

# Discussion on the Development of Talent Cultivation of Higher Vocational Education Based on the Demand of Enterprises

Duo Yang

SZ DJI Technology Co., Ltd, Shenzhen 518000, China.

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**Abstract:** With the rapid development of the economy and the intensification of market competition, the demand of enterprises for high-quality and high-skilled talents is increasing. Higher vocational education, as an important way to cultivate talents with practical operation ability and vocational literacy, should be based on enterprise demand for talent training development discussion. With the theme of talent cultivation of higher vocational education based on enterprise demand, this thesis discusses the influence, challenges and coping strategies of enterprise demand on talent cultivation of higher vocational education.

**Keywords:** Business Needs; Higher Vocational Education; Talent Training, Impact; Challenges; Coping Strategies

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## Introduction

This study can provide valuable references and suggestions for higher vocational education institutions and relevant government departments to better meet the needs of enterprises for talents, promote the development and practice of higher vocational education. In addition, this study can also provide important references for enterprises to better understand and adapt to the training mode and characteristics of higher vocational education talents, optimize talent recruitment and training strategies, and enhance the competitiveness and innovation ability of enterprises.

## 1. The influence of enterprise demand on the training of higher vocational education talents

### 1.1 Characteristics of enterprise demand for talents

Enterprise demand for talents is increasingly diversified and personalized. With the rapid development of the economy and the continuous progress of technology, enterprise demand for talents is no longer limited to traditional technical abilities, but also includes comprehensive qualities such as innovative thinking, teamwork, and cross-cultural communication. At the same time, different industries and enterprises have different demands for talents, requiring talents with specific field knowledge and skills.

### 1.2 The influence of enterprise demand on the training of higher vocational education talents

Adjustment of curriculum setting and teaching methods: Higher vocational education institutions need to adjust the curriculum setting according to enterprise demand, and provide skill training and practical opportunities that are suitable for actual work. Teaching methods also need to pay more attention to practical operation and teamwork, and cultivate students' practical operation ability and professional quality.

Establish an industry-oriented practical training base and practice platforms: In order to meet the specific skill demands of enterprises, higher vocational education institutions should cooperate with enterprises to establish training bases and practice platforms, provide real work environments and project practices, and enable students to come into contact with real business scenarios and practical operations.

Cultivation of interdisciplinary comprehensive abilities: Enterprise demand for talents is no longer limited to professional knowledge in a certain field, but pays more attention to interdisciplinary comprehensive abilities. Higher vocational education should focus on cultivating students' innovative thinking, problem-solving ability, communication and cooperation ability, and other comprehensive qualities, so that they can adapt to diversified work environments.

Cultivation of professional ethics and professional quality: Enterprise demand for talents includes not only professional skills, but also professional ethics and professional quality. Higher vocational education should pay attention to cultivating students' professional ethics, sense of responsibility, and teamwork spirit, so that they have good professional ethics and professional quality.

Enterprise demand has a profound impact on the training of higher vocational education talents. Higher vocational education institutions need to adjust the curriculum setting and teaching methods according to enterprise demand, establish training bases and practice platforms in cooperation with enterprises, pay attention to the cultivation of students' interdisciplinary comprehensive abilities and professional ethics, in order to better meet the needs of enterprises for talents.

## **2. Challenges of enterprise demand for the training of higher vocational education talents**

### **2.1 Technological changes and the changing demands of emerging industries**

With the rapid development of technology, enterprise demand for talents is also constantly changing. The rise of emerging industries and technological changes have brought challenges to higher vocational education. Traditional teaching models and curriculum settings may not meet the demands of emerging industries and technologies, and higher vocational education institutions need to timely understand and master the latest technologies and industry trends, adjust curriculum settings and teaching content, and cultivate talents that are suitable for new technologies and industries.

### **2.2 Cultivation of interdisciplinary comprehensive abilities**

Enterprise demand for talents is no longer limited to professional knowledge in a certain field, but pays more attention to interdisciplinary comprehensive abilities. However, traditional professional settings and teaching models of higher vocational education institutions may have problems of disciplinary barriers and knowledge isolation, and may not be able to cultivate students' interdisciplinary comprehensive abilities well. Therefore, higher vocational education institutions need to strengthen cross-disciplinary education and integration, promote the integration of courses across disciplines, and cultivate students' innovative thinking, problem-solving ability, and teamwork spirit.

### **2.3 The cultivation of professional ethics and professional quality**

Enterprise demand for talents includes not only professional skills, but also professional ethics and professional quality. However, higher vocational education institutions face some challenges in cultivating students' professional ethics and professional quality. On the one hand, some students may lack professional ethics and sense of responsibility, and need to be cultivated through education guidance and practice. On the other hand, the cultivation of professional ethics and professional quality requires interdisciplinary education and practice, and requires higher vocational education institutions to cooperate with enterprises to provide real professional environments and case training, and cultivate students' professional awareness and professional quality.

