

Talent training mode of computer network technology specialty in Colleges and Universities under the “1 + X” certificate

Zhiyong Yuan

Application Research Center of Virtual Simulation Technology, Nanchang Institute of Technology, Nanchang, Jiangxi 330044

Abstract: “1 + X” certificate system plays an irreplaceable role in the talent training system of computer network technology specialty in Colleges and universities. It can not only improve students’ professional ability based on professional qualification certificates, but also cultivate students’ ability to work in specific positions in their career. It is of great significance for colleges and universities to cultivate applied talents. In the “1+x” of computer network technology specialty, “1” mainly highlights the school running foundation and talent training objectives of vocational colleges, “X” is to cultivate students’ professional application skills through the diversity of computer network technology and professional qualifications. Therefore, in the training of computer network technology professionals in Colleges and universities, colleges and universities should do a good job in the deep integration of the “1 + X” certificate system and professional core courses, deepen the reform of the professional practice teaching, and further improve the students’ practical ability. This paper discusses the talent training of computer network technology specialty in Colleges and Universities under the 1 + X certificate, and discusses its optimization strategy in detail, hoping to provide more references for front-line educators.

Key words: “1+x” certificate; Colleges and universities; Major in computer network technology; personnel training

According to the policies issued by the National Vocational Education Office, it is clearly pointed out that the “1 + X” certificate system should be closely combined with the cultivation of talents majoring in computer network technology in China, so as to realize the effective connection between higher education certificates and professional skills certificates, and promote the long-term improvement of students’ vocational skills while improving the reserve of professional academic theories. Since the continuous implementation of the new curriculum reform policy, the traditional education methods have been unable to meet the needs of modern personnel training, let alone the needs of society and related enterprises for talents. Therefore, domestic higher education needs to keep up with the development of society and enterprises in talent cultivation, and cultivate high-quality, high-level and high-quality talents by optimizing teaching objectives, teaching methods, teaching contents and teaching system. The proposal of the “1 + X” certificate system has opened up a new path for the cultivation of talents majoring in computer network technology in Colleges and universities, and provided a high-quality development direction. Therefore, colleges and universities should carry out targeted innovation based on the “1 + X” certificate system on the existing theoretical basis and practical teaching of the major, enhance its practicability, and enable students to have good professional practice ability, Promote its all-round development. At the same time, colleges and universities should conduct in-depth research on the computer network technology specialty of the University, timely discover the problems existing in the theoretical practice and post setting of the specialty in the teaching process, and take the “1+x” certificate system as the basis to solve the problems, so as to improve the overall quality of talent training of computer network technology specialty.

1. The connotation of “1 + X” certificate system

“1” in the “1+x” certificate system refers to the academic certificate, that is, the academic diploma issued by the school running institutions carrying out academic education in the current education system, which mainly carries the educational function; And “X” refers to a number of vocational skill level certificates, which is the effective proof of the vocational skill quality of college graduates. It mainly carries the professional function, so it shows strong professional characteristics. As far as the development of higher education is concerned, the academic certificate is the direct expression of the quality of talent training in Colleges and universities, and plays an indispensable key role in the development of national human resources. The vocational skill certificate is the proof of the professional skills and qualities held by graduates, which reflects that the students have the corresponding vocational skills and qualities. It can be seen that “1” is relatively stable and “X” is relatively mobile, but the two can complement each other, which can reflect the real level of a college student. Generally, colleges and universities do not have the advantages of new ideas, new resources and new technologies, but they can carry out comprehensive and systematic training for students, so that students can make favorable choices on the basis of establishing comprehensive cognition. Specifically, students can further make career choices, conduct in-depth learning and training in relevant vertical fields, and finally obtain the certificate of vocational skill quality by obtaining the vocational skill level qualification certificate. In this way, “1” and “X” can complement and promote each other, laying a solid foundation for improving the level of professional talent training in Colleges and universities.

2. The significance of “1 + X” certificate system

2.1 Help to enhance students' social adaptability

With the wide application and development of the Internet, the demand for computer network technology professionals is also gradually rising. The certificates of computer network technology major include: network administrator (Junior), network engineer (intermediate), network planning designer (Senior), etc. to a certain extent, they can represent the professional learning level of students and alleviate the difficulties of employment. When most colleges and universities implement the “1+x” certificate system in the training of professional

talents, they have incorporated it into the education system of talent training and conducted comprehensive training and assessment for students. In this way, students can be exposed to more professional knowledge, and then can master the practical skills of computer network technology. It can be seen that the professional qualification certificate of computer network technology has a positive significance for the improvement of students' comprehensive quality and professional quality, and it is also helpful for students' social adaptability.

