

# Study on Applied Talents Training and Problems Existing in Social Physical Education in Chinese Colleges and Universities

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**Abstract**—Social sports specialty is the second largest sports specialty in China, which ranks second only to physical education specialty in terms of the number of sports specialty offered in Chinese colleges and universities. With the continuous promotion of national fitness and the deepening of sports industrialization in China, social sports specialty will face huge changes. However, under the new situation, some problems of social sports specialty itself hinder the further sustainable development. Facing up to these problems will be the key to breaking the bottleneck and getting a breakthrough. This paper starts from the problems existing in the education of social sports specialty in Chinese colleges and universities, explores the cultivation of applied talents based on the problems, and put forwards some thoughts and ideas, in order to advance the sustainable development of social sports specialty in Chinese colleges and universities. Studies found that problems in social sports specialty include: first, vague training objectives; second, imperfect course content system; third, insufficient training of practical teaching ability; fourth, insufficient entrepreneurial ability of students. According to the existing problems, it is believed that colleges and universities can make breakthroughs in the training of applied talents from the aspects of exploring the training mode of "university-enterprise cooperation", and paying attention to professional theory and strengthening the teaching of professional technology with the characteristics of serving the public.

**Keywords**—Chinese colleges and universities; social sports specialty; education; applied talents training

## I. INTRODUCTION

In the 1990s, Tianjin University of Sport first opened the specialty of social sports. In 1998, the Ministry of Education of China added social sports specialty into the Catalogue of Undergraduate Majors in Universities and Colleges as a newly established specialty. Its specialty training goal is: to cultivate senior specialized talents who have basic theoretical knowledge and basic skills of social sports specialty and can conduct, organize, manage, guide, operate and study sports-related massive activities in the field of social sports.

It has been nearly 30 years since the establishment of social sports specialty. Social sports specialty has ranked the first in the sports specialty of Chinese colleges and universities,

second only to physical education specialty [1]. It has made many achievements and cultivated a lot of excellent professional talents. However, the problems in the development of social sports specialty are also very serious. Training and education of applied talents in social sports specialty is the main way for the reform of social sports specialty in Chinese colleges and universities.

Proceeding from the main problems existing in the social sports specialty of Chinese colleges and universities, this paper analyzes the current situation of the applied talents education in the social sports specialty of Chinese colleges and universities, in order to provide some new ideas for the reform of social sports specialty of Chinese colleges and universities.

## II. MAIN PROBLEMS IN THE SOCIAL SPORTS SPECIALTY OF CHINESE COLLEGES AND UNIVERSITIES

With the continuous promotion of national fitness and the rapid development of sports industry, the employment difficulties [2], imperfect training system [3] and problems in the specialty orientation [4] in the development of social sports specialty have become more prominent. Under the new situation, social sports specialty will face more opportunities and challenges. The author thinks that the main problems existing in the establishment of sports specialty in Chinese colleges and universities lie in the following four aspects:

### A. Vague Training Objectives of Social Sports Specialty in Chinese Colleges and Universities

The objectives of specialty cultivation are set by colleges and universities based on their own situation [5]. However, the training objectives of social sports specialty in Chinese colleges and universities are very vague. Apart from having an understanding of what does this specialty basically do, colleges and universities do not have a unified concept of how to cultivate and what kind of talents to cultivate. Courses for social sport majors offered in some colleges and universities are basically the same as those for physical education majors. In some colleges and universities, social sports majors only study theoretical courses, while most of other schools are professional practical courses.

For example, social sports specialty in Beijing Sport University lays stress on leisure sports, and its goal of undergraduate specialty is to cultivate compound talents who are good at many things and expert in one. Such talents must possess basic theoretical knowledge and basic sports ability of leisure sports specialty, be able to engage in the organization and leadership of outdoor adventure activities, the teaching and management of outdoor experience education activities, and the design and planning of sports and leisure projects, and have the ability to conduct research on leisure education and guide sports and leisure activities in outdoor leisure and tourism institutions, outdoor education institutions, commercial leisure institutions and non-profit organizations [6].

