Study on the Current Situation and Countermeasures of Specialty Setting in Higher Vocational Colleges in Shandong Province

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ABSTRACT

In recent years, the economic structure, industrial structure and labor organization of the Shandong peninsula have changed dramatically. Some new posts are emerging, such as communications, energy, finance, insurance, logistics, information services, urban rail transit, etc. The economic construction and social development of Shandong province require a large number of highly skilled talents, which provide a new impetus for the relevant professional development in the higher vocational colleges. However, with the upgrading of the industrial structure, some of the original professional positions have also put forward new requirements for the employees, how to realize the high integration of the industrial structure and higher vocational college, become one of the hot topics in recent years.

Keywords: Higher vocational colleges, Industrial structure, Professional Settings

INTRODUCTION

Professional setting is the cornerstone of talent training in higher vocational colleges, and it is also an important symbol to reflect the connotation, characteristics and level of talent training of the school. Higher vocational colleges should take employment as the guidance, in order to serve the community for the purpose, that meets the needs of professional talents cultivation and industry development, this is the requirement of industry development, at the same time it is also the intrinsic need for the development of vocational education. However, with the continuous optimization and upgrading of the industrial structure, the high degree of integration between professional and industrial structure has become a hot topic. First of all, the transformation and upgrading of industrial structure will bring new talent demand and the higher vocational college professional setting is on this basis, the change trend of regional industry structure will decide the thinking of higher vocational specialties and direction; Second, the higher vocational college professional setting is reasonable, determines the higher vocational colleges cultivate applied skilled personnel whether meet the requirements of the industrial structure, the cultivation of the talent quality and will, in turn, restricts the development of regional industrial economy. Therefore, it is urgent to study the professional setting and the integration of industrial structure.

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1 THE CURRENT SITUATION OF PROFESSIONAL SETTING OF HIGHER VOCATIONAL COLLEGES IN SHANDONG PROVINCE

Shandong province is located in the east coast of China. It is the third largest province in China. It has developed agricultural and industrial development, with obvious regional advantages and solid industrial foundation. With the steady development of the economy, the adjustment of industrial structure in Shandong province is also progressing steadily. Based on the adjustment and upgrading of the industrial structure, the thinking and positioning of the running school of higher vocational colleges and universities in Shandong province serve in the blue economic zone of Shandong peninsula, the efficient ecological economic zone in the Yellow River delta, the economic circle of the provincial capital city cluster, and the uplift of the western economy, so as to promote the upgrading of industrial transformation and upgrading for the training of qualified and applied skilled talents in Shandong province.

According to statistics, in 2001, there were only 33 vocational colleges in Shandong Province. By 2010, the number of higher vocational colleges reached 71, with more than 2,000 specialties covering 19 major categories of higher vocational education. Among them, electronic information, finance and economics, culture and education, manufacturing, civil engineering and other professional setting ratio is relatively high. At the same time, the development of emerging service industries is obvious for the tertiary industry, such as service outsourcing, creative industries, science and technology information, finance and insurance, industrial design and coastal tourism. On the one hand, the development of these specialties has promoted Shandong's economy and the trend of development from production and processing to service-oriented change. On the other hand, it is also entirely suitable for the joint development of secondary and tertiary industries in our province the economic form. In addition, the enrollment of colleges and universities in various regions of the province is basically evenly distributed, reflecting a good state of the relationship between the demands for talent. Generally speaking, at present, the setting of higher vocational education in our province is in the process of economic development, coordinating with development of the good situation.

2 PROFESSIONAL COLLEGES AND UNIVERSITIES IN SHANDONG PROVINCE
SET UP THE EXISTING PROBLEMS

The state's "13th Five-Year Plan" proposed that the industrial structure should be further optimized to form a new industrial system. The province also proposed to speed up the construction of the eco-economic zone in the blue peninsula and the Yellow River Delta of Shandong Peninsula, and further optimize the regional spatial distribution to give full play to its advantages features, the formation of distinctive industrial clusters. In this environment, some professional colleges and vocational training in higher vocational education positioning is not clear. The curriculum construction, experimental training conditions lag add teaching reform is not strong. They lack quality resources with low quality of education, etc. These issues are highlighted. The root cause of these problems is that the professional setting of higher vocational colleges is not synchronized with the adjustment of regional industrial structure, and the primary task of actively serving regional socio-economy as the development of higher vocational colleges is not taken seriously, nor more effectively reflected the needs of the regional society. The existing professional development planning of higher vocational colleges has a big gap with the demand of industrial restructuring in the "13th Five-Year Plan" of our province. Therefore, the effective establishment and development of scientific, systematic and targeted higher vocational education has become one of the important preconditions for the sustainable development of economy and personnel training in our province.

In 2016, the province plans to enroll more than 260,000 students, but average enrollment per profession is less than 100. As management, literary and class professional due to less
investment, quick, all higher vocational colleges are generally opened. Some colleges also
opened at the same time some different professionals, which in essence, is similar to repeat
professional. At the same time, some colleges and universities lack the necessary market
research and inspection in setting up new majors, ignoring their own conditions for running
schools and blindly following the trend. As a result, some contradictions have also gradually
become prominent, mainly in the following three aspects:

(1) The small and complete professional will inevitably disperse the teaching staff and
training equipment, and its professional development prospect will be severely restricted.