2.2 Help to improve the quality of professional personnel training

In the context of the new era, social enterprises also have higher requirements for network computer talents. For example, Huawei also has relevant certificates for talents in this field. There are three levels of certificates for Huawei certification, namely HCIA, hcip and hcie. HCIA means Huawei ICT engineer certification, which is the primary certification in Huawei certification. Hcip means Huawei certifies ICT senior engineer, Hcie is the intermediate level certification in Huawei certification. Hcie means Huawei certified ICT expert. It is the advanced certification in Huawei certification. Therefore, only students with excellent professional quality and certificates that can prove their professional level can obtain the favor and acceptance of social excellent enterprises. The effective application of "1 + X" certificate system in the major of computer network technology in Colleges and universities can enable students to obtain more opportunities for professional practice, improve professional application ability, and become compound talents. It can be seen that the "1+x" certificate system has a positive significance for the improvement of the quality of talent cultivation in this major, helps the major keep pace with the times, and makes contributions to the development of the industry and society.

2.3 Achieved the integration of academic education and vocational skills training

The "1 + X" system reflects the importance of academic education and professional skills education, and it is important to integrate professional skills standards into the talent training system of colleges and universities. That is to say, the application of the "1 + X" certificate system in the computer network technology major in Colleges and universities has completed the integration of professional skill assessment content and daily teaching content, so that students can continuously improve their professional skill level on the basis of mastering professional theoretical knowledge. On this basis, colleges and universities have also achieved the balanced development of theoretical teaching and practical teaching, enabling college students to develop and progress in an all-round way, highlighting the advantages of the integration of academic education and professional skills training, and further interpreting the talent training effect of one plus one greater than two. For students, they can also obtain the professional skill level qualification certificate on the basis of learning theories and mastering skills. This certificate is also the "stepping stone" to their entry-level industry, which gives students the opportunity to "work upon graduation", so that they can quickly adapt to the new environment and new positions; For enterprises, they can screen talents more directly and conveniently, save time costs, economic costs, human costs, etc. in human resources, and absorb fresh blood, laying a solid foundation for the development and progress of enterprises.

2.4 Realized the integration of professional teaching resources and vocational skill level teaching resources

From the perspective of education, "X" is not unchanging, but relatively mobile. In other words, the "1+x" certificate system is a "dynamic mechanism" in talent training, which can achieve a high degree of integration of professional teaching resources and vocational skill level teaching resources. Under the "1+x" certificate system, colleges and universities can try to link with relevant professional training institutions in terms of teaching resources for talent cultivation, closely follow the development of computer network technology, actively use the most cutting-edge technology to develop teaching resources, and combine the teaching resources representing the latest technology with professional talent cultivation to further complete the cultivation of innovative and professional talents. In this way, it can highlight the characteristics of colleges and universities, organically combine with the new needs of the job market, and then comprehensively develop teaching resources, and effectively promote the integration of production and education and the combination of work and Study on the basis of school enterprise cooperation.

3. Talent training mode of computer network technology specialty under the "1 + X" certificate system

3.1 Explore theoretical development in combination with professional events

In the talent training of computer network technology major in Colleges and universities, we should integrate the mode of "promoting teaching through competition" into the talent training system based on the core concept of "1 + X" certificate system, innovate teaching theory, promote the development of teaching practice, and give fresh vitality to the innovation of talent training system of this major. Specifically, the computer network technology specialty should explore the talent training system from the following two aspects. On the one hand, teachers majoring in computer network technology should, under the guidance of the school, actively optimize the original talent training system from the direction of "theory practice integration" teaching, and build an educational situation in which theory and practice blossom in an all-round way. Under the "1+x" certificate system, the core of talent cultivation of computer network technology specialty is "application". At the same time, the demand of relevant enterprises for computer network technology professionals has gradually begun to be differentiated and diversified. At present, many enterprises are facing the bottleneck of development or the dilemma of Internet transformation, so the demand for comprehensive talents of computer network technology has surged. Therefore, under the guidance of the "1+x" certificate system, the major of computer network technology should deeply grasp the market demand, follow the development trend of market talents, and cultivate applied talents that meet the market demand in the original talent training system. Secondly, under the "1+x" certificate system, computer network technology professionals should take "professional events" as the basis of practical teaching in teaching, and integrate them into the talent training system, so as to realize the purpose of strengthening students' professional practice

