



Research on the Construction of Training Mechanism of Talents with Sports Plus Wealth Management Characteristics Taking Tennis as an Example

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Abstract. For the first time, this study uses the sports event—tennis as an intermediate carrier to build a bridge of interaction between wealth management characteristic talents and wealth management objects, so that the training of wealth management characteristic talents and employers can be seamlessly connected and integrated naturally. It has broadened the employment channels for talents with characteristics of wealth management, shortened the time process for the integration of wealth management-related college graduates into the society, and improved the recognition of wealth management-related students by employers. At the same time, this study proposes specific measures for wealth management-related employers to feed back the quality of wealth management talent training in colleges and universities.

Keywords: Sports · Wealth management · College students · Employment

1 Introduction

The characteristics are the vitality of the university, and the development of characteristics is the only way for the development of “double first-class”. Shandong Technology and Business University Dangfa [2018] No. 78 document “Opinions on Strengthening the Construction of Wealth Management Features” takes wealth management as a school feature, and strives to build a high-level finance and economics university featuring wealth management. These is a must to deepen the integration of industry and education and the integration of schools and cities through the construction of wealth management characteristics, promote the linkage mechanism between talent training and social services, and achieve a positive interaction between the school’s service to the society and the construction of characteristics. The sports resources of colleges and universities should be shared with the society while serving the talents training of colleges and universities. In the process of realizing the sharing of sports resources between

colleges and society, a bridge serving the colleges and the society is built in the form of sports public service products, so as to realize the resource sharing and benign interaction between colleges and society. In February 2019, Comrade Bai Guangzhao, Secretary of the Party Committee of Shandong Technology and Business University, in the article “Research on the Overall Framework of Wealth Management Development in China — Based on the Experience of Qingdao Financial and Commercial Management and Financial Comprehensive Reform Pilot Zone”, the sports and fitness industry is regarded as one of the important content of supporting construction of wealth management features. Wealth management characteristic talent training and sports fitness programs and even the interaction with sports disciplines continue to strengthen; it is also necessary to strengthen the research on the role of sports serving the society and the role of sports in the training and training of characteristic talents, and the research on how to use sports as a medium to serve individuals, families, financial institutions, enterprises and various social organizations to promote mutual interaction between talents with wealth management characteristics [1]. According to the “Notice on Starting the Fourth Round of Discipline Construction and Promoting the Construction of Discipline + Wealth Management Characteristics” issued by the school’s Discipline Construction Office in April 2019, it is required that each department should combine the characteristics of the department and the discipline, focus on building high-level teaching staff, building a high-level talent training system, promoting high-level scientific research, and carrying out high-quality cooperation and exchanges, etc., to formulate a construction plan for the cultivation of talents with wealth management characteristics in the development path of the department. According to the spirit requirements of the school documents, for the first time, sports tennis is used as an intermediate carrier to build a bridge of interaction between wealth management talents and wealth management objects, carry out high-quality cooperation and exchanges with off-campus financial institutions, financial regulators, and wealth management business institutions to get support. These can achieve the seamless and natural integration between the training of wealth management talents and employers. There is also a necessity to broaden the employment channels for talents with wealth management characteristics, shorten the time process for wealth management graduates to integrate into the society, and improve the recognition of wealth management students by employers.

2 Investigation and Analysis of Tennis Engagement in Wealth Management Related Industries

With the improvement of people’s living standards, physical exercise has become an important part of people’s lives, and tennis is loved by the world with its elegant and competitive charm. It is the main way for senior managers of various enterprises and government managers at all levels to engage in fitness and social interaction [2]. In the process of specialty construction with wealth management characteristics in Shandong Technology and Business University, it is required to strengthen cooperation with financial departments of governments at all levels, enterprises, colleges and universities and research institutions, and expand the employment service area of wealth management students. Tennis can just be a key to opening up exchanges, cooperation and communication with financial departments, enterprises, colleges and research institutions of all

