

# **Cultivation Research of Professional Applied Innovative Talents in the Higher Vocational Assets Appraisal Field under the “New Normal State”**

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**Key words:** “new normal state”; assets evaluation profession in high vocational colleges; applied innovative talents

**Abstract:** In this article, through the analysis of the development trend of assets appraisal industry under the “new normal state” in economy field, and the talent demand in this industry, we should target the orientation of the talents training in the higher vocational and professional assets evaluation, and put forward suggestions on how to train applied innovative talents for higher vocational colleges.

## **Introduction**

“New normal state” is an important strategic judgment made by general secretary Xi Jinping on the current development situation of our country economy. The contemporary education workers must carefully analyze the development trend of the “new normal state” in the industries, and based on the industry talent demand characteristics guide the establishment and perfection of the personnel training mode. In this paper, we take the assets evaluation profession as an example, and through the connotation study of the talent needs in the industry development process seek appropriate personnel training path, so as to provide the advice to talent support in regional economic development, and provide the reference for the construction of colleges and universities of the similar profession.

## **The Development Trend of Asset Appraisal Industry under the “New Normal State” Economy**

As an important intermediary providing value consultation of assets, the asset appraisal industry plays an important role in the establishment and perfection of the socialist market economic system. In the state council issued “Twelfth Five-year” Development Planning in the Service Industry, the state will clearly put the asset appraisal industry in the business service industry of producer services, which indicates that the party and the country attaches great importance to asset appraisal industry, and support it with great strength. Along with the economic development in our country and “new normal state” idea, the development of assets appraisal industry also presents new characteristics and new trend: firstly, there are changes in market appraisal pattern, and the asset evaluation and the state-owned enterprise restructuring demand to be started in our country. In the development process during more than 20 years of the market economy, we find that the business mainly concentrate in the real estate appraisal, valuation of reorganization of listed companies and other fields. However, with the adjustment of the country's economic system, the new policies, such as the policy related to property right system , financial reform, the construction of culture market

and a series of other fields, provides a new market space and business growth for the assets appraisal industry. At the same time, in terms of services generated in the transformation process of government function, there are newly emerged potential markets related to the financial performance and evaluation of project management, the evaluation of the tax base and the management of local debt. Secondly, the evaluation demand of the market changed. On the one hand, in the Sino-foreign joint ventures and the legal and traditional appraisal business of state-owned enterprises' restructuring, as the adoption of record management of the government department and relevant regulatory authorities towards the assessing projects, the evaluation methods become mature, and the practicing risk is low, leading to the oversupplied buyer service market formation of appraisal industry, and the fierce price competition in the service industry. On the other hand, in face of the gigantic appraisal need in service industry generated in the state management modernization and the fiscal and taxation system reform about intellectual property rights and acquisition premium, the practitioners in existing asset appraisal institutions are obviously lacks professional ability making the generation of the oversupply situation, and finally lead to the imbalance situation in evaluation market structure. Thirdly, the competition in the industry is becoming fiercer with the broadening of the entry and the let go of service price. The market competition in the assets appraisal industry turns to the aspects of quality and differentiated way. People are starting to select the superior and eliminate the inferior among the rating agencies. In the files, such as State-issued Adjustment Guidance on Accelerating and Upgrading the Industrial Structure of Producer Services, the government makes it clear that the nation should pay more and more attention to the appraisal industry's social and economic service industry functions. However, the development level of asset appraisal industry, compared with the requirement of market economy development, still is not perfect. Thus, we must through innovative management and the enhancing of ability to speed up the industrial development.

