

Research on the Ways to Improve College Students' Professional Quality

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Abstract: Professional accomplishment is the code of conduct that human beings need to observe in social activities. The aggregation of individual behavior constitutes their own professional accomplishment. With the deepening of China's socialist market economic system and political system reform, the characteristics of the talent market are becoming more and more obvious, and college graduates are required to have good professional awareness and quality. However, professional quality is easily overlooked in higher education.

1. Introduction

San Francisco defines it in his book professional quality: "professional quality is a code of conduct that human beings need to observe in social activities, an inherent requirement of the profession, and a comprehensive quality that a person shows in the course of his profession. The formation of professional quality is an indispensable core content of a person's socialization, and the cultivation of professional quality is an important task of education. At the Third Plenary Session of the Eighteenth Central Committee of the CPC, it was further pointed out that "we should speed up the construction of modern vocational education system, deepen the integration of industry and education, school-enterprise cooperation, and train high-quality workers and skilled personnel". Premier Li Keqiang pointed out in his government work report in 2017 that we should vigorously promote the spirit of craftsmen and cultivate many Chinese craftsmen. In the report of the Nineteenth National Congress of the Communist Party of China, it was further proposed that the spirit of model workers and craftsmen should be vigorously promoted to improve the professional quality of College students. To cultivate high-quality technical talents with "craftsman spirit" has become an important responsibility of higher education in the new era. To cultivate potential and recessive professional qualities beyond students' professional knowledge has become an important construction direction for colleges and universities to explore the training mode of talents and realize the educational function. With China's modernization entering a new era, under the basic direction of people-oriented and serving the people, education pays more and more attention to improving students' overall quality. However, as a competition for students' employment, vocational quality education of soft power in vocational development has not been able to reach its due position..[1-3].

General Secretary Xi pointed out at the National Education Congress that education is an important cornerstone of national rejuvenation and social progress, and analyzed the decisive significance of education in "improving the comprehensive quality of the people, promoting human development, enhancing the innovation and creativity of the Chinese nation, and realizing the great rejuvenation of the Chinese nation". Undoubtedly, the education of professional spirit and the cultivation of professional quality are of great significance to the realization of the fundamental function of education and the great rejuvenation of the Chinese nation. In recent years, the market competition in China has become more and more fierce, and higher requirements have been put forward for the professional qualities of various professionals. Therefore, higher vocational colleges must pay full attention to the cultivation of students' professional quality, and optimize the existing cultivation model.

2. Method

2.1 Innovation the Importance of Strengthening College Students' professional Quality

Only with good professional accomplishment can college students improve their employment competitiveness, and in the specific work process can they be competent for the specific requirements of the post, thus significantly improving their social competitiveness and workplace competitiveness. Therefore, a person with good professional quality is very important, but also an important basis for people to achieve success in the workplace. In recent years, China's industrial structure is in the stage of constant adjustment and optimization, and the development of Internet technology has also made the replacement of new technologies in various industries more and more frequent. On this basis, the knowledge learnt by students in schools, after employment, may also be eliminated and constantly improved. This also makes the enterprise put forward higher requirements for students' professional quality and learning ability in the process of recruiting talents. Therefore, in the daily teaching process of colleges and universities, it is of great significance to continuously strengthen the work of cultivating students' professional quality.

2.2 How to Cultivate College Students' literacy?

In recent years, the employment of university graduates has become an important social problem, which can also be said to be a difficult problem. For many graduates, not to mention finding a good job, even if it is difficult to find a job. Colleges and universities regard the employment rate of graduates as a major indicator of the effect of school education: the employment rate of graduates directly affects the reputation of the school, but also affects the school's enrollment and training plan. From a social point of view, many enterprises are sighing that "no suitable candidates can be recruited". Many facts show that the existence of this phenomenon is related to the difficulty of students' professional quality to meet the requirements of enterprises. "Satisfying social needs" is one of the purposes of higher education. Since the society needs graduates with high professional accomplishment, college education should take the cultivation of College students' professional accomplishment as one of its important goals. At the same time, colleges and universities are not running education behind closed doors. Society and enterprises should try their best to cooperate with colleges and universities in order to cultivate college students' professional qualities.

2.3 Specific Measures to Improve College Students' professional Quality

(1) The cultivation of professional quality should highlight the main position of students.

Students as the main body emphasizes those students are the center and purpose of teaching. Teachers are required to actively guide students to participate in the whole teaching process, which can also make students' learning enthusiasm effectively improved, thus achieving good teaching results. Teachers need to use a variety of teaching methods to mobilize students' learning enthusiasm, which can also change the traditional single teaching mode to the students' sense of boredom, so as to achieve good teaching results. In addition, the cases adopted are mostly the specific events and scenes that students encounter in their future work, and need to have authenticity, universality and typical characteristics, so that students' learning motivation and interest can be effectively enhanced. With the help of criticism, analysis, choice and generation and other modes, it can help students to construct their professional quality knowledge, and further enhance their awareness and attention to professional quality, and actively display their own professional quality in their future career.

(2) The cultivation of vocational quality should also optimize the curriculum, enhance the scientificity and pertinence.

In order to achieve a good effect of professional quality cultivation, it is necessary for colleges and universities to carry out detailed social research work, and on the basis of combining students' learning characteristics and relevant social needs, to carry out an effective exploration of the scientific connotation of professional quality. In the specific cultivation process, it is also necessary to focus on the cultivation of professional awareness, professional ethics and professional ideals, as well as the integration of professional quality education in the whole teaching process. In addition, in

the specific teaching process, it is required that the teaching staff of various majors should be able to construct a reasonable professional quality assessment system based on the actual requirements of enterprises, so as to ensure that students can have good professional quality after the relevant education work.

(3) The cultivation of professional quality should focus on the integration of production and education, so as to improve the comprehensive ability of professional quality.

The educational courses that focus on knowledge and skills for all kinds of professions should focus on the integration of industry and education, the platform of school-enterprise cooperation, and the improvement of the level of professional curriculum construction with the help of enterprise strength. Some ordinary colleges and universities, according to their specialties, take the integration of industry and education, modern apprenticeship enrollment, training, employment and pre-employment training as the core, arrange students to carry out professional practice as quasi-employees, and realize seven-dimensional effective docking, that is, the docking of professional settings and industrial needs, curriculum content and job requirements. The docking of teaching process and production process, school enrollment and enterprise recruitment, job employment and enterprise post, professional accomplishment and enterprise culture, diploma and qualification standards. In addition, many colleges and universities actively invite entrepreneurs, professionals and outstanding alumni to enter the school, present their opinions, publicize the unit and corporate culture, and introduce their management concepts into the process of Cultivating College students' professional quality.

3. Conclusions

The cultivation of College Students' professional quality is one of the important tasks of higher education at present, and this task needs the cooperation of College students, universities and society in order to be effective. Professional quality education is related to the future development of students, and it is an important part of realizing the function of education serving the society. In addition to the cultivation of students' theoretical knowledge and practical ability, the cultivation and promotion of students' professional quality should be further strengthened.

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