

Research on the talent training mode of school enterprise integration of medical beauty technology specialty

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Abstract: the specialty of medical beauty technology is a new medical technology specialty, which is guided by the theory of human body aesthetics, uses various medical means to directly maintain, repair and reshape the beauty of human body, and aims to enhance the vitality of human life. It is committed to cultivating skilled talents of medical beauty technology. In the work of teaching reform, teachers of medical beauty technology specialty should pay attention to deepening the integration of industry and education, school enterprise cooperation, constructing the talent training mode of school enterprise integration, setting up the dynamic development and adjustment mechanism of specialty, and promoting the effective connection between professional structure and industrial structure. The integration of school and enterprise provides students with rich educational resources and opportunities to contact the industry, which enables students to practice in real enterprise projects, realize the development of comprehensive ability, and promote the talent training work to meet the needs of the industry. Based on this, this paper analyzes the talent training mode of school enterprise integration of medical beauty technology specialty, in order to provide reference for educators.

Key words: medical cosmetology technology major; School enterprise integration; Talent training mode; higher vocational education

School enterprise integration is an important measure for higher vocational colleges to serve social and economic development, which is of great significance to improve the quality of higher vocational education. School enterprise cooperation in Higher Vocational Colleges refers to organizing students to participate in activities such as real job training in enterprises and practical training in schools through cooperation with professional related enterprises, effectively cultivating students' professional quality and improving students' practical skills. It is an important embodiment of the implementation of the concept of integration of industry and education, and also an important measure for the development of higher vocational education.

1. Problems existing in the talent training of school enterprise integration of medical beauty technology specialty at the present stage

1.1 Insufficient implementation of school enterprise cooperation

Influenced by the traditional teaching mode in the implementation of school enterprise integration, the school has insufficient teaching settings, which are mainly reflected in the following aspects: first, the construction of practice base is insufficient. The training equipment in the medical cosmetology technology training base on campus is old. The adaptability of the training scenes to the real production environment of the enterprise is not high, and even some of the training scenes have been eliminated by the enterprise, which is not conducive to students' practical skills learning. The school also needs to build the training base on campus and off campus. Second, the concept of collaborative education is insufficient. Third, the goal of talent training needs to be adjusted. With the continuous development of the medical beauty industry, new requirements have been put forward for the relevant talent training specifications in the region, but it is difficult for schools to adjust the talent training objectives in time according to the current situation of the industry, and it is urgent to solve the problem of talent training and industry demand docking.

1.2 Insufficient participation of enterprises in school enterprise cooperation

Enterprises understanding of school enterprise cooperation is not comprehensive enough. They believe that school enterprise cooperation needs to invest a lot of personnel, funds, etc. it is difficult to see the effect of talent training in the short term, and the investment cannot be converted into profits in time. They are not enthusiastic about school enterprise cooperation. Under the traditional school enterprise cooperation mode, the standards and management of internship and training are mainly carried out by the school. Enterprises participate in the selection of school interns to provide internship opportunities for students, which is only for their own employment needs, and the cooperation with the school is not deep enough. The degree of participation of enterprises in school enterprise cooperation directly determines the quality of students' participation in training practice.

1.3 Students' lack of practical ability

Although the development of the medical beauty industry started late, the industry has developed rapidly in recent years, and the technology update speed of the industry is fast, which promotes the user enterprises to continuously improve the skill requirements of relevant talents. In order to adapt to changes in the industry, students should constantly update their skills and techniques, and master a solid theoretical basis and medical beauty techniques. However, some students' lack of practical ability and persistence in practical training can easily lead to their loss of advantages in market competition, which is not conducive to the future development of students. School enterprise cooperation internship is an important channel for students to improve their ability, but some students lack the enthusiasm to participate in internship and training, and can not effectively adapt to the requirements of all aspects of enterprise work. They have low recognition of internship positions, which is not conducive to the smooth progress of internship practice.

2. Research on the talent training mode of school enterprise integration of medical beauty technology specialty

2.1 Constructing school enterprise cooperation training base to promote the co construction and sharing of educational resources

The construction of training base plays an important role in the development of students' ability and colleges. The school should focus on the guidance of students' future employment development and the purpose of serving social and economic development, strengthen the construction of school enterprise cooperation training base, and build an internship training base integrating teaching training, production practice and other "production teaching learning" activities, so as to provide an effective carrier for school enterprise cooperation in education. First, select high-quality enterprises. In the selection of cooperative enterprises, professional managers and college leaders can review the relevant qualifications of relevant enterprises through on-the-spot investigation and visit investigation, and sign the cooperation base agreement after selecting the appropriate enterprises. High quality enterprises are an important prerequisite for ensuring the quality of school enterprise cooperation. They can not only bring more and better educational resources to schools, but also provide students with good training opportunities and promote the development of students' professional ability. Secondly, colleges and enterprises jointly build training base. The school has established a deep cooperative relationship with local high-quality enterprises, which will be jointly invested and constructed by the school and enterprises. The school has established a simulation beauty salon, 3D digital plastic surgery training base, etc., which will introduce the actual production process of enterprises into teaching, and create a high-quality digital teaching innovation base for enterprises. It can not only meet the needs of students' practical training, but also provide standardized on-the-job training activities to help the development of both schools and enterprises.