(2) Repeated professional settings will focus on the number of students in some professions.
It leads to supply exceeding the market demand.

(3) Blindly expand the number of professional, school positioning is not clear enough, there
is no guarantee of quality, professional advantage is not obvious, the lack of specialty.

3 THE WAYS OF ADAPTING TO THE INDUSTRIAL RESTRUCTURING AND
UPGRADING

To adapt to the industrial restructuring and upgrading of the ways, the professional settings
of higher vocational colleges should be based on the analysis of the above problems. The
professional setting of higher vocational colleges should take into account the development trend
of a regional industry as well as the needs of talents and the types of work in different industries
while considering the adjustment of regional industrial layout. Specific methods and ways are as
follows:

(1) The government carries out macro-control and guides the development of higher
vocational colleges. The government and education authorities should assume the responsibility
of providing guidance and macro-control over the professional setup of higher vocational
colleges in our province. Formulate policies to strengthen the support for basic specialty:
agriculture, transportation and resources; it will actively guide the innovation and development
of existing specialties in higher vocational colleges; then the government should carry out
macro-control over the allocation of resources and strengthen the establishment of higher
vocational colleges with large coverage. Colleges and universities should guide them to fully
develop the advantage of professionals. Private higher vocational colleges should strengthen
guidance and resources to support the healthy development. In addition, they should also rely on
industry associations to set up relevant professional setting steering committee for vocational
colleges to provide professional technical support and market demand information. Through the
above strategies, it will effectively promote the development of professional construction in
higher vocational colleges, making it a powerful guarantee for the economic development of our
province.

(2) Active professional settings should adapt to regional industrial economy. Whether the
professional setting adapts to the industrial structure is an important factor that determines the
employment rate of higher vocational college graduates. Before setting up a profession, higher
vocational colleges must fully investigate the trend of regional economic development and the
direction of economic restructuring. On the one hand, the professional setting of higher
vocational colleges should adapt to the adjustment of the economic structure and layout of
industries and regions in order to meet the demand of the development of social professions for
skilled personnel of applied type. They should investigate and study the demand of market
talents at any time, and set up new research results based on the results professional as well as
abandon innovative the old professional. On the other hand, professional teaching objectives
should be professional for the ultimate goal: from the needs of social talent research to target
position, post goal ability analysis, teaching content determination, teaching plan formulation,
teaching methods of choice, and then to the experimental training room and practice base
construction and assessment methods innovation. Construction of teaching staff should meet the
job requirements of competence, knowledge and quality to have enough theoretical knowledge to highlight the practical ability of students, employment-oriented personnel training. For example, Shandong Vocational College of Foreign Affairs and Translation has applied for new majors around local industries on the basis of the original majors, forming a flexible mechanism for setting and adjusting majors. The college has obtained the latest information through the Association of Enterprises and set up majors according to the guidance of industry experts. At the same time, the restructuring and upgrading of industrial structure is timely to adjust the profession, forming a distinctive characteristics of running a school, for our province to train large quantities of qualified personnel. The college has 38 majors and has become a professional pattern supplemented mainly by foreign language majors, economics and management, and electronic information majors. It has set up specialties in different professional groups and has taken the initiative to adapt to the economic, regional industries and social development demand. Among them, the three key construction specialties (groups) are the leading majors closely linked with leading industries, pillar industries and emerging industries in the region such as real estate and tourism.

(3) Play their role, enhance the connotation construction. In order to develop higher vocational colleges, we must strengthen the teaching staff building. On the one hand, formulate generous policies to introduce high-quality talents; on the other hand, we should introduce first-line skilled craftsmen with rich practical experience and solid theoretical foundation to enhance students' practical ability and seamlessly connect with enterprises. Promote the proportion and treatment of teachers to encourage young teachers to practice in enterprises, and enhance the practical teaching ability. On this basis, we should establish a complete social evaluation system of vocational education: gradually establish and perfect the social evaluation mechanism, and establish an evaluation agency with government, industry associations, colleges, students and parents as the mainstay and industry and commerce as the main body, and finally form a set of assessment system that can assess students' practical skills, professional accomplishments and professional ethics.

4 CONCLUSION

In response to the strategic goal of transforming and upgrading the industry in our province during the "13th Five-Year Plan" and the demand for qualified personnel, we must make adjustments to the current personnel training mode and curriculum setup system and continuously optimize the professional structure and layout. We must adjust the professional training objectives. Only in this way can we construct a scientific and effective curriculum system and optimize professional settings.

With the transformation and upgrading of industrial structure and the continuous development of higher vocational education, the effective development of higher vocational education in the background of industrial restructuring and upgrading will surely attract more attention. We should seize the opportunities brought about by industrial transformation and upgrading. Higher vocational education researchers and practitioners make efforts to gradually form a set that can effectively adapt to industrial restructuring and upgrading of professional development of higher vocational education theory.

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