

Research on the Cultivation of Application-oriented Sports Professionals by University-Enterprise

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Abstract—China's sports industry has become a new growth point of the national economy; the sports industry's demand for professionals has entered a "shortage". Therefore, it is important to study the significance of the way of the university-enterprise cooperation to develop the current needs of the professionals in the sports industry. In this paper, show the status quo and significance of joint training of applied professionals between schools and enterprises, and further put forward that the university in teaching program need to strengthen the construction of students' evaluation system; "Double-type" sports professional teachers; improve the long-term operation of the institutionalization of school-enterprise cooperation and other proposals.

Keywords—university-enterprise; cooperation; application-oriented; sports; professionals

I. INTRODUCTION

According to the National Bureau of Statistics report, China's sports industry has become a new growth point of the national economy. But the situation that sports industry demand for professionals has entered into the "short supply" stage; therefore, in order to meet the needs of sports professionals at this stage, we must cultivate applied sports professionals. According to the "Ministry of Education on the overall quality of higher education, a number of opinions" (Teaching High [2012] No. 4) promulgated, the various provinces and cities in the training of personnel have taken a series of initiatives, such as school-enterprise joint, Resource integration, personnel training model innovation. In accordance with the spirit of the Ministry of Education, Hubei Province has also promulgated the Opinions of the Provincial People's Government on Accelerating the Construction of Higher Education Strong Province to Promote the Innovation and Service Ability of Colleges and Universities (E JINGFA [2012] No. 77). In the opinion, Joint schools, some colleges and universities of the professional reform and innovation, integration of enterprise resources, keep abreast of market demand and training of social needs of professionals. After learning from other professionals training mode, the Physical Education College of Wuhan Business University changed the traditional sports professionals' cultivation. Then the college concluded the applied professionals training mode and obtains certain results. It is necessary for universities and sports-related enterprises to make full use of their respective advantages to cultivate the mode of applied sports talents suitable for the development of sports industry[1]. Application-oriented

professionals are specialized person who can apply professional knowledge and skills to professional social practice. They can master the basic knowledge and skills of social production or social activities [2].

II. STATUS QUO OF THE CULTIVATION OF APPLIED SPORTS PROFESSIONALS BY UNIVERSITY-ENTERPRISE

Because of the lack of research on the application of sports professionals training, so it mainly used the "school-enterprise cooperation, application-oriented personnel training mode" two key words through the literature retrieval methods to understand the status quo of research on the school-enterprise cooperation in the application of sports professionals at home and abroad. FENG Li-zheng, XIA Jianguo in 2009 to write the school-enterprise cooperation in applied professionals training mode of innovation to explore - Shanghai Electric Power Institute as an example of the Institute for a long time focus on the combination of teaching mode, the main innovation for enterprise demand for Oriented professional training, to guide the adjustment of the professional direction of the construction of colleges; to train "double-qualified" teachers together; to encourage teachers for enterprises to participate in technology development and technology transformation directly; to build training base and other content[3]. Hua Xiaoyang, Wang Wenkui in the study on the problems of school-enterprise cooperation in the cultivation of engineering talents in 2013, put forward that the orientation of students training needs to be adjusted; the teachers' teaching ability needs to be improved; Security risks need to be standardized and resolved; education funding needs to be increased and other aspects of the solution [4]. Zou Zhibing's Reflection on Professional Practice in the "3 + 1" Applied Professionals Training Mode of Social Sports Instruction and Management Specialty Published in 2016 - Taking the Acacia Lake College as an example, it pointed out a series of effects of the specialty in "3 + 1" cultivation mode in the process of professional internship and professional internship arrangements in the fourth year, and put forward to solve the problems of the training model in the professional practice are as follows: appropriate to change the "3 + 1" mode in the professional practice; Signing the contract should be careful; Choose a suitable internship company; According to student internship, planning the future of students and so on[5].

According to Chen Yuxian's research on the practical teaching model of German University of Applied Sciences in 2015 and he pointed out that it is enlightenment on applied undergraduate education in China, and our country should

learn from the school's advanced school-running concept and practice teaching mode, establish and improve the incentive mechanism of practice teaching, perfect the legal and system, and cooperation with enterprises to build a platform for the development of production and research [6].

