Research on the Practice of Talent Cultivation of Applied Undergraduate Music Performance Based on School–Enterprise Cooperation

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Abstract. This paper puts forward the reform method of the curriculum structure and the school and enterprise cooperation, which is different from the conventional training mode, and puts forward the reform method based on the cooperation mode of the local university music performance professional talents. In order to achieve the local colleges and universities to cultivate music the best way to perform talent.

Introduction

Since the large-scale enrollment in 1999, China's higher education has gradually entered the stage of popular education from the elite education stage. In recent years, in addition to professional music class, the ordinary local colleges and universities have opened music professional, under the general trend of employment in the undergraduate, ordinary local colleges and universities have to vocational schools to transform the way, training application talents, The talents of the compound talents have become the general trend of cultivating talents in the new period. The application colleges and universities mainly carry out the functions of "serving the local service", and should take the initiative to adapt to the needs of local science and technology, education culture and economic construction, and cultivate a large number of local economic construction and social development "The next to go, stay, use" high-level application of talent. The application of college music should also be in the continuous research and practice to build a teaching system that reflects the characteristics of the application in order to cultivate more social needs of the application of music talent.

Clear the Goal of Personnel Training

Application of undergraduate is an important part of China's higher education, its main goal is for local enterprises, business (industry) to cultivate production, construction, management, services and other aspects of the application of technical personnel. Music performance talents should not only have a solid theoretical foundation, strong practical application ability, but also have a certain organizational management ability, coordination ability and the use of scientific theory to solve practical problems. In other words, the application of college music performance should be a solid professional music professional theoretical basis and strong music professional skills, can play, can sing, can organize activities, good at managing the application of technical personnel. Therefore, the training objectives of the applied college music performance specialty can be defined as: cultivating the knowledge and ability of music performance (singing, playing, choreographer), in the professional arts and cultural performance groups, cultural centers, primary and secondary schools in music performance and teaching Of the application of talent, and lay the foundation for its professional further study.

On the direction of cultivating applied Talents in local university music performance. Students have good cultural quality, deep artistic accomplishment, solid professional skills and creative performance methods, is the music performance professional training objectives, all of our work should be carried out around this goal. Local music performance professional in the practice of
school-enterprise cooperation model should be based on the local arts and cultural market demand for the professional-oriented, starting from the actual level of students, based on the Hainan music culture environment, with the local cultural and artistic market has a different level of leadership Status of the cultural groups, art training departments to carry out in-depth cooperation to explore a unique music performance professional school-enterprise cooperation model, the common implementation of "talent co-education, process co-management, sharing of results, shared responsibility" to achieve mutual benefit and win.

**Curriculum Structure and the Reform of School - Enterprise Cooperation**

The reform of curriculum structure is the fundamental way to realize the cultivation of applied talents. From the talent point of view, the application of undergraduate graduates than ordinary undergraduate graduates have a stronger practical application ability, higher vocational graduates than the wider professional knowledge. The outstanding characteristics of applied talents are the solid theoretical foundation, wide professional knowledge, strong practical ability, high comprehensive quality, and strong application of science and technology, promotion and conversion ability. Therefore, the training of talented students in applied undergraduate colleges should be based on knowledge and ability. The curriculum should be based on the deep study of local industry and the actual needs of society, and pay attention to the coordination between disciplines and professional relationship.

**Reform of Curriculum Structure**

The curriculum system of the applied college music performance should include three parts, namely, professional ability training course, professional comprehensive ability training course and professional development course. Professional training courses include basic music theory, solfeggio, vocals, piano, physical training, Chinese and foreign music history, students learn these courses is the basis for doing the work after graduation. Professional integrated ability training courses can be divided into "order" "non-order" in two parts. The "Order" Comprehensive Competency Training Program is a course designed for the needs of "education, training, art performance and mentoring", which should include vocals, piano majors, dance, instrumental music and related theoretical courses; "non-order" The comprehensive ability training course should mainly include program host, chorus conductor, dance director, song arrangement, piano improvisation and so on. The combination of the "order" course and the "non-order" course enables students to have a strong stage performance and background work ability. Professional development ability courses should include graduation thesis, practice, art director, piano tuning and maintenance, make-up, etc., which art director, piano tuning and maintenance, make-up and other courses set up, best reflect the talent to adapt to social needs and Industrial development requirements.

