

Research on the Optimization of Digital Management Talents Based on Employment Orientation

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ABSTRACT

This paper aims to explore the research on the optimization of digital management professionals in vocational undergraduate enterprises based on employment orientation. Through the analysis of the existing problems in the training of current digital management professionals, a series of targeted optimization suggestions are put forward, in order to provide useful reference for the education and teaching work of related majors.

KEYWORDS

Vocational undergraduate; Enterprise digital management; Talent training; Employment orientation; Optimization research

With the increasing popularity of the application of digital management in enterprises, the demand for digital management professionals is also gradually increasing. This paper aims to optimize the digital management professional personnel training research, improve the students' employment competitiveness and the ability to adapt to the needs of enterprise digital management, discusses the employment-based career undergraduate enterprise digital management professional personnel training optimization method, in order to provide feasible improvement scheme for digital management professional personnel training.

1 The current digital management professional talent training mode

1.1 Course setting and structural analysis

The current curriculum and structure of the digital management major need in-depth analysis and evaluation. Attention needs to be paid to whether the course content matches the industry needs. As a rapidly developing field, digital management has specific requirements for the knowledge and skills required by students. The curriculum should cover the application of digital technology, data analysis, information system management and other aspects to meet the needs of enterprises in the digital transformation. The curriculum structure needs to be reasonably arranged and pay attention to the combination of theory and practice. The curriculum should include basic theory courses, professional core courses and practical links. The basic theory courses can help students establish a solid theoretical foundation, while the core professional courses focus on cultivating students' professional abilities and skills.

1.2 Evaluation of the current situation of the practice and practical training links

Internship and practical training is an indispensable part of the training of digital management

professionals. During the internship, students should be able to access the real digital management work scenarios, cooperate with the actual projects, and improve their abilities through practice. The school can establish a closer cooperative relationship with enterprises and strengthen the arrangement and management of internship opportunities. The guidance and evaluation of practice and training also need to be strengthened. The school can send special teachers or industry experts to guide and guide the students in the internship process, and timely answer the problems encountered by the students in the practice. At the same time, an effective evaluation system should be established to make a comprehensive evaluation of students' internship performance, so as to provide targeted training programs and improvement measures.

2 Job market demand analysis

2.1 Industry development trend

The digital management industry is in a stage of rapid development, and the demand for talent is also growing. With the continuous progress of technology and the expansion of application, the demand for digital management talents will continue to increase. For example, with the wide application of artificial intelligence, big data, cloud computing and other technologies, enterprises need talents with digital capabilities and management capabilities to promote digital transformation and innovation. With the acceleration of globalization and the rise of digital economy, the demand for digital management talents of multinational enterprises and Internet enterprises is also increasing. These companies need talent with a global vision and cross-cultural communication skills to conduct digital management in different countries and regions.

2.2 Characteristics of talent demand

Digital management talents need to have a good technical background and skills. They need to be familiar with digital technologies and tools to use and solve practical problems. Digital management talents need to have good data analysis and decision-making ability. They need to be able to extract valuable information from huge amounts of data and make effective decisions based on that information. Digital management talents also need to have strong communication and teamwork skills, and be able to work well with different departments and teams. Understanding the demand characteristics of the job market and the development trend of the industry are very important to optimize the talent training mode. Schools can adjust the curriculum and practical training links according to the market demand to cultivate talents who are more in line with the needs of the job market.

3 Optimization of talent training mode based on employment orientation

3.1 Curriculum system optimization

3.1.1 Strengthen the cultivation of practical skills

Although the traditional theoretical courses are helpful to the construction of students' basic knowledge, they often fail to cope with the practical work. Therefore, in order to better adapt to the needs of the digital management field, the curriculum needs to pay more attention to practicality and operability. In the course design, some special courses for the practical skills training can be added, such as the use of data analysis tools, information system management practices, digital marketing strategy development, etc. Through the setting of these courses, students can master relevant tools and skills in practice, and improve their problem-solving ability and practical

operation level. At the same time, teaching methods such as case analysis and project practice are introduced to enable students to carry out practical operation in the simulated real scene to deepen their understanding and ability to use knowledge.

3.1.2 Industry docking curriculum setting

In order to better connect with the industry needs, the curriculum should also be closely combined with the development trend and hot issues of the current digital management industry. The school can invite industry experts to participate in the curriculum to understand the latest needs and trends of the industry, so as to adjust the course content in time to ensure that the teaching content is in line with the actual work needs. According to the needs of different fields and positions, some professional elective courses or practical projects can be set up, so that students can choose the corresponding course direction according to their personal interests and career planning. For example, according to the needs of different professional positions such as big data analysts and digital marketing managers, corresponding professional elective courses are set up to help students deeply learn and practice their knowledge and skills in related fields, so as to enhance their competitiveness.

