries, organizations are actively carrying out “Internet +” practices. The so-called “Internet Plus” is to rely on the Internet, a huge, open and shared platform, so that the Internet information technology and all walks of life can be deeply integrated, and value innovation can be realized. Internet technology has improved the effectiveness and value of information data in the information age, while “Internet +” thinking has broken the inherent mode of organizations, extended the value chain of the industry, discovered new value points, and created new value for organizations. In other words, the Internet has brought technology foundation for enterprises, while “Internet +” has brought innovative thinking and diversified transformation machinery for enterprises. Due to the Internet itself is a large and efficient platform, enterprises can use this “platform” thinking, within the enterprise to build a big data technology and Internet technology based platform, through the maintenance management of the platform, let the platforms and the organization carries out the organic fusion of multiple business units, to realize the value of the internal structure of regeneration.

2.2 Innovative Advantages Brought by Big Data Technology

Big data technology brings a lot of for the enterprise, high speed, variety, objective and valuable information resource integration model^[2], the enterprise can provide fine it according to the big data information, for their own situation to make accurate judgment clear cognition, analysis of enterprise internal and external environment, finally to make the right organizational management and organizational decision making, so as to realize the management efficiency of enterprises and intelligent decision. Big data technology accurately and efficiently realizes the resource utilization of data information. The information analyzed by big data is an important resource related to the life development of enterprises, and also creates potential opportunities for enterprises in marketing, model exploration, organizational transformation and other aspects. Enterprises should make good use of this double-edged sword of technology according to their own situation. In terms of organizational transformation, big data streamlines the organizational structure, integrates information resources, establishes diversified information channels, realizes efficient information communication, provides a basic tool for the “decentralization” of organizations, and creates more possibilities for the upgrading of organizational management mode innovation.

2.3 Knowledge Economy Has Become a New Trend of Development

With the deepening development of China's economy, the trend of knowledge-based development has become popular, and knowledge and technology have become the two great swords of economic development. At the same time of enterprise scale expansion, the focus of development has gradually shifted to organizational reform and model innovation. Old theory of business administration has does not apply to the enterprise external environment for the

development of the status quo, the old theory and the business philosophy has been hampering companies in the new era of innovation, enterprises rely on the old knowledge if stuck in the past, stop to stay in the development of the comfort zone, so it will only give out slowly being dynamic and changeable market, finally rejected. In the era of knowledge economy, enterprises emphasize the consciousness of innovation, the dynamic mechanism and the competition for talents. The enterprise should create a hotbed of creativity and knowledge, and activate all the internal components of the enterprise. Based on scientific and technological innovation, the new generation of employees and talents can give full play to their knowledge level and creativity, so as to realize the upgrading and innovation of the enterprise business.

2.4 The Unique Personality and Value Orientation of the New Generation of Employees

The new generation of employees has become the mainstay of most enterprises in China today.

The new generation of employees can show their unique innovative spirit, strong learning ability, flexible adaptability, comprehensive comprehensive quality and strong independent consciousness^[3]. They have a strong self-preference for work. Compared with high-paying jobs and tasks, they yearn more for job opportunities that are compatible with their future career planning and self-development. They pay attention to the balance between life and work. They believe that the purpose of work is to lay a material foundation for a free and beautiful life, and they will not compromise their life quality for the sake of work. They reject repetitive and monotonous routine work, prefer challenging and innovative work, and are eager to fully realize their own value in work.

In addition, the new generation employees also has compressive ability is weak, poor team cooperation concept, the characteristics of the on the particularity and complexity of one-child growth process, they are common to the organization team without a clear concept of cognition, to work in the corporate organization weak sense of identity and belonging, lack of team cohesion and work The sense of responsibility. From the perspective of human resources, if the management system of the company is far from the expectations and characteristics of the new generation of employees, it will lead them to lack of communication with colleagues and trust gap with managers in the work, or lead them to leave in anger.

2.5 Under the Background of Sharing Economy, It Brings New Challenges to Enterprise Organizations

With the development of information technology and the deepening of economic globalization, the growing sharing economy based on big data has gradually become the focus of attention from all walks of life, which promotes a new round of revolution in the current mainstream market environment. The sharing economy increases the uncertainty of the market^[4] and makes the environment of business operation more complex and dangerous. Under such economic background, traditional enterprises are facing the risk of being eliminated. But at the same time, sharing economy promotes the reform of social resource structure, realizes the sharing of resources and the business model Of ecology, and presented a “platform”, brings to the organization from all walks of life the thinking of innovation platform, let them with the aid of advanced information technology and data technology, constructing the diversified development of resources within the enterprise platform, implement internal sharing of resources, build enterprise ecosystem, promote the sustainable development of enterprise organization.

