

# Research and Practice on the innovation of Applied Talents Training Mode Based on the integration of production and education and collaborative education

*Xiaoyan Wu*

Lijiang University of Culture and Tourism, Lijiang, Yunnan, 674100

**Abstract:** in the new era, new industries and new technologies go hand in hand and develop together. The demand and requirements of society for applied talents are increasing year by year. From this point of view, the traditional talent training mode in Colleges and universities has been unable to meet the needs of applied talents, and there are a series of problems to be solved. At this time, the concept of integration of production and education and collaborative education provides a new development direction for the reform of Applied Talents Training Mode in Colleges and universities, and also brings unprecedented opportunities. This paper focuses on the basis and premise of the integration of production and education and collaborative education, as well as the innovative practice strategy of Applied Talents Training Mode Based on the integration of production and education and collaborative education, in order to provide beneficial references for the transformation and development of applied talents training in Colleges and universities.

**Key words:** integration of production and education; Collaborative education; Training of applied talents; Mode innovation; Practice introduction

The core of applied talents training is to comprehensively improve students' comprehensive practical ability, guide students not only to master solid professional knowledge, but also to flexibly apply technical skills to professional social practice, and should have good professional quality and innovation consciousness, so as to adapt to front-line work as soon as possible. For a long time, the cultivation of applied talents has been the focus of the work of colleges and universities. However, due to the late proposal of the talent cultivation concept of integration of production and education and collaborative education in China, various problems will inevitably occur when integrating with colleges and universities. Therefore, it is necessary to explore the innovation and practice of the application-oriented talent cultivation mode of integration of production and education and collaborative education, In order to help colleges and universities quickly promote the realization and achievement of the goal of cultivating applied talents.

## 1 The necessity of integration of production and education and collaborative education

In 2017, the opinions on deepening the integration of production and education clearly emphasized that social organizations and industries played an irreplaceable role in the process of talent cultivation in Colleges and universities, giving full play to the main role of enterprises and industries in the process of talent cultivation and the integration of production and education, which was conducive to deepening the reform of China's education system and comprehensively improving the quality of Applied Talents Cultivation in Colleges and universities. From this point of view, the current integration of industry and education, school enterprise collaborative education has been imperative. For the integration of industry and education, most colleges and universities actively participate, do their best to create a good environment and provide a platform for students, truly take the integration of industry and education and collaborative education as an important direction of talent training reform in Colleges and universities, strictly follow the concept of introducing enterprises to colleges and sending teachers to enterprises, and finally create a harmonious atmosphere of industry and education integration with social collaborative participation.

## 2 The importance of the integration of production and education and collaborative education for the cultivation of Applied Talents

### 1. Practical needs of talent cultivation in Colleges and Universities

First of all, the realization of the goal of integration of production and education and collaborative education is inseparable from the cooperation of schools, enterprises and society. Without any of them, the effect may be greatly reduced. Although colleges and universities are important places for personnel training, they may not have a thorough understanding of the society and industry, especially the specific requirements of front-line production and management positions for talents. From this point of view, it is not feasible to achieve the goal of cultivating applied talents only by relying on a single force of the school. In this process, enterprises and society are bound to give full play to their initiative. Only in this way can the trained talents more meet the actual social development and job requirements.

Secondly, the training process of applied talents should be dynamic and open. Therefore, the effective interaction between schools and enterprises is very important. On the one hand, it is conducive to strengthening students' understanding and cognition of occupation, position and work, improving students' initiative in self-learning, and on the other hand, strengthening the participation of enterprises and society, Enterprises can infiltrate the latest development trends of the industry and the latest demand of the industry for talents into the process of education and teaching at any time and anywhere. At the same time, they can imperceptibly convey the enterprise spirit and enterprise culture to students, so that students can be recognized by enterprises and positions in the school, and shorten the time for students to adapt to the society to the greatest extent.

## 2. Common demands of both schools and enterprises

First of all, enterprises' participation in the training of applied talents can provide rich teaching resources, such as educational environment, culture, guidance of front-line personnel, real practice scenes, etc. these precious resources are conducive to the realization of diversified and personalized talent training goals. At the same time, from the perspective of colleges and Universities, it can provide timely insight into the needs of the industry for talents, Combined with professional characteristics and talent training objectives, we should build an enterprise group with the collaborative participation of multiple enterprises, so as to better optimize and improve the talent training program and improve the quality and level of talent training as a whole.

