

# Study of New Driving Force for Quality Improvement of the Cultivation of Applied College Talents

## Centering on Career Planning for College Students

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**Abstract**—The cultivation of applied college talents relates to the major adjustment of national talent cultivation system and serves as the important constituent part of the cultivation mode for multilayered talents. Improving the cultivation quality of applied talents is the primary task for applied colleges and shall be achieved through multiple routes. This paper demonstrates the inner link between career planning for college students and the cultivation of applied college talents, proposes the career planning as the new driving force for quality improvement of the cultivation of applied college talents, and thus puts forward constructive suggestions for the university talents cultivation mode (system) based on career planning for college students.

**Keywords**—*applied colleges; talent cultivation; new driving force; career planning*

### I. INTRODUCTION

The talent cultivation objective of applied colleges is different from that of the research-oriented colleges and the traditional teaching-oriented universities. The applied colleges tend to train skill applied talents with certain theoretical level and strong practical and operative abilities, who can translate the research production into the actual productivity. The talent cultivation requires the applied colleges to pay equal attention to the theoretical knowledge teaching and the practical ability fostering. The cultivation of applied college talents will enrich the talents cultivation system in China and benefit the transformation of talent cultivation in China from elitism education to the cultivation mode for multilayered talents. Therefore, besides the knowledge education system reform, new driving force should be found to improve the cultivation quality of applied college talents.

### II. ANALYSIS ON THE INNER LINK BETWEEN CAREER PLANNING FOR COLLEGE STUDENTS AND THE CULTIVATION OF APPLIED COLLEGE TALENTS

#### A. Intercommunity in Objectives

The cultivation of college talents contains two aspects: teaching and learning. The former is mainly reflected in the comprehensive aspects of the college, such as teaching staff and teaching level, while the latter is mostly embodied in the learning awareness and objectives of the students. Based on

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related theories of career planning, the career planning for college students helps students in self cognition and control over environment with scientific assessment tool, centering on the demand psychology of realizing the double value of the students, i.e. self-worth and future development. Scientific and reasonable university objectives are formulated to help them develop activities with plan, awareness and organization. The college career planning aims to help college students with the establishment of university objectives and supervise the course of objective achievement. As a result, the all-round development and comprehensive quality improvement can be realized. It can be said that career planning and college talents cultivation have intercommunity in objectives with the former paying more attention to the technological means and the latter to the overall planning.

#### B. Complementarity in Practice

The objective of the cultivation of applied college talents is the ability to use the knowledge and apply the classroom knowledge into practical work effectively and flexibly. At present, the classroom instruction and theory teaching occupy a large proportion in most colleges but the training of knowledge application ability is rarely developed. As a result, the so-called “students with high scores and low ability” appear and the contradiction between the college talent cultivation and society demands arises. The career planning for college students is a cyclic process of formulating plans and realizing the objectives according to theories. During the process, it’s important to highlight the practice with self-control, considering the advantages and characteristics. It is the procedure to combine and apply the professional knowledge into the practice after digestion, which will break the barrier between the theory teaching and knowledge practice and further the effective connection and complementarity.

#### C. Durability in Effect

Learning knowledge is a process of unceasing repetition and deepening. The applied colleges teach students the supporting theories while highlighting their practicality and applicability. It’s a course for the theory and practice in running-in. The career planning for college students is developed based on their professional knowledge; it can deepen the theoretical study of students and practice their professional knowledge. It benefits the college students in self-

realization, grasping the essence and stressing the effectiveness during the learning procedure. It can be said that the career planning for college students is the practice platform and examination within the school on the effect of the cultivation of college talents.

#### D. Consistency in Nature

Whatever approaches and methods are adopted, the cultivation of college talents is to improve the quality of talent cultivation, enhance the comprehensive ability and quality of talents and provide advanced talents for the society and nation. The applied colleges tend to cultivate skill talents based on the theoretical knowledge. Through a series of knowledge application and target inspection, the career planning for college students promotes the self-cognition ability, searches for the approaches and methods for comprehensive ability improvement and finally realizes the quality enhancement. Since the new century, Chinese colleges pay more attention to the career planning for college students, which plays more significant role in advancing the cultivation of college talents and becomes an important part in the cultivation system. The two have consistency in nature.