levels of government, providing a good help for them to communicate with financial departments and enterprises at all levels, and transfer talents with wealth management characteristics to relevant departments. Taking the Yantai Tennis Club League organized every year by the Yantai Tennis Association (the association was established and in 2020) as an example, the participants in the Yantai Tennis Club League in 2021 are 256 tennis enthusiasts from 12 amateur tennis clubs. The members of each club are mainly composed of three parts, and some are from the senior management of state-owned enterprises and the bosses of private enterprises (accounting for 63%); some of them are public institution personnel (29%), most of whom are middle and high-level cadres of government agencies at all levels and senior executives in the financial industry; and the other few are teachers in universities and research institutes in Yantai (8%). Through a survey on the composition of personnel in wealth management-related enterprises and institutions (senior, middle-level, junior managers, and ordinary employees), it can be seen that senior management accounts for the largest proportion (36%) in the entire personnel structure. Since the proportion of senior management personnel in each unit is less, it highlights the popularity of tennis for senior management personnel. The proportion of middle-level managers is the second (33%), and it is often middle-level managers who decide to recruit people based on actual needs and inspections. Senior managers just show their preferences and recognition. It can be seen from the survey that the proportion of senior executives in enterprises and institutions engaged in tennis sports in Yantai is still very large, and the proportion of middle managers is also very large, which provides an operation for students with wealth management characteristics to communicate with the core departments of enterprises and institutions convenient.

Through a survey of senior managers of 12 institutions, 28 corporate units and 13 private companies related to wealth management, they generally believe that candidates have sports expertise, especially tennis expertise, which has a positive impact on unit recognition and employment. Wealth management-related students with tennis expertise showed great interest or were more popular than students without tennis expertise among the units.

3 Basic Situation of the Development of Tennis + Wealth Management Talents in Shandong Technology and Business University

Through the above survey, it is found that college students with tennis skills in wealth management related majors have broad and ideal employment prospects. Blacksmithing also needs to be hard on its own. How to make wealth management-related students master better tennis skills is a requirement for the students and professional course teachers. The following is an analysis from the main body of teaching and learning—teachers and students.

3.1 Teachers Are the Basic Guarantee in the Training of Tennis Talents

General Secretary Xi Jinping pointed out at the National Education Conference that teachers are engineers of the human soul and communicators of human civilization. The

level of the teaching staff is the key to improving the quality of education, and the level and quality of running schools. The status of the teaching staff is generally reflected from several aspects, such as age structure, basic situation of professional title and educational background, and teaching ability.

3.1.1 The Age Structure, the Basic Situation of Professional Titles and Educational Backgrounds of the Teaching Staff

Scientific echelon construction of teachers can promote teaching and learning, play the role of mentoring, and make college teachers healthy and upward [3]. At present, the three teachers engaged in tennis teaching in Shandong Technology and Business University all have master's degrees, and have teachers with senior, deputy senior and intermediate titles respectively. However, two of the three teachers are over 50 years old and one is over 40 years old. There are no young teachers under 40 years old. There is a lack of young tennis teachers. At the same time, there are no female teachers in the tennis option class. Optimizing the structure of the teaching staff should meet the requirements of rationalization as soon as possible in terms of echelon construction and gender ratio, and provide assistance for the next step to better carry out the teaching of tennis courses related to wealth management.

3.1.2 The Special Ability and Teaching Ability of Tennis Teachers

The special skills of tennis teachers refer to mastering the professional theoretical knowledge and professional sports skills of the special field. In actual work, this skill can be used as a skill in teaching, training and competition tasks to complete the teaching tasks, train professional athletes well and participate in competitions with this skill or lead students to participate in competitions to achieve excellent competition results. Tennis special class teachers in Shandong Technology and Business University have long experience in tennis, and they have won good results in national coal colleges and universities, Shandong National Fitness Games, Yantai City Games and Yantai City Club League and other competitions at all levels. Their tennis level can fully meet the needs of college tennis option classes. At the same time, the two tennis teachers have participated in tennis professional training organized by Shandong Province and the National Network Management Center for many times, which makes them closely follow the development direction of tennis in terms of theoretical level, practical level and tennis teaching method. They use modern teaching methods and means to exercise tennis optional course teaching, and get good teaching results, which has been recognized by the majority of tennis optional course students. A teacher was admitted to the national first-level tennis referee, and is engaged in the work of refereeing important events such as Shandong Provincial Games, Shandong Provincial Championships, and Championships. He has led the college tennis team of Shandong Technology and Business University to participate in the Shandong College Tennis Championship and achieved excellent results. From the perspective of special ability and teaching ability, he is fully competent for the teaching and training of tennis special courses in Shandong Technology and Business University.

