Exploration and Practice of the Construction of Modern Service Professional Group in the Middle Vocational High School under the Internet Plus Background: Take Chongqing Nanchuan Longhua Vocational Middle School as an Example

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Abstract: In order to promote the high-quality development of secondary vocational education, the country starts the construction of high-level professional group in secondary vocational schools. In the context of Internet plus, we must firmly grasp the realistic needs of industrial upgrading and transformation and deepen connotative development. At the present stage, the research and practice of the construction of professional group and the reform of talent training mode are mostly concentrated in higher vocational education. The construction of secondary vocational professional group, especially the reform and practice of talent training mode and the imperfect management mechanism of professional group are more prominent. According to the logic of industry group, post group and relationship within the group, secondary vocational schools can do a good job in top-level design, build post model and realize the sustainable development of specialty group.

Keywords: Secondary vocational school; Specialty group; Post model
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There is a close relationship between secondary vocational schools and regional economic and social development. The construction of specialty groups should be based on the characteristics of regional economy, combined with the characteristics of school development and the existing foundation, and different group logic should be designed. According to the specific situation of docking industry, group logic can be divided into three types: Based on industry group logic, post group logic and intra group logic.
Based on the Internet plus background, the construction of modern service specialty group is based on the construction of e-business and modern tourism, and integrates and promotes the collaborative development of key media such as digital media technology application, computer application, clothing design and technology, and nursing care for the aged. With the innovative talent model as the starting point, through the construction of curriculum system, the construction of teaching staff, the improvement of training conditions, the improvement of self diagnosis and reform security system, and the improvement of social service ability, we will build a high-level professional group with excellent talent quality training, tight integration of production and education, and strong social service ability. We should accurately grasp the development trend of modern commerce, seize the strategic opportunities of strategic emerging industries, take the promotion of industrial development as the starting point, take application demonstration as the breakthrough point, and promote the deep integration of schools and enterprises, cultivate innovative, development oriented and compound talents, and help the industrial upgrading according to the principles of interlinked discipline basis, the same engineering objects, and related professional posts.

1. Construction Contents and Measures

(1) Innovative talent training mode

The first is to deepen the cooperation between schools and enterprises, build a talent training mode, unite with industries and enterprises, adhere to the concept of “school enterprise dual” professional group construction, and realize the sharing and integration of teachers, management and evaluation, academic qualifications and certificates, teaching implementation, enrollment and employment, and curriculum resources. Adopting the “project carrier” training mode, introducing enterprise projects and tasks to the school, enterprise engineers, school teachers and students complete them together, and transform them into teaching projects, implement project-based teaching, strengthen the comprehensive practical training teaching link, ensure the organic integration of teaching theory and practice, create innovative, development oriented and compound technical talents, and help the upgrading of the industry And development, serving the development of regional economy.

The second is to establish a “module teaching” mode, which is oriented to meet the needs of professional posts, strengthens teaching practice, and focuses on promoting the close connection between knowledge teaching and production practice. Through digital simulation, vr virtual reality and other information methods, modern information technology is widely used in teaching, multi-channel
system is used to optimize the teaching process, enhance the practicality, pertinence and effectiveness of teaching, and improve the quality of teaching. Innovative teaching assessment mode, through the process of assessment, computer training assessment to complete the teaching task, students participate in vocational qualification training, students graduate with double certificate (graduation certificate and vocational qualification certificate), so that students can be employed, have the ability to start a business.

(2) Construction of curriculum system

1) Construct the Curriculum System of Specialty Group

According to the “school enterprise dual, project carrier” school enterprise linkage talent training mode, to build a professional curriculum system with professional ability training as the main line. Based on the typical jobs, select the typical work projects scientifically, and construct the curriculum system of “platform + direction + project (task)” professional group from the requirements of job needs and people’s all-round development.

Chinese, mathematics, foreign language, physical education, career planning, computer application and other courses will be taken as the basic courses to cultivate students’ basic professional ability.

“Computer application foundation”, “office application”, “on-site explanation” and “etiquette cultivation” are the core courses of the major.

