

Research and Practice on the Operation Mode of Business Professional Associations in Higher Vocational Colleges Based on the Cultivation of Artisan Spirit and Entrepreneurship

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Abstract. Higher vocational business class professional associations is an amalgam of student associations and business majors, the fusion of spirit and the concept of double and professional associations is career education into professional spirit cultivation and innovation of education extension and supplement, focusing on how the spirit and double gen idea deep into the business class professional associations, innovative introduction of social resources to promote integration construction and platform construction, training of professional education and the spirit of craftsman in promoting business and innovation, entrepreneurship education depth fusion, makes the spirit to lead the "fusion" new platform, improve the quality of business class professional associations of professional, It provides new ideas and new ways to improve the professional level, professional quality and innovation and entrepreneurship ability of business students in higher vocational colleges.

1. Introduction

Student associations in higher vocational colleges are an important platform for mass entrepreneurship and innovation education. To promote employment through entrepreneurship, carry out innovation and entrepreneurship education and cultivate students' innovation and entrepreneurship spirit and practical ability will benefit students' growth. At present, the innovation and entrepreneurship education of college students is different due to the characteristics of college education and the different majors. In higher vocational colleges, students have a large proportion of skill learning, and comprehensive quality education, including thinking training and general education, is not sufficient. At the same time, practice methods of different subjects are also different, which requires students in higher vocational colleges to conduct innovation and entrepreneurship education in various forms and with professional pertinence. However, at present, the innovation and entrepreneurship courses in higher vocational colleges have not achieved seamless connection with different professional disciplines. Therefore, cultivating students' consciousness and ability of innovation and entrepreneurship consciously in various professional associations of higher vocational colleges is a measure for the current situation that innovation and entrepreneurship education is not sufficient and in-depth.

2. Analysis of professional associations and talent training in higher vocational colleges

2.1 Characteristics analysis of higher vocational students

Higher vocational students, in particular, its own characteristic, mainly displays in: foundation weak, the professional study interest is not high, not a good study habits, negative attitude for learning textbook knowledge, but the social intercourse ability, keen to participate in various campus activities, all kinds of club activities, in particular, for with the help of a professional club activities to raise their comprehensive qualities.

2.2 Professional associations should be consistent with the objectives of talent training

The fusion of spirit and the concept of double gen professional associations is career education into professional spirit cultivation and innovation of education extension and supplement, professional associations should be accurate positioning, accord with the requirement of talents training target, professional associations also want to "baseline", as the organization's activities must be combined with professional, outstanding professional, build a platform for professional practice, improve students in the activities of professional knowledge and professional accomplishment.

2.3 Professional societies should play an educational role

The characteristics of higher vocational students determine that we can make use of the professional community as a platform for their professional level, professional quality and innovation and entrepreneurship ability, and we can organize professional activities to make up for the lack of learning, improve learning motivation, promote the comprehensive development of students' comprehensive quality, and finally achieve the role and goal of educating people.

3. Construction of the operation mode of professional societies under the spirit of craftsmen and the concept of mass entrepreneurship and innovation

3.1 Ingenuity guidance: starting from soft skills, hard skills are the key

Implementation of the "dream," culture guidance project, not to change original intention, strives for perfection, thinking by heart, breakthrough improvement, seek innovation, subvert stereotypes as its core concept to guide the business class professional community construction, the core concept in the articles of association of the professional associations, integrated into the community activities, with the consideration of the characteristics of business class specialized use of business class specialized comprehensive community platform built four professional culture brand, namely: professional, artisans, competition, and team culture, strengthen the cultural education in shaping the effect of students cultural awareness and cultural self-confidence, from the internalization of soft skills and hard drive technology two aspects promote spirit in professional associations.

3.1.1 From the perspective of the soft skills

First, by holding regular lectures, local craftsman masters are invited to come into the club and communicate with the club members face to face. The other is to strengthen the publicity and guidance of "craftsman spirit", deepen the understanding of "craftsman spirit" of club members, and inspire club members to truly love their profession and learn professional knowledge. The cultivation of soft skills should be based on ideological, political and humanities courses, combined with the characteristics of fast dissemination of network platform and easy acceptance by students. The publicity department of higher vocational colleges should make good use of new media to cultivate the community culture atmosphere of "ingenuity".