Taking Xichang University in Sichuan as an example, it aims to cultivate coaches and athletes who acquire the basic theory and knowledge of subjects related to social sports, master the sports techniques to guide mass sports, health and fitness, recreation and sports for special groups, possess the basic abilities in organizing, managing, consulting, guiding, managing, developing and teaching mass sports activities, are familiar with the principles, policies and regulations of the Party and the state on sports, are fully developed in the aspects of morality, intelligence, physique and aesthetics, and work on sports training practice, as well as high-quality and skilled talents engaged in the teaching of special sports, and basic-level training, management and service of competitive sports [7].

So, there is a big difference in the setting of specialized training goal in terms of what kind of talents the social sports specialty needs and what kind of talents it wants to cultivate. This will lead to a very large difference in social sports professionals cultivated by different colleges and universities.

#### *B. Imperfect Course Content System of Social Sports Specialty in Chinese Colleges and Universities*

There are very few courses for social sports majors in Chinese colleges and universities. Most colleges and universities have adapted their courses of physical education specialty and human movement science specialty to form the course content system for social sports specialty. In terms of learning skills, the learning items are basically from physical education specialty; in the subject learning, the courses they learn are nothing more than from the human movement science specialty and the physical education specialty. It can be said that social sports specialty has not really highlighted its characteristics, but has become a "splicing version" of various sports specialties.

Beijing Sport University has offered 8 public compulsory courses, 4 disciplinary basic courses, 11 specialized compulsory courses, 6 specialized elective courses, 6 outdoor sports modules, 8 motor technology modules, and 4 vocational skills modules. Courses include Marxist Philosophy, Sport Anatomy, Introduction to Social Sports, Sports Policies and Regulations, Safety and Rescue of Outdoor Sports, Badminton, Table Tennis, Business Writing and other courses, which cover a wide range and are rich and complete. During the four-year undergraduate study, students can systematically learn the professional knowledge [8].

Except for courses of Sports Economics and Introduction to Sports Management, other courses of social sports specialty in Xichang University are different from those of physical education specialty only in class hours, but there is no obvious difference in category. This is greatly related to university orientation, infrastructure construction and teachers.

Ultimately, the problem lies in the imperfect or incomplete course content system of social sports specialty in colleges and universities.

#### *C. Inadequate Training of Practical Teaching Ability of Social Sports Specialty in Chinese Colleges and Universities*

At present, the cultivation of teaching practice ability of physical education specialty in Chinese colleges and universities has taken shape, but the cultivation of practical ability of social sports specialty, which is second only to it in scale of development, is insufficient. Short practice time, unfixed practice mode and poor practice effect have become the main problems affecting the improvement of learning and practice ability of social sports specialty.

Social sports specialty should put emphasis on the cultivation of professionals who have strong practical and operational abilities, and can adapt to marketization operation. However, a survey shows that social sport majors of some colleges and universities have a three-month internship in the second half of their junior year at the company or the sports bureau; social sport majors of some colleges and universities take advantage of every summer vacation to practice in clubs or companies; social sport majors of other colleges and universities take a one-month internship in the first half of their senior year in the company. Each university has its own way of practice, and their purpose is also different. The effect that the internship has to achieve is also uneven, so it is limited for students to improve their ability in the process of this internship [9].

#### *D. Insufficient Entrepreneurial Ability of Social Sports Majors in Chinese Colleges and Universities*

The total scale of China's sports industry is expected to exceed five trillion yuan in 2025 [10], and the sports industry will bring huge business opportunities. Social sports specialty aims to cultivate social sports guidance and management talents. Sports and fitness workers, competition organizer, social sports instructor, and sports enterprise management personnel mainly come from social sports specialty. Under the great mass fervour of China's sports construction industry development, social sports specialty ushered in a new opportunity for development. However, how to seize this development opportunity will become a key problem for social sports majors.

At present, social sports majors in Chinese colleges and universities are seriously affected by traditional ideas, especially those in local colleges and universities located in the third-tier and fourth-tier cities. Subjectively, they believe that after graduation, they should look for a relatively stable job within the system, rather than be unwilling to start a business. Colleges and universities also have problems in cultivating

students' entrepreneurial ability. The propaganda of some policies and regulations that the State supports college students' entrepreneurship and the development of sports industry is also not enough.

