

# Research on “Three Creations” Talent Training Mode of Geely University

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**Abstract:** In recent years, with the development of economy, the employment situation of college graduates is becoming more and more serious, while the employment situation is becoming more and more serious. According to the growth law of college students, schools should adopt the “innovation + entrepreneurship + creation” model to cultivate students’ innovative thinking and innovative consciousness, as well as professional skills teaching. However, the traditional training mode of “knowledge accumulation” and “skill cultivation” can not meet the needs of society, nor can it form a benign interactive development trend with the technological needs of enterprises. Therefore, it is urgent to actively explore a new mode of personnel training suitable for colleges and universities and improve the quality of personnel training. This paper takes Geely College as an example to explore the training mode of “three innovations” talents suitable for the development of the school.

**Keywords:** Innovation; Entrepreneurship and creation

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## 1. Professional Transformation and the Development Course of “Three Creations” Talent Management Mode

Geely College is an independent full-time private undergraduate university approved by the Ministry of Education. It was founded in Beijing in 1999 by Geely Holding Group, one of the world’s top 500 enterprises, formerly known as Beijing Geely University. On March 30, 2020, with the approval of the Ministry of Education, the school moved to Chengdu as a whole and changed its name to Geely College. In order to better adapt to the economic development of the western region, the school has set up an innovation and entrepreneurship college based on disciplines and professional groups to continuously improve the quality of education and teaching, the level of scientific research and the ability to transform scientific and technological achievements of Geely College, and to train a large number of high-quality, high-level and diversified talents with innovative spirit and practical ability. Geely College will be built into a high-level application-oriented university with distinctive digital characteristics, making new contributions to higher education and economic and social development in the western region.

### 1.1 Professional transformation

Over the past 23 years, the quality of personnel training and the level of running a school have been continuously improved, and the graduates have been highly recognized by enterprises and society. The school has been approved as the national training base for automobile talents in short supply, the national first-class undergraduate specialty construction point for vehicle engineering specialty, the national “New Energy (Electric) Vehicle Diagnostic and Maintenance Technician Training and Certification Center” and the national “Second-hand Vehicle Appraiser Certification Center”. In 2021, the “Three Creations” talent management model will be built to improve the quality of talent training and social services.

### 1.2 Establishment and implementation of “Three Creations” talent training objectives

Since its establishment, Geely College has always regarded serving local economic construction and social development as

an important part of its school-running purpose, and adhered to the principle of quality first in personnel training. Construct the innovation and entrepreneurship education system of “1234” (that is, one center, two cycles, three formats and four integrations), and run innovation and entrepreneurship education through the whole process of personnel training. The School Innovation and Entrepreneurship Incubation Center is composed of entrepreneurs, investors, well-known scholars and policy consultants. It consists of an administrative center, a double-creation education center, an incubation center, an industry-education coordination center, a public space and a continuing education center. It provides one-stop service for college students’ innovation, entrepreneurship and creation. Take the “Internet +” competition as the starting point, cultivate students’ innovative thinking, stimulate students’ entrepreneurial passion, and enhance students’ creativity. Establish a leading group of innovation and entrepreneurship education, and improve the system guarantee system of teachers, platforms, funds and mechanisms; Set up the College of Innovation and Entrepreneurship, and assign special personnel to co-ordinate students’ “Three Creations” education and teaching work; With the “Sanchuang” Incubation Center as the carrier, a team of “Sanchuang” education teachers is established, which is mainly inside the school, supplemented by outside the school and combined with full-time and part-time. Deepening school-enterprise cooperation, using the mechanism of collaborative education between industry, University and research, employing typical entrepreneurs, entrepreneurs and investors as “three innovations” mentors to provide guidance and help for students “three innovations”. Gradually form a talent training mode with applied research talents as the main body.

### **1.3 Achievements under the “Three Creations” Talent Training Mode**

Since the school launched the “Three Creations” talent training, a series of outstanding achievements have been made, such as the second Sichuan China Vocational Education Innovation and Entrepreneurship Competition, Geely College team won the provincial first prize, second prize, third prize, excellent prize and best popularity prize. The total number of awards and the results of awards ranked first in Sichuan applied undergraduate colleges and universities. In the eighth Sichuan “Internet +” College Students Innovation and Entrepreneurship Competition, the Geely College team won 2 gold, 2 silver and 7 bronze awards, refreshing the record of the competition, and the gold award ranked first in the provincial private undergraduate colleges and universities.

