

Research on the Personnel Training Mode for the Automotive Technical Service and Marketing Major

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Abstract-The increasing development demand of auto market incurs the advent of automotive technical service and marketing specialty in higher vocational education. Focusing on the quality of professional education in the higher vocational education, while aiming at constructing an idle personnel training mode, a discussion is performed theoretically and practically. The problems and their responding reasons existing in the teaching structure are also analyzed and researched in depth. Through constructing a scientific personnel training mode, the theoretical foundations and practical methods are provided and the training quality of the automotive technical service and marketing professionals can also be ensured.

Keywords- higher vocational education; automotive technical service and marketing; personnel training mode

I. INTRODUCTION

In the last few years, the development of Chinese vocational education has indeed made tremendous progress. However, behind the prosperous representation, what we can see is the predicament faced by the higher vocational education. This not only incurs a negative impact on the healthy and orderly development of the higher vocational education itself, but also severely influences the development of the overall social economic, especially for the automotive industry. The majority of vocational colleges have no characteristics of their own and most of them hold inaccurate professional positioning. The government pays inadequate attention on not only the financial investment, but also the aspects of macroeconomic coordination, overall planning as well as corporate relations. Moreover, the so-called "Higher Vocational Education" achieves lower degree of recognition. Due to the three items mentioned above, the ratio for vocational graduate employment is still very low. Opportunities and challenges go together, to go out of the woods and achieve desirable development, a scientific personnel training mode for the higher vocational education is badly in need.

II. PERSONNEL TRAINING MODE FOR THE AUTOMOTIVE TECHNICAL SERVICE AND MARKETING MAJOR

Compared with regular higher education, the particularity of the higher vocational education includes the training objectives, teaching programs, curriculum system, teaching methods and practical teaching. The "personnel training mode" is the sum of some talent education procedures. It is guided by some educational idea, introduced by some philosophy and run according to the specific training objectives and orientation of training.

The procedures are performed by resort to the stability of teaching content, teaching methods as well as curriculum system and the materiality of management system and evaluation mode.

The reformation for the personnel training mode of automotive technical service and marketing professionals in higher vocational education is not only the objective demand of nowadays development of Chinese social economic, but also the demand of recent employment situations and the talent markets^[1]. To construct a scientific training mode, you must learn about the fundamental direction of the higher vocational talents training is to cultivate socialist builders and successors with comprehensive and moral development. Moreover, you must learn about the required professional knowledge and professional competence requirements of posts group for the automotive technical service and marketing talents. Finally, you must know the posts group for the automotive technical service and marketing professionals and the capacity analysis of the corresponding posts.

III. MAIN PROBLEMS AND THE CORRESPONDING REASONS IN EXISTING PERSONNEL TRAINING MODE

There are several prominent problems existing in recent personnel training modes which hinder the development of the higher vocational education. In this section, the problems investigated and the corresponding reasons are represented.

3.1 Main problems

(1) *Talent training being badly out of joint with the demand of enterprises*^[1]. According to a rough statistics from "People's Daily", the skipping rate in the university campus owns a high level. What happened? The unattractive teaching, too old textbook content, unreasonable teaching arrangement as well as lacking motivation to learn come to be the key four reasons incur the phenomenon. This disconnection is mainly manifested in terms of curriculum textbook, teaching philosophy and methods, teaching mode and practice teaching.

(2) *Inaccurate targets positioning and indistinct characteristics of talent training*. The positioning of the training targets is the key for the development of a major. It is the guide for setting up course system and formulating the teaching programmer. Nowadays, training target of the automotive technical service and marketing major in most colleges has been set up as "To cultivate senior professionals who have the capacity and knowledge on automotive and marketing management, law and economic and those who can get devoted in the

automotive and marketing management, research and teaching". Obvious, There are two ambiguous concepts existing in the current training orientation. One is the ambiguity on level of talent cultivation, the other is the ambiguity on types of talents cultivated.

(3) *inadequate and insufficient school-enterprise cooperation mechanisms and execution.* Blindness usually exists in school-enterprise cooperation. The execution can hardly get in place. What's worse, the colleges lack the knowledge of educational philosophy of the school-enterprise cooperation and the subjective and arbitrary can be seen everywhere. The fundamental of the school-enterprise cooperation is usually ignored. In the process of the cooperation, the fact is unavoidable. That is, the enterprises have always been in the driving position compared with the colleges. The school would like to take the initiative to seek opportunities for cooperations, whereas, the enterprises not only sit back and enjoy the fruits, but also put forward various of unrealistic conditions, increasing the difficulty of the management for students.

3.II Corresponding reasons

In this section, some reasons corresponding to the problems mentioned above will be given and analyzed in depth.

