

# Analysis on employment-oriented computer teaching strategies in higher vocational colleges

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**Abstract:** In the information age, the application of computer technology is more and more extensive. It is an important content of higher vocational education to train students' computer skills and promote the collaborative development of students' professional quality and vocational ability. Higher vocational computer teaching should be updated with the development of The Times and the needs of society. In this regard, with employment as the guidance and background, this paper analyzes the necessity of the reform of computer teaching in higher vocational colleges and several important principles that should be followed, points out the main problems existing in the current computer teaching in higher vocational colleges, and puts forward effective optimization strategies, hoping to provide some effective suggestions for promoting the reform of computer teaching in higher vocational colleges.

**Key words:** employment-oriented; Higher vocational college; Computer teaching

## I. The necessity of carrying out the reform of computer teaching in higher vocational colleges with the guidance of employment

### 1. Adapt to market demand

The work of higher vocational education trains skilled talents for economic development and market demand, which should be carried out according to the talent market and job skill demand. In order to meet the market demand, higher vocational colleges should be employment-oriented and actively implement the reform of computer teaching. By maintaining good communication with enterprises, the curriculum system, teaching content and teaching methods should be optimized, the practical characteristics of vocational education should be highlighted, the skills application ability of students should be strengthened, and the ability of students to apply computer professional theoretical knowledge to production management practice should be cultivated, so as to meet the demand of enterprises for talents, expand employment channels for vocational graduates and increase their employment rate.

### 2. Improving teaching quality

To achieve the goal of student employment is one of the important directions of higher vocational education. To carry out computer teaching with employment as the orientation can clarify the teaching goal more clearly, construct a scientific curriculum system, integrate and optimize the teaching content, improve the teaching evaluation index, enhance the teaching guidance ability of teachers, and make computer skills an important help for students to find jobs and employment in the future. The employment-oriented exploration of computer teaching in higher vocational colleges is conducive to the deepening of the reform of computer teaching in higher vocational colleges, effectively improving the quality of computer teaching, promoting the continuous optimization and adjustment of computer teaching in higher vocational colleges with the development and change of the talent market, increasing the practicability and attractiveness of teaching content, mobilizing students' enthusiasm for independent learning, and promoting better teaching quality.

### 3. Promote students' career development

The modern education concept advocates the individualized development of students, who have different interests and career development goals. Integrating career guidance education into computer teaching is conducive to the individualized development of students. Under the guidance of employment, the reform of computer teaching is promoted, so that students can identify their advantages and strengths in advance, be prepared to develop their personal strengths in advance, stimulate their learning enthusiasm and potential, and help students achieve personalized learning growth and career development. Under the guidance of employment, teachers help students develop scientific career planning, establish a correct career view, and clarify the direction of career development. In addition, it is necessary to popularize the application status and development trend of computer technology in the teaching process, stimulate students' learning enthusiasm and inner potential, meet students' personalized learning growth and career development needs, and finally make students obtain ability and quality coordinated development.

### 4. Achieve mutual benefit and win-win results

School-enterprise cooperation can build a broader practice platform for students, help students internalize theoretical knowledge and develop practical skills, so that students can quickly adapt to enterprise positions after graduation and create value for enterprises. To implement the employment-oriented reform of computer teaching in higher vocational colleges, it is necessary to strengthen the close exchanges and in-depth cooperation between schools and enterprises, promote the effective docking of talent training and market demand, let higher vocational colleges and enterprises form a dual-subject education system, achieve the goal of skill application-oriented talent training, continuously import high-skilled talents for enterprises, and improve the employment rate of higher vocational graduates. Realize the mutual benefit and win-win situation of higher vocational colleges, enterprises and students.

## II. The optimization strategy of employment-oriented computer teaching in vocational colleges

### 1. Clear teaching objectives, pay attention to the cultivation of practical ability

Employment-oriented to promote the effective implementation of computer teaching reform in higher vocational colleges, first of all, we need to build employment-oriented teaching objectives. Teachers in higher vocational colleges should carry out in-depth market research, obtain real and reliable data information through exchanges with enterprise managers and technical backbones, analyze the application norms, characteristics and actual conditions of computer technology in all walks of life, master the requirements of enterprises on the quality and ability of talents, and break down the requirements for talents' computer ability in each position. Set the target of computer course training in contrast. At the same time, vocational computer teaching under the guidance of employment should pay attention to the cultivation of students' practical ability, curriculum system should realize the combination of history, reasonable allocation of theoretical courses and practical courses, and strengthen the integration and penetration of theoretical and practical teaching.

The curriculum system should be matched with the teaching situation and teaching method, mobilize the students' active initiative to participate in the practice and training activities through the way they like to see, and gradually improve the students' practical skills. Teachers should create computer practice scenes, optimize students' sense of experience with vivid computer practice teaching, increase students' sense of substitution, guide students to use computer professional theoretical knowledge to solve practical problems in enterprise production management, ignite the spark of students' thinking, and realize the application of knowledge.

### 2. Adjust the teaching content according to the needs of enterprises

To promote teaching reform with employment as the orientation, higher vocational colleges can strengthen cooperation with enterprises, let enterprises participate in the formulation and implementation of talent training programs to a certain extent, and promote the education of both schools and enterprises. When designing the teaching content of computer courses, take the teaching syllabus as the program, integrate the talents needs and training suggestions of enterprises, analyze the computer knowledge and skills that students must master in the future employment, make good use of network resources and social resources, integrate with the knowledge content of textbooks, and make the content of computer courses reflect The Times and practicability. Promote the balanced development of the supply and demand of computer talents. With the education of both schools and enterprises, enterprises can provide necessary resources and platforms for computer teaching, bring students computer knowledge more suitable for production practice and provide a platform for computer skills practice, accelerate students' absorption and internalization of key points of computer professional knowledge, improve students' vocational ability, and promote the quality and efficiency of computer teaching in higher vocational colleges. This can also increase students' professional identity and interest in learning computer professional knowledge and skills, so that students can enhance the motivation of learning computer operation ability and programming ability, fully capable of the paperless office model of enterprises in the new era, and become the talents urgently needed by enterprises, then vocational students' employment channels will be broadened.