### III. ANALYSIS ON QUALITY FACTOR AND NEW DRIVING FORCE OF THE CULTIVATION OF APPLIED COLLEGE TALENTS

The quality of college talent cultivation directly reflects the higher education level and it's the ultimate goal to foster high-quality talents. The final purpose of talent cultivation is to serve the society. The consistency of social need and cultivation of college talents is the touchstone to examine the cultivation quality of college talents to some extent. Although the reasons for the difficulty in finding jobs are various, such as the reduction of employment positions, the divergence between the social needs and the college talents cultivation is a main cause. To improve the quality of talent cultivation is a basic method to satisfy the social need and resolve the difficulty in finding jobs. The following factors affect the quality of college talent cultivation. First, the educational idea. Although the higher education in China has transferred into mass education from elite education since the new century, the educational ideas of many applied colleges under the transformation remain traditional. In order to cultivate high-quality applied college talents, the questions should be solved: what talents should the applied colleges foster? What's the difference between talents of applied colleges and those of the traditional research-oriented colleges and teaching-oriented universities? What's the efficiency of talents trained by applied colleges? The author believes that the applied colleges cultivate skill talents equipped with certain theoretical knowledge and strong practical operative ability, who can translate the research production into the actual productivity. Second, the teaching content and system. During the transformation of applied colleges, the simple change of education nature without effective and essential alteration in teaching content and system should be avoided. The traditional research-oriented colleges and teaching-oriented universities pay more attention to the teaching of theoretical knowledge and the teaching content and system of applied colleges belong to the practical teaching on the basis of guaranteeing the basic

knowledge supporting. The talents trained by the applied colleges should have the combat capability to adapt to the social requirement and development rapidly. Third, the social factor. The talents cultivated by the applied colleges directly service for the social and economic development, especially the local development. As the change of social requirement is faster than that of the talent cultivation program in colleges, timely collecting the information of social change and development and effectively forecasting the social development direction with the method of industry elites entering the colleges can help the applied colleges to grasp the initiative in talent cultivation and avoid talent "dull sale" caused by talent cultivation falling behind social development. Therefore, the applied colleges should grasp closely the social development direction, orientate precisely the educational idea, reform the teaching content and system and finally cultivate high-quality applied talents.

If the above three factors are the traditional driving force in the training content of the applied colleges for the cultivation of high-quality applied talents, the career planning for college students can be the new driving force for quality improvement of the cultivation of applied college talents. Based on the college teaching system, the career planning for college students provides practical channels for teaching content. It is the communication platform for theory and practice and the integrated education of self-recognition and professional knowledge. The career planning for college students assists the applied colleges in the orientation of running colleges, objective setting of talent cultivation and rationalization of major setting, which benefits the college talents in adapting to the social need.

### IV. VALUE EMBODIMENT IN THE DRIVING OF CAREER PLANNING FOR COLLEGE STUDENTS TO THE QUALITY IMPROVEMENT OF APPLIED COLLEGE TALENTS CULTIVATION

#### A. Help college students establish good learning biological cycle

Based on professional knowledge, the career planning for college students is an individualized cycling process for knowledge hierarchy cognition and self cognition. When they conduct career planning, college students can cognize themselves, improve their initiative in study, formulate study objectives better, and enhance their executive force and practical strength to achieve their targets. The career planning for college students will offer a platform for their learning, communication, exchange and practice, provide perspective opinions for their cognition of the prospect and development direction of their majors, and promote the individualized improvement of every one of them. The individualized improvement will help college students establish good learning biological cycle and provide new driving force for the quality improvement of the cultivation of applied college talents.

#### B. Help the Perfection of Teaching System and the Teaching Reform

Seeing from the development status of education for career planning in China, the career planning for college students will definitely be covered by the college talents cultivation system,

and its value in the quality improvement of college talents cultivation will also be well reflected. The career planning for college students will play an important role in the teaching system and ability accomplishment cultivation system. It is also beneficial for the complementary requirements in the promotion of practical abilities of applied college students, and the overturn of teachers in curriculum design. Based on the contents of classroom teaching and applied in practice, the career planning for college students is an effective perfection and supplement for the applied college teaching system and the application platform of teaching practice in applied colleges. It will assist the applied colleges with the promotion and realization of teaching reform in the transition process.

### C. Upgrade the Overall Quality of Students

As a part covered by the college talents cultivation system, the career planning for college students can help them recognize the occupational features, types and natures, etc., establish the relationship between their majors and the real occupations, locate themselves well, and find out the career directions suitable for themselves. This process is a process for them to recognize their insufficiencies, improve their professional knowledge, take part in social practices and enhance practical abilities. The career planning education for college students can also help colleges realize their teaching objectives, help college students digest and absorb teaching contents, build the confidence and interest of college students in learning, improve their overall quality, and improve the quality of college talents cultivation.