(1) *Imperfect guarantee system of the cultivation quality when the personnel training mode of "combine your study with work" is executed.* The personnel training mode of "combine your study with work" has already been put forward by the national Ministry of Education since 2005. However, nowadays the higher vocational colleges lack a series of guarantee, including organization and management of school, quality of education and teaching, foundation for experiment and training, government institution and so on to implement the very mode, resulting in the corresponding problem mentioned above.

(II) *Hysteretic professional guiding ideology and fuzzy target positioning.* The current status in most vocational colleges is that the setting of automotive technical service and marketing major is blind to some extent, ignoring the practice of the school and the local area. The colleges have no prudent planning on aspects of the construction of professional goals, enrollment goals, employment prospects, local talent demand and so on. Their development is confined to the high-speed development of automotive industry. Once encountered the economic recession, a high unemployment rate of the higher vocational colleges arises.

(3) *Lack of effective assurance mechanisms in implementation of the "school-enterprise cooperation" mode.* "school-enterprise cooperation" is a new method used by many higher vocational colleges to reform education and teaching system as well as changing the personnel training mode. However, it is difficult to be implemented and the gain is always minimal. The most relevant reason lies in the lack of various assurance mechanisms and the representations are as follows: Firstly,

Obstacles in the mechanism of running a school. Secondly, the enterprises show low enthusiasm in participating in the "school-enterprise cooperation". Finally, the vacancy of government department foundations.

IV. CONSTRUCTION OF A SCIENTIFIC PERSONNEL TRAINING MODE

Learning from the successful experience of many higher vocational colleges from home and abroad, we believe that a scientific personnel training mode should turn to the following aspects to achieve new breakthroughs.

4.1 The reform for teaching modes must be deepened.

The reform of the existing teaching modes has been researched for several years^[3]. First of all, the colleges should know the target for textbook selection, use teaching materials reasonably and the teaching materials should also be well understood so as to mobilize the enthusiasm of the students. Secondly, to deepen the reform of teaching modes, the strategy "diversification of teaching methods, novelty of teaching means, practicality of teaching content" must be put into effect. The various of methods include case introduction, scenario simulation, group discussion, debate as well as demonstration pedagogy. Finally, the relationship between theoretical teaching and practical teaching should be processed properly. The major of automotive technical service and marketing should set up the practical teaching system under the guiding of the training objective and the personnel training should pay attention to highlighting the dominant position of the practical teaching.

4.II The education philosophy must be changed and brandnew teaching structure mode must be created.

The experiment work should be launched actively so that the social organizations can participate in the evaluation of education and teaching. The special assessment system of education and teaching of automotive technical service and marketing major should also be widely promoted in the higher vocational colleges. Moreover, the standard of teaching quality for automotive technical service and marketing major should be developed and improved. Then, the construction of expert groups for education evaluation should be enhanced. Finally, the normalization of the assessment of teaching quality should also be promoted.

4.3 New professional structure mode and novel philosophy for teachers training must be put into effect so as to train teachers with their unique characteristics.

To carry out the professional construction, the enhancement of the construction of basic teaching conditions should be taken as the guarantee. The colleges should take the reform of the professional training mode as the starting point^[4]. They should take the course construction as the core. The ultimate purpose should always be set up as improving the quality of talent cultivation. The construction of teaching staff in higher

vocational colleges is of great importance to train professionals with high diathesis and high quality^[5]. In order to achieve the desired effect of teaching, we can tailor our teacher training scheme to meet the individual needs of automotive technical service and marketing major. There are several methods to fulfill the target. The colleges can cultivate the professionals by themselves through encouraging some young teachers to take exam of national vocational qualification certificates, such as the marketing division. They can also carry out the job swap to enhance the teaching level of the teachers in the higher vocational colleges.

4.4 The school-enterprise cooperation mode must also be adapted and enhanced to satisfy the demand for the school and the business as well.

The school-enterprise cooperation is always a good method to train the teachers in order to achieve a better teaching. What's more, the idea of employing the noted external experts of the relevant fields also deserves enough attention. The principal position must be confirmed, and the colleges should establish the corresponding guarantee mechanism of law. The enterprises could be provided with some profits so as to initiate them to take part in the work of education and teaching. Moreover, the government dominance should also be highlighted.

V. CONCLUSION

With the increasing development of automotive industry, a scientific personnel training mode for the automotive technical service and marketing professionals in the higher vocational colleges is badly in need. In this paper, some key problems remaining in the existing personnel training mode are set forth and the reasons corresponding to the problems mentioned above are investigated in depth. Then, some new breakthroughs are put forward. The new personnel training mode will provide theoretical foundations and practical methods for the training of professionals with high diathesis and high quality.

ACKNOWLEDGMENT

2012 colleges and universities in hebei province humanities and social science research project - "the higher vocational education" work-integrated learning personnel training mode research, project number: SQ122038, project director: LiuQingHua

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