ability. In addition to professional events in social aspects, colleges and universities themselves should also invest in the establishment of school events, or jointly set up computer network technology professional events with other colleges and universities, build a practice platform inside and outside the school, and give full play to the value of professional events in the process of professional talent training. In the specific implementation, teachers and students can greatly improve their teaching effectiveness and learning outcomes by participating in professional competitions. They can see their own problems through professional competitions, and make corrections in the subsequent teaching and learning, so as to form a practical exploration mode of “teacher-student cooperation” in talent cultivation. Teachers and students of computer network technology major actively incubate innovative content through innovative exploration in the process of practice, providing support for innovative theoretical exploration of computer network technology major.

3.2 Optimize curriculum and formulate talent training plan

The computer network technology specialty in Colleges and universities should adhere to the “1+x” certificate system, take the teaching reform as the channel, focus on the teaching plan and teaching objectives of the computer network technology specialty, deeply study the needs of enterprises, enter enterprises to carry out research, invite industry experts and scholars to participate in discussion and exchange, and obtain the latest requirements of enterprises for professionals, According to the national vocational skill standards and the requirements of relevant vocational skill level certificates, we should formulate the training objectives and direction of professional talents, and improve the vocational skill certificate standards and teaching work. Specifically, first of all, the university should visit and investigate enterprises, have in-depth discussions with enterprise practitioners, master the development trend of enterprises and relevant industry information, and lay a good foundation for formulating talent training objectives. Secondly, the university should carry out in-depth cooperation with enterprises and sign relevant contracts with enterprises. The university provides talents for enterprises, and enterprises provide technology and guidance for the university to assist in the formulation of teaching objectives and talent training programs. Finally, to optimize the curriculum, higher vocational colleges should base on the needs of enterprises for talents, implement the “1+x” certificate system, and discuss with industry experts and enterprise employees. The school can choose to invite experts and scholars to the school, and formulate the latest curriculum plan in combination with the content of the professional skills certificate of computer network technology major, so as to optimize the curriculum content and replace the outdated content. Delete the repeated content, add new theories and new industry standards, and ensure that students can access the real-time teaching content. In a word, the “1 + X” certificate system can be effectively applied in the teaching of computer network technology specialty and give full play to its value in talent training by optimizing the curriculum and developing talent training programs.

3.3 Strengthen the teaching staff and build a double qualified team

First of all, the school needs to plan the discipline construction and teacher training as a whole, encourage teachers to participate in professional online and offline training, participate in training regularly and regularly, and improve teachers’ professional level. Teachers can learn the latest educational concepts and the latest information related to the industry in the training. Teachers need to learn deeply and apply knowledge to teaching. In order to maximize the training results of teachers, the school should organize teachers to participate in discussion meetings after the training, exchange experience with other teachers, and deepen the training content. Secondly, teachers should pay attention to the improvement of their professional quality, ensure their teaching level, deeply study their professional knowledge, timely understand the professional knowledge and industry information, and improve their professional quality. In order to achieve the goal of double qualified teachers, teachers not only need to strengthen their theoretical knowledge level, but also need to expand their knowledge scope. Moreover, in order to ensure the efficiency of students’ obtaining certificates under the “1+x” certificate system, teachers also need to further study the relevant contents of certificate assessment, understand the knowledge content required by certificate assessment, and improve their practical level.

To sum up, the innovation of talent cultivation of computer network technology specialty under the “1 + X” certificate system conforms to the trend of education development, and cultivates high-quality talents that meet the needs of society and enterprises by combining professional events, optimizing the curriculum and strengthening the teaching staff, so as to ensure that students can obtain more long-term development under the “1 + X” certificate system.

References:

- [1] Bin Wang,Xiaolei Zhang Analysis of talent training mode of computer network technology specialty in Higher Vocational Colleges under the “1 + X” certificate system [j]Computer knowledge and technology, 2022,18 (30): 146-148
- [2] Xiangyu Dai Research on the current situation and Countermeasures of “1 + X” certificate training based on data research -- taking computer network technology specialty as an example [j]Information system engineering, 2022 (06): 161-164
- [3] Xianhua Zhao Discussion on the training mode of computer network technology talents under the background of “1 + X” certificate [j]Human resources development, 2022 (07): 74-75
- [4] Xiaoyi Zhang Think about the talent training of computer network technology under the background of 1 + X [j]Scientific consulting (education and scientific research), 2022 (02): 21-23
- [5] Shan Yang Explore the talent training mode of computer network technology specialty under the background of “1 + X” certificate [j]Modern vocational education, 2021 (46): 114-115
- [6] Min Yao Research on the training path of computer network technology professionals under the background of “1 + X” certificate [j]Computer knowledge and technology, 2021,17 (26): 253-254

