

# **Study on Coordinated Development Strategy to Chongqing Higher Vocational Education and Business Trade Service**

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**Abstract.** Higher vocational colleges, educational institution for cultivating professional and technical talents, are becoming more and more important for the development of regional economy. However, the development between higher vocational colleges and regional economy has still separated which results in the cultivated talents can't meet the requirement of society. Aiming at solving this problem, this article is written to discuss how to coordinate the development between higher vocational education and requirement of social economy and business trade service by taking Chongqing for example.

## **Introduction**

Though the economy shows signs of speeding up tendency, uncertainties impeding economic development are also on the increase. Therefore, it's very urgent to maintain the stable development of economy, promote employment and stabilize the prices of goods. At present, our economic growth is mainly depends on the domestic demand growth, but it shall depend much on the development of the tertiary industry like business trade if we desire to transfer the economic system under current complex social situation. In order to promote the sound development of business trade service in regional economy. Higher vocational college, an educational institution of cultivating professional and technical talents, should adapt to the situation of current economic development, consistent with the requirement of trade service development and cultivate the professional and technical personnel for them. In this research, taking Chongqing city as an example, we study the importance and relevant strategies of coordinated development between higher vocational education and business trade service.

## **The Importance of Higher Vocational Education to the Business Trade Service Development**

### **Higher vocational education is a crucial part of promoting economic transition in Chongqing**

Since science and technology play a significant and important role in production process, many enterprises propose more and higher demands for talents. Under the national macro adjustment and control policies, higher vocational education has become an important index of measuring regional economic development, so it can better develop the highly skilled professionals who can directly serve production as well as promote the transition and development of regional economy. With the continuous development of economy in Chongqing city, local higher vocational education is meeting many new development opportunities, but also facing more severe challenges. In this complex domestic economic environment, if business trade service of Chongqing city wants to remain invincible in the fierce market competition, professional personnel shall be supported on. Thus, higher vocational education as the talent training institution plays an important role in the current business trade service. In order to fulfill the transition and sustainability of business trade service in Chongqing city, higher vocational education should contact to the local enterprises closely, adjust the major structure according to the industrial layout of local enterprises, reform and innovate the content of courses in accordance with talents requirement from business trade service industry, and promote school-enterprise cooperation. Consequently, these high quality talents who have the abilities to meet

the demands of the development of business trade service in Chongqing city can promote human capital to make a breakthrough from quantity to quality.

### **Higher vocational education can meet the demands of the business trade service development in Chongqing**

Since higher vocational education can provide targeted training in the basis of industrial structure of local business trade service, reform the orientation, type and specialty structure of higher vocational education training and provide personnel support for the development of business trade enterprises, thus, it can provide professional personnel and technical support for the development of business trade service in Chongqing city. Besides, higher vocational education can fully use own educational resources and superiority to develop specialized training for employers' demands, improve the level of knowledge and technology of relevant practitioners in Chongqing city, and optimize the human resource structure of business trade service industry. In addition, higher vocational education can play their own dominance in personnel and scientific research, realize technology innovation and provide technical and intellectual support for business trade industry. Specifically, the support for higher vocational education to promote business trade industry in Chongqing city is reflected in the following three aspects.

Firstly, higher vocational education can provide the talent pools for the development of business trade service. Because the development level of business trade industry depends on front line workers' skill level, thus, the requirement for high technical talents is growing with the industry development. Since the nature of higher vocational colleges is to cultivate professional applied talents for the demands of market and society, so it should meet the needs of business trade industry by setting major structure and curriculums.

Secondly, higher vocational education can provide technical support for business trade industry. As our nation's education is becoming more and more popular, people's knowledge level are much higher than before and knowledge is playing an significant role in economic development. With the rapid development of economy and the growing of business trade enterprises in Chongqing city, higher vocational education is involved in local economic activities. Higher vocational education should provide technical support for the development of business trade industry and economy in Chongqing city by technical personnel and professional experimental installations from the colleges. Through the innovation of scientific research, higher vocational education can upgrade and optimize the industrial structure of business trade.

Finally, higher vocational education can realize structure optimization of business trade enterprises. In order to provide services for the development of business trade service in Chongqing city, higher vocational college can develop professional technical training to employees for local business trade industry, build up a communication platform for the development of this industry, achieve a long-term learning and training for employees, all of these would meet the requirement of local industrial transition and skills level, and improve the workforce level of this industry.

### **Situation Analysis on Higher Vocational Education During Business Trade Service Developing of Chongqing**

#### **Higher vocational education fails to meet the social requirements of the business trade service development.**

Grim employment has to be one of the important factors that affected the economical development in our country, thus, many students encounter the embarrassing situation of oversupply when they are applying for jobs. As school education is disjointed with social demand, resetting popular majors of social demand, lacking professional training for urgently needed talents for the business trade service development, which results in higher vocational colleges short of characteristic majors. For example, many higher vocational colleges make accounting, electric, business administration, marketing and computer technology as their popular majors as the universities do, which causes the lacking of professional personnel and the dissatisfaction of social requirement for the development of business trade service.

