A probe into the training Mode of Applied talents in Colleges and Universities---Cultivation of Talent Literacy in ICT Industry

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Abstract: ith the advent of the era of strategic human resources management, there is more and more demand for high-quality talents in enterprises. Human resources have become the most important strategic resources, and talents are becoming more and more decisive in the market competition. The cultivation of talent literacy has gradually become an indispensable link in human resource management. It is a core project to implement the strategy of “strengthening enterprises with talents” and promote the reform and development of enterprises. It is also the fundamental way to promote the good and rapid development of enterprises. At present, the rapid reorganization of resources and the integration of knowledge and skills carried out in the field of ICT. The lack of training environment for actual combat has been difficult to keep up with the demand for ICT talents in the new era. Through the reform practice of ICT curriculum system and talent literacy training in applied talents training colleges and universities, this paper constructs the ICT talent literacy system.

1. Introduction

With the continuous development of information and communication technology, IT and CT are constantly converging, and the boundary between operators, enterprises and consumer markets gradually disappears. The new technology represented by cloud computing, Internet of things and mobile broadband will bring new and huge development opportunities to the ICT industry. ICT is a new technology field formed by the combination of information technology (IT) and communication technology (CT), with mobile broadband, cloud computing big data, the Internet of things, ICT technology, which is characterized by social networks, is reshaping the world and becoming the next round of Sina tide leading the development of human society. In the last 30 years or so, the after painstaking efforts, ICT enterprises have gradually stepped onto the stage of the world. Huawei, the communications equipment maker represented by ZTE, has already accounted for almost half of the communications master equipment manufacturing sector, and Huawei has ranked first in the world in communications equipment manufacturers, with sales revenue of $60 billion in 2015. At the same time, the three major operators of communication service industry in China are also rising, and its China Mobile has become the largest communication operator in the world. The above ICT enterprises not only have a strong competitive advantage in China, but also occupy a large market share in the international market. It brings unprecedented development opportunities to domestic ICT talents. Industrial development cannot separate from the support of talents, at the same time; technological change also puts forward higher requirements for the literacy of practitioners. “Knowledge integration, cross-border skills, standard evolution” will become a new standard for qualified ICT practitioners.

2. The concept of ICT

ICT is the English abbreviation of Information and Communications Technology information and communication technology. It is a new concept and new technical field formed by the integration of information technology and communication technology. At present, ICT covers a

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wide range of services, which can not only provide a variety of services based on broadband and high-speed communication networks, but also not only the transmission and sharing of information, but also a general intelligent tool. For telecom operators, ICT is a combination and blending of IT and CT for customers.

3. The Development trend of ICT era

Cloud computing and cloud services are in the ascendant. According to the latest IDC report, the global cloud computing services market is expected to reach $55 billion in 2014, bringing the compound growth rate between 2009 and 2014 to 27.4 percent. which means that the cloud services market will grow nearly five times as much as the IT market next year further confirming the popularity of cloud computing and cloud services in the market as a whole. Cloud computing provides a way to achieve goals and technical means for cloud services, while cloud services really meet the actual needs of customers, gradually achieving on demand through the reproduction of a large number of personalized products. We will further speed up the construction of beautiful China's industrialization, urbanization, agricultural modernization and normalization.

Personal assistant terminals are everywhere. In the ICT era, the customer's extreme experience will always be the core value demand of ICT industry enterprises, which is an important strategy for successful enterprises and the main means of differentiating competition. In 20082012, global Smartphone shipments showed a trend of continuous growth, with the highest growth rate of 94.82%. In the new round of rapid rise and card washing of terminal industry, the dominant position of Apple, Samsung and other super-manufacturers with personal assistant terminal as the main demand is increasingly prominent. At present, there are more than 500,000 mobile phone-based applications, many of which based. The application of enterprise, so personal assistant terminal will be more and more used in enterprise IT system, which will bring more influence to people's work and entertainment.