3.2 Practice link optimization

3.2.1 Industry-university cooperation project expansion

Practice is a crucial link in the training of digital management professionals. In order to optimize the practice link, the expansion of the industry-university cooperation project is an effective way. The school can cooperate with the enterprises to carry out some practical projects, so that the students can participate in the real projects, and work together with the enterprise employees to solve the practical problems. Through the industry-university cooperation project, students can apply the knowledge learned in the classroom to the actual projects to deepen their understanding and mastery of the knowledge. At the same time, the communication and interaction with enterprise professionals can also help students understand the latest developments of the industry and the needs of enterprises, and improve the competitiveness of employment. The industry-university cooperation project can also promote the in-depth cooperation between schools and enterprises, build a bridge of school-enterprise cooperation, and provide more employment and internship opportunities for students.

3.2.2 Construction and improvement of the practical training base

In addition to the industry-university cooperation projects, the construction and improvement of the training base is also an important measure to optimize the practice link. The school can establish a training base with advanced equipment and technology to provide a real practice environment for students. In the training base, students can carry out various practical operations, such as data analysis, information system management, digital marketing planning, etc., to exercise their practical operation ability and problem-solving ability. It is also very critical to strengthen the management and guidance of the practical training base. Schools can be equipped with professional practical training instructors to guide and guide students throughout the whole process to help them overcome the difficulties and problems encountered in practice. Establish a sound practical training evaluation system, timely evaluate students' practical training performance, and provide students with personalized suggestions and guidance for their growth.

4 Teaching resources to support the system construction

4.1 Construction of teachers

4.1.1 Industry expert introduction mechanism

In the construction of digital management professional teachers, the introduction of industry experts is a very important link. The establishment of industry expert introduction mechanism can effectively improve the teaching level and quality, so that students are better exposed to the latest industry trends and practical experience. The university can invite industry experts to give lectures or conduct academic exchanges through cooperation with enterprises and carrying out industry-university-research projects. In this way, it can not only provide students with the most cutting-edge industry knowledge, but also allow teachers to deeply communicate with industry experts to update their own knowledge and vision. Establish a regular job rotation system for industry experts, and invite senior experts in the industry to serve as adjunct professors or consultants to participate in the design and revision of teaching plans. Through close cooperation with industry experts, the course content can be more close to the actual needs, and high-quality talents more in line with the market demand can be cultivated.

4.1.2 Teaching team building and training

In addition to the introduction of industry experts, the construction and training of teaching team is also a crucial part of the construction of teaching staff. Schools can hold regular teaching seminars and training courses to improve the teaching level and ability of teachers. Teaching team construction can be constructed through diversified teaching teams, and introduce teachers with different professional backgrounds and teaching styles to form a reasonable teaching team structure. At the same time, the mechanism of teachers' mutual evaluation and mutual guidance is established to promote the cooperation and common growth among teachers. Schools can also organize teachers to participate in teaching training and academic exchange activities, encourage teachers to participate in scientific research projects, and improve their teaching and research level. Through continuous teaching team building and training, the teaching staff can be more strong and professional, and provide students with better teaching services and support.

4.2 Teaching facilities and equipment optimization

4.2.1 Laboratory construction planning

In the optimization of teaching facilities and equipment for the digital management major, the laboratory construction planning is crucial. Schools can plan and build different types of laboratories, according to the curriculum needs and teaching objectives, such as data analysis laboratory, digital marketing laboratory, information system laboratory, etc. Laboratory construction should take into account the actual teaching needs and the convenience of students' practical operation, equipped with advanced equipment and tools, to ensure that students can carry out real practical operation in the laboratory. At the same time, the establishment of laboratory use norms and management mechanism, to ensure the normal operation and safe use of laboratory equipment.

4.2.2 Equipment update and maintenance mechanism

Equipment update and maintenance mechanism is the key to ensure the normal operation of teaching facilities and equipment. The school can develop an equipment update plan, and regularly

update and upgrade the laboratory equipment to adapt to the changes in technological development and teaching needs. Establish equipment maintenance and management team, responsible for the daily maintenance and maintenance of equipment, timely find and solve equipment faults, to ensure the normal operation of equipment. At the same time, strengthen the use of equipment training, so that teachers and students understand the correct use of equipment and matters needing attention, reduce the possibility of equipment damage. Through the perfect laboratory construction planning and equipment update and maintenance mechanism, the school can provide better practice environment and equipment support, provide students with better teaching experience and practice opportunities, and promote the improvement of the teaching quality of digital management major.

