Research on the Mode of Training Professionals in Information Management and Information System

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Abstract: Focusing on the urgent needs of China to build an innovative country for composite talents, the interdisciplinary undergraduate program with information management and information systems as its typical representative has its unique advantages in promoting innovation and entrepreneurship education. By analyzing current domestic information management and information systems, the status quo of professional development, aiming at the problems existing in the cultivation of innovative and entrepreneurial talents in colleges and universities, it proposes ways to construct a new mode of "double-creative" talent training for information management and information systems, in order to change the traditional teaching mode, improve teaching quality and enhance students' ability to innovate and start a business.

1. Introduction

The rapid development of science and technology has promoted the rapid advancement of the informationization process. Information economic activities have become a major component of the information society, and the society has a wide demand for information management talents. The information management and information system specialty is a cross-disciplinary subject integrating information management, information technology, management science and system science. It is the product of the professional integration of various disciplines after the Ministry of Education was professionally adjusted in 1998. It is fundamental. The dual characteristics of application and application clearly reflect the characteristics of each subject. After more than 10 years of development, the subject has a clear scale, but there have also been some problems. The most remarkable is that the training of talents in this profession is out of touch with the actual needs of the current society, and it is not well satisfied with the society. The actual needs of talent. Therefore, talent training should be based on actual social needs, improve professional training programs, explore talent training models that are in line with social needs, and cultivate innovative and practical talents that are connected with society [1].

2. Analysis of the Status Quo of Innovation and Entrepreneurial Talents Training in Colleges and Universities

The professional setting of colleges and universities is directly affected by the social division of labor. Generally speaking, the professional setting of colleges and universities mainly meets the principle of professional division of labor in the society, so that college students can adapt to professional jobs as soon as they graduate. However, the settings of the information management and information system (hereinafter referred to as information management) are somewhat special. The development and application of information technology in China started late, far behind developed countries. In order to get in touch with the developed countries as soon as possible and speed up the pace of national informatization construction, Chinese universities have opened information management majors in the absence of clear social professional positions.

Since the 1980s, the information management profession has grown from scratch and has grown rapidly. It has been spread all over the country. The professional orientation of the information management profession has always been in the state of exploration since its establishment. Although scholars at home and abroad have been studying and exploring the teaching system and

career orientation of the information management profession, most of them have not systematically reflected on the students from the perspective of social professional orientation of information management profession. The knowledge composition and professional skills make the reform of the teaching system always separate from the employment of students. It does not fundamentally realize the direct integration of professional training and future employment of information management students [2].

Conceptually, the information management profession is a major in the intersection of management and computer science. The courses that are taught generally include courses related to management, computer-related courses, and information management related courses. Students' employment orientation can be management, computer and information management, with a focus on information management.

However, from the perspective of actual employment, when information management graduates apply for jobs, there are often situations in which management skills are not as good as those of management majors, and computer skills students are not as good as computer majors. The demand for information management positions provided in the talent market is relatively small, and most of them require the work of an electronic office secretary. There are not many professional skills at all, and such undergraduate students of various majors can be competent. Therefore, the information management profession that reflects the emergence of the line does not reflect its unique professional qualities and skills that are different from other professions in the workplace. This is a key issue affecting the sustainable development of the information management profession.

3. Problems in the Cultivation of Innovative and Entrepreneurial Talents in Colleges and Universities

College students' entrepreneurial innovation education is a new topic facing the reform of higher education teaching. It is an innovative practice of talent training in colleges and universities. It is a social system project involving wide-ranging, wide-ranging and far-reaching significance. At present, domestic universities are common in innovation and entrepreneurship education. The problem includes several aspects [3].

Innovative entrepreneurship education has not been fully integrated into the formal curriculum system. Many colleges and universities' innovation and entrepreneurship education neglects the positioning of students' interests and abilities, and combines theoretical courses to carry out innovative awareness and entrepreneurial ability. Forming a strong atmosphere and culture that encourages innovation and entrepreneurship, the students' willingness to innovate is not strong enough to effectively stimulate the enthusiasm of students for innovation and entrepreneurship. The practice links set in the daily teaching process are not rich enough, and some colleges take entrepreneurship education as one. The independent curriculum of the door is out of line with professional education and basic knowledge learning, resulting in a vague goal of fostering innovative talents, lack of entrepreneurial experience, and the concept of innovation and entrepreneurship is not really integrated into the curriculum.