4. Background of ICT Talent demand

ICT talent divided into three types, namely marketing talent, technical R&D talent and after-sales service personnel. Although some achievements have made in domestic ICT talent cultivation, there are many challenges. Traditional ICT technicians have been unable to keep up with the demands of ICT talents in the new era due to the unclear career planning, delay knowledge renewal, limited learning resources, and the lack of training environment simulating actual combat. Therefore, in order to meet the demand of ICT enterprises for talent knowledge and skills, colleges and universities should provide students with market mainstream ICT products. In order to win a place in the fierce competition, we can win a place in the fierce competition by mastering the latest ICT technical knowledge. As a leader in the ICT industry, just as Huawei can provide end-to-end talent development solutions to meet customer and social ICT talent supply needs. At the same time, the rapid development and demand of Huawei's own business has supported a large number of ICT technology enterprises in Huawei industrial chain, resulting in a huge demand for ICT talents. After many enterprise research and summary, it concluded that the demand for talents in Huawei ICT industrial chain has the following characteristics: first, master Huawei ICT compound talents with mainstream knowledge in many technical fields. Second, with Huawei certification, familiar with Huawei related industry solutions, at the same time can carry out the actual operation of the project should use talent. Third, familiar with Huawei's project implementation delivery process and regulations of project management personnel.

5. Cultivation of ICT Talent Literacy

The school should mainly train applied talents, rely on Huawei's rich ICT teaching resources and hardware and software environment, and work with Huawei Company jointly develop ICT personnel training. After three years of teaching practice, a relatively complete IC T talent training

system has preliminarily constructed, and the curriculum allocation, teacher team, experimental platform, certification training and personnel customization training have reformed to train ICT talents with both basic theory and rich practical experience.

According to the research data of white paper, the proportion of applied undergraduate students is the highest in the educational background of ICT talents, followed by 985211 colleges and higher vocational colleges, and the demand of secondary vocational schools accounts for only 2%. Most enterprises, especially small and medium-sized enterprises, want to recruit employees with certain job skills, quick induction and independent work. In terms of quality, enterprises pay more attention to whether their employees have good communication skills and professionalism. In terms of personal ability, enterprises pay more attention to whether they have good practical ability and solid ICT technology foundation. The data show that 86.6 per cent of the ICT industry Chain enterprises choose to recruit graduates from colleges and universities, work city, educational level, technical direction and other factors have an impact on the starting salary of graduates. Among them, big data mining, cloud computing services and network security and other directions of post pay is significantly higher than the average level.

6. ICT Talent Literacy training School-Enterprise Cooperation faces difficulties

In “made in China 2025”, the State Council has deployed to promote the implementation of the strategy of manufacturing power in an all-round way, and the transformation and development of traditional manufacturing industry through ICT technology is the core way to realize it. Therefore, the ecological construction of ICT talents will play a strong supporting role in the realization of the strategic deployment of “made in China 2025. However, the present situation of ICT talent training in China is that a large number of students trained by schools cannot meet the needs of society and enterprises. The structure of talent training is out of touch with the demand of enterprises, to a certain extent, the employment of students is difficult and the employment of enterprises is scarce. “To solve this problem, we can only take the road of integration of industry and education and cooperation between schools and enterprises, but judging from the research situation, there are some problems that must be faced squarely.” Lin Kang ping said that higher vocational and applied colleges are the main carriers of highly skilled applied talents for the country, and they want to train students to be more suiTable for the needs of enterprises, which requires a lot of money. However, in terms of resource allocation and policy support, the state's support for 985 211 colleges and universities is greater, which leads to a certain degree of restriction on their discipline construction and professional development. In fact, because of the lack of funds, many schools are still using the teaching and training equipment of the last century, lack of teaching resources, shortage of excellent teachers. There is a shortage of students trained in such schools Lack of competitiveness; students' graduation prospects are bleak, directly affecting the future source of students. As the number of students decreases, so does the state's fiscal allocation. In such a vicious circle, the development of a school may stagnate or even unsustainable. Application-oriented colleges and universities hope to obtain financial support through school-enterprise cooperation, but as far as enterprises are concerned, some leading enterprises, such as Huawei, ZTE, and Cisco and so on, attach great importance to R & D investment and talent ecological construction, so they have a high enthusiasm for school-enterprise cooperation. In contrast, the vast majority of small and medium-sized enterprises are still in the stage of development, more to consider the survival problem, unwilling and impossible to invest many work force and material resources, only hope to recruit qualified students from the school.

7. The training Mode of Applied talents in Colleges and Universities

Improve the importance of ICT enterprise leadership and management to ICT human resources management, increase the investment of ICT talent development funds. Due to the development characteristics of ICT enterprises, we should adhere to the management concept of “people-oriented” in the training and management of talents in ICT enterprises. Construct the

investment and use management mechanism of ICT talent funds, add ICT adults to develop capital investment, firmly establish the concept that “talent development capital investment is the most effective investment”, ensure and gradually improve the proportion of developmental investment used in the development of ICT human resources, and ensure the special use of special funds. Mechanisms At the same time, it is necessary to give full play to the leading role of the leading managers of the enterprise, actively care for the talents. Care about the enterprise career development planning of the talents, emphasize the importance of the talents, and provide positive information feedback to the talents, so as to help the talents give full play to their potential and innovation.