### **2.3 Cultivation of professional ethics and professionalism**

Enterprises' demand for talents includes not only professional skills, but also professional ethics and professionalism. However, higher vocational education institutions face some challenges in developing students' professional ethics and professionalism. On the one hand, some students may lack professional ethics and sense of responsibility, which need to be cultivated through education, guidance and practice. On the other hand, the cultivation of professional ethics and professionalism requires interdisciplinary education and practice, and higher vocational education institutions need to co-operate with enterprises to provide real-life professional environments and case training to cultivate students' professional awareness and professionalism.

In the face of these challenges, institutions of higher vocational education can cope with them by cooperating with enterprises in teaching practice, establishing industry-oriented curriculum systems, improving students' comprehensive quality and vocational

competence, and establishing effective evaluation mechanisms. Only by cooperating closely with enterprises and keeping pace with the development of the times can higher vocational education better meet the needs of enterprises for talents and make greater contributions to social and economic development.

### **3. Talent cultivation strategy of higher vocational education to cope with the needs of enterprises**

Nowadays, China has high-tech companies as leading enterprises in many fields, which give full play to the advantages of leading technology, leading information, leading talents and leading social responsibility awareness in the world. Especially for the new technology companies in new industries and new modes, vocational education is indispensable to the dissemination of relevant knowledge, demand for high-skilled talents, and moulding of ecological enterprise chain, and higher vocational education institutions are the most important and typical representatives that can solve the needs of industry employers. Higher vocational education institutions are the most important and typical representatives that can solve the industry's employment needs, and they actively cooperate with leading enterprises to carry out industrial development lectures, teaching and practice activities, and industry employment forms and other aspects of in-depth co-operation in an all-round way. Through co-operation with leading enterprises, students can come into contact with real and leading working environments and actual projects, and improve their practical operation ability and professionalism. Students can be organized to participate in practical projects, internships and employment-oriented training in enterprises, so that they can learn more knowledge and skills in real work.

#### **3.2 Establishing an industry-oriented curriculum system**

Higher vocational education institutions should establish an industry-oriented curriculum system based on the needs of enterprises. By understanding the underlying technical standards, development trends and technical needs of the industry, the curriculum and teaching content should be adjusted to make them compatible with actual work. Enterprise experts can be invited to participate in curriculum design and teaching activities, and real cases and projects can be introduced to improve students' practical operation ability.

#### **3.3 Enhance students' comprehensive quality and vocational ability**

In addition to teaching professional knowledge and skills, higher vocational education institutions should also focus on cultivating students' comprehensive quality and vocational ability. Students' comprehensive quality and vocational ability can be enhanced by offering comprehensive quality courses, organising students to participate in social practice activities, and cultivating innovative thinking and problem-solving ability.

#### **3.4 Organise competitions to consolidate skills and enhance the learning atmosphere**

Based on the employment scenario demand for jobs on the curriculum and students' comprehensive ability to shape, more need to mobilise students' learning enthusiasm, institutions can organise their own school-level competitions, and actively participate in all kinds of competitions organised by the competent authorities, through the competitions with incentive mechanisms to mobilise the learning enthusiasm of some students, and through the establishment of a typical case, which will in turn influence and enhance the skills learning atmosphere of the class, the college, and even the whole school.

#### **3.5 Establishing effective evaluation mechanisms**

In order to better evaluate students' comprehensive ability and professionalism, higher vocational education institutions need to establish an effective evaluation mechanism. Conduct sufficient research on the employing skills of enterprises, the highlights of industry certificate skills, and the requirements of enterprise recruitment certificates in the early stage, and invite experts from research institutes, associations, and industry enterprises to jointly formulate the evaluation methods and mechanisms, which can be used in a variety of evaluation methods, such as practical assessment, project assessment, and vocational competence certificate examination, etc., to comprehensively evaluate the professional competence, practical competence, and vocational ethics of students. Evaluation results can be fed back to students and teachers in a timely manner to promote the improvement of teaching and the growth of students.

Talent cultivation strategies for higher vocational education that respond to the needs of enterprises include cooperating with enterprises in teaching practice, establishing an industry-oriented curriculum system, upgrading students' comprehensive quality and vocational competence, and establishing an effective evaluation mechanism. Through the implementation of these strategies, institutions of higher vocational education can better meet the needs of enterprises for talents and cultivate high-quality talents to meet the needs of society.

## **Conclusion**

The development of higher vocational education cannot be separated from close cooperation and coordination with enterprises. Enterprise demand has an important influence and challenges on the training of higher vocational education talents, but also provides opportunities and directions for the development of higher vocational education. By cooperating with enterprises to carry out teaching practice, establishing industry-oriented curriculum systems, improving students' comprehensive qualities and professional abilities, and establishing effective evaluation mechanisms, higher vocational education institutions can better meet the needs of enterprises for talents and cultivate high-quality talents that meet social needs.

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