Innovation and entrepreneurship education has not formed an effective connection with social needs. At present, the innovation and entrepreneurship education system in colleges and universities is not perfect, and the related courses and innovation and entrepreneurship competitions are not consistent with practice. Most students have chosen innovation and entrepreneurship. After the course or participating in the competition, because of the lack of excellence or the favor of teachers and related investors, or the lack of suiTable entrepreneurial partners, or financial difficulties, the theoretical knowledge and competition plan can not be successfully applied to In practice, many colleges lack close ties and cooperation with society and enterprises, so that students can only talk on papers when planning projects and planning competitions. There is no opportunity to really get out of the campus and integrate with social needs, leading to innovation and entrepreneurship in colleges and universities. The influence of educational achievements is not high.

The lack of scientific evaluation mechanism for the cultivation of innovative entrepreneurial talents. Since China's innovation and entrepreneurship education is relatively late compared with

developed countries such as the United States, the development is slow, coupled with the implicit and delayed nature of innovation and entrepreneurship training. Characteristics, education evaluation is difficult. Even if some institutions will train entrepreneurial and innovative talents into the school's talent training goals, there is still no clear and clear definition of what qualities should be cultivated for the talents to be trained, and the training standards and evaluation criteria. Whether the cultivation of entrepreneurial and innovative talents is effective, and how to improve and improve them cannot be referenced. Existing entrepreneurial and innovative educational methods, methods and objectives are basically applied to existing models and experiences abroad, and the overall lack of systematic and Targeted [4].

4. Information Management and Information System Professional Double Creative Talents Training Path

The perfection of the curriculum system of entrepreneurial innovation education needs to effectively integrate the existing disciplines and various educational resources of colleges and universities. In the teaching process of information management and information system, we must pay special attention to the intersection and connection between innovation and entrepreneurship education and other courses in this major. Focus on innovation and practicality in the setting and selection of course content, starting from the needs of society, focusing on students' interests, paying attention to the interdisciplinary relationship, and consciously infiltrating the concept of innovation and entrepreneurship in all course teaching. Effectively expanding the application field of teaching, saving education time and optimizing teaching content. Practice is the source of innovation, curriculum experiment, curriculum design, etc. as an important practical teaching method for information management and information system, in addition to training students to information management system In addition to the development capabilities, it is more important to inspire students' innovative thinking, encourage students to use the existing tools open source code for platform construction, reduce the workload of code writing, and thus more energy for conceiving creative business models. Planning and designing efficient business processes, understanding Master the latest technology frontiers and business models of big data, cloud computing, O2O, etc. The professional courses are adjusted to practice projects, supplemented by theoretical paper tests, focusing on the students' practical application of knowledge, and propose modularization and projects. And participatory teaching, adding innovative credits to professional talent training programs, encouraging students to apply for innovative entrepreneurship training programs, applying for software copyrights, publishing professional papers, participating in teachers' horizontal issues, and self-employment, so that students can actively use theoretical knowledge. And professional skills to solve practical problems, spontaneous formation of research teams, to achieve interdisciplinary, cross-disciplinary resources sharing, from the main knowledge transfer to the ability to focus on the transformation.

Colleges and universities should actively establish cooperative relations with enterprises based on their own disciplinary characteristics, build an internship training base, build a platform for communication between schools and enterprises, and realize mutual complementarity, joint management, joint training, and joint construction of teams. Participate in practice, get into the post early, shorten the employment adaptation period, enable the research and innovation work of teachers and students to be closely integrated with the needs of enterprises, shorten the transformation path of scientific and technological achievements, and realize the "three wins" situation of colleges, enterprises and college students. The construction of the base will train qualified high-quality talents for the enterprise, realize the zero distance and even the negative distance between the students' ability and the enterprise demand, improve the employment competitiveness of the students, and provide the enterprises with high-level innovative talents that meet the requirements, in order to solve the "student employment difficulties" at the same time. "The shortage of corporate talent".

