

Research and Practice of “United Theory and Practice” Personnel Training Mode of Economic Management Major in Higher Vocational Colleges

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Abstract. At present, with rapid development of social economy, human resources increase continuously, but derailment of human resources and social needs results in low social operation efficiency. In allusion to present situation of talents, higher vocational colleges should pay attention to reform and stick to the education view of “united theory and practice”. Training personnel with social practice ability and professional skills has important significance. Based on education reform of higher vocational colleges, this paper analyzes economic management personnel education in higher vocational colleges.

Higher vocational colleges

Concept and type of higher vocational colleges

Higher vocational colleges are common vocational education institutions in China. Higher vocational colleges are an important constituent part of China’s higher education in implementation process. They aim to train applied personnel with management, production, education and service skills. For the convenience of understanding higher vocational colleges, we can express the concept with three sentences. A higher vocational college is of higher education and vocational and technical education and belongs to the higher stage of vocational and technical education. The documents issued by the State Council and China’s education act stipulate that higher vocational colleges are managed by provincial people’s government. This indicates that the establishment of recruitment index of higher vocational education is a job implemented by local government in combination of employment, work and other social current situations under the general situation of national development status and on the basis of local economic development and education conditions. At present, China’s higher vocational colleges mainly include the following: short-term vocational colleges; common higher technical colleges; vocational technical institutes; independent adult colleges; secondary schools attached to universities; private schools examined and approved.

Development history of higher vocational colleges

Since the 20th century, China’s education sector starts to reform regular institutions of higher education at junior college level. The suffix of “vocational college (vocational technical college)” is added to full-time regular institutions of higher education at junior college level of non-normal school type, non-public security type and non-medical type, while the suffix of “higher technical college” is added to colleges of normal school type, public security type and medical type. Higher vocational management is further standardized through the two kinds of naming ways. With continuous development of higher vocational colleges, the total number is on the rise and learning types are more extensive. Under current education system, higher vocational colleges include junior college education and undergraduate education, but junior college education is dominated. Currently, higher vocational colleges are mainly composed of three types: 1) higher vocational specialty set by universities; 2) common public higher vocational colleges; 3) private colleges with relatively high expenses.

Advantages of higher vocational colleges

Although various higher vocational colleges have different school mottos, the overall school-running aim is consistent, i.e. train students graduating from senior high school to applied

technical personnel who can be engaged in management, production and service and own occupational quality ability and comprehensive development. It can be seen from the aim that higher vocation colleges pay attention to training students to conform to society and practical work ability, cultivating them to observe social life and working skills. Rapid connection with market is one of advantages of higher vocational colleges. Higher vocational colleges lay emphasis on cultivating students' professional ethics and quality. Cultivation of personnel with favorable social morality and professional ethics is the second advantage of higher vocational colleges. There are numerous higher vocational colleges, and the number of enrollment index and students is also large. So, higher vocational colleges can output professional applied personnel with proficient skills for society. Hence, in recent years, our country has paid much attention to and supported higher vocational colleges and provide favorable social environment for development of higher vocational colleges.

Concept and classification of economic management major

Economic management major is an applied economic discipline and mainly cultivates the personnel who grasp fundamentals of economy and know the operation ways and work on economic activities in practice. Economic management major mainly studies contents of two aspects: 1) market economy at microeconomics level; development trend of small and medium enterprises and economic participation by families and individuals; 2) researches at macroeconomics level. Macro-economy is based on microeconomics foundation in allusion to overall economic phenomena. Economic management major is an applied discipline with strong comprehensiveness. It stresses observation of development and operation of social economy, fuses knowledge of multiple categories and emphasizes practical application ability. Thus, economic management study involves multiple disciplines, including macroeconomics, microeconomics, management, audit and organizational design. Common economic management major involves various relevant majors: business administration, accounting, marketing, financial management and e-commerce. Different colleges set different economic management major, but the overall objective is to train the personnel who can adapt and participate in social economic development construction.

United theory and practice

Proposal of “united theory and practice” at the earliest

The proposal of “united theory and practice” could trace back to Wang Shouren in Ming Dynasty. Wang Shouren is a famous ideologist, educator, litterateur and philosopher in Ming Dynasty. Since he called himself “Yangmingzi”, common people called him Wang Yangming. His theory was also called “Yangming theory”. In his view of “united theory and practice”, “theory” refers to scientific knowledge and culture; “practice” refers to human practical activities. “United theory and practice” means “theory” and “practice” cooperate with each other. In other words, the object should conform to the subject. The functions of “theory” are not exaggerated to replace “practice” with “theory”; the functions of “practice” are not exaggerated to replace “theory”. It is required to carry out ‘practice’ on the basis of cognizing “theory” and combine the two. His view contains two aspects:

“Theory” contains “practice”, and “practice” contains “theory”. Mr. Yangming considered “theory” and “practice” were indivisible. They were closely related. “Theory and practice are two words, but they refer to the same thing”. He opposed division of “theory” and “practice” and considered the two were closely related. “Theory” should be practiced, or else such “theory” could not be considered as ‘real theory’.

“Theory” is the origin of “practice”, and “theory” is the foundation of “practice”. After learning morality and other knowledge, the knowledge guides and decides one’s practical activities. So, “theory” is the foundation of “practice” and also an important cause to confirm behaviors and practice.