### D. Promote the Seamless Connection from Student Role to Social Person

The cultivation of college talents shall aim at serving the social economy development. Different from the research-oriented colleges and vocational and technical colleges, applied colleges shall give consideration to both theoretical knowledge and professional skills. The career planning for college students is the practical course and improvement platform for students to enhance the practicalness of theoretical knowledge. It is not only a process of self cognition for college students, but also a process for them to recognize the environment. It intends to enhance the abilities of college students to learn more about and adapt to the society through analyzing and recognizing their major development direction, social development and the influence of external environment on them. The career planning for college students can facilitate the transition of their roles from students to the social persons, thus providing seamless connection for applied college talents entering into the society.

## V. CONSTRUCT THE COLLEGE TALENT CULTIVATION MODEL (SYSTEM) BASED ON CAREER PLANNING FOR COLLEGE STUDENTS

At present, the theories and research of career planning have been mature enough at abroad and the relevant systems have been perfect. "STC Idea" is proposed in America, "dynamic career counseling" is implemented in German, "career counseling and guidance" system is developed in Canada, and the professional career guidance has been listed in

the school's education program in Japan. Thus, it has been a basic consensus that the career planning education for college students is an important part of the higher education in the world. The research of career planning in China is relatively backward, but the research theories and results in recent years are prominent, and a batch of practitioners and researchers with certain popularity and engaged in the career planning field have sprung up. Constructing the college talents cultivation model based on the career planning for college students will help the applied colleges improve the talent cultivation quality.

### A. Construct Long-term and Phased Career Planning Scheme for College Students and the Knowledge Ability Cultivation System

The opening of career planning course in colleges has not been long, and it is not taught as a single course but just included in the vocational counsel course. Also, due to the insufficient recognition to career planning, problematic course setting and too large target location, the career planning for college students does not really give play to its effectiveness. Under the premise of perfecting their knowledge cultivation systems, the applied colleges shall establish the career planning scheme for college students from their entrance and make it run through the whole four years. The career planning education shall be conducted by grades, i.e. different contents for different grades: freshmen focus on the cognition of career planning contents, sophomores concentrate on the career planning design, juniors should carry out and correct the career planning scheme, and seniors confirm the mid-term and long-term planning after graduation. The applied colleges shall also avoid breaking away from the professional knowledge system when they conduct the career planning education for students, they should set phased tasks supported by professional knowledge in different phases, supervise and help college students implement the tasks and improve their practical abilities, so as to construct and perfect the career planning system and knowledge ability cultivation system and promote the effective combination of the two.

### B. Set up Flexible Career Planning Platform for College Students with Great Experience Level and the Practical Ability Training System

Currently, the lack of career planning practice platform is the major problem for applied colleges. The career planning education for college students should not stop at the theoretical knowledge and the writing of career planning scheme, but should base on the rich practices. However, the practices in colleges are in small quantity, short period and low quality, which will all influence the talents cultivation quality, especially the cultivation of applied talents. The career planning for college students is a process of strengthening knowledge application abilities and skills based on self cognition and environment cognition. The applied colleges shall construct flexible and professional practice platform with great experience for students, and perfect the system to practice the practical abilities. These colleges shall also set up the service organization (workshop) for career planning, responsible for helping college students with their career

planning and solving their problems. Moreover, the entrepreneurial incubation base and professional workshop (training room) shall be set up as the platform for college students' practice. Besides, colleges should promote the deep cooperation with enterprises and establish professional cooperation bases, to avoid the superficial tendency of previous practice bases and offer real environment for college students to practice their practical abilities.

### *C. Formulate Targeted and Individualized Career Planning Scheme and Self Management and Evaluation System for College Students*

For colleges, except of establishing the professional career planning organization, the career planning education should also include the formulation of targeted and individualized career planning curriculum system and scheme. Such education belongs to individualized education, as students of different grades have different characteristics and different individuals of the same grade are also different. Therefore, only targeted career planning education can improve their career planning abilities effectively and enhance their overall quality. When carrying out the career planning education, applied colleges shall focus on the self management and evaluation abilities of college students, which is also an important part in the self cognition in career planning. Through career planning education, college students can improve their self cognition abilities, build their self correction abilities, realize self management and evaluation, and achieve self consciousness. All of these are the important part of talents cultivation program of colleges.

## VI. CONCLUSION

In conclusion, the career planning for college students can promote the upgrade of college talents cultivation quality no matter in relevance or in ways and methods. It is a new driving force different from the traditional talent cultivation quality improvement. During the construction process, the applied colleges should not only establish and perfect the knowledge cultivation system, but also set up the practice systems and platforms for career planning and improve the talents cultivation quality, so as to meet the social demands and serve the society.

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