The internship training base of school-enterprise cooperation can select a number of large and medium-sized training project cases from the domestic and foreign business of the enterprise to

transform according to the training plan and needs of the university, and retain key technical points, suiTable for students within three months. Through teamwork to complete. For example: logistics distribution system, group collaborative office platform, multimedia network resource management system, technology project approval management system, e-commerce platform, Web 2.0 community, etc., the base can be transformed from the actual project of the enterprise every year. To continuously expand and update the case library. Through a complete team project, students can quickly master the basic development skills required for enterprise information system development, and feel the whole process of system development and the business process of the actual project of the enterprise. It also enhances the ability to innovate.

Establishing a "double-type" teacher team is the basis for cultivating innovative and entrepreneurial talents. Under the "double-creative" talent training mode, teachers are required to have deeper professional theoretical knowledge and scientific research capabilities, and should have strong practical ability. For the construction of the teaching team in colleges and universities, the applied-type professional teachers can be sent to the front line of production and society in batches, according to plan, and practice training and training. By hiring part-time personnel and introducing professionally needed talents, cultivate and construct one. With a high level of teaching and strong practical operation ability, it not only has the ability to cultivate innovative and entrepreneurial talents, but also has the ability of scientific and technological innovation and the ability to develop cooperation between industry, academia and research. It has rich practical experience in actively introducing and hiring relevant enterprises and institutions. Experts and senior professional technicians serve as part-time teachers, teaching skills to young and middle-aged teachers, and promoting the transformation of teachers into "double-type". Through the integration of school and enterprise tutors, the teaching methods are continuously improved, and the teaching effect and student innovation are comprehensively improved. Entrepreneurial ability.

The training ability of "double-type" teachers can be selected according to the teacher's own situation and the actual practice of the profession. The information management and information system professional "double-type" teacher practice ability training methods include : Engage in professional-related technical or consulting work in designated enterprises; practice skills training, practical operation, practical teaching, etc. in teaching practice training bases; participate in various types (or related) that are consistent with (or related to) information management and information systems Demonstration examination, obtain professional level examination of professional and technical personnel, national information computer education certification, etc. Through the above series of ways, teachers can practice the enterprise in depth, experience the system development process, accumulate entrepreneurial cases, and obtain relevant professional qualification certification. Only the teaching staff has more Rich social practice experience is more suiTable for teaching innovation and entrepreneurship education and guiding entrepreneurship education activities [5].

Creating a strong atmosphere of innovation and entrepreneurship In order to create a good environment for innovation and entrepreneurship for college students, schools and local governments should increase their basic investment, build a number of university science and technology parks, entrepreneurship incubators, etc., to help college students to develop professional core Independent "double innovation" activities. Local governments should adopt support policies for college students' entrepreneurial innovation in terms of access and taxation, and encourage graduates to establish enterprises, technology consulting companies or open online stores with their patented inventions or research results to form a variety of entrepreneurships. Forms, widely attract financial institutions, social organizations, industry associations, enterprises and institutions to provide financial support for college students to start their own businesses. Colleges and universities should provide free venue support students to start a business studio in the form of voluntary combination, spontaneous formation, and gradually open to students The key laboratories at all levels provide experimental sites and experimental equipment for innovation and entrepreneurship training. Colleges and universities can publicize the preferential policies and success stories of college students' innovation and entrepreneurship through campus radio, posters,

websites, and WeChat public platforms. Setting up college students Innovate and support special funds, encourage and support college students to carry out entrepreneurial practice, build a talent evaluation mechanism that transforms from knowledge to ability, promote flexible academic system, and expand students' right to choose courses. Under special circumstances, students should be allowed to leave school.

5. Conclusion

With the continuous deepening of the society's awareness of informationization and the continuous advancement of the informationization process, the degree of informationization of society is getting higher and higher. As the main way to transport information-based talents, college information management needs to improve the teaching reform in light of the current situation of the information society, and gradually tap the demand of "high-quality innovative talents" in the human society, and gradually break through the bottleneck between higher education and market demand. To cultivate innovative talents with innovative capabilities, there is a long way to go.

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