### **Talent Cultivation Orientation of High-vocational Assets Assessment under the “New Normal State” in Economic Field**

Through the above interpretation, we can summarize the development trend of assets appraisal industries under the “new normal state” in economic field into the structure that there are more “market opportunities”, and the market challenges are enlarged". Under this pattern, to adapt to market needs and promote the healthy development of industries, the key is for us to improve the quality of practitioners. At present, various kinds of appraisal institutions in our country reaches to thousands, and the practicing certified appraiser are more than ten thousands, and the workers in this field are about 300000 people. In terms of talent construction, we formed “practitioners, managers, and researchers”-the three aspects, “institutions of higher learning, evaluation institutions, and industry associations” the three channels in the talent cultivation system. However, for the fact that the asset appraisal starts late in our country, and the existing professional personnel are not trained, and their professional knowledge technical level is not high, therefore, the cultivation of talents construction work is still the key point of the development of industry. Approved by the ministry of education, since 2004, China's higher vocational colleges also began to open the asset appraisal profession, and in most of the talent training scheme of the assets assessment in higher vocational colleges professions, we applied “professional talents” to describe the talents training goal. Yet, the analyses of the higher vocational graduate employment situation in this major are not optimistic in recent years. Is the workers in higher vocational level are not needed in this industry? The answer is no, according to the survey, in addition to the appraisers with professional qualifications, in the assessment field, a lot of appraisers with assistant properties who are with

professional knowledge, and could complete basic data collection, and check the accounts table, and write evaluation work papers and write assessment instructions are need in this field. This kind of personnel, in the practical work, having accumulated a lot of evaluation experience, become subsequent reserve force to the professional appraiser that have practice ability. But, due to the fact that the current higher vocational assets evaluation profession starts late, and it lacks relevant experience in talent training, so the cultivated students often can't meet the quality requirements of industry organization. Therefore, the graduates of this profession usually are employed in other areas as soon as they graduated. According to the existing examination system of professional qualification, it is nearly impossible if graduates of vocational level want to directly get appraiser's qualification. But for the undergraduates and postgraduates that specialized in asset evaluation, although they passed the examination and obtained qualification, their practical experience is often insufficient. Therefore, there are faults among industry professionals, if there is insufficient follow-up education, this situation would be detrimental to the healthy development of the industry. Therefore, according to the actual industry talent demand, we should accurately position the higher vocational level of assets evaluation professional students, which is a cultivation path for looking for talents, and a must method of improving professionals' quality.

According to the requirements of the "new normal state" of economic development, we think that the talents training goal of higher vocational assets evaluation profession should take the nurturing of "applied innovative talents" of asset appraisal industry as a goal: "application-oriented" emphasis on "application", but the "application-oriented" talents under the "new normal state" not simply refers to skilled practitioners, but talents that have a certain theoretical basis, and can establish application mind based on the theory. With the adjustment of the economic system, the asset appraisal industry will continue to change according to the market reform of the traditional business to meet new business, which requires the employees have the ability of self-study and transformation ability of theoretical achievements. Besides, the employees should also have the ability of gain experience from practice and theory to meet the professional qualification examination standard. "Innovation" is a conceptual process taking the new thinking, new inventions and new description as characteristics. The innovation learning researchers divided into innovation into three categories, namely, "deductive innovation", "inductive innovation" and "metal innovation". In the process of cultivating "applying" talents, the "innovation" should be taken as "metal innovation". No matter what is created, we should contribute it to the social development and industrial upgrading, thus, the innovation is taken more in the research paradigm and its core idea. The asset appraisal industry in our country is taking assessment cases in developed countries as reference, and we have formed a theoretical system of evaluation methods to evaluate. Yet, in the evaluation practice, different countries have different situations, thus, the parameters are obtained from different means, and the evaluation standards are not the same. Therefore, it is not appropriate for our country to copy their easy directly. At the same time, due to the fact that relevant specification guidelines are not comprehensive, the estimators must base on actual situation to adjust and deal with the assessment details, which requires the assessment personnel have innovation consciousness in their research. Innovation in knowledge is the basic difference between application-oriented innovative talents and professional talents.