In recent years, most colleges and universities are expanding enrollment of students majoring in social sports on a large scale.

### III. A STUDY ON THE TRAINING OF APPLIED TALENTS OF SOCIAL SPORTS SPECIALTY IN CHINESE COLLEGES AND UNIVERSITIES

Applied talent training is a new program put forward by China in recent ten years to train professional and technical personnel who can apply professional theoretical knowledge to practice and skillfully carry out social production activities on the front line. Its emergence is the necessity of the development of higher education. They are essentially different from academic talents. It is also the product of the transformation and development of China's higher education from the traditional elite education mode to the mass practical education mode, which is also the inevitable result of economic and social development.

The training of applied talents of social sports specialty means to cultivate those talents who have theoretical knowledge and professional skills of sports specialty to engage in front-line mass sports guidance. Taking "strong ability and inter-disciplinary talents" as the principle, it aims to cultivate senior applied talents of social sports who can quickly and better adapt to local or regional social sports development, are fully developed in morality, intelligence and physique, have theoretical knowledge, professional skills and professional ethics of social sports, and acquire in-depth knowledge and more practical skills training in a specialized field. This goal emphasizes that colleges and universities should train social sports graduates based on the needs of society for sports professionals, and also pay attention to their practical ability [11].

#### A. *Exploring the Training Model of University-enterprise Cooperation*

Most Chinese colleges and universities cooperate with sports companies in the development of sports industry by using on-campus sports venues, which not only generates certain economic income through market operation, but also standardizes the management of on-campus sports venue. Moreover, the establishment of practice bases for social sports major can provide students with a professional practice place, and also can exercise their professional practice ability.

Some colleges and universities cooperate with enterprises outside the university to establish practice bases for social sports specialty. For one thing, it can cultivate professional talents for enterprises. For example, skiing courses need skiing coaches, but there are relatively few people with such skills. At this time, universities can make targeted training in the form of "university-enterprise cooperation". This can not only solve the problem of lack of professional and technical personnel in enterprises, but also better promote the employment of students majoring in social sports in colleges and universities,

so as to achieve a win-win situation between colleges and enterprises. For another, colleges and universities can send students majoring in social sports to enterprises to practice, so that students can apply the theoretical knowledge learned in universities to specific practice, and improve their professional practical ability. Besides, students learn new management and business concepts in enterprises, refresh their new understanding of their majors, broaden their horizon and vision, and lay a solid foundation for their innovation and entrepreneurship.

#### B. *Paying Attention to Professional Theory, and Strengthening the Professional Technology Teaching Characterized by Serving the Public*

A survey of social sport majors from four universities in Hebei Province by Chinese scholar Zhou Tianjing found that 80% of students in the junior and senior years thought that their specialized courses lacked the characteristic of serving the public and had little effect on the training of teaching and practical ability of sports skills, and they also had too many theory classes. This deviates from the school-running goal of social sports specialty in Chinese universities, which is inevitably related to the lack of a sound or reasonable talent training program [12].

However, in order to meet the diversified needs of China's social sports market, the training of applied talents of social sports specialty in colleges and universities should appropriately increase the professional and technical teaching characterized by serving the public. Students should be allowed to learn about Pilates and yoga and other programs common in fitness clubs. Students also should master Taijiquan, guided health gymnastics and other programs common in the community. Students also should have an understanding of badminton, tennis, swimming and other popular fitness programs. These programs can be set in the form of general courses, limited courses and elective courses for students to make diversified choices, or university may establish such a specialized direction and carry out the key training.

### IV. CONCLUSION

At present, social sports specialty in Chinese colleges and universities is undergoing a rapid change. Under the promotion of national construction, social sports specialty will face more new situations and problems. Colleges and universities should acknowledge their problems existing in social sports specialty: first, vague raining objectives; second, imperfect course content system; third, insufficient training of practical teaching ability; fourth, insufficient entrepreneurial ability of students. According to the existing problems, colleges and universities can make breakthroughs in the training of applied talents from the following two aspects to promote the sustainable development of social sports specialty in Chinese colleges and universities: first, exploring the training mode of "university-enterprise cooperation"; second, paying attention to professional theory and strengthening the teaching of professional technology with the characteristics of serving the public.

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