**Seeking School-Enterprise Cooperation**

The arts and cultural market is a multi-level, structured art talent supply and demand field. In the school-enterprise cooperation, we first identify different levels of art from the leading, pilot status of the implementation of cooperation enterprises. In the stable culture and art market, the school take the initiative to find a variety of forms of school-enterprise cooperation, long-term cooperation and short-term training, the nature of cooperation by the common interests, "learn from each other" cooperation, the implementation of multi-channel full cooperation. To provide students with a wide range of training, performance training opportunities, earlier in the arts on the road to grow up.

**Talent training Objectives Combined with School-Enterprise Cooperation**

Music training personnel training goal is to adapt to the needs of social development, to adapt to the needs of business users. Therefore, the school-enterprise cooperation, the two sides of the professional construction of the practical training of talent is very favorable. According to the needs of some cities in the market demand, both schools and enterprises to music talent to establish a
reasonable personnel training program, in order to adapt to the development of the arts industry, students after graduation to the local arts industry to contribute their own strength. The school should be in the enterprise with qualified and skilled business ability and keen insight into the market professionals invited to the school, to participate in music performance professionals training, so as to more effectively promote the practical ability of students, school practice teaching level. In the teaching should pay attention to the overall quality of students and music performance training, but also concerned about the improvement of student marketing ability to facilitate students after graduation in the production, service and management have excellent performance, better adapt to the market demand. The school from the enterprise employment standards, in the school to develop student learning and practice evaluation system, so that schools and society can be integrated development. In addition, the school also set up music experts in the performance, so that experts together to determine the direction of professional construction, development of music performance talent training strategies for the market and enterprises to cultivate practical ability of talent.

Teaching Practice Applied to School-Enterprise Cooperation

School practice teaching on the premise of the market research, the enterprise analysis, to find suitable for cooperation with the school business. The basis of cooperation must be professional and work in line, to meet the requirements of employment. Schools to organize students to visit enterprises to study, in order to strengthen business and school communication, so that resources to share. Schools and enterprises also have to participate in the development of talent development program. In addition, the campus culture and corporate culture have many similarities, they are an organic whole. In this way, the school's music performance teaching can work with the job awareness and job responsibilities relative to each other. In the process of teaching in order to be able to align with the enterprise development goals, you can select some experienced teachers to participate in the management of enterprises, get some exercise, and business staff to communicate, and then return to school reform teaching methods and teaching philosophy, The corporate culture and corporate development goals to the students, so that students in the learning process will be able to understand the enterprise, so that students can be graduated after graduation into the enterprise faster.

Seek Government Policy Support

Looking for government policies, financial support, the development of Hainan folk music culture, mining Li Miao culture and art, finishing Li Miao folk literature, folk music and cultural resources, the development of folk art activities of the Miao Festival. With the text, music, dance, audio and video in the form of heritage, development and development of tourism music and cultural activities, local institutions of music professional practice "school-enterprise cooperation" is to promote the development of local culture and art, culture and art market to form a sustainable development trend. Through the long-term art education, to achieve the popularization and sublimation of culture and arts, we can form a public appeal for the arts, cultural and artistic market will be long-lasting, so that school-enterprise cooperation has unlimited sustainable development space, our school-enterprise cooperation to Unlimited development of the market space continues to develop.

Summary

With the popularization of undergraduate education, the continuous expansion of ordinary colleges and universities, the increasing number of graduates of music performance, the employment market has a constant improvement in the employment and other specific needs, colleges and universities in the training of public talent should also continue to innovate and In recent years, in order to solve the employment pressure, the general university to the vocational education institutions in the direction of transformation, school-enterprise cooperation is an ideal way to study the mode of school-enterprise cooperation, to find suitable for the professional road, is the ordinary music performance professional colleges and universities The Best Way to Cultivate Applied Talents.
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