

Research on the Target Positioning of Higher Vocational Talents Development under the New Normal Situation---Take Asset Appraisal and Management Major as Examples

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Keywords: New normal; Vocational high school; Asset appraisal major; Target positioning of talents development

Abstract. With the economic development entering into a new normal situation, the reduction of prospective students, fresh economic development field and new requirements on vocational talents quality all highlight that the goal of higher vocational education should change from extending business to doing good. In the process of strengthening the quality of talents, searching for appropriate talents development mode, the talent development target positioning should be the basis, direction and key. This paper selects assets appraisal as a research example, which is a new modern professional service that our country tries to vigorously develop. Through analysis from multiple perspectives, to understand the connotation of the target positioning of higher vocational talents is to emphasize its positioning path and provide reference for the major setting and talents development plan formulation.

In the old normal situation while China pursuing rapid economic development, high vocational education also experienced extension. In major setting research, most of the colleges hold the idea that if other institutes have some ideas of developing I must learn. They actually lack the deep analysis on the field development as well as their own situation. As a result, this momentum blurs the targets of talents development, which further affects the talent input quality. In the situation of reduction of prospective students [1], this development mode which focuses on scale while ignores quality is not conducive to the continuous development of higher vocational education. In order to understand the current situation, the author conducted surveys on 32 leaders of 12 majors, which include accounting, e-business, assets appraisal and management etc.

Table 1 Research index explanation and valuation

Index	Index Name	Index Type	Index Value
Y	Reasonable	Dependent variable	No=1; Yes=2
X ₁	Development target meets the basic requirement of nation's education background	Education background index	No=1; Yes=2
X ₂	Curriculum system fully demonstrate the education background characteristics	Education background index	Not fully demonstrate=1; Fairly demonstrate=2 Fully demonstrate=3
X ₃	Teaching method under the target guidance fully demonstrate the education background characteristics	Education background index	Not fully demonstrate=1 Fairly demonstrate=2 Fully demonstrate=3

X ₄	Graduates fully demonstrate the education background characteristics	Education background index	No=1; Yes=2
X ₅	Enough internal professional teachers	Professional advantage index	No=1; Yes=2
X ₆	Internal professional teachers are fully qualified	Professional advantage index	Only few teachers are qualified=1 Most teachers are qualified=3 All teachers are qualified=3
X ₇	Social enterprises positively participate in professional teaching research and reform	Education background index	No enterprises=1 Nominal participation=2 Practical participation=3
X ₈	Build external training base requirements	Education background index	No=1; Yes=2
X ₉	Massive graduate talents meet the requirement of society	Industry talents characteristics index	No=1; Yes=2
X ₁₀	Similar major quantity set of other colleges in this region	Industry talents characteristics index	Most colleges set=1 Few college set=2
X ₁₁	Talents possess executive ability	Industry talents characteristics index	No=1 Fairly=2 Fully=3
X ₁₂	Talents possess continuous learning ability	Industry talents characteristics index	No=1 Fairly=2 Fully=3

According to statistics analysis on collected questionnaire, the research result is not optimistic while the average score of research index is low, outstanding problems show in the following: 87.5% interviewees think that current professional output graduates do not have obvious education background characteristics; 81.25% interviewees think that the quality of professional teachers cannot meet the requirement of teaching; 81.25% interviewees also hold the view that current enterprises are nominal and they will not truly participate in the activities. Questionnaire survey results, to some extent, reveal that current colleges are aimless in major setting and construction which directly leads to the hardship and is related to the blurry talents target. Based on questionnaire analysis, the author carried out a deeper investigation on some interviewees and found out that most of them do not have a clear understanding of the target development oath while the development plan is kind of plagiarism, which is in short of thorough understanding of major setting characteristics, and the assets appraisal shines out. Based on this, this paper takes the assets appraisal of higher vocational schools as an example to refine keyword and conduct the talent development path, emphasize key points of talents target positioning for reference based on analyzing on the major setting characteristics.

Multi-Perspective Analysis on the Characteristics of Assets Appraisal and Other Relative Major Setting

Analysis on the Education Background-to Ensure the Basic Direction of Professional Construction. According to the real development condition of assets assessment industry, its academic education is mainly focused on 5A2 (undergraduate or above for high-tech industry) of ISCED and 5B (higher vocational education). Based on analyzing the connotation of classification standard, undergraduates, higher vocational students should be skilled. Directed by commonalities, all-level talents differ in terms of classification and adaptability [2]; assets appraisal belong to knowledge-intensive and high-end modern service field, which covers a wide range obvious and its business skill support has obvious interdisciplinary nature. Therefore, in terms of talents requirements, they should have abundant knowledge and be adapted to multi perspectives with professional abilities, outstanding practical skills. Based on this, colleges can correctly find out the path and ensure the correctness of talents team.