III. THE SUCCESSFUL EXAMPLE

A. *To Establish Cooperative Relations between Physical Education College of Wuhan Business University and Sports-related Enterprises*

Physical Education college of Wuhan Business University since 2012 to carry out school-enterprise cooperation in applied sports professional training, and achieved good results, is now as an example to explain. The institute has three key disciplines: sports economics and management, leisure sports, sports economy and management (equestrian sport and management), social sports (horse industry management), leisure service and management. College also actively carry out extensive and in-depth production and research cooperation with the Wuhan Sports Center, Oriental God Ma Limited, Jiangcheng fitness E-home and other companies. Through the cooperation of "building base", "scientific and technological joint research", "two-way part-time", "professional comprehensive practice" and other school-enterprise cooperation, the school and the cooperative education base to train students in the teaching time, strengthen the practice teaching; improve the professional personnel training programs and cooperation arrangements for the work of the depth; the second class will be placed directly to the cooperative units to carry out production and service activities. It also enables students to graduate practice, employment and other activities directly into the personnel cooperation, the implementation of "double-wide system", the on-campus and off-campus teachers will co-guide internships and graduate thesis research.

B. *College actively strengthen the training related to the construction of hardware facilities*

Physical Education College of Wuhan Business University in the school-enterprise cooperation of sports training to obtain great results. The college has invested more than 50 million yuan in professional construction funds, experimental training funds, sports stadiums and hardware facilities, and supported the construction of a training center for central financial support and a key experimental teaching demonstration center in Hubei Province. Pilot "project, Hubei Province, emerging strategic talent training programs and other projects. The next five years, the school will invest a year of professional experimental training center construction funds 200 million yuan. At the same time, the school invested 500,000 yuan per year for the construction of teachers and personnel.

C. *School-enterprise Cooperation can improve the School's Researching Status School in the Professional Field*

The Institute has a strong teacher team of full-time and part-time teacher team, the existing full-time professors 2 person, 5 doctoral degree, 6 master degree.2 enjoying the Hubei provincial government special allowance experts, 1 Wuhan municipal government special allowance expert, 1 Dragon Boat national referee, 1 national sports agent, 4 the

national level social sports instructor people, 2 Australia NMIT education Four appraisers, and ad hoc Tianjin Sport University, Jiangnan University, Wuhan City Sports Bureau well-known experts and professors as well as domestic and international sports industry experts, a number of professional visiting professor.

D. *Focus on Practice and Improve the Academic Level of Students*

In addition, the college also attaches importance to the cultivation of academic capacity of students, professional teachers to lead students to participate in the State Sports General Administration of key areas of science and technology research project "economic restructuring and upgrading of horse industry background and risk research", the National Social Science Fund Project "new urbanization background Under the China Rural Sports Development Path Research", the Provincial Department of Education project "risk management perspective of the Wuhan commercial horse racing system and the construction of credibility. "Under the guidance of professional teachers, the professional students to declare a national university students innovation and entrepreneurship project 1, the provincial college students innovation and entrepreneurship projects 4, 6 college students innovation and entrepreneurship projects. In addition, professional students in the country, the province of the important events have also been gains, won the national English proficiency competitions first prize 1, Hubei Province, the twentieth foreign language translation contest three prize 1, more than Students come to the fore, the capsule won the national scholarship or principal scholarship.

IV. THE SIGNIFICANCE OF THE CULTIVATION OF APPLIED SPORTS PROFESSIONALS BY UNIVERSITY-ENTERPRISE

A. *Shorten the Training Time of Sports Professionals*

The mode that school-enterprise cooperation talent training in some colleges and universities to develop sports talents carry out better results. The purpose and targeted of this school-enterprise cooperation talent training is strong, and this way had achieved the unity in training and employment, supply and demand. The way that joint training of school and enterprise talent is not only to ensure the quality of the sports professionals, but also greatly shorten the training time.

Such as the professional cooperation in school-enterprise talent training model in the Physical Education College of Wuhan Business University includes three stages (3 +0.5 +0.5): the first phase is the basic knowledge of students teaching, while offering professional development courses for students with spare capacity. The second stage is the professional ability to strengthen the training stage, students can choose their own 12 positions in any one position to strengthen the training; the third stage is the application of vocational training stage, in the real business environment The ability to train students to work on the front line (eighth semester arrangements for students to practice internships). Students in four years of study, experience the management and assessment of school and enterprise, learn and practice together. This way effectively shortens the professional training cycle.