Research on the current situation and Countermeasures of luxury consumption of generation Z Youth

Wenju Gao^{1,2}, Lingling Liu^{1,3}

1.Universiti Sains Malaysia, Penang, Malaysia 11800

2.East University of Heilongjiang, Harbin,Heilongjiang 150066

3.Heilongjiang Minzu College, Harbin, Heilongjiang 150066

Abstract: with the development of economy, luxury consumption in China is growing rapidly. According to the research of Boston Group, generation Z in China dominates the Chinese consumer market. The consumption characteristics of generation Z are obviously different from those of other groups. Studying the consumption behavior of Chinese generation Z consumers on luxury goods, showing the cultural and psychological driving forces behind Chinese generation Z consumers' luxury consumption and the development direction of luxury brands in the Chinese market can provide practical guidance for luxury brands to deal with the consumption of generation Z in China. This paper explores the current situation of luxury jewelry consumption of generation Z youth in China, analyzes the consumption characteristics and behaviors of generation Z, and puts forward several brand marketing strategies that affect the consumption characteristics of generation Z.

Key words: generation Z; Luxury goods; Consumer behavior; Marketing strategy

The market has changed from her economy to the silver economy, then to the single economy to the housing economy, and from the adorable economy to the generation Z economy. There are many new words in the consumer market, and the leader of the consumer market is constantly changing. With the younger generation gradually mastering the right to speak and economic strength, the market consumption has become younger and more diversified. Generation Z is the most widely mentioned and most promising consumer group at present. Generation Z pays more attention to its own growth and experience and presents a new consumption concept. Their consumption willingness and consumption strength are relatively high. Therefore, generation Z is also known as the most daring consumer generation. What are the more important contents of Z generation's luxury jewelry consumption?Which concept is more affected?How popular is the brand?What does it mean to grasp generation Z?It is of great practical significance to study these problems.

1. The scope and behavior characteristics of generation Z in China

Generation Z in China refers to the group born from 1995 to 2009. Their older generation lived in the early stage of the reform and opening up or before the reform and opening up. At that time, the commodity types were limited, the range of options was limited, and the price was unified. Therefore, the price consciousness of the older generation was often stronger. With the development of market economy and the continuous rise of China's economic strength, generation Z in China has more diversified commodity consumption choices, their brand awareness is stronger, and their sensitivity to price is lower than that of the previous generation, which reflects their materialistic and

-
- [7] Yong Li Research on talent training mode of computer network technology specialty in Higher Vocational Colleges Based on "1 + X" certificate system [j] Wireless Internet technology, 2021,18 (15): 167-168
- [8] Jianlai Liao,Bo Li Exploration on the talent training mode of "course certificate integration" under the background of "1 + X" certificate system -- Taking the computer network specialty of Dongguan Nanbo vocational and technical school as an example [j]Marketing, 2021 (11): 182-183
- [9] Huimin Wang Research on talent training scheme of 1 + X certificate system for computer network technology major in Higher Vocational Colleges under the background of "Internet +" [j]Inner Mongolia Science and technology and economy, 2020 (20): 23+25
- [10] Jie Yan Discussion on the cultivation of talents majoring in computer network technology in Colleges and universities [j]Journal of Jiangxi Electric Power Vocational and technical college, 2020,33 (10): 103-104
- [11] Gang Lu. Exploration on the effective integration of 1 + X certificate system and computer network technology professional training [j]Jiangsu education research, 2020 (30): 50-52
- [12] Qianjun Chen Research on the talent training mode of computer network technology specialty under the background of "1 + X" certificate [j]Educational observation, 2020,9 (30): 62-64+67
- [13] Feng Zhang. Research on the talent training mode of computer network technology specialty under the background of 1 + X certificate [j]Science and technology horizon, 2020 (12): 121-123
- [14] Dawei Liu,Jian Liu Personnel training of computer network technology under the background of "1+x" certificate [j]University, 2020 (10): 103-104
- [15] Yong He,Yongqiang Du Discussion on diversified talent training mode of computer network technology specialty in Colleges and universities [j]Journal of Heze University, 2013,35 (05): 96-99