3.1.2 Hard skills are the key

Business majors in higher vocational colleges train students' hard skills, including intelligence level, professional knowledge, logical analysis and reasoning ability, ability to solve complex problems and management ability. , which is based on professional associations, on the one hand, the simulation on a regular basis national and provincial business professional skill competition, improve community members hard skills, spirit internalization, on the other hand, support from the school policy of professional associations members tilt, priority selection from excellent community members to participate in the various national and provincial vocational skill competition, both together, in order to promote teaching, in order to promote learning, driven, super, than, spell learning atmosphere, improve community members hard power.

3.2 Mass entrepreneurship and innovation drive: give full play to the role of "the second classroom" and "the second incubator"

Mass entrepreneurship and innovation (mass entrepreneurship and innovation) is the "twin engines" of China's economic transformation and development. Mass entrepreneurship and innovation has

become a new driving force for China's new round of development. The characteristics of entrepreneurship of business majors are usually the innovation of business model based on Internet +. In combination with the professional characteristics of business professional societies, professional societies as the main body, carry out innovation and entrepreneurship theoretical knowledge and practical knowledge education, and give full play to the functions of "the second classroom" and "the second incubator" of professional societies.

3.3 "Three actions to promote the integration" : the association takes the initiative, the school promotes, the society drives

Starting from the three aspects of society, school and society, we should give full play to students' subjective consciousness and stimulate their development potential. The top-level design is carried out from the school level to promote the quality improvement of the talent cultivation of the association. Through the introduction of social capital, we can improve the professionalism of business professional associations and enhance the integration of craftsman spirit and entrepreneurship. Through the joint efforts of the three aspects, the spirit of craftsman and the concept of entrepreneurship and innovation should be deeply integrated into professional associations, and the professional level, professional quality and innovation and entrepreneurship ability of business students in higher vocational colleges should be improved.

4. Safeguard measures for the construction of professional associations

Business class for the construction of the professional associations, need schools provide safeguard measures, formulate administrative regulations and rules and regulations to regulate professional associations operation, resources support and training target, mentor to guide work and enterprise cooperation culture, etc, in order to safeguard the virtuous development of the professional associations and craftsmen into spirit and the concept of double and depth.

4.1 Operation of professional associations

Develop management system of professional associations, strengthen macro-control and guidance on the establishment, daily management and activity management of professional associations, develop training system for cadres and key members of professional associations, and form an effective talent training mode.

4.2 Resource support and cultivation objectives

Establish a support system for professional societies, specify the amount of funds or other material resources that can be provided for their activities, ensure the sound operation of professional societies, formulate their development goals and corresponding specific measures, and carry out the operation in three stages to ensure the implementation.

4.3 Mentor guidance and enterprise cooperation training

Produce professional tutors guide, standardize teachers training for selection and appointment of the inspection content, such as define tutor responsibility of the professional associations, and actively implement the management of the professional group tutor training appraisal mechanism and incentive measures, formulate cooperative enterprise management system, standardize the cooperative enterprise of selection, cooperation, the parties obligations such as content, provide guarantee for the continuous high quality cultivation.

5. Summary

Starting from the three aspects of "ingenuity guidance", "mass entrepreneurship and innovation drive" and "three actions to promote the integration of the spirit of craftsman and the concept of mass entrepreneurship and innovation", it can effectively promote the deep integration of the spirit of craftsman and the concept of mass entrepreneurship and innovation into the professional

community of business. To a certain extent, it can solve the problems such as the low degree of integration between craftsman spirit training and innovation and entrepreneurship education, the neglect of professional skills, the neglect of courses over practice and the lack of platform, and the "unprofessional" of professional associations. It plays an important role in promoting the cultivation of craftsman spirit and the implementation of innovation and entrepreneurship education, optimizing the construction quality of professional associations in business, and building a new platform of "specialty and innovation integration" led by craftsman spirit.

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