

The Innovation Exploration for Talents Cultivation System of Integration of Production and Education in Private Colleges

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Abstract. With the development of economic globalization and the urgent need for outstanding graduates for jobs, how to cultivate integrated talents in private colleges has become an important channel to meet the modern competitive development of economy and society. Due to the limited time of cultivation for talents and the urgency of social demands, there should always be a balance between the cultivation system and the required qualities for talents. Therefore, as the key to the whole system, the quality of talents is directly attached to the development for several industries even for the whole economy. In recent years, private colleges have become one of the most important institutions in cultivating qualified graduates who have become an indispensable group of power for economic development. Aimed at a more practical and specific study, this thesis, based on previous researches, is to explore the features of new methods in talents cultivation and to discuss the suitable measures to improve development by analyzing the current situation and existed system both in and out the education system, thus attempting to find out appropriate strategies for future development in talents cultivation system.

Introduction

Research Background. Talents cultivation refers to teach the training objects knowledge and skills by appropriate methods and process using scientific teaching methods and measures in which contains proper teaching content to cultivate their qualities and abilities to a higher level (Zhang Hailong, 2007). Therefore, to cultivate competitive talents, colleges should have their own aims for talents cultivation.

Private Colleges Development in China. With the rapid development of higher education in China, private colleges have become the indispensable part of education for developing economy and industries. At the first several stages, private colleges experienced recovery development, slow development and rapid development. However, the survival of the fittest is the rule of the fierce competition among private colleges, which will urge a part of them to develop to a better period with better entrance rates and reputation and eliminate another part from the whole system because of lack of characteristics and good qualities of students.

Private colleges in China has a short history of development. Since the first private college was founded in 1981 in Hunan by Profession Le Tianyu, who is also the first headquarter of Beijing Agriculture University, private colleges have limited teaching resources and lack experience, reducing the quality of teaching and level comparing with public universities and colleges. Especially on specialty construction, course construction and teachers' training, private colleges are at an unfair disadvantage. Accordingly, private colleges should concentrate on clear position of cultivation, characteristic specialty construction and further sustainable development. Only in this

way can private colleges find a way to wipe out the competition.

Regarding the current situation of private colleges, there are several characters as follows: on the constitution and level of teachers, private colleges are characteristic of more senior teachers and young teachers but less intermediate teachers with rich experience and outstanding teaching abilities; on academic degrees and professional ranks or titles, private colleges have more teachers with master degree or bachelor degree but less doctor degree. About the quality of potential students, private colleges may recruit students whose college entrance examination scores are less than public schools.

Consequently, private colleges should focus on a clear target which is mainly to cultivate talents with professional knowledge and skills instead of elite education as in public colleges or universities to adapt to the requirements of society development. Aimed at cultivating practical talents with good qualities, applicative professional knowledge, strong practical skills and being suitable for the requirements of society development, it is the key factor for private colleges to develop in a sustainable way (Zhang Zhongqiu, 2005).

Employment Background. In 2016, college graduates in China will reach to 7,270,000, among which are 1,500,000 graduates from private colleges (including 700,000 from Independent Colleges) (Wang Juan, 2016). There is obviously great employment pressure this year. Comparing with public colleges and universities, private colleges is facing more fierce competition and bleak situation. It is mainly because of three reasons as follows. Firstly, graduates from private colleges are not well qualified for the fierce competition with inadequate practical skills and inaccurate ideas about employment. They are more focused on big cities and white-collar jobs, paying no attention to their own situation and skills. Secondly, the teaching quality and teacher-student matching rate in private colleges is generally lower than public colleges. Thirdly, on job market, comparing private colleges with public colleges, graduates from private colleges may confront employment discrimination, especially degree discrimination (Guo Shouqiang, 2014). Above all the three reasons, it is clear that private colleges have more pressure in development and employment.

Analysis of Situation of Talents Cultivation

Analysis of Reasons for Existed Problems in Talents Cultivation. Due to the rapid development of economy and society, China is facing a serious problem, that is the talents shortage of practical professionals and leaders in one major or business. There are many entrepreneurs who are looking for qualified and skilled workers with comprehensive professional skills. More importantly, it is the quality not the quantity of skilled talents that matters greatly in the developing process of industries and economy. Distilled to its essence, the dislocation between the demands from the job market by companies and the actual situation of knowledge structure and abilities of graduates from high education system is the key to the problem. Therefore, finding out the essence of the cultivation problems and provide with rich measures to solve the problems are major issues for private colleges.

