

# Training Model Construction of Personnel Majored in Cultural Market Operation and Management based on Modern Apprenticeship System

Jin-e Xu<sup>1, a</sup>

<sup>1</sup>Chongqing City Management College, Chongqing City, 401331, China

<sup>a</sup>email:

**Keywords:** Modern apprenticeship system; Cultural market management; Talent training; mode;

**Abstract.** The talents trained in the training mode of professional management and management of the cultural market do not meet the needs of the market. Therefore, the reform is imperative. As an educational mode promoted by enterprises and schools, the educational objects of the modern apprenticeship system include both students and employees. For them, school is employment; part of the time is in the enterprise production, and other parts of the time are to study in the school. Based on the author's study and time experience, this paper took the management and management of cultural market as an example; first of all, it discussed the existing problems of talent training in higher vocational colleges, and then analyzed the construction of training model of professional management personnel majored in cultural market based on modern apprenticeship system.

## The Problems Existing in Personnel Training in Higher Vocational Colleges

**Personnel training mode reform is not complete.** With the comprehensive reform of personnel training mode, we should firstly start from the ideological education of students with deepening teaching philosophy, teaching methods, teaching evaluation and teaching practice and even paying attention to each class and materials so that to completely subvert the old mode of training talents. At present, many colleges and universities in China have carried out a series of reforms on teaching materials, and even recompiled a lot of new teaching materials, and also tried to reform the curriculum system. However, most of the curriculum reform is still not complete, which just changed the form of courses with little changes of the curriculum content. This makes the teaching content of higher vocational education obsolete, and can not keep up with the speed of technological updates, and can not meet the requirements of the rapid development of higher vocational education.

At the same time, China's higher vocational education is also facing a very serious problem, that is, the new teaching methods and new teaching concepts have not yet been applied in teaching practice. Both teachers and students focus solely on teaching materials, which has formed the wrong idea of grasping the teaching material and grasping the technology with neglecting the renewal of the technology under the new era background; in addition, it has a negative impact on teachers' teaching activities, teaching evaluation and teaching practice.

**Curriculum teaching method is not clear.** Although the modern apprenticeship system is applied to the teaching of higher vocational colleges, it is not a vocational education based on the university level. In fact, it is a kind of vocational education based on the enterprise standard. The curriculum system of modern apprenticeship is completely different from the curriculum system of vocational education based on the university. But so far, many colleges and universities in our

country still can't distinguish these two kinds of curriculum systems very well. During the application of modern apprenticeship, the teaching model and curriculum system have always been established from the perspective of University standards; there are a few universities all mistake of modern apprenticeship as a business practice, which completely ignores the cultivation of curriculum theory knowledge learning and students' comprehensive quality. It makes the modern apprenticeship curriculum teaching troubled into a single model. Modern apprenticeship training course teaching is mainly implemented in higher vocational colleges and enterprises, especially applied in the enterprise. Modern apprenticeship is a kind of vocational education. The problems faced by this kind of vocational education are also very clear. However, most colleges and universities curriculum teaching can not solve these problems and they are still in the primary stage of teaching, which can only provide students with simple teaching methods and teaching contents, or short-term internship.

**Do not attach importance to occupation moral education.** The current talent training mode of higher vocational colleges in our country does not pay attention to the cultivation of the inner quality of talents. There are lacking of ideological education, professional quality education and professional ethics education, etc. In the process of talent training in colleges and universities, if we neglect the cultivation of professional ethics and comprehensive quality, the students will eventually be eliminated by society even if the training with higher level of technology. At present, there are still some bad phenomena in higher vocational education in China, such as paying attention to teaching professional experience, paying attention to theoretical study, neglecting practice and so on. Because the students lack the theory of practical experience, the students after graduation can not get recognized by the enterprises. Thus, students also need to spend a long time on constant accumulating practical experience, which is the direct result of the imperfect education mode and talent training mode in China. At this stage, the reform of personnel training mode in higher vocational colleges should pay attention to the teaching concept of educating people and the cultivation of students' professional ethics and professional quality.

### **Construction of Training Model of Professional Management Personnel Majored in Cultural Market Based on Modern Apprenticeship System**

**Rebuild a new curriculum system.** In the process of implementing modern apprenticeship, it is not enough to have a guarantee mechanism for the co-education between schools and enterprises. In this process, the identity of the students is the students and apprentices, and these two kinds of identity is a kind of mutual conversion relations; the learning place is not only schools, but also enterprise. Therefore, we should rebuild the modern apprenticeship curriculum system. In order to establish the talent training target and the training standard of talents, the modern apprenticeship system should fully display the "professionalism" and "higher nature" of higher vocational education. In order to better realize the training of highly skilled personnel, we should carry out market research, and determine the experimental profession and modern apprenticeship system. According to the unique conditions of each link to modern apprenticeship qualities and cultivation of high skilled talents, professional training plan must be strictly formulated, and new curriculum standards and curriculum system should be re constructed; the logical starting point to professional training shall prevail. The logical link between different fields of personnel training should be gradually infiltrated into the law of students' cognition and the law of their career growth. Moreover, we must integrate the students' professional knowledge, professional skills, professionalism, professional attitude and humanistic accomplishment in the true sense.