Personnel education training of modern “united theory and practice”

Personnel education means to cultivate the personnel with professional skills and quality in allusion to human resource gap of current society and enterprises after analysis of employment direction and professional potential. In accordance with Outline of national medium and long term education reform and development planning in 2010, it points out we should overall improve education quality and personnel cultivation quality. It marks Chinese current education has entered a new stage. Economic management major of higher vocational colleges should lay emphasis on training students’ economic skills, deepen education reform, change old teaching mode and cultivate comprehensive applied personnel. At present, although students majoring in economic management in higher vocational colleges learn specialized knowledge, but still lack reality. It is hard to connect with social market well. Graduates are difficult to adapt social and market needs and cannot quickly fuse jobs and analyze global economic changes. The above defects are general problems existing in higher vocational education. So, how to solve this problem depends on teaching idea of “united theory and practice”.

“United theory and practice” requires integrated theory and practice and pays attention to theoretical knowledge education while enhancing students’ ability to participate in social practice. This paper specifies it through accounting major in economic management major. Accounting major is a discipline with strong expertise. When higher vocational colleges train students majoring in accounting, they not just teach students scientific and cultural knowledge, set up financial theoretical professional courses, stress comprehensiveness of “theory” and specific training, guide students to practice in learning, participate in some specific case analysis and intern in enterprises. Through linking theory with practical social status and practicing knowledge, “practice” spirit is fully practiced.

Education of “united theory and practice”

Defects in current education

Although current situation has entered a new stage, there are still some problems. We may analyze the problems from three aspects as follows:

Students pay attention to learning business ability in practice. According to relevant survey data, 51% students most want to gain professional ability, while 12% students consider they lack theoretical knowledge. Such focus on practice ability and business ability is the key to education.

Teachers focus on cultivating students’ theoretical knowledge. At present, most teachers of higher vocational colleges believe only when students grasp theoretical knowledge and own all-round professional skills can provide guarantee for students’ career. Hence, test paper is mainly adopted to assess students’ professional skills. Such education view has no problems itself, but there is short of practical ability training. As time passes, theoretical knowledge cultivation will be valued in a one-sided way.

Enterprises attach importance to the personnel with practical skills and ability. Enterprises expect to recruit the personnel who can fast adapt working environment and comprehend enterprise culture, rather than the personnel who just know theoretical knowledge without practical ability.

It is known from the above analysis that in current education, students, teachers and enterprises have different focuses. This causes that students lack the duo executive force and practical ability. This is the defect in current education.

Importance of “united theory and practice”

Service serves as the aim and employment serves as the orientation. These are the aim and training objective of higher vocational education. In higher vocational education, the importance of united theory and practice is mainly reflected in the following three aspects:

“United theory and practice” requires students paying attention to education practice and reality. Under the guidance of such idea, knowledge impartation in classroom can be closely related to real life so that students can fully cognize two sides of current social construction. Teachers guide

students and enlighten them to correctly treat current social development and employment status so as to cultivate the personnel who adapt society, enterprise and post needs.

“United theory and practice” can promote formation of practicability teaching atmosphere as well as practical and harmonious education atmosphere. This is beneficial to development and personnel cultivation of future education.

“United theory and practice” can give full play to students’ initiative and train their abilities. Students experience theories in practice, and learn how to deal with affairs and professional skills in combination of practice under realistic economic development status. This is the approach of grasping knowledge most favored by the students majoring in economic management. “United theory and practice” neither exaggerates the functions of theories nor exaggerates functions of practice. It aims to train initiative of students majoring in economic management and further develop the functions of education.

Requirements of “united theory and practice” personnel education

After the essence of “united theory and practice” is known through analysis of the importance of personnel education, we need to practice this view through practical behaviors. This is the requirement of “united theory and practice” personnel education.

Pinpoint personnel cultivation objective

Higher vocation colleges should cultivate personnel who are oriented to society and own professional skills and practical ability. Economic management education should confirm cultivation direction, skills and knowledge in accordance with personnel requirements of economic management market and economic management enterprises. Economic management education should focus on two levels: quality and skills. In terms of quality, students are taught to own professional ethics, social morality and post standards etc. In terms of skills, students are trained to own corresponding professional skills and practical operation ability. Only when students are trained from two aspects (quality and skills) can the comprehensive personnel with strong comprehensive abilities who adapt society be trained. This is also personnel training objective of “united theory and practice”.

To organize courses complying with personnel cultivation objective

After personnel cultivation objective is set, corresponding course teaching should be kept pace with. Current course teaching still emphasizes theory teaching, while education view of “united theory and practice” requires education valuing functions of practice, the courses should be divided into theory and practice courses. Professional skills of economic management major are taught through theory courses. Students’ practical ability is trained through practice courses. Only combination of theory and practice can cultivate the personnel adapting social needs.

To set up enterprise teaching base for economic management

For a student who majors economic management and lacks practical ability, it is difficult to develop under current complex and changing economic environment. Higher vocational colleges should gear to social enterprises, establish benign interaction platform and cooperation mechanism and provide practice platform for students. Colleges cultivate students with practical ability through enterprises. Enterprises may give preference to students and form benign interaction with enterprises. “Personnel cultivation strategy” and “personnel into enterprises” contribute to implementation of “united theory and practice”. This is also an important requirement of personnel training education.

Conclusions

In conclusion, through analysis of personnel education status and social needs of economic management major in higher vocational colleges, we understand defects and problems still exist in current higher vocational education. Practicing “united theory and practice” in future education can promote China’s personnel education development. Implementation of “united theory and practice” is a long process. It is necessary to give play to students’ initiative, educational function of higher

vocational colleges, enterprises' practical ability and social mainstream educational environment. It is an education view in need of continuous perfection and development in the future.

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