Secondly, most enterprises pursue the maximization of economic benefits. In the process of participating in the cultivation of applied talents, enterprises can actively seek favorable resources conducive to promoting their own development, such as teachers, talents, equipment, etc. In the process of participating in talent training, enterprises can imperceptibly infiltrate their business philosophy and values into the process of education and teaching; It can popularize the theory of enterprise industry development to students and cultivate students' professional quality, professional skills and practical ability; By guiding students to complete social practice, we can selectively absorb excellent talents and make them become the backup force of enterprises; Enterprises can carry out stable and long-term cooperation with colleges and universities with professional advantages to help students complete systematic training tasks and help cultivate high-quality technology and management talents; Colleges and enterprises jointly apply for projects, realize technological innovation, and improve the technical strength of enterprises as a whole, so as to lay a solid foundation for the long-term development of enterprises and the improvement of the overall scientific research level of colleges and universities.

## 3 Effective strategies for innovative practice of Applied Talents Training Mode Based on the integration of production and education and collaborative education

### 1. School enterprise collaboration to develop talent training program

The talent training program is related to the development and orderly promotion of the whole talent training work, and is the first step of school enterprise cooperation and collaborative education. Therefore, schools and enterprises should pay more attention to it. From a macro point of view, in order to promote the integration of industry and education and the coordinated education work in an orderly manner, colleges and universities should give full play to the advantages of enterprises when formulating the training plan for applied talents, actively absorb the opinions of enterprises and industries, and invite industries and enterprises to participate in the formulation of the training plan, Jointly analyze the education priorities that should be highlighted in the process of talent training, determine the direction and objectives of education, and clarify what skills, necessary quality requirements and knowledge and abilities applied talents need to master, so that they can give full play to their own or joint efforts to realize the talent training objectives as soon as possible.

First of all, before colleges and enterprises jointly develop talent training programs, colleges and universities should investigate the requirements of corresponding industries on talent theoretical knowledge, skill level, professional quality and other aspects in advance, and then an expert group composed of full-time teachers in Colleges and universities, teaching steering committee and school enterprise Cooperation Council should actively express their opinions on talent training, It also discusses the main problems existing in the application-oriented talent training program and the targeted solutions. On this basis, it forms and determines a more practical talent training program. Of course, this plan is not immutable. It requires the school to continuously optimize and improve it according to the tracking survey on the employment quality of graduates. At the same time, it needs to build a theoretical and practical teaching system that is more suitable for the new talent training plan, and optimize and upgrade it on the basis of the original, Only in this way can the training goal of applied talents be more suitable for the development of society and industry, and meet the needs of specific enterprises.

Secondly, based on the integration of production and education and school enterprise collaboration, the 4+1 applied talent training mode can be implemented. Specifically, students can complete three years of professional theoretical knowledge learning in the school first, and the last year is determined as the "internship and training year". Colleges and universities provide students with opportunities and platforms to enter enterprises for comprehensive graduation training, Through on-the-job internship, we should strengthen the accumulation of students' professional basic knowledge, and exercise their professional skills, so as to improve the overall level of students. In this process, colleges and universities should always maintain timely communication with enterprises, cooperate to manage students and establish a school enterprise collaborative talent training mechanism. The enterprise can manage the students in the enterprise according to the regular staff, and the students should abide by the rules and regulations of the enterprise like the regular staff, and complete the work assigned on time. The school should conduct real-time dynamic supervision and management of students, and regularly organize teachers to conduct targeted inspection and guidance in enterprises, so that the school and enterprises can form a seamless connection and work together to achieve the goal of cultivating applied talents.

### 2. External introduction and internal training to accelerate the transformation of teaching staff

From a macro perspective, in the integration of production and education and school enterprise collaboration, schools and enterprises are two important subjects. From a micro perspective, the strength of teachers should not be underestimated. They are the guides on the growth of students and the direct executors of talent training programs. Therefore, it can be said that the comprehensive level of teachers is directly related to the quality of the final application-oriented talent training. Since the teaching staff can play a positive role in the integration of production and education and collaborative education, at this stage, the central task of universities and enterprises is to work together to build a "dual qualified and dual capable" teaching staff, so as to promote the trained talents to better connect with enterprises, and

truly play a unique role of the teaching staff in the whole process of integration of production and education.