As one of the necessary conditions for the development of tennis optional courses for wealth management students, Shandong Technology and Business University already has good teaching conditions. The professional title structure and age structure of the teaching staff of the Tennis Option Course of the Sports Department are reasonable, and the teachers have excellent professional skills. They have achieved excellent results in various tennis events in Yantai over the years. As an important part of the sports option class in Shandong Technology and Business University, tennis option class has become one of the favorite sports for college students in Shandong Technology and Business University in the selection of sports option class every year. It is believed that it is also the first choice for most students in wealth management related majors.

3.2 Students' Learning Situation in the Cultivation of Talents With Tennis Characteristics

3.2.1 Investigation and Analysis of the Motivation and Attitude of Students Majoring in Wealth Management to Learn Tennis

Students are the main body of the teaching process. Students majoring in wealth management can learn tennis option courses with a purpose through the guidance of teachers and their own hobbies, and acquire basic tennis skills through the learning of tennis techniques, tactics and game practice by tennis teachers. Through tennis, it is necessary to first achieve the goal of enhancing physical fitness, and then it is hoped that tennis will become a skill medium for social communication in the future.

Good learning motivation has a strong role in guiding students to learn tennis well, improving students' enthusiasm and initiative in learning, and promoting the development of tennis among students majoring in wealth management and even among students in the whole school [4]. From a survey of students majoring in wealth management in tennis courses, it can be seen that the vast majority of students like tennis. Especially when they learned that there will be better opportunities for employment through communication with relevant enterprises and institutions through tennis in the future, the students are more eager to master tennis skills and become a stepping stone to the workplace in the future. Tennis, as a specialty to help the training of wealth management talents, has been warmly welcomed and actively respected by the majority of students.

3.2.2 Analysis of the Status of Students Participating in Tennis Activities After Class in Tennis Option Courses

The "National College Physical Education Curriculum Teaching Guidance Outline" points out: In order to achieve the formulated physical education curriculum goals, it is necessary to organically combine classroom teaching with extracurricular and off-campus physical activities, incorporate organized, planned and purposeful extracurricular physical exercise into the physical education curriculum, and form a scientific curriculum structure with an organic connection between inside and outside the classroom [5]. Extracurricular sports activities are divided into intra-school sports activities and extra-curricular sports activities. Through the survey of students in tennis option courses, it can be found that the students who took tennis as the content of extracurricular sports activities only accounted for 34.04% of the surveyed students, and 65.96% of

the students participated of extracurricular sports activities do not involve tennis as an activity or do not participate in extracurricular sports.

In order to increase students' attention to tennis development and their participation in tennis, there is a must to first strengthen the publicity of tennis, improve the student group's recognition of the value of tennis and their attitude towards the social value orientation they have, do a good job in tennis senior club training, and select college team students to organize and participate in tennis competitions inside and outside the school. In 2018, Shandong Technology and Business University conducted tennis advanced club teaching, and established a tennis academy team to participate in the Shandong University Tennis Championships for the first time, which aroused students' interest in tennis. It has just started, it has not yet participated in the competitions of the universities in Yantai or Yantai City, and it has not yet become famous in Yantai City. It is still unable to use tennis as a medium to make the outside world better understand Shandong Technology and Business University and understand the construction of wealth management characteristics in Shandong Technology and Business University. Shandong Technology and Business University should take advantage of Yantai Economic Zone's excellent environment, developed economic conditions and opening to the outside world to hold and participate in tennis competitions between colleges and universities, strengthen inter-school tennis exchanges, and improve tennis level in Shandong Technology and Business University. It is a must to let sports performance play a leading role. At the same time, tennis courts should be increased and the conditions of tennis courts should be improved, so that students have the basic conditions for exercise and improvement.