5 Construction of talent training quality evaluation system

5.1 Evaluation index system design

5.1.1 Matemployment rate and employment position

The employment rate reflects whether graduates can find employment after graduation, while the employment matching degree focuses on the degree of correlation between graduates' employment positions and their majors. The employment rate index in the evaluation index system can be calculated by counting the proportion of graduates' employment after graduation, and further analyzing the changing trend and influencing factors of the employment rate, so as to provide a reference basis for schools to improve the teaching quality. At the same time, the matching degree of employment positions can be evaluated by investigating the employment situation of the graduates and the professional field of the work, so as to determine the actual impact of the graduates' major on their employment. It is of great significance to ensure the scientificity and objectivity of the employment rate and the quality of education and guide the teaching reform. Through the establishment of a perfect data collection and analysis mechanism, the school can timely understand the employment situation of graduates, and provide an effective reference for improving the teaching quality and employment competitiveness.

5.1.2 Students' comprehensive quality evaluation index

The evaluation index of students' 'comprehensive quality is an important basis for evaluating the development of students' comprehensive ability and quality, and also an important dimension for evaluating the quality of education. The index system can include students' academic performance, scientific research ability, practical ability, innovation ability, teamwork ability and other aspects. The design of students' 'comprehensive quality evaluation index should pay attention to comprehensively and objectively reflect students' performance and ability level in all aspects, and avoid the one-sidedness and inaccuracy of the evaluation results caused by a single index. Through the comprehensive evaluation of students' various qualities, we can have a more comprehensive understanding of the development of students and provide a more effective teaching management reference for the school. The evaluation index of students' comprehensive quality in the evaluation index system should be designed in combination with the actual teaching situation and professional characteristics to ensure the scientific and targeted nature of the evaluation content. At the same time, the evaluation index system is regularly revised and improved to meet the needs of education and teaching reform and promote the comprehensive improvement of students' comprehensive quality.

5.2 Evaluation methods and means

5.2.1 Graduate follow-up survey

In modern education evaluation, graduate tracking survey plays a key role. By systematically tracking graduates' career and academic development, it provides an important basis for in-depth insight into their teaching quality and students' employment competitiveness. First of all, the graduate follow-up survey is not only limited to understanding the initial employment situation of the graduates, but more importantly, to deeply explore their career development trajectory and learning experience through various data collection methods (such as questionnaires, telephone interview and face-to-face interview). This information not only helps schools assess the actual effectiveness of their teaching, but also reflects the long-term impact of education on graduates' careers. Second, privacy protection and data security are crucial in graduate tracking surveys. The school needs to ensure that all collected personal information is properly protected and managed, comply with relevant laws and regulations, and ensure the confidentiality and legitimacy of graduate data. Establishing a sound data management and protection mechanism is the key link to ensure the smooth investigation and data security. Sustainability is another important feature of graduate follow-up. By establishing a regularly updated tracking investigation mechanism and database, the school can obtain the latest information of graduates in real time and conduct systematic analysis. This continuous work not only enables the school to identify and address teaching quality or service problems in a timely manner, but also provides reliable data support for future teaching improvements and curriculum design.

5.2.2 Enterprise satisfaction survey

Through the investigation of the job performance and comprehensive quality evaluation of graduates, we can understand the actual performance of graduates in the career and the satisfaction of enterprises to graduates, and provide reference suggestions for the school to improve the teaching content and training mode. When conducting enterprise satisfaction survey, you can choose to invite enterprise leaders or heads of human resources departments to conduct evaluation, or collect enterprise feedback through questionnaire survey, telephone interviews and other ways. By analyzing the survey results of enterprise satisfaction, the school can adjust the teaching objectives and contents in time to improve the employment competitiveness and adaptability of graduates. Enterprise satisfaction survey needs to establish a long-term and stable cooperation mechanism, establish a good cooperative relationship with enterprises, strengthen communication and exchanges, and jointly promote the improvement of graduate employment quality and teaching quality. Through the continuous enterprise satisfaction research, the teaching objectives and employment guidance can be continuously improved, and the professional quality and competitiveness of graduates can be improved.

6 Conclusions and Outlook

Through this study, we set up a perfect evaluation index system, in-depth analysis of the graduate employment and employment correlation, comprehensive evaluation of the students in all aspects of the comprehensive quality development, effectively evaluate the education quality and graduate employment quality, for the school provides important improvement Suggestions and decision-making basis. In the future, we will further improve the evaluation index system, strengthen the evaluation and tracking of students' comprehensive quality, and improve the scientific and targeted evaluation indicators.

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