First of all, internal training can promote teachers' professional growth and development by organizing and carrying out colorful practical activities. For example, starting from the actual situation of the profession, organize and carry out innovative practice teaching ability competition, micro lesson production competition, lesson plan production competition, etc., urge teachers to pay attention to the improvement of their own innovative practice teaching level through similar methods, and accumulate rich teaching experience through practice, so as to ensure that teachers meet the requirements of production and education integration as much as possible. In addition, the school should establish a perfect incentive mechanism to encourage teachers to actively participate in various types of professional and technical post qualification examinations and obtain more vocational skills certificates, so as to improve the comprehensive teaching level and practical teaching ability of the teachers' team as a whole.

Second, introduce. Colleges and universities can establish an open and flexible employment mechanism. On the one hand, they can hire management backbones and highly professional talents from enterprises to personally come to the school to give practical guidance to students. In addition, the school can also invite enterprises to jointly complete the subject research, give full play to the unique advantages of the school and enterprises in the subject research, and cooperate in the research and development of new technologies or new products, so as to improve the scientific research level of teachers and employees in the enterprise as a whole, and ultimately enhance the teaching management ability of the double qualified teachers' team.

### 3. Docking demand and innovating talent training content

In order to achieve the goal of cultivating interdisciplinary and applied talents as soon as possible, based on the guidance of the goal of integration of production and education and collaborative education, both schools and enterprises need to constantly enrich the content of cooperation, optimize the mode of cooperation, and more importantly, further enrich the connotation of Cooperative Teaching in connection with the development of industry and enterprises and the needs of talents, and actively explore and innovate new modes and ideas of industry university research cooperation. In order to truly realize the purpose of win-win cooperation and collaborative development between colleges and enterprises. Generally, the contents of school enterprise cooperation include but are not limited to directional talent training, cooperative education, academic exchanges, scientific research project cooperation, etc. In addition, with the increasing depth and breadth of cooperation, schools and enterprises should actively expand new areas and modes of cooperation.

In the process of actual cooperation, colleges and universities should properly handle the relationship with enterprises, especially the communication before cooperation, and ensure that students are given enough time to practice raw materials, so as to fundamentally strengthen students' understanding and application of knowledge. In addition, in view of the importance of practical teaching in the whole process of cultivating applied talents, colleges and universities should invest more human, material and financial resources in practical teaching, and actively participate in the product design and R & D process of enterprises, further shorten the distance between colleges and enterprises, and create favorable conditions for students' practical ability training and exercise. Effectively improve their practical ability, thinking ability and post adaptability. At the same time, in the process of integration of production and education, enterprises and schools should find appropriate opportunities to imperceptibly infiltrate professional quality education, enterprise culture education, and standard consciousness education, so as to effectively improve students' Ideological and moral quality and code of conduct, and fundamentally avoid students' slacking in work, To ensure the long-term and stable implementation of school enterprise cooperation.

In addition, the innovation and entrepreneurship ability and hands-on operation level of students will be greatly improved, so that students can be familiar with the corporate culture and job responsibilities in the shortest time after entering the society and really contacting the actual position, so as to cultivate modern applied talents that are more suitable for the industrialization of enterprises and the professional development of schools.

## epilogue

In a word, relying on the integration of industry and education and school enterprise cooperation, college students will quickly fill the gap between the courses in the school and the abilities required for the post after they enter the enterprise internship. For application-oriented talents, they not only need professional theoretical knowledge as the basis, but also need a professional practice platform to serve them, so as to really broaden students' horizons and enable them to timely understand more cutting-edge technological research achievements or school enterprise cooperation trends, so as to promote the coordinated development and common improvement of schools, enterprises, students and even teachers.