4 The Way to Cultivate Talents With Tennis + Wealth Management Characteristics

Having learned about the current situation of personnel from wealth management related enterprises and institutions in Yantai City participating in tennis, it is clear that Yantai wealth management related enterprises and institutions have a demand for wealth management related talents with tennis expertise. At the same time, it can be learned that Shandong Technology and Business University has tennis-trained teachers, and students have a large group of students who are eager to master tennis skills. Then, how to train students with tennis expertise and how to go out and invite in is the key to cultivating and transporting talents with tennis expertise + wealth management characteristics in the next step.

4.1 Hardware Condition

It is necessary to improve the venue conditions. The venue conditions are the prerequisite for students to engage in tennis. The existing tennis venues are scattered and dilapidated. The tennis venues should be relatively concentrated. At the same time, the venue conditions should be improved to meet the needs of students for learning and exercising inside and outside the classroom. On the basis of investigation and research, it is also necessary to coordinate with the Academic Affairs Office and the School of Wealth Management

to establish a brand-new tennis optional course system for students majoring in wealth management, revise and improve the syllabus, and formulate a three-level teaching and training system for tennis optional classes, club advanced classes and tennis academy teams.

4.2 Improving the Resources of Tennis Teachers

There is a must to strengthen the training of teachers for the existing teachers, arrange to participate in the professional training of coaches at all levels organized by the Chinese Tennis Association, and improve their professional abilities, so that they can master the latest developments in tennis and the latest technical and tactical developments. At the same time, high-level tennis teachers need to be introduced, and outstanding talents with professional experience and high-level sports experience will be recruited into the teaching team of Shandong Technology and Business University.

4.3 Establishing a Three-level Tennis Learning and Training System and Strengthening the Guidance of Extracurricular Tennis Activities

It can play a significant role to establish a variety of tennis skills learning forms, cultivate students' hobbies and specialties in a variety of ways, and do a good job in popularizing tennis items based on tennis optional courses [6]. It is also important to establish and improve the tennis senior club, and attract students who are good at tennis and who have the desire to learn tennis as a specialty to enter the tennis club for more professional and formal training. The school should set up a tennis academy team of Shandong Technology and Business University, regularly conduct special tennis training on the basis of senior tennis clubs, participate in provincial and national college tennis competitions, and take the tennis academy team as the core to participate in various tennis competitions at all levels organized by Yantai City.

4.4 Strengthening Exchanges and Sharing Resources for School-Enterprise Co-construction

Tennis should be used as a medium to integrate the human resources of the Physical Education Department, the Wealth Management College, the Personnel Department of the Admissions and Employment Office, etc., establish preliminary connections with wealth management related enterprises, social organizations and financial institutions, and create a wealth management talent pipeline and new ways of communication [7].

In particular, there are various competitions involving tennis enthusiasts from wealth management-related enterprises and institutions. Through the competitions, the school can strengthen exchanges with relevant enterprises and institutions, and deepen mutual understanding through competitions. From time to time, the school can invite middle and high-level management personnel who are engaged in tennis from other wealth management-related enterprises to come to Shandong Technology and Business University to communicate and compete with teachers and students, and then the two sides can establish long-term friendly contacts through tennis as a medium. Through the exchange and competition under the title and the joint construction of tennis venues and facilities, exchanges and joint construction and resource sharing can be realized.

5 Conclusion

In a word, through a series of measures, the future wealth management-related students will be proficient in a “noble” sports that is closely related to the future employment direction—tennis. On the basis of good professional knowledge, using tennis expertise can have healthy and happy exchanges with high-level people in wealth management employment and service objects through sports activities, and integrate into each other’s corporate culture and social circle to provide direct help. Wealth management-related student unions who master tennis expertise are widely welcomed by industry professionals such as related enterprises, social organizations, and financial institutions. In addition, it is necessary to use tennis expertise to bring in by sending out, and strengthen the relationship with the school through tennis with wealth management-related enterprises, social organizations and financial institutions, and provide social resources and funds in the joint construction of talents and related sports facilities, etc. This will form a virtuous circle, thereby increasing the employment rate and employment level of wealth management professionals. At the same time, the use of tennis resources to introduce social human and financial resources into the school promotes the joint construction of the school and local units to achieve mutual benefit and win-win.

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