### 3. Innovate teaching methods and improve teaching efficiency

Teaching mode is an important factor affecting the effect of computer teaching. To promote the reform of computer teaching with employment orientation, it is necessary to innovate in teaching methods and introduce modern human-centered teaching modes, such as project-driven, action-oriented teaching method and flipped classroom. On the one hand, the teaching mode should be able to clearly and intuitively present the knowledge content, but also reflect the orientation of cultivating students' employability for the selection of teaching methods, and is committed to bringing strong sensory stimulation to students, causing students to deeply explore the desire of computer knowledge and skills, so as to improve the teaching efficiency. For example, through the case teaching method to implement computer teaching work, the introduction of life cases to explain computer technology for students, show computer knowledge, such as the analysis of computer technology involved in the production of short video, let students use short video production technology to record campus life.

### 4. Attach importance to school-enterprise cooperation and cultivate professional quality

To build a computer practice platform, we can integrate more abundant resources for the practice teaching platform by strengthening the deep cooperation between schools and enterprises, use the power of enterprises to improve the practice teaching environment and conditions, and provide more practice opportunities for students. The main function of the practice platform is to let students have a thorough understanding of the theoretical knowledge of computer in the practice operation, and form a preliminary understanding of the future post work, and make a good psychological preparation for employment. Higher vocational colleges should take the initiative to communicate with enterprises, introduce the advantages, ideas and advanced results of school-enterprise cooperation in cultivating talents, attract enterprises to build practical training bases inside and outside the school, adopt integrated teaching mode in computer teaching, and promote the rapid improvement of students' practical ability. Arrange students to practice in enterprises on a regular basis, increase students' understanding of the job requirements of enterprises, stimulate students' intrinsic potential and learning motivation, maximize the role of school-enterprise cooperation in educating people, and cultivate students' computer practical ability and professional quality. Higher vocational colleges should make reasonable use of the financial resources provided by enterprises to strengthen the construction of infrastructure, purchase advanced computer equipment and software, and ensure that students have enough time for practical training during school, so that they can learn theoretical knowledge while carrying out practical exploration, and organically combine theory and practice.

### 5. Build up the teaching staff and provide teaching guarantee

With the deepening of the reform of vocational education, the construction of "double-qualified" teachers has become an important topic in the construction of vocational schools. The matching of "double-qualified" teachers with the nature of higher vocational education

is of great significance to the training of skilled talents. Therefore, higher vocational colleges should strengthen the construction of teachers, improve the professional quality and teaching ability of teachers, ensure that teachers can provide professional and personalized guidance in the process of students learning computer theoretical knowledge and practical operation, and promote the good development of students' vocational ability. However, the computer teachers in higher vocational colleges generally lack practical experience in enterprises, and most of them come to the school directly after graduation from colleges and universities to teach. They do not have a deep understanding of the development of the computer industry and the needs of talents in the computer field, and lack practical experience. The teaching work pays too much attention to theoretical guidance, and the training of practical skills is not prominent enough. Thus, there is a certain deviation between the computer knowledge and skills mastered by students and the job demands of enterprises. To this end, higher vocational colleges must strengthen teacher training. Through cooperative research and development projects with enterprises, teachers can be encouraged to participate in and improve teachers' practical ability and professional experience, so that teachers can really help students make career development plans effectively. At the same time, vocational colleges can hire professionals in the field of computer application to participate in the formulation and adjustment of computer teaching programs, and train teachers in their own schools. The quality of computer course teaching should be improved by cultivating double-qualified teachers, optimizing the structure of teachers, promoting the exchange and sharing of advanced teaching experience and methods, and implementing the employment-oriented teaching concept.

#### 6. Adopt multiple evaluation to improve the teaching system

Teaching evaluation is an important means to test the effect of computer teaching and the development of students' vocational ability. In higher vocational colleges, to carry out employment-oriented teaching work, we must adopt a comprehensive evaluation method, introduce multiple evaluation subjects, carry out teacher evaluation, student independent evaluation and student mutual evaluation. This can not only reflect the fairness and objectivity of teaching evaluation, but also create an atmosphere of solidarity, friendship and win-win cooperation for students. In teaching evaluation, teachers should use encouraging language, pay attention to protect students' self-esteem and self-confidence, and establish a harmonious teacher-student relationship. Assessment of students can be carried out from the theoretical and practical levels. Through in-depth analysis of students' achievements, students' learning attitude, ability level and employment outlook in computer technology can be accurately understood. Continuous optimization of computer teaching system can guide students to plan their career scientifically and correct their shortcomings. Toward their own career goals, the employment-oriented concept will be effectively integrated into the computer teaching in higher vocational colleges.

### Concluding Remarks

In a word, the integration and penetration of employment-oriented concept in computer teaching in higher vocational colleges has brought new ideas for teaching reform. Teachers of computer courses should clarify their own teaching purpose, strengthen the advanced nature and practicability of teaching content, use various modern teaching methods, reform teaching evaluation methods, stimulate students' learning enthusiasm and improve teaching quality. At the same time, higher vocational colleges should also strengthen the deep cooperation with enterprises and improve the overall quality of teachers, so as to promote the coordinated development of students' computer application ability and professional quality, broaden the students' employment channels and enhance their employment competitiveness.

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