B. Reserves Talents for Enterprises

For enterprises, the school-enterprise cooperation to cultivate talent model, it conducive to the development of enterprises and enterprises can reserve excellent talents. School-enterprise joint training can improve the professional sports professionals and their school own quality, thereby enhancing the enterprise Competitiveness. The important point is that school-enterprise cooperation also can conducive to improving the stability of the work of employees, enterprises can use the resources of the school for the staff to carry out professional training, so that employees feel the company can give superior treatment and increased learning space [7].

C. Improve the School's Researching Status in the Professional Field

For schools, through school-enterprise cooperation, it can take advantage of the many advantages of the enterprise. Usually the sports industry companies have a large number of technical professional staff, so the school can hire them to do part-time teachers. The part-time teachers not only can improve the practical ability of students, but also allow students access to the industry's most cutting-edge business. Such as some sporting goods manufacturing industry, the school can also use the advantages of the facilities of the enterprise, so that the production workshop can not only become a base for employment training, but also can be used as a daily training teaching venues, therefore school-enterprise cooperation can make full use of teaching resources. Through cooperation with enterprises, the school can also improve the academic level of the industry. What the actual business information the school gets can improve the status of the field of academic research. In other hand, school teachers could better understand the social development of sports industry status quo.

D. Improve the Students' Comprehensive Ability of Theory and Practice

For students, first of all, through internships can effectively improve the professional ability and promote students to adapt to the role of change faster. Through to accept the job training in the enterprise, the student personally touches to the enterprise culture is advantageous to the development organization discipline, the work ethic, the work attitude and the team spirit. Second, the communication skills, analytical skills and independent ability to work and other professional skills of the students have gotten very good training and promotion. Once again, students go to the front line to accept business management, not only can directly understand the nature of the job, but also increase the most basic level of work experience; they can achieve smooth employment after graduation. Finally, students in the course of the internship can understand the job nature of the industry and job requirements, direct or indirect access to the employment information for the future development of higher space to prepare.

V. RECOMMENDATIONS ON TRAINING

A. Strengthen the Evaluation System of Students

The objective and process of the application of sports talents determines that the evaluation index is different from other academic and research talents training methods. It can not only examine the students' knowledge of the situation, but

should pay more attention to the ability assessment. Physical education should attach importance to the comprehensive evaluation of students' practical ability. The evaluation system should be open, flexible and individualized, and can also refer to enterprises and social evaluation indexes. For example, the evaluation of students during the internship mainly is evaluated by the guidance of their business skills through the students to master the situation and independent analysis of the ability to solve practical problems. Scientific and appropriate evaluation system can promote the quality of personnel training, and to set the appropriate direction of teaching towards.

B. Build a "Double-type" Sports Professional Teachers

The school establishes the practice teaching base with the outside enterprise; it can hire the senior executives who have the experience of business-related areas in the field to be the outside school teachers. They can directly guide students in practice teaching base outside, and to assist the school full-time teachers to complete the task of theoretical teaching. So the "Double-type" Sports Professional Teachers can effectively ensure the practical effect of teaching practice for the actual physical education students, but also to ensure the successful completion of the students of the school-enterprise cooperation training course. At the same time, the school should also actively organize full-time teachers to go to the cooperative enterprises outside in the school holidays to improve the teacher's practical ability.

C. Improve the Long-term Operation of the Institutionalization of School-enterprise Cooperation

Schools should develop to promote school-enterprise cooperation and application-oriented personnel training policy system, to ensure standardized, orderly and sustainable promotion and implementation. It includes the following aspects: (1).clarify the responsibility and right system of the cooperation between the school and enterprise; (2).clarify the responsibilities and rights of the teachers and instructors ; (3).clarify the requirements of the students' learning behavior in the process of school-enterprise cooperation teaching; (4).Set the relevant teaching management system, incentive assessment system and project evaluation and feedback system; set the security and confidentiality education process, norms and requirements of the school-enterprise cooperation [8].

VI. CONCLUSION

In order to meet the needs of sports related enterprises, the construction of the practice education center, the training of both the basic theoretical knowledge and a certain academic level, and good practical ability of personnel, to explore around the practice teaching, Teaching and so on, it is necessary to construct the practical training system of PE major, and to build a new practice mode of PE professional talent training in our country. At the present stage, we should actively reform the direction of PE in colleges and universities.

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