

The Market-oriented Guiding Research on the Design of Professional Basic Courses in Application-oriented Universities

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Abstract: From the perspective of market-oriented new understanding of the importance of professional basic courses, in order to strengthen the practical characteristics of the basic professional courses and reform the basic professional courses in the application-oriented universities, it should conduct market-oriented guidance from various aspects so as to realize the transformation from the basic professional knowledge to the professional skills. Under the guidance of systematic and complete scientific research, we should establish an attractive, market-oriented and innovative basic curriculum system by integrating various factors, such as specialty construction and personnel training system construction, for the follow-up professional courses to lay a good foundation.

1. Overview

From the perspective of professional construction, course design is a very important part, and from the perspective of the classification of courses, the basic course is the most important part of the whole professional course. But from the view of curriculum construction of many vocational colleges and applied technology colleges, many colleges ignore the importance of professional basic courses but only increase the class hours of professional courses. Although this method can improve the students' practical ability in a short time from the students' practical ability, but in the long-term professional development, the students' creativity is not strong. Looking back on the curriculum setting of the specialized basic course, its teaching content is too traditional, and lacks the specialized practice, therefore from the whole specialized construction development, the specialized basic course construction needs a new ponder, seeks one kind of new change.

2. The practical analysis of the professional basic course in the application-oriented university

The professional basic course is a kind of course which lays the necessary foundation for the study of the professional course and is an important course for the future students to master the professional skills. But some of the different majors have one or more specialized basic courses, and the same course may also become the specialized basic courses of several specialized courses. Therefore, in actual teaching, even if the professional direction of the basic course of the same major is different, the teaching content is not consistent. Now many colleges and universities have already realized the specialized direction research of the specialized basic curriculum content, its curriculum content has also had the specialized tendency. But from the actual teaching process and teaching results, or the lack of a certain degree of attraction and innovation.

What we emphasize here is the practicality of the basic professional courses, which in essence means the curriculum reform with obvious professional characteristics and the knowledge and skills updating with the changeable characteristics of the market. For example, some basic professional courses are theoretical practice courses, some are practical courses, but no matter what type of courses, we should clearly add practical elements in the early stage of design, for example, the explanation of theoretical knowledge combined with case analysis, in the choice of cases to choose

the current market relatively representative cases. From the past teaching experience, the teaching materials have obvious lag, the cases chosen in the teaching materials are generally old, and the teachers don't use them in the teaching process, not to mention the students should accept them, its learning content is also lagging behind. Therefore, the practice of professional basic courses requires students to participate in the curriculum design, knowledge is not boring, students can combine practical cases, theory and practice a good combination. Next is the market variable knowledge information timely update. We have previously emphasized the lagging characteristics of teaching materials, so we can not adopt the inherent knowledge of teaching materials or teaching plans in the design of professional basic courses, instead, we should adopt the dynamic changes of teaching contents, transfer the acquired market information and professional skills to current teaching in a timely manner. Compared with the basic professional courses, the content of the market transformation to the classroom should first be sorted out and absorbed by professional teachers, and then the practical knowledge of professional skills should be reasonably transformed into the basic courses, that is, to find the relationship between practical skills and basic theories. As a professional guidance for basic course.

3. Under the guidance of the market-oriented design for the basic courses for the majors of the applied universities

The most important feature of the applied university that we want to emphasize is that it can meet the specific talent needs of actual production development by changing the direction and content of talent training according to the demand for talents in the market. From the perspective of Personnel Training and specialty construction, both the basic course and the practical course are of great importance, but often we emphasize the importance of the practical course, taking the art and design specialty as an example, more emphasis on practical skills training, often neglect the study of professional basic courses, with the continuous development of students' majors, found that this kind of students lack of professional innovation. The reason is the neglect of the teaching of professional basic courses. But from the student's aspect, the student to the specialized foundation class understanding degree is also insufficient, the student thought that the specialized foundation class can not provide them the work the skill which needs, and some dull theory knowledge lacks the interest.