### **Higher vocational colleges need to improve their participation in business trade service development.**

China including Chongqing city is at a crucial stage of economic transition and industrial upgrading, thus, higher vocational education participation in social economic activities is much higher than before, but at present, there is a long way for the serviceability and economic activities participation of higher vocational colleges to meet the demand of society. As the hi-tech innovation capacity of higher vocational colleges is limited, the contribution to enterprises' R&D is not prominent and the effect as a high-tech incubator base is not particularly obvious. Moreover, the education mode of higher vocational colleges in our country leads to the high theoretical knowledge, but the poor manipulative ability, the deficient in practical experience and the lack of understanding the development of business trade service industry. In conclusion, it leads to a sluggish progress between school and enterprise.

#### **The faculty's diathesis of higher vocational college should be improved.**

In order to improve higher vocational colleges' service level to the social economy, it is necessary to raise teacher troops' quality since teachers' professional level and research ability will have a direct impact on the teaching effect. In view of the current situation of higher vocational education in Chongqing city, the teachers' professional level need to be further improved. Many teachers join in work directly after they graduated from campus, thus, they lack of related working experience and practical experience, and the ability of scientific research is not strong enough. As a result, there are only a handful of teachers can establish cooperation with enterprises. Therefore, it is difficult to meet the demand of enterprise for high-quality, high skill professional talents.

#### **Lacking of Long-term cooperation between higher vocational colleges and enterprises**

In recent years, many higher vocational colleges have established cooperative relationship with enterprises for adapting the development of business trade service in Chongqing, this cooperation has obtained some effects. However, there is a conflict of interest between colleges and enterprises, and the colleges fail to meet the actual requirements of enterprises for talents, thus, the enterprises have no enthusiasm to cooperate with colleges anymore, and long-term cooperation fails to develop. In addition, college-enterprise cooperation pattern exists only in a few institutions, but has not been widely applied in Chongqing city.

### **Measures for Coordinated Development of Higher Vocational Education Implementation and Business Trade Service**

#### **Higher vocational colleges shall optimize the major structure as well as build up characteristic majors.**

The students obtain professional knowledge and capacity via learning by majors. Therefore, it is the major setting of higher vocational education that has a direct influence on talent cultivation. In view of the grim employment situation the students facing currently, which make it much urgent for higher vocational education to adjust the major structure. As for Chongqing, the current situation, future direction and talent demands are difference among companies, for this reason, market research is necessary while the vocational colleges adjust the major courses, much attention shall be paid on corresponding business and talent demands of some specific positions, only in this way, can the students better accommodate the situation of current business trade service in Chongqing, and grasp the business process as soon as possible.

In the development of business trade service in Chongqing, one college has set up extra logistics management major based on the talent demands from business trade service enterprise, which offers the students a clear cognition about process and links of logistics. After learning these major courses, the students can get right to work in the enterprise's logistics department soon, it also reduces the training time on position and cater to the talent demand of enterprises. For this purpose, this college strengthens the innovation on logistics management major considering the logistics service department of business trade service enterprises in Chongqing, and performs special management on

majors, which signalize this college's logistics management major in the fields of business trade service in Chongqing as well as solve the employment issues of students.

### **The vocational colleges shall clear talent cultivation goal**

If the Chongqing higher vocational education desires to satisfy the development demand of business trade service, the position demand of enterprises shall be satisfied, and also the education shall be designed with professional characteristics, so the vocational education would have higher development space and cultivate highly-competent people to meet the needs of the society. Higher vocational education features with occupational and regional, develops students with occupational qualities and practical abilities, also training the students in accordance with regional economic development needs. Therefore, the vocational colleges shall develop the students' abilities, clear talent cultivation goal, identify education position. Only after that the core competitiveness can be enhanced and make contribution to the regional economic development.

Take Chongqing city for an example, in order to develop the business trade service industry better, Chongqing government require all vocational colleges set up corresponding courses to cater to the huge needs of society. Moreover, the government shall fully support by policies, like offering certain preferential policies to the students devoting to that industry. From the vocational college perspective, they specially set up labor early warning mechanism for the latest development request of the enterprise, so they can change the talent training direction, and set up new course on the base of enterprise demand, finally fulfill the corresponding output between students and enterprise.

### **Vocational colleges shall strengthen the establishment of practice base, fulfill long-term cooperation with enterprises**

For the purpose of better accommodation to the needs of business trade service in Chongqing, vocational college shall offer as much as practical opportunities for students during education. Because the business trade refers to various industries, however, different enterprises and positions have different needs for labor, thus, the vocational colleges have to set up a favorable practice terrace for the students to cater the various needs of the enterprises, and keep on improving the conditions of practice and training. If possible, the vocational college can build up a practice base, so the students can combine the theoretical knowledge and practice together via simulating the real business trade system operation in the practice base. Otherwise, the vocational colleges can establish cooperative relationship with some business trade enterprises to offer the students more practical opportunities. Since the business trade refers to a wild field and range, the colleges shall choose the suitable enterprises as practice terrace for students according to their own main majors and direction.

With the developing of business trade service, various modern machines and devices are being used more and more widely, one vocational college has not only focused on the definite position needs from the business trade service, but the development prospect of those mechanical technique, therefore, much relevant technical content about the business trade are added for developing the students of machinery major. During the cooperation with local enterprises, all equipment problems were solved by their students, which satisfied the enterprise, and long-term cooperation relationship was made between them, on the other hand, the students can improve their operational ability and handling ability while they maintain the equipments for the enterprise.

### **Concluding Remarks**

From the above analysis, the Chongqing higher vocational education is of great significance to the local business trade service development, moreover, during the teaching practice, the local vocational colleges adopted a series of measures to coordinate educational and the development of the business trade service in step, as well as promoted the local rapid development of economy.

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