Training Standards of Applied Football Talent in New Normal

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Abstract. By using the methods of literature consultancy and logic analysis, this paper analyzes the training standards of football applied talents in the new normal. The study shows that: football applied talents are technical applied talents, which requires football relevant knowledge, ability and quality. The knowledge includes professional theoretical knowledge and practical knowledge of football; the ability includes the key ability, practical ability and innovative ability; and the quality includes the basic quality and professional quality.

Introduction

In China, during the process of meritocracy of higher education to popularization of higher education, applied talents are a type of talent training that emerges with the different practical needs of different positions and diversified development of colleges and universities. In new normal, the transformation of the mode of economic development and upgrading of industrial structure have taken place, the rapid expansion of the sports industry, acts as a new rising industry, has promoted the rapid development of China’s football both in campus and society. The demand for football applied talents has soared. The problem of talent shortage initially appears. Thus, cultivating football applied talents has become an important task of the era that general normal colleges and universities conform to the needs of society. This article will interpret the connotation of football applied talent and the football applied talent’s standards in new normal.

Connotation of Football Applied Talent

With the specialization of social work, science and technology become the decisive factor of productivity. Qualified talents became the key factor of economic and social development. Therefore, the “Outline of the National Medium and Long-Term Education Reform and Development Plan (2010-2020)” clearly states:“We will continue to optimize the structure of higher education by optimizing the disciplines, types, and hierarchies. Promote multidisciplinary crossing and integration. Key point we focus on is the expansion of the cultivation scale of the applied talent, compound talent and skilled talent.” At present, the relevant research in China divides talent type into three, they are “research talents who discover knowledge, applied talents who use knowledge and skilled talents who are able to accomplish specific operations.”[1] With the driving force of national economic changing from factor and investment to innovation, society has rapid increasing demands for applied talents who have solid foundation of professional knowledge, strong technical strength and comprehensive practical ability.

Cultivating applied talents who can apply what they learn from school become basic objective of local general colleges and universities’ talent-training, which can lay an important human resources foundation for China to continue to deepen its reform and maintain a stable growth of the national economy.

Applied talents, as a talent-cultivation type of higher education, “is mainly engaged in non-academic research work under the guidance of certain theoretical norms. Its mission is to transform the abstract theoretical symbols into concrete operational concepts or product configurations. In other words, they can apply knowledge into practice.”[2] Compared with the other
two types of talents, applied talents pay more attention to practical ability and the application of professional knowledge in its field. Therefore, applied talents are high-level talents who have certain knowledge, ability and quality and each can be coordinated and developed.

Under the situation when the economic and social development have entered new normal, the high-tech, resource-saving and environment-friendly economic development mode has become the main theme of the times. In October 2014, the State Council issued “Several Opinions on Speeding up the Development of Sports Industry and Promoting Sports Consumption”. The sports industry is strongly advocated by the government for its low energy consumption and environment-friendly features. The football industry is an important part of the sports industry section, accounting for more than 40% of the sports industry. Thus, it has a vast market and great development potential. In March 2015, the “General Plan for Reform and Development of Chinese Football” approved by the CPC Central Committee’s Leading Group for Deepening Reform promulgated by the General Office of the State Council on Printing and Distributing the Overall Plan for the Reform and Development of Chinese Football (State Council[2015]No.11). In April 2016, the National Development and Reform Commission issued a notice on implementing the “Medium-term and Long-term Development Plan of Chinese Football (2016-2050)” and relevant work notice of “National Football Stadium Facilities Construction Planning (2016-2020)”. Therefore, it further clarifies the time frame of strategic objectives, quantifies the development goals, and plans the system for nurturing outstanding football enterprises and healthy football culture. Because the government provided the relevant policies as support and protection, China’s football career has gradually embarked on the grand path of scientific planning and overall development. The rapid development of football enterprise and industry has prompted the dramatic growth demand for football applied talents and has provided a practical venue for professional football talents to exert their professional expertise. As an important force in fostering football applied talents, local higher normal colleges and universities must first clarify the basic connotation of football applied talents.

At present, the classification of applied talents basically follows a trichotomy that divides it into engineering talents, skilled talents and technical talents. Technical talent “is a technique engaged in practical activities, including organizing production, construction and service. To be more specific, they are technique or management suppliers of things, such as the technological-level design, the technological process monitoring, the production tool, machine and equipment operation and maintenance, and the products and service improvement, the updating service and management service.”[3] Based on this explanation, football applied talent can be categorized as technical applied talent. First of all, football applied talents should internalize the football professional knowledge into their abilities, which can be practiced and applied in the field of football industry. Secondly, it also requires certain knowledge, ability and quality. Based on this, the football applied talents cultivated by general higher normal colleges and universities refer to those who can adapt themselves to the changing needs of the local economic development mode and industrial structure upgrading and development, apply the learned football expertise to football career and industry practice and has a certain degree of professionalism and innovative practical ability. Learning to use is the current essential requirement of football applied talents. To truly achieve the level, football applied talents must have certain knowledge, ability and quality.