From the above analysis we draw the conclusion that the importance of professional basic courses is beyond doubt, but the curriculum reform of professional basic courses is imperative. So how to change it? First of all, we should think of the impact of the market on professional development, with a strong practical, can be directly linked to the economic benefits of the content can arouse students' interest in learning. Therefore, the design of professional basic courses in the construction of application-oriented universities should strengthen the guidance of the market. How to do that? First of all, teachers should have rich experience in social production practice, combine his expertise can find the relationship between professional basic courses and professional courses, so as to choose the knowledge of teaching. In some colleges and universities have a very deep teaching qualifications of the old teachers should be regularly informed of the market professional development. The second is the introduction of market items, especially the selection of cases that represent the characteristics of the times, and the requirement that teachers first understand and find out the relationship between the actual cases and the basic professional knowledge, and in the course of teaching to contrast the theory with the case method, it is easier to attract students' interest in learning, and it is easier to understand the corresponding knowledge. In addition, the contents of the basic courses must be closely related to the market, and the knowledge system that must be changed just do it. So that the basic knowledge of the specialty can be used as a preliminary reserve for the conversion of professional skills.

4. Analysis on the method of transforming basic professional knowledge into professional skill

From the perspective of specialty construction the courses and courses are connected and the basic courses for the lower grades must be accumulated for the later specialized courses. Therefore, the knowledge system of professional basic courses in curriculum design must be developed around

professional skills. So how to better professional knowledge to professional skills? There are two methods. The first is to find out which of the basic professional courses can be directly used in market development and industry development, and directly change certain basic professional skills based on changes in market positions in the recent period. For practical work skills, one of the problems that will arise is that similar majors are prone to professional interpenetration. Therefore, it is necessary to strictly screen and choose professionally-matched project exercises when designing courses. Second, according to the Knowledge Constitution, we choose the knowledge content which can directly link with the later specialty to carry on the skill practice nature transformation, its main form is the marketing, the product project simulation. The simulated project is also a product-oriented practice standard. Some theories and practical knowledge which can not be connected with the skills directly must change the traditional teaching form, avoid blind study and practice, and must establish the market consciousness and innovation consciousness. The so-called market awareness refers to guiding students to develop a market-oriented thinking method, so that when students study the basic professional knowledge, they think about how to use this knowledge in their work later, can this knowledge be translated directly into productivity in the market, or can it be used directly for employment. But all these curriculum's change and the goal localization must establish in the comprehensive accurate market research foundation. And the so-called innovative consciousness refers to the design of professional basic courses not only emphasizes the marketization, but also strengthens the diversity and interactivity of the course system, the practical content seeks change and innovation.

5. Conclusion

Compared with other colleges and universities, the curriculum reform of private colleges and universities is imperative, and if we want to truly realize the transformation of application-oriented in many colleges and universities, we should also strengthen the basic curriculum design, because the foundation curriculum construction appears the question will lead to it can not create the good link with the later specialized curriculum study. While the boring basic course is easy to model students' boredom and lack of focus. To sum up, no matter what kind of universities should establish the market-oriented curriculum system construction, the professional basic curriculum construction should strengthen the market guidance and innovative thinking training.

From a macro perspective, the basic course design is not a single isolated act, should be a mind of integrated with the whole professional course system construction, professional personnel training system. It is imperative and feasible to seek new development ideas and strengthen market consciousness. But the research of market-oriented needs a complete scientific research system, long-term construction mechanism, teaching and social practice experienced teachers team. At the same time, we should not rigidly carry out the market-oriented reform of all the basic courses, and each university must adjust rationally according to its own characteristics and actual conditions. Some colleges and universities which have gained a good foundation in the cooperation between universities and enterprises can try to make the production information and the post skill characteristics of enterprises permeate professionally in the teaching of basic courses, in the basic stage of learning to gradually develop students awareness of the market and awareness of the post.

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