The current cultivation system in private colleges is mainly showed in the next three points. First of all, private colleges have some misunderstandings in development. That is to say, private colleges have conservative ideas on developing their colleges into bigger ones instead of into a better situation of combination of education and employment. Furthermore, private colleges do not have advantages in characteristic specialty and competitive advantages in teaching and employment. Common in characteristic of running colleges, to some degree, makes most private colleges face similar problems in competition with each other. The environment, school situation, activities on and out of campus could make differences. With more characteristics in education and employment,

private colleges will have their own way to develop into a better and more stable stage. In addition, private colleges have an unclear position of their colleges in the whole education system and society. As a newborn thing in China' education system, many private colleges consider they should develop the colleges with the goal of similar ways as public colleges from vocational types to academic ones.

Reasons of Inadequate Development in Talents Cultivation. Going through all the period of time that the first private college developed from 1981 in Hunan, private colleges experienced a lot of difficulties from then. First of all, most private colleges have no fund source, which means neither the government nor companies would support their development for a long period. It directly influenced the investment of fund to improve the environment and quality of teaching in private colleges. Secondly, facing the fierce competition on job markets, graduates from private colleges could not earn more opportunities when competing students from public colleges because of discrimination from misunderstanding and education system. No power to compete, no energetic development in the future. Also, considering the birth rate is declining since 1987 and the enrollment rate for children of school age is reaching half of the previous amount since 2003, students of college age is going down too. This is one of the most important reasons that fierce competition between private colleges and public colleges and among private colleges is getting worse.

Without doubt, barriers of development for private colleges are mainly because of the inadequate qualities of their own. However, the outward cause of lack of support from various sides of society is also not to be neglected. The government and the whole society should provide support or guide especially on finance and policy. With the long run of support from all sectors of society, private colleges will enter a new stage of development.

Strategic Solutions on Innovation of Talents Cultivation System

At present, there is still a lot for people to do to develop and improve the talents cultivation system, especially on innovation of the system.

The basic process of the operation of talents cultivation system in private colleges should be focused on the characteristic specialty building, including basic actions and assistant activities.

The basic actions should consist of selection of students, professional education, talent practice. The selection of students is mainly to select qualified students to enter into the private colleges and give them a brief understanding of these colleges; the professional education is about spreading theoretical knowledge and training their practical abilities. There also includes the planning of education, putting the planning into practice as scheduled, the supervision and control of training. The next step is to help and guide the trained talents to work with real situation and promote them to the job market. The work in private colleges on employment guidance, professional advises and connected social relationship introduction is very important before graduates finally find suitable jobs in society in various industries or business.

Then, it comes to assistant activities. It is mainly centered on the building of the private colleges themselves. For example, the specialty construction, the teaching construction, the campus culture and the administration building. The specialty construction includes the setting of specialties, the setting of goals of training talents, the schedule of teaching materials and planning, and the teaching innovation. The teachers training includes the construction of teachers age range, academic degrees, sciences distribution, professional ranks and titles, the ratio of teachers and students and further education. The building of campus culture is also important, including the material civilization, spiritual civilization and regulations. The administration building is about teaching, general services,

logistics, political education, human resources, etc (Cheng Chun, 2015).

However, with the above existed system and its process, it is far from enough for private colleges to have a foothold in competition among other colleges especially among some public colleges. What should be done for the new challenges that private colleges are facing is to focus on innovation in the next few years.

New Concepts Changes in Talents Cultivation. Private colleges should update their concepts about talents cultivation from several ways, such as the new developing tendency of higher education in China, the sustainable development of higher education and the new development of teaching methods in education. The value of higher education in China is the reflection of people on the recognition of education. Characters oriented, knowledge oriented and demands oriented are the common three concepts in higher education values. We used to focus on knowledge education of students and then we experienced the stage of knowledge oriented. These two were both ignoring the characteristic development of students when growing up. The essence of education should be people oriented, concentrating on the nature of students. Therefore, private colleges should build a new system that is oriented towards the cultivation of students special characteristics. And the system should guide students to build their own goals and values both in study and life. Tutoring is also necessary in this system. Only in this way, the bridge between teachers and students could be built to promote students interests and enthusiasm to study. Measures should be taken to make sure that the beneficial changes are carried out step by step in a proper and organized order. Then it is possible for private colleges to cultivate practical talents that meet the standards and requirements of the society for graduates.

Enhancement of Vocational Education in Talents Cultivation. Private colleges now should have an appropriate positioning of society demands oriented as the principle of education and development. The most important is that private colleges should pay much attention to the demands and requirements from various sectors of society for graduates and talents. Comprehensive talents are at the shortage in many industries. Then private colleges should make sure that their advantages and characters are kept as their competition power and find out the balance between their advantages of talents cultivation and the demands of the society. Thirdly, private colleges could be encouraged to start a new way in order to be different in creating a new future for the development as private colleges. Avoiding similarities and facing challenges are the innovating measures for private colleges to survive in such a competitive environment in education system.