**Build a government oriented supportive policy.** To improve the quality of training talents in

higher vocational colleges in China, to solve the problem of employment of students in higher vocational colleges, and to promote the development of the category of industry and enterprise technology, it is an inevitable trend of the development of higher occupation education. The government should undertake the responsibility of supervision and management, so that to strengthen social service consciousness of the enterprises. Every year, higher occupation education development will be supported by the government special funds. Therefore, we can give proposal to government so that to consider decomposing the higher occupation education funding. The government can totally decompose part of the funds to inspire training and cooperation in the school and enterprises. Aiming at the problem of the enterprise benefit compensation to a certain extent or for those who were selected as the best cooperation enterprises, we should give preferential treatment to support them. If so, higher vocational colleges do not need to buy so many expensive technical equipment, and they will not be out of touch with the market, so they can closely follow the pace of the market and train excellent technical talents.

**Construct performance appraisal system.** One of the most important tool for the evaluation and supervision of the modern apprenticeship pilot for cultivating talents is the performance appraisal system in higher vocational colleges. Modern apprenticeship system in higher vocational colleges should combine the characteristics of the school itself and the idea of running a school. We should establish modern apprenticeship special working group, which is made up of enterprises, school leaders and professional teachers. It is necessary to establish a set of performance evaluation system, which is suitable for higher vocational colleges and must carry out the performance appraisal policy effectively and objectively. The process of implementation in the pilot project professional, vocational institute, enterprise satisfaction, teaching management, teaching, teachers' satisfaction and the assessment and evaluation of students satisfaction coefficient should be enhanced. Next, it is necessary to establish a student learning evaluation system. In accordance with the double attribute of higher occupation education on "higher" and "occupation", we should design a targeted learning evaluation system, and make the occupation post to the development needs of students and occupation demand for talent fully emerged. Higher vocational colleges and enterprises should analyze the factors that influence students' growth and success; further, in accordance with the special nature and basic rules of cultivating talents with high skills with the modern apprenticeship mode, we can find the suitable point between the development of students and the demands of their professional posts as the basis for students' growth planning so that to promote the students will grow as their pursuit of life value and motivate students being extremely enthusiastic about growing up.

**The school and enterprise conclude laws and regulations with clear powers and responsibilities.** In order to guarantee the modern apprenticeship training mode is more normative, legitimate in the implementation process, we need to set up some legal regulations. In higher vocational colleges, enterprises, students and business master in the modern apprenticeship training mode are the main body for the protection of the rights and obligations. At present, the higher vocational colleges who have the training mode and cooperative enterprises are just signed a training contract, and both interests of the colleges and enterprises are protected and placed in an important position. However, the interests and rights of the masters and students are not involved too much. At present, it is unrealistic for the strict requirement of providing salary to the students under the current Chinese labor market and development of the enterprise and current situations of the higher vocational colleges. Therefore, higher vocational colleges can provide enterprises with suggestions, so that to let them pick out the some students directly involved in professional practice and turned them into formal who perform well in practice with payments.

## Summary

The premise of modern apprenticeship training mode of virtuous cycle and popularization with Chinese characteristics must obey the law. The modern apprenticeship training mode can make the quality of high skilled talents training enter a better track of normal development, which needs to clear the rights and obligations of enterprises and schools, so as to ensure the education and the training process of higher occupation education is a complete operation.

## Acknowledgements

Chongqing Education Science "in 13th Five-Year" 2016 Year Project Planning: Research on the Training Mode of Professional Management Personnel of Higher Vocational Culture Market Based on Modern Apprenticeship (2016-GX-186)

Research Project of Teaching Reform by Chongqing City Management College in 2016: Research on the Training System of Professional Management of Higher Vocational Cultural Market Based on Modern Apprenticeship (2016jgkt015)

## References

- [1] Tao Xiaoheng. *Analysis of the advantages of the modern apprenticeship system*[J]. Journal of Huanggang Polytechnic College, 2017, (01): 17-19.
- [2] Hu Yankun. *Analysis and research of the systemic guarantee of the personnel training mode of modern apprenticeship system*[J]. The development of human resources, 2016, (14): 90-91.
- [3] Yu Jingbo, Liu Meiyun, Qi Fulei. *Talent training model in Higher Vocational Colleges from the perspective of modern apprenticeship system*[J]. Journal of Qingdao Technical College, 2016, (02): 24-29.
- [4] Cheng Yi'an. *Reflections on the application of modern apprenticeship system in Higher Vocational Tourism Management*[J]. Jiamusi Journal of Career Academy, 2016, (03): 22-23.
- [5] Feng Jun. *Research on the training mode of dual subject talents between school and enterprise under modern apprenticeship system*[J]. Vocational education communication, 2016, (04): 53-57.
- [6] Xu Chao, Wang Liju. *Exploration and Reflection on the training mode of modern apprenticeship system*[J]. Science technology and industry, 2016, (01): 76-78.
- [7] Wu Baijun, Guo Shenghui. *Enlightenment of modern apprenticeship system on talents training mode of Higher Vocational Education in China*[J]. The occupation education journal, 2014, (03): 1-6.