2.2 Integrate resources, develop vocational education, and build a platform for dual master sportsmen

Under the new economic situation, higher vocational colleges should actively adjust the talent training plan according to the market development, integrate the resources of both sides with the help of the school enterprise cooperation mode, and build a dual master sports personnel platform. First, adjust the talent training objectives. School enterprise integration provides an effective channel for the school to understand the development of the industry. The school can carry out research activities in the beauty industry through communication with enterprises, organize teaching and research activities on this basis, and clarify the talent training direction and teaching objectives. As an important part of vocational education, higher vocational colleges should pay attention to their functions of serving the society, adhere to the employment centered talent training work, and deliver more high-quality skilled talents to the society. Secondly, improve the curriculum system around the training objectives. The school should build a perfect school enterprise integration curriculum system according to the professional construction standards and the needs of industry posts, so that enterprises can participate in the core links of the school, such as curriculum setting and teaching management. For example, courses such as "beauty salon on campus" and "3D digital plastic surgery" can be set according to the talent training objectives, and project-based teaching activities can be organized to promote the effective docking of students' learning content with the professional standards of the medical beauty industry. Finally, integrate the educational resources of both schools and enterprises. The development of medical cosmetology technology industry started late, and students' cognition in Vocational cognition, vocational skills and other aspects is relatively shallow. Through the school enterprise integration mechanism, the school can exchange school running experience with enterprises, introduce high-quality educational resources from enterprises, and jointly build a teaching resource library and develop teaching materials with enterprises, so as to jointly improve the quality of talent training and deliver more high-quality and counterpart talents to the industry.

2.3 Explore diversified talent training mode to help students' comprehensive ability development

In order to effectively improve the quality of talent training, schools should pay close attention to the school enterprise cooperation mechanism, explore diversified talent training mode, and promote the development of students' comprehensive ability, mainly from the following aspects: first, the "order class" teaching mode. "Four fixed" order type talent training, "fixed posts, fixed assessment mechanism, fixed teaching methods, fixed internship projects". We will adopt the apprenticeship talent cultivation of "integration of enrollment and recruitment", implement "double subject management, double base education, double tutor guidance, double evaluation system" and work study alternation and segmented education. The specialty of medical beauty technology is highly practical. The school can set up the "order class" teaching mode in combination with the school enterprise cooperation mechanism to enable students to enter the school training base, accept the two-way guidance of school teachers and business mentors, obtain comprehensive skill training and post practice of medical beauty technology, and realize ability development. In this mode, enterprises participate in the setting of curriculum content, the construction of curriculum resources and other work, jointly evaluate the quality of talent training with the school, apply industry standards to assess the development of students' ability, and effectively improve the teaching mode in the school. In addition, the school can also rely on the integration of school and enterprise, encourage students to provide beauty technology services to the whole school teachers and students and the surrounding people, promote students' early contact with industry posts, and improve their job identity. The second is the integration of class and certificate. Graduates of medical beauty technology major are mainly engaged in beauty technicians, medical beauty consulting and other work. Teachers can introduce the industrial certificate of medical beauty technology and the "1+x" certificate standard into teaching, and encourage students to obtain the qualification certificate of beauty technician, the operation skill certificate of 1+x beauty optoelectronic instrument and other certificates. In terms of curriculum, teachers can appropriately increase practical courses such as medical cosmetology, nail and skin care, strengthen the training of students' comprehensive skills, strengthen the training of students' beauty marketing, operation management and other aspects, and pay attention to the cultivation of students as compound talents meeting the needs of social development.

2.4 Standardize post practice teaching management and improve the quality of school enterprise integration

Post practice is an important measure to implement the integration of school and enterprise, and an important part of the teaching plan of medical beauty technology specialty. In the teaching of post practice, schools should pay attention to the management of post practice and effectively improve the quality of school enterprise integration, mainly from the following aspects: first, emphasize the standardization of practice. Due to the influence of post demand and industry and other factors, post practice is difficult to be carried out in strict accordance with the plan and lacks certain standardization. Internship is an important channel to test students' mastery of professional skills and exercise students' comprehensive practical ability. Schools should pay attention to setting up perfect teaching management system and curriculum standards before post internship, strengthen the management of students' internship process, and ensure the standardization and rationalization of post internship. The second is to strengthen the supervision of the internship process. Before the internship, the school organizes pre job training activities, which are carried out by school teachers and enterprise internship tutors to introduce the specific content of enterprise posts and industry project cases to students, help students get familiar with the post situation in advance, and promote students' role change as soon as possible. In the process of internship, students participate in practice under the guidance of enterprise tutors. Enterprise tutors and school teachers jointly assess students' internship, including compliance with records and completion of practice projects. When students encounter problems during the internship, they can turn to the enterprise tutor and the school teacher. The school teacher regularly summarizes the students' problems, analyzes the students' internship teaching quality, and timely adjusts the internship plan through communication with the enterprise to promote the development of students' ability. The third is to improve the dual assessment mechanism between schools and enterprises. The school and the enterprise jointly formulate the assessment standards and assessment system, and complete the assessment through the combination of process assessment and summary assessment. Among them, the enterprise tutor should assess the students' internship work attitude, internship attendance, etc., and regularly evaluate the interns in the Department; School teachers should assess the quality of students' internship, and apply the internship management system to assess students through communication with students and business mentors; Students conduct mutual evaluation and self-evaluation and form corresponding evaluation reports; The school integrates the above evaluation contents to form an overall evaluation of students. In the whole internship process, the processing and analysis of evaluation information can provide effective basis for follow-up internship guidance and improve the quality of post internship.

Epilogue

To sum up, school enterprise integration is a strategic role for the development of higher vocational education and an effective channel for cultivating technical and skilled talents. It can effectively solve the contradiction between talent training and industrial development under the traditional mode, and promote the coordinated development of schools and enterprises. In the teaching of medical beauty technology specialty in higher vocational colleges, teachers should pay attention to deepening the teaching reform of school enterprise integration, grasp the development opportunities of the school, improve the professional curriculum, standardize the practice and training mode, promote the development of students' comprehensive practical ability, and cultivate students into high-quality talents who meet the needs of social development.

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