Innovate the training mode of ICT talents. With the continuous development of modern scientific and technological means, enterprises have gone through several major changes in the process of development, and each change cannot separated from the outstanding talents of the enterprise. Therefore, in order to realize the innovation of talents, it is necessary to innovate the training of talents. The common training methods of ICT talents mainly divided into international training, domestic training, academic education and internal training of enterprises. According to the proportion of talent training, most of the managers who receive international training are managers and above, which is conducive to the healthy development of enterprises. Professionals and ordinary employees in ICT enterprises more trained within the enterprise. Or academic education, we should vigorously carry out strategic decision-making, risk prevention, capital operation, financial law, corporate governance, corporate culture and political theory, strengthen the awareness of talents faithfully safeguarding the rights and interests of enterprises. Constantly improve professional literacy and the ability to participate in production and management, and shoulder the important task of expanding the scale and sustainable development of ICT enterprises.

ICT innovative talent training mode: first, expansion training: this kind of training has been extended from survival training to management training and psychological training, which has played a great role in improving people's self-confidence, maintaining a positive and enterprising attitude towards life, cultivating team spirit and cooperative attitude, cultivating talents to grasp opportunities, resist risks, and so on. The second is the special training of “talent bank” personnel, the establishment of electronic talent pool information, according to the age of talents, education, major, specialty, classification of different professional libraries, to participate in well-known special training courses. The third is to participate in the training of business administration training courses organized at the provincial level, and the fourth is to establish reserve talents. Library, so that qualified ICT personnel into the talent pool management at any time, and participate in the corresponding level of modern enterprise management training.

The training incentive mechanism of ICT enterprises is the catalyst of talent learning motivation and learning passion. Perfecting the enterprise training incentive mechanism is helpful to the training management effect of enterprises and enhances the continuity of training management. The general methods of perfecting the training incentive mechanism are as follows: economic incentive, ICT enterprises can provide scholarships, training subsidies and other welfare measures for talents, through which the concept of pure contractual relationship between talents and enterprises can avoided, and the incentive can used for talents. With the goal incentive, ICT enterprises can provide promotion and development space for talents and provide on-the-job further study. In 2005, some incentive methods, such as providing funds for scientific research activities, which directly related to the development of talents, provided. Through these ways of incentive can stimulate the enthusiasm of talent training, and its incentive effect will achieve unexpected results. Through this kind of professional incentive and social incentive, ICT enterprises can stimulate the training desire and demand of talents, so that the enterprise can stay young and keep its vitality forever. Fourth, negative strengthening, the main forms of strengthening are: positive strengthening, negative strengthening, punishment and natural regression, enterprises can promote talents to improve their enthusiasm for learning through demotion and demotion, transfer to posts, laid-off and other negative strengthening, so negative and strong. The warning effect of chemical can also become the driving force of training.

Establish and improve the ICT talent assessment mechanism. To strengthen and improve the training management system of ICT enterprises, it is also necessary to improve the evaluation mechanism of ICT talents, require human resources departments to improve the relevant evaluation indicators. Link the training performance of each unit, competition results and unit performance evaluation, focus on mobilizing the enthusiasm of ICT talents to participate in enterprise training. and solve the problems such as insufficient manpower training motivation and non-hardening of training indicators. Carry out the two-way communication of talents up and down, hang up and exercise system, ensure the effective adjustment and orderly flow of outstanding talents. Through perfecting the system, strengthening the training and training, carrying out the survival of the fittest, dynamic transformation, strengthening Assessment and evaluation mechanism.

8. Summary

However, for ICT enterprises, the road of talent training and development is long and arduous. Wang Han bing, general manager of ICT China Enterprise Business in Beijing, said that talent training requires a lot of effort, and the approach taken by ICT enterprises is still “aggregation,” said Wang Han bing, general manager of China Enterprise Business in Beijing on an ecological trip to ICT. In his view, the construction of talent team in ICT industry is indeed a long-term and arduous ecological system engineering, which needs to include educational institutions, manufacturers, partners and customers to invest together to make the talent ecology bigger, better and more realistic.

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