Analysis on the Advantages of Assets Appraisal and Other Relative Major- to Ensure the Dependence of Professional Construction. Combining the characteristics of higher vocational education as well as the actual talents requirement under the circumstances that our country tries tireless to vigorously develop the modern service, the advantages of asset appraisal and other relative majors provided by higher vocational school show in the following three aspects: to being with, they will have shorter time to finish their degree and they take employment as the goal which can actually meet the urgent demand of the market; what's more, most of the higher vocational schools depend on industry requirement and they are superior in terms of practical application resources; third, the major setting has filing system, so the talents output won't be inferior to common colleges while combining the condition that companies ask more about practice ability than academic degree.

Analysis on the Characteristics of Ability Requirement under the Development Trend of Asset Appraisal Industry- to Ensure the Talent Development Standard. For economy in the new normal situation, the assets appraisal industry demonstrate new characteristics and trend, to analyze the connotation of industry development requirement, refine the characteristics of talents, we can describe from learning, practice and innovation. Learning ability emphasizes on self-improvement, new requirements triggered by new industry and market, so only when you are able to learn, you can master; practical ability emphasizes on the transformation from theory to result, which directly determine the business range of employees. To determine the professional connotation of practical ability under the orientation of market demand structure will help to make talents solve practical problems; innovative ability emphasizes that during the practice, employees will contribute to perfecting the industry. Nowadays, most of the current appraisal methods refer to developed countries, so how to change adjust and find out a proper one depends on the deep understanding of business connotation as well as methods. To conclude, to be good at finding out problems and analyzing problems will be the connotation of innovative ability, which are necessities to construct the talent quality.

Refine Keywords of Target Positioning of Higher Vocational Talents Development

Analysis on the Education Background to Set up Keywords-Evaluate Frontline Work, Skilled Talents. Analysis on the education background is to ensure the basic direction of professional construction, while the key of higher vocational is employment so the requirement of practical skill on talents is different from the common colleges; then it will pay attention to high-end and the intellectual skill is also different. While combining these two aspects, taking the two key words of evaluating frontline work and skilled talents can demonstrate the rationality of talent development targets; evaluating frontline refers to the basic skills and is related to the setting standard of basic course; evaluating skilled talents is directed at intellectual requirements and is s related to the setting standard of core course.

Analysis on the Advantages of Provided Majors to Set up Keywords-Facing Certain Fields.

Analysis on the advantages is to ensure the professional dependence and facing certain fields etc can be used to describe the realizability of developing talents; in order to solve the problems of higher vocational schools' professional teacher problem, the key is dependence, which should be related to resources and major superiorities to on the one hand fully play their function and ensure the teaching path construction and on the other hand strengthen the skill of talents with shorter time in campus based on the major characteristics.

Analysis on the Characteristics of Ability Requirement under the Development Trend of Asset Appraisal Industry to Set up Keywords- Master the Connotation of Appraisal, Act as Back-Up Resource, High Quality. Analysis on the characteristics of ability requirement under the development trend of asset appraisal aims to determine the talent development standard to comprehensively demonstrate its expansibility: to begin with, to master and evaluate the work connotation demonstrate the correspondence nature between professional knowledge to learning ability, professional skill to practical ability, and development skill to innovative ability which should be related to professional evaluation system construction; as back-ups, we can see the development status, and graduates of higher vocational school should have correspondent ability. Their knowledge, practice, innovative ability improvement will be development basis and should be related to professional research and teaching reform; high quality refers to the ability to fulfill the requirements which emphasize comprehensive needs in terms of ideas, culture and morality which should be related to the quality education.

Conclusion

The above description demonstrates the analysis path of talent development target positioning of higher vocational assets appraisal, the refinement and determination of key words, which on the one hand takes new normal situation into consideration and on the other hand analyzes the education background, advantages and industry development trend, showing higher vocational schools' delicate consideration on major construction. However, you have to pay attention that the refinement of key words is not the ending of positioning the talents development targets, which should find out the focus after introduction so as to further analyze its merits as well as demerits to come up with countermeasures. Finally, we can achieve real target direction and improve its development.

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Foundation Item: Chongqing Education Commission Science & Technology Project Research on the Target Positioning of Higher Vocational Talents Development Under the New Normal Situation (Item number: KJ1504301); Chongqing Education Science Twelfth Five-Year Plan 2015 Special Topic Research on the Application of Flipped Classroom Teaching Mode in Higher Vocational Accounting (Item number:2015-ZJ-026)

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Explanation: This paper is phased result of Chongqing Education Commission Science & Technology Project Research on the Target Positioning of Higher Vocational Talents Development Under the New Normal Situation (Item number: KJ1504301); Chongqing Education Science Twelfth Five-Year Plan 2015 Special Topic Research on the Application of Flipped Classroom Teaching Mode in Higher Vocational Accounting (Item number:2015-ZJ-026)