Training Standards of Football Applied Talents

Colleges and universities set up a talent training program based on the modern education concept and the school running orientation. Various majors also form distinctive models of talent training, which provides the students with all-round development that has quality provisions. “The talent training model is the school to help students to build knowledge, ability, quality structure and the way it is implemented, which fundamentally defines the characteristics of talent and embodies education thoughts and concepts.” [4] Therefore, it is necessary to train the football applied talents who can adapt to the needs of economy and social development with scientifically plan about the knowledge,
qualities and abilities that they should possess. This is the prerequisite for the goal of football applied talents training.

A. Knowledge

The applied talent training program is market demand-oriented, thus, the curriculum scientifically defines the knowledge that student need to grasp and basically takes module as a standard, which helps student to form a relatively fixed knowledge structure. That guarantees students to systematically master the knowledge. According to the talent training programs for sports professionals in general colleges and universities, applied talents should master the corresponding professional knowledge and general knowledge. The acquisition of the knowledge has the corresponding curriculum system as a guarantee. Therefore, for the knowledge structure of football applied talents, it mainly refers to the professional theoretical knowledge and practical knowledge of football, which is the precondition for football talents to improve their ability and comprehensive quality. The professional theoretical knowledge of football includes the technical and tactical teaching, training principle, the psychological training principle, competition organization and management theory, competition rules, etc. The practical football professional knowledge includes the teaching and training practice of tactics and techniques, the practice of physical training, the practice of psychological training, the sports injuries and first aid practice, on-the-spot command, referee practice and so on. The professional theory and practice knowledge of football, together with professional knowledge and general knowledge, form a complete knowledge system of football applied talents, which provides them with a solid knowledge foundation for the effective completion of their football work.

B. Ability

Ability is a key element that football applied talents should have and is a subjective condition which ensures the successful completion of football-related work. It has obviously personal psychological characteristics. Based on the practical work demands and the vision of sustainable development of applied talents, the ability structure of football applied talents can be divided into the key ability, practical ability and innovative ability. The key ability is the ability to collect, analyze and process information, express and communicate, teamwork, solve problems and make value judgments, which are necessary for the football related work. Having this kind of ability is the basis for football applied talents. Practical ability, an essential condition for students career development, is an explicit result of applying football theoretical knowledge, practical knowledge and football basic technique and professional quality, which means it is an ability to operate and organize football related things well. Innovative Ability refers to football applied talents can apply innovative idea to seek a creative way out when facing difficulties in practice, thus, driving football related work into a new situation.

C. Quality

Quality is a relatively stable individual psychological structure and development level, which forms on the basis of innate biological inheritance and acquired culture-shaping. People’s quality refers to the intrinsic psychological quality that helps people to gain success, also, it is the material basis for ability development and provides the impetus for people’s sustainable development. Since the quality of applied talents should have both universal characteristics and distinguishing characteristics, thus, the quality structure of football applied talents can be divided into basic quality and professional quality. The basic quality includes qualities such as scientific and cultural qualities, ideological and moral qualities, individual physical and mental qualities and aesthetic qualities, which are required in whatever kinds of job fields.

Professional quality for one wants to engage in football related works refers to professional intelligence quality and professional affection quality. Professional intelligence quality is the ability that students can internalize professional football knowledge and ability to occupational features and then enhance the working effectiveness in football field. The professional affection quality mainly
refers to a kind of individual psychological tendency characteristic shown in the football professional work. Such as the interest, motivation, belief and emotion in football related work and the strong sense of vocation and responsibility, etc. A sound personality is the inherent motivation to engage in creative football career, “People who lose their humanistic spirit nourished, no matter what level of education they’ve received, ultimately, can only be a tool that anyone can use.”[5] Therefore, the quality factor is the key link in the process of applied talent training.

**Conclusion**

The training of applied talents in the new normal meets the policy requirements that vigorously promote and develop the sports industry, the needs of diversification and stratification of talent training in higher education and the needs of the transformation and development of local general normal colleges and universities. Therefore, on the premise of clarifying the connotation and basic specifications of football-applied talents, we should make scientific adjustments to the selection of training target orientation, curriculum system, teaching content and teaching methods so as to construct a suitable training program for the growth and development of football-applied talents, promoting local general normal colleges and universities get out their own way to cultivate applied talents.

**References**