3. At Present, the Teaching Content and Methods of Human Resource Management Specialty Exist Problems

3.1 Too Much Emphasis on Traditional Teaching Content, the Lack of Curriculum Content Design in Line with the Requirements of the Times

Influenced by the traditional teaching philosophy of human resource management major, most of the current teaching contents of human resource courses in undergraduate colleges and vocational colleges are old-fashioned and traditional. These institutions still teach courses around the six

modules of human resource management: planning, recruitment and employment, training and development, salary management, performance appraisal and employee relations. This kind of teaching content designed according to the traditional bureaucratic organization structure is difficult to adapt to the development reality of the new organizational structure. In addition, most colleges and universities only impart the basic theoretical knowledge of textbooks and implement the teaching mode of “from books to books” [5]. As a result, there is a mismatch between HRM curricula and corporate practices, particularly the lack of HRM professional practices tailored to local characteristics and needs.

3.2 Teaching Emphasis on Theory, Light Practice, Lack of School-Enterprise Cooperation

Traditional teaching views and concepts hold that the teaching content and methods of human resource management major should systematically and comprehensively teach students the main contents of the six modules of human resource management, so that students can take root in the basic theoretical knowledge of textbooks. However, it is worth noting that there is a serious gap between recruitment in the market and professional teaching, which leads to enterprises not recruiting qualified employees and graduates can not find suitable jobs for themselves. The traditional teaching guiding ideology of “attaching importance to theory and neglecting practice” has affected the teaching of human resource management courses in undergraduate universities to some extent, resulting in prominent theorization of course teaching content, neglecting the introduction and impart of practical knowledge content, and failing to achieve an effective balance between curriculum theory and practical knowledge.

3.3 Teaching Assessment Method is Relatively Simple and Traditional

In addition to the deficiencies in the teaching content of human resource management major, there are also some problems in its teaching methods. At present, the teaching mode of human resource management major of undergraduate and junior college is still dominated by teachers, while students are still in the state of passively listening to lectures. This kind of unilateral teaching method leads to the information and knowledge can not be fully shared, the interaction is poor, the teaching purpose is difficult to achieve. At the same time, many teachers have insufficient motivation to cope with teaching tasks and innovate teaching methods. New teaching modes and methods such as case study, inquiry, heuristic, discussion, MOOC, micro-class and flipped classroom are relatively rare, resulting in low interest of students in learning and poor teaching effect.

4. The Adjustment of the Course Content and Mode of “Human Resource Management”

4.1 The Teaching Content is Diversified and the Teaching Method is Novel

“Human resource management” course is a practical and theoretical combination of a strong applied course, in the teaching process should be comprehensive use of a variety of teaching means and methods, teaching methods should be diversified. In the process of teaching, teachers should take students as the center, clarify the teaching objectives, update the teaching philosophy, let students actively participate in the teaching process, and construct a cooperative teaching mode of active participation and two-way communication.

4.2 Strengthen Teacher-Student Interaction and Mobilize Students' Enthusiasm

In the traditional teaching mode, the teacher is in the dominant position in the classroom, and many students are drowsy in the classroom. By means of “brainstorming”, “leaderless group discussion”, “heuristic teaching”, “scenario simulation” and so on, students can be mobilized to become the main body of the class, and teachers can give appropriate guidance and evaluation. At the same time, in the face of professional courses, teachers should increase the proportion of case teaching. Teachers should choose representative, practical and cutting-edge cases to guide students to think and discuss, and improve students' ability to connect theory with practice.

4.3 Teaching Integration of Practice, Grasp the Human Resource Management Professional Cutting-Edge Knowledge

To performance, compensation, recruitment and other professional quality module teaching, inviting outside Has a rich professional practice ability of executives as a part-time teachers' teaching, make full use of their knowledge of practice, make up for the inadequacy of school teachers' practical experience, to make the students understand the present stage of the profession, industry and enterprise needs according to his own interest and career planning, as soon as possible to determine the career development party, improve the subjective initiative of learning.

4.4 Make Full Use of Technical Means to Realize Knowledge Sharing

Advanced science and technology can be used to improve teaching methods and means, so that the professional teaching content theory with practice, improve students' practical ability and application ability. Colleges and universities can make full use of the virtual technology of “cloud computing” through the cross-university practice of cloud platform for economic and management majors. Logging in “Cluster Concurrent Application System” can support students to use mobile terminals to complete the simulation practice of the actual economic operation environment of enterprises and institutions. Create network independent experiment, invite enterprise experts to undertake experiment teaching task. The center network teaching experimental platform has rich resources, students can not only independently study the theory or download related resources, but also can carry out independent experiments. Students on the Internet can complete the complete learning process of experimental preview, experimental operation, experimental examination, automatic evaluation of scores, which greatly improves the autonomy of learning.

5. Conclusion:

With the promotion of Internet technology and big data technology and the emergence of new generation employees with strong personalities, the core content of traditional human resource management is difficult to adapt to the changes and changes of the external environment in the new era. Therefore, the teaching contents and methods of human resource management major in undergraduate and junior colleges need to keep up with the trend of The Times and make necessary adjustments and updates. Of course, the teaching reform of human resource management specialty is not an easy thing, and it needs to step by step, grasp the opportunities and meet the challenges.

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