## References:

- [1] Fangyuan Jiang, Chunlei Wu Research on the training mode of applied talents of Art Majors Based on the integration of production and education and collaborative education [J] Modern commerce and trade industry, 2022 (15): 90-92
- [2] Yinghua Wang, Hailong Yu Applied talents training mode of Engineering Cost Specialty Based on the concept of integration of production and education and collaborative education [J] Western quality education, 2020, 6 (1): 190-191
- [3] Gang Liu Innovative analysis and practical exploration of applied talents training mode of animation major in the Internet Era -- Based on the concept of "integration of production and education, collaborative education" [J] Wireless Internet technology, 2020, 17 (18): 83-84
- [4] linlin Sun, Shufen Duan Research on the innovation of talent training mode of Applied Economics and management specialty based on the integration of production and education and collaborative education [J] Charming China, 2020 (46): 180

# Research on the application of big data in enterprise human resource management

Hongfeng Zhang

School of Economics and Management, China University of Petroleum, Beijing, 102200

**Abstract:** With the development and progress of the information age, the Internet and big data have rapidly invaded people's lives and work, and also brought a variety of impacts. The application of big data in enterprise human resource management undoubtedly has a positive impact. Its flexible application in human resource management can establish an effective talent data management model and create great value for human resource management; At the same time, it can provide data reference for human resources work and reduce the cost of information collection and time in the process of employment; It can also provide convenience for talent management and employee services, promote a good working atmosphere, and improve the work efficiency and quality of talents. It can be seen that the research on the application of big data in enterprise human resource management has far-reaching significance. This paper makes an in-depth analysis of the relevant significance, current problems and strategies.

**Keywords:** Big data; Enterprise; Human resource management; Application strategies

## Introduction

In recent years, the word "big data" has been mentioned more and more, and the field of data penetration has become wider and wider, marking the arrival of the era of big data, and a digital world has been established through more comprehensive perception, preservation and sharing of data. In this context, the situation of enterprise human resource management is also facing great challenges and tests. How to break through from the aspects of talent recruitment, assessment, incentive, development and so on remains to be explored and practiced. It is of far-reaching significance to study the application of big data in enterprise human resource management. It is convenient to use big data to promote the selection, cultivation and retention of human resources into the quantitative category. Using big data to help human resource managers make scientific decisions and optimize services, and using big data to screen talents with more core competitiveness and better ability to improve the competitiveness of enterprises is the key work of current human resource management research.

- 
- [5] Haijiang Wang, Xiangye Cheng Research on the training mode of human resource management talents in application oriented universities under the background of integration of production and education and collaborative education [j] Education and teaching forum, 2020 (41): 126-127
- [6] Xin Li Research on the innovation of applied talent training mechanism of "integration of production and education and collaborative education" [j] Foreign trade and economic cooperation, 2021 (4): 139-141
- [7] Si Chen, Wenxing Zheng Research on the innovation of applied talents training mode of Mold Specialty Based on the integration of production and education and collaborative education -- Taking Anhui National Defense Technology Vocational College as an example [j] Modern vocational education, 2019 (23): 122-123
- [8] Xinwei Deng, Lina Liu Research on the training mode of applied professional talents based on the integration of production and education and collaborative education [j] Management and research of scientific and technological achievements, 2021, 16 (12): 22-25
- [9] Xi Wang, Yi Gu, Jin Chen, et al Innovation and practice of golf talent training mode based on "industry education integration and collaborative education" [j] Green technology, 2022, 24 (5): 254-256
- [10] Zhichun Sui Research and Practice on the innovation of Applied Talents Training Mode Based on the integration of production and education and collaborative education [j] Modern economic information, 2018 (15): 459
- [11] Na Wang, Li Shang, Yuling Wang Research on the training mode of mechanical applied talents based on the integration of production and education and collaborative education mechanism [j] Journal of higher education, 2020 (27): 180-182
- [12] Chunchan Luo, Ke Tang Research on the innovation of Applied Talents Training Mode Based on the integration of production and education and collaborative education [j] Theoretical research and practice of innovation and entrepreneurship, 2019, 2 (21): 128-129
- [13] Xin Zheng, Xiaojie Zhang, Wenhan Tang, et al Exploration and practice of Applied Talents Training Mode under the background of "industry education integration and collaborative education" [j] Science and technology horizon, 2020 (20): 96-97
- [14] Chunxia Liu Innovation of Applied Talents Training Mode Based on the integration of production and education [j] Heilongjiang science, 2020, 11 (13): 56-57
- [15] Jinting Wang Research on the innovation of applied talents training mode of logistics management specialty based on the integration of production and education and collaborative education [j] Industrial innovation research, 2018 (11): 50-51