Direction module course is composed of professional direction module and expansion ability module course. Professional direction module course is composed of animation production, AE special effects production, PR video editing, computer network technology, Photoshop, CorelDRAW, VF database design, C language programming, online shop decoration, shop operation, network technology, web design and production, e-commerce logistics, mobile e-commerce and tour guideBusiness, travel agency business, catering service, room service, front office service, clothing technology, clothing art, clothing structure, clothing CAD, clothing display anatomy foundation, physiology foundation, biochemistry introduction, nursing foundation, surgical nursing, elderly nursing and other courses, to meet the requirements of professional positions.

The expansion ability module course is composed of e-commerce website construction, online shop art, online shop operation and management, online marketing foundation and practice, coffee making, tea art service, nursing etiquette and interpersonal communication and other courses. It carries out research and demonstration to meet the requirements of professional talents’ job migration ability.
The project practical course module includes comprehensive training project and post practice. The comprehensive training project is determined according to the position direction selected by students and implemented in the school. Post practice takes off campus training base and cooperative enterprises as the platform, selects practical projects and enterprises according to students’ comprehensive training direction, and improves the level and quality of practical teaching.

2) Construction of professional teaching resource database
First, around the development trend of modern service industry, set up curriculum development team. According to the law of students’ learning cognition, the service elements needed by social life are introduced into the development of teaching materials. At the same time, the industry standards and professional qualification standards are integrated into the teaching content to form the high-quality teaching resources with the deep integration of school and enterprise.

The second is to innovate information teaching methods. Make full use of information-based teaching methods. In teaching organization, teachers flexibly adopt a variety of teaching methods, such as project-oriented, task driven, guidance and inspiration, group cooperation, role play, etc., so as to fully mobilize students’ learning enthusiasm and initiative and improve classroom efficiency. The combination of process and result assessment can improve students’ learning initiative. In the process of teaching, we should combine the process assessment with the result assessment. Process assessment consists of online and offline modes. Online assessment is based on students’ online test, homework and learning. Offline assessment is based on students’ classroom actual tasks, projects and homework completion. Group assessment, students’ mutual assessment and teachers’ assessment are adopted in the assessment, and students’ task completion is evaluated according to industry standards and enterprise standards.

3) Teaching mode reform
In view of the characteristics that modern service specialty group pays equal attention to theory and practice, it is necessary to strengthen the combination of basic skills, practical skills, post skills and vocational skills to meet the needs of students’ sustainable development. Implement the teaching mode of “ability based, project oriented”. Specific implementation steps: first, complete the analysis of post and professional ability system. The second is to complete the transformation from post professional ability system to teaching content ability system. The third is the
reform of teaching environment and teaching methods, the enterprise and workshop teaching environment, and the integration of work and study teaching methods. The fourth is the professionalization of the relationship between teachers and students. Teachers should make it clear that students’ ability comes from practice and ensure the dominant position of students in the classroom. Teachers should maintain a leading position in teaching theoretical knowledge and ensure the role of guidance and assistance in teaching practical skills, so as to achieve the consistency of teaching and post needs, and realize the integration of teaching and training in professional groups and post practice.

There are various forms of course assessment, including knowledge test, project assessment, competition test, social practice assessment, internship appraisal and so on. The principle of curriculum assessment is the combination of formative and summative evaluation, the combination of theory and practice evaluation, and the combination of family, school and enterprise evaluation.

(3) **Building a high level teaching staff**

1) “Double qualification” Teacher Project

Do a good job in the “double thousand Double Teachers” mobile part-time plan for vocational college teachers and enterprise engineers. During the winter and summer vacation, we should organize teachers to carry out professional training in enterprises, establish and improve the training guarantee and incentive mechanism, and train more than 90% of “double qualified” teachers in professional basic courses and professional courses.

2) Backbone teacher project

We should formulate and improve the training standards for professional backbone teachers, adopt the method of “pass, help and lead”, and participate in training at home and abroad, academic exchanges, enterprise research, personnel training plan formulation, curriculum construction or scientific research projects, so as to improve the theoretical level and practical operation ability of teachers’ education and teaching, and build them into the main force of the reform and development of professional groups.