### **Application-oriented Innovative Talents Cultivation Path of Higher Vocational Assets Appraisal Profession**

Through studying the personnel training mode of the existing assets evaluation profession in higher vocational colleges, it is not difficult for us to find the problems: first, many of the present

education higher vocational colleges take the goal of cultivating “practitioners that are able to fit in their posts”. And their professional orientation focuses on the needs of the current market, rather than harmonious culture among people and continuously updating of society, and on the aspect of education concept these colleges excessively enlarge market effect, thus they ignore the sustainable development of the people, that is why there will be a research holding that-“it is suitable for the higher vocational profession to open the asset appraisal major. And this thought holds that the higher vocational students' education background doesn't meet the requirements of the asset appraisal qualification standards, which is not reasonable. Second, it is right because of incorrect positioning, while setting assets evaluation professional curriculum system, a lot of higher vocational colleges pays much attention to “full” not “exquisite”. At present, there are very few professional teaching materials in assets evaluation field on the market that are suitable for higher vocational colleges' students. Many colleges and universities directly use the exam course system and teaching material of certified asset appraiser, and some courses, due to the lack of professional teachers, the teaching effect is not good, which directly affect the graduates' professional quality. Finally, the practical teaching has not implemented, and the lack of teachers directly impact on teaching practice, and the students' exercise opportunities are few, which could not be called innovation in the application.

According to the analysis of the personnel demand analysis, we need to develop a solid basic theoretical knowledge and a major's strong professional knowledge, and “application-oriented creative talents” with and a comprehensive analysis judgment of the assets evaluation. The higher vocational colleges should base on the following aspects to start their work:

(1) Update the education idea, and insist in changing with the time

Education concept of higher vocational colleges must keep pace with the times. Under the “new normal state” in economic development, the education ideas that schools adhere must be forward-looking, and be guided by the market analysis, yet not limited to the current market demand. Asset the construction evaluation major should follow the development of the assets appraisal industry, and also consider the sustainable development of people. Only by following the idea of proceeding from the people's development and follow the rules of education value idea and the growth of talents, could we achieve the purpose of training high quality talents.

(2) Based on actual situation look for professional positioning

Asset appraisal is an object estimating the value formation objects, and its evaluation objects are broad. Therefore it is almost impossible for us to do everything perfect. The asset evaluation major in higher vocational colleges should be based on their resource conditions. And the asset evaluation major should exploit the advantages to the full, and position accurately. For example there are accounting, financial management, professional construction majors in scholastic schools, thus we can rely on mature professional advantages to position the assets evaluation profession as enterprise value evaluation and project investment management direction. Colleges with experience in real estate professional construction could take the assets evaluation profession as real estate appraisal and land valuation, etc., in this way to give full play to the special skills, and put the construction of the profession's positioning from “full” to “exquisite”. We should seek for the ways from multiple directions, at the same time, and strengthen the cooperation with enterprises and other institutions. Through sharing resources we realize the optimal allocation, and improve the personnel training quality.

(3) Highlight courses with characteristic, and strengthen teaching practice

Compared with undergraduates and graduate students, the advantage of assets evaluation professional graduates of higher vocational level lies in “application”. For the enterprise, “the

recruited students could directly bring into use, and their working quality is quite good” is the quality requirement of evaluating personnel. Higher vocational colleges should take the accurate direction, and on the basis of accurate positioning set up reasonable curriculum. And those colleges should constantly pay attention to the educational reform, and strengthen the importance of teaching practice, and through the way of “going out, and inviting in” to promote the overall quality of teachers, and implement “the integration of teaching, learning and doing”. The schools should make the teachers teach in practice, and pay attention to training skill early, regularly and in diversified way, and encourage students to get qualification certificates related to evaluation. For example, for students in real estate appraisal, the schools can encourage students to get budget member certificate. And for students with financial asset valuations as major, college can encourage them to get the financial services division certificate, etc. Through certificate examination, the schools could strengthen students' employment competitive edge while strengthening students' mastery of professional knowledge in the examination, which make them prepared for eventually becoming professional appraiser in the related field.

To sum up, the “new normal state” in economic field brings new development in assets appraisal industry. To provide strong talent support for industries, training institutions at all levels should continuously explore, and look for accurate positioning, and through effective reform to find the “new normal state” that is suitable for their development. Therefore, with the talent and innovative bonuses, they could promote the social progress totally.

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