Exploring Talents Training Model in Applied Universities—Taking the School of Economics and Management of Chengdu Technological University as an Example

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Abstract. The aim of applied universities is to train high-quality application-oriented talents, and to achieve this goal through the integration of industry and education, school-enterprise cooperation and so on. The training of applied talents requires to meet the needs of industry in terms of knowledge, ability and quality. Based on Chengdu, serving Sichuan, facing the West and radiating the whole country, the School of Economics and Management of Chengdu Technological University has made great efforts to train high-quality applied economic and management talents adapting to local social and economic development and industrial technological progress. It has made a lot of exploration and practice in personnel training mode, curriculum setting, practical teaching and the construction of teaching staff.

Introduction

According to the Ministry of Education, training applied talents has become the primary goal of education reform in local colleges and universities.

As a local university, Chengdu Technological University has always emphasized the construction of "teaching-oriented university for training applied engineering and technical personnel", and has made clear the orientation of school-running types from two aspects of "application-oriented" and "teaching-oriented".

The School of Economics and Management has been exploring and practicing fruitfully on how to train applied talents since its promotion.

Grasping the Practical Requirements of Training Applied Talents

Serving Local Economic and Social Development as the Main Orientation

One of the main functions of applied universities is to train applied talents for local, industry and industry. The idea of "sticking to demand orientation and serving the locality" requires applied universities to deeply study the characteristics of local economic and social development, accurately focus on local industries, meet the needs of industry development, closely meet the needs of local economy, set up specialties with pertinence, and cultivate talents based on service.

Adhering to the Integration of Industry and Education and the Cooperation between School and Enterprise

The cultivation of applied talents should be based on ability cultivation, industry-oriented and career-oriented, combine industrial standards and requirements with personnel training specifications, and gradually establish a two-way embedding mechanism between specialty and industry. Therefore, we should change the traditional "Ivory Tower Campus" talent training mode, actively cooperate with industries, industries and enterprises, and strengthen university-enterprise cooperation. Universities
and enterprises jointly develop courses and textbooks, and formulate outlines. Enterprise personnel and school teachers jointly complete the work of personnel training.

**Defining the Training Objectives of Applied Talents**

Applied talents refer to those who possess certain professional qualities, master certain professional skills and can solve related technical problems independently through practice. One of the main functions of applied universities is to train applied talents for local, society and industry.

According to the orientation of the school and the goal of personnel training, the School of Economics and Management orientates the goal of personnel training as: to train high-quality applied economic and management professionals who understand economy, good management, strong ability and can learn for the development of local economy and society.

**Innovating Talents Training Model**

**Constructing the Three-stage Model of Talents Training**

The School divides undergraduates’ learning process into three stages: the first stage, consolidating the foundation and industry awareness; the second stage, professional orientation and classified training; and the third stage, practical training and career experience.

On the basis of this training mode, the School explored and implemented the "123" talent training mode of "one goal, two kinds of abilities and three platforms to support" to meet the market demand.

**Setting up Three Stages of Practice Teaching**

The School divides students’ practice teaching into three stages: cognitive practice, professional practice and graduation practice.

Cognitive internship is mainly completed by leading freshmen to the off-campus internship base, inviting enterprise tutors to give professional introduction lectures, etc. The purpose is to let students know the major they have learned and have a preliminary understanding of their future career.

**Encouraging Teachers to Go to Enterprises**

In order to improve the practical ability of young and middle-aged teachers as soon as possible, the Institute stipulates that new teachers (except those who have two years working experience in industrial enterprises) must arrange half a year to work in off-campus cooperative enterprises in the first two years in order to improve the practical teaching guidance ability.

**Building Industry Colleges Together with Enterprises**

The College of Economics and Management is negotiating with Suning Yunshan Business Group for cooperation in running schools and jointly building industry college. According to the preliminary consensus reached by both sides, Suning Yun Business School will set up Suning College in the School of Economics and Management. The College will adopt the form of voluntary enrollment of students and implement the 3+1 order class model, that is, students study in their respective specialties in the first three years of university, then enter the industry college to learn the corresponding professional knowledge and skills after their senior year, and learn the courses and practical links set up by Suning Yun Business and Economic Management School.

In the stage of popularization of higher education, local applied universities have become the main body of training applied talents. And "application" is the core of the connotation of applied universities. Applied talents need to pay attention to the comprehensive training of professional knowledge and practical ability. Chengdu Technological University has carried out beneficial exploration and practice in the construction of applied talents training system and professional talents training. These experiences are of certain reference significance to the undergraduate colleges and universities facing industry and enterprises to train applied talents.
References