To sum up, the most fundamental reason why our school has achieved such excellent results in the “three innovations” talent training mode is that it has always adhered to the school-running purpose and training objectives of “basing on the industry and serving the local”. The school has always adhered to the fundamental concept of “cultivating people by virtue” and regarded cultivating people by virtue as the fundamental task of education. By means of strengthening teachers’ quality and teaching methods, improving teaching methods, paying attention to the cultivation of students’ comprehensive quality, and actively exploring the school-enterprise cooperative education mode, we can carry out the construction of all-round “three innovations” teaching mode. Give full play to teachers’ scientific research ability, combine professional practice ability with “three innovations” ability organically, and create a number of characteristic disciplines and advantageous specialties. At present, a “three-creation” talent training curriculum system including innovation and entrepreneurship curriculum system has been formed, and remarkable results have been achieved.

## **2. Optimization of “Three Creations” Talent Training Mode**

### **2.1 Optimize the curriculum scientifically and reasonably, and establish the conditions for the cultivation of students’ “Three Creations”**

Professional curriculum should be market-oriented, meet the needs of enterprises, and adjust dynamically according to social development. It is oriented to cultivate applied talents with “team cooperation and innovation spirit, entrepreneurship consciousness and team cooperation spirit”. During the study period, students are required to take the needs of enterprises as the main body of all course contents on the premise of ensuring accurate understanding of course knowledge points. The learning content mainly includes basic theory courses, core knowledge and comprehensive case practice courses. According to the needs of graduates and the development needs of the industry, the course content is dynamically adjusted.

### **2.2 The cultural atmosphere of “Three Creations” is not perfect.**

Schools should always take the construction of “Three Creations” cultural atmosphere as an important part of the implementation of education, and create a strong “Three Creations” atmosphere. In addition to participating in various annual thematic innovation and entrepreneurship competitions, students should also be organized to carry out innovation week activities with the theme of “innovation and entrepreneurship creation”. We will carry out various innovative and entrepreneurial activities, such as essay collection, speech contest, knowledge contest, micro-film exhibition and creative works collection. At the same time, we should actively explore the ways and methods of practice-oriented “Three Creations” talent training mode, and constantly deepen the construction of “Three

Creations” incubation base. Encourage and support students to explore their entrepreneurial potential and exercise themselves in innovative practice activities; Encourage students to go out of school and start their own businesses.

### **2.3 Promote the construction of teaching staff and improve the academic level of teachers**

For young teachers who make up the number and have no experience in enterprises, an assessment system should be formulated. For example, according to the different titles, those who have no achievements in scientific research in their own academic fields within the prescribed time should be warned, and those who still have no achievements within a certain period of time should be dismissed. Excellent teachers should be included in the personnel management system and teacher assessment system of the college. Employ people with professional and educational experience as “double-hired” teachers in schools; Experts and professors with rich experience in vocational education serve as visiting professors, part-time professors and backbone teachers. Invite industry experts to give more than two special lectures (including two); Employ senior executives of enterprises in the province as part-time professors; Industry experts and senior executives are invited to teach in schools and train teachers, and the establishment of expert workstations is carried out jointly with enterprises to promote teaching reform through the practice of expert studios.

### **2.4 Strengthen the association of curriculum practice and improve the quality of teaching**

The practical teaching link of “Three Creations” talent training mode is the foundation, the key link of cultivating the quality of students’ innovative practical ability, and the key link of improving the quality of teaching. Schools should strengthen the teaching reform of practical links. Firstly, practice teaching should be regarded as the most basic teaching link throughout the teaching, and the construction and management level of experimental training and practical training should be strengthened. Strengthen students’ assessment of knowledge and skills; The second is to enable students to achieve self-transcendence in practice, innovate educational concepts in the practice of the “Three Creations” model, encourage students to go deep into society, participate in practical activities and achieve excellent results.

## **3. Conclusion**

In order to achieve high-quality sustainable development, colleges and universities must carry out professional transformation and upgrading. However, if the direction of transformation is not appropriate, it will not only fail to form advantages, but also have a negative impact on enterprises in terms of professional construction and personnel training. Therefore, in the process of professional transformation and upgrading, schools should establish a sense of service and innovation, constantly optimize the mode of personnel training, and improve the quality of personnel training. The “three-innovation” talent training mode, which combines professional talent training system with practical teaching system, curriculum system and students’ comprehensive quality training system, has been constructed, and the reform and innovation of training mode have been realized to meet the market demand. It has formed a unique “three innovations” talent training mode.

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