Therefore, the innovation of talent cultivation is actually the focus of the new vocational requirements from society. The specialty construction is vital for private colleges, which is chiefly about the combination of specialty education and general education. Private colleges should pay more attention on the comprehensive combination of knowledge, ability and quality, which is to integrate vocational training and quality improving into the knowledge spreading.

Private colleges now mostly have a problem of the brain drain of teachers in these colleges. So they should pay much attention on training and assessment system for teachers. Dual-qualification teachers are the vital part of private colleges teachers and they afford significant teaching and tasks in theoretical and practical guidance in private colleges. However, less attention that is paid to dual-qualification teachers for a long time makes the talents introduction of private colleges have a tardy progress, which is also causing the slow progress in development of private colleges.

Regarding the innovation of talent cultivation in private colleges, it is surely including the innovation of the team building of dual-profession teachers, especially on the next three steps. Most important of all, introduce teachers with practical experience from companies or relevant industries into private colleges. Then, encourage teachers who is lack of practice to do practical work in

relevant industries or companies. Also, invite professional experts from companies to teach in private colleges. Lastly, build a system for dual-professional teachers and conduct evaluation onto them as the standard for entering and assessment.

New Cooperation System Changes in Talents Cultivation. Currently, there is no platform of any types existed in most private colleges for students or graduates to be trained before they finally work as skilled workers or professionals in recent years. What is certain is that there are some private colleges have been looking for new cooperation ways to work together with companies or factories to help students practice their abilities as a major in their profession.

In order to enhance the talents cultivation innovation, there should be some inevitable steps to realize the beneficial cooperation with companies and industries and the win-win situation in talents transportation for the society.

On balance, three sectors are the most innovative parts. First of all, to establish a new platform of talents to have the chance to know what the real demands from the society, industries, and companies for their employers. After they have built the platform for both enterprises and the students to understand clearly each other, the other steps will work smoothly for the achievement of the final goal. Then it comes to the next important section, that is to develop close relationship with productive enterprises and have deeper cooperation with them to help the innovation of talent cultivation in private colleges come true. Finally, other assistant ties and methods to improve the innovation of talents cultivation relating with enterprises.

Private colleges should understand deeply about the importance of the influence of information era on innovation of talents cultivation. If messages and important information of communication are passed fluently between private colleges and enterprises or the society, everything connected with employment and talents cultivation will not meet more barriers. In this process, private colleges could build a special department in their colleges who is in full charge of all the details of employment and communication with outside enterprises for potential graduates. There should also be a series of work that should be done inside of the colleges, such as the theoretical education on students, professional guidance of employment for graduates, social connection with potential employees from enterprises and various sectors of society.

According to the principle of mutual benefits for both the private colleges and enterprises, private colleges should positively and actively build a bridge with productive enterprises especially with local famous ones. This will not only help the private colleges to have a good reputation among enterprises in employment, but also provide the enterprises with good opportunities to have sustainable cooperation with the potential training base of talents. It is a win-win situation for both sides. Cooperation with enterprises mainly refers to several sides: private colleges could sign a contract with enterprises for building a training base inside or outside their colleges, which meets the similar requirements and standards as the assembly lines in enterprises; private colleges could come to an agreement that they can recommend outstanding students to work in enterprises at regular intervals (usually according to the agreement and the graduation circles); private colleges could also conduct training courses for both students and enterprises, inviting professional experts from enterprises to give a speech to students and sending prominent teachers to enterprises to provide employers with training courses.

Owing to the rapid development of the information age and different industries, tight cooperation with enterprises may not satisfy the needs of a private college to develop further and deeper into a competitive one. Then it is required that there should be some other connections between the private colleges and other parts of the society. For example, cooperation between private colleges and between private and public colleges. In virtue of the fund and influence of private colleges, it is

difficult to promote the construction of several laboratories and training bases of different disciplines. Therefore, the relaxed ties with other parts of education system seem to be the best choice to develop better.

Conclusion

Our country is trying to guide normal colleges to walk on a specialty oriented way to build a more practical employment environment in recent years. And it is now as the best chance to invest time, money and energy to promote young people to catch up with the rapid steps of economic development.

After the analysis of background information of talents cultivation in China at present time, the strategies for planning a better talents training and the measures for solving problems in present system have been clarified along the way of the paper. The practical steps illustrated in the above passages are all creative and innovative.

Considering the new times for mass education as the background, private colleges are still facing a severe test about how to build characteristic private education in higher education system with special advantages, combining production with education at the same time during three or four years teaching for students. This paper, analyzing the problems existed in present talents cultivation system, gives a new way to set up a better platform to integrate production with education and cooperate with productive enterprises and other sectors of society closely.

Although there still remains a lot for the writer to understand and analyze deeply about the cultivation system of talents in private colleges, this paper has provide more practical proof and measures for people of the same purpose and occupation to research deeper about the system.

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