3) Professional leader project

In order to cultivate professional leaders who are familiar with industrial development, master the construction of professional groups, and have comprehensive coordination ability, we should explore the training mode and mechanism of high-level professional leaders, improve the dynamic selection mechanism of professional leaders, support the establishment of skills studio, and give full play to the exemplary leading role of the studio in the construction of teachers’ professional practice ability.
4) Part time teacher project

According to the training objectives of students’ professional skills, 10 industry experts, enterprise technical backbones and social craftsmen with practical experience are introduced to participate in the reform of teaching content, the guidance of practice and training inside and outside the school, and undertake the teaching content with strong practicality and close connection with production. Regular training and assessment of teaching methods and modern service technology for part-time teachers are carried out every year, and dynamic adjustment is implemented.

(4) Improve training conditions

1) Optimize the basic skills training platform

Around the basic skills training, the training rooms of image processing, network construction and commodity shooting are integrated and optimized into three training rooms: intelligent recognition and image processing, network construction and Internet of things training room, commodity shooting and editing. Meanwhile, the catering training room, guest room training room, simulated tour guide training room, clothing training room and nursing training room for the aged are gradually improved to form the training mode “Work study integration training base” implements open and sharing management. We should standardize the organization, build craftsman culture, and create a modern culture atmosphere of service occupation; learn from the advanced enterprise management mode, standardize the training standards, regulations and training management system, and form a good training operation mechanism.

2) Build off campus training base

According to the needs of modern service personnel training, it is necessary to increase off campus training bases related to modern service, and form a complementary enterprise training system relying on enterprise facilities, technology and human resources, so as to meet the needs of professional students’ practice.

3) Establish “learning factory”

Introduce real projects and build project production team with enterprises. One is to set up relevant production departments (quasi production departments), with professional teachers and enterprise technical backbones as ministers and students as assistants or members. The school should provide the site and hardware, the enterprise should provide professional equipment or production projects, jointly formulate the management regulations and systems, implement the mode of combining with the enterprise post, effectively carry out the professional quality education and skill training, and explore the establishment of the diversified
mechanism of the operation subject of the school training base, so as to ensure the win-win situation of the school and the enterprise. Second, based on the existing project post functions, fully clarify its core technology and auxiliary technology, and closely combine the existing professional core courses with the project content, so that students can learn knowledge and technology in the simulated enterprise atmosphere, feel the post pressure in the campus, feel the social competitiveness in the classroom, and pay close attention to the cultivation of professional comprehensive ability Raise. Third, with “curriculum system and standard construction, high-quality core curriculum and supporting teaching materials construction” and other two projects as the carrier, the vocational work process and skills in the project are integrated into the teaching content, the implementation of curriculum and project interaction, enterprise and school interaction, so as to achieve the goal of “school enterprise dual, project carrier” talent training.

(5) Enhance the ability to serve the society

First, we should give full play to the advantages of modern service concept, carry out information technology ability improvement training for the disabled, promote self employment and entrepreneurship, and carry out community and new rural volunteer services. The school pays attention to the communication and cooperation with other secondary and higher vocational colleges by means of secondary and higher vocational convergence, professional teacher exchange and training, online course support, etc. Support 1-2 secondary vocational schools, We should carry out cooperation in teacher training, specialty construction, curriculum construction, teaching and scientific research, accept the help of higher vocational colleges, carry out international vocational school cooperation and exchange, improve the education quality and overall school running level of our school, optimize its professional layout, significantly improve the quality of teachers, make substantial breakthroughs in teaching quality, and significantly increase its ability to serve regional economic development Strong.

Second, relying on the “learning factory”, we will carry out technical consultation and services for modern service related enterprises, assist enterprises to complete product technical improvement and innovation, and contribute wisdom to industrial upgrading. Third, the construction of e-commerce technology, tourism service and management will drive the development of other specialties in the group.

To build a high-level professional group leading the reform and supporting the development is the basic requirement of the construction of national high-level schools. To effectively implement these requirements into practice, we must clarify
the logical relationship among industry group, post group and professional group, and do a good job in the top-level design. In the era of industrial transformation and upgrading and the accelerated development of new formats, secondary vocational schools should realize the construction of high-level professional groups according to the logic of industrial groups, post groups and intra group relations, and continuously cultivate high-quality technical and skilled talents with the characteristics of the times.