

Research on Talent Cultivation Mode of Human Resource Management Major in Private Colleges and Universities under the Background of New Business Studies Universities

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Abstract: This article aims to improve the quality of talent cultivation in private universities and explores the application of the “enterprise demand” talent cultivation model in human resource management. Continuously adjusting and optimizing talent cultivation models in teaching practice to better align with the teaching of human resource management and the employment needs of enterprises, in order to summarize the rich experience of applying the “enterprise demand” talent cultivation model.

Keywords: Human Resource Management; Talent Training Mode; Private Universities

Nowadays, China is facing economic system reform and the national economy has entered a critical period of development. Under this environment, China's higher education faces numerous development opportunities, and therefore enters a multi-level and multi-class competition. In order to occupy an advantage in fierce competition, private universities must play a guiding role in the talent market demand, utilize the advantages of private universities in running schools, emphasize the characteristics of talent cultivation, and improve the competitive strength of the school itself. Therefore, many private universities have begun to adopt the “enterprise demand” talent cultivation model, which establishes connections between schools and enterprises, teaching and practice, and enterprises provide practical support for schools, as well as the latest teaching content in the industry and market.

1. The Value of Talent Training for “Enterprise Needs” in Private Colleges and Universities

1.1 Establishing a Close Relationship between Universities and Enterprises

The inherent talent cultivation model of private universities actually has many shortcomings, such as lagging teaching concepts, which makes it difficult for students to adapt to the development of society as soon as they enter society. In addition, students' specific content in the study of human resources is too theoretical, which leads to their weak practical ability and cannot meet the requirements of enterprises for talents.

1.2 Sharing Resources and Benefits between Universities and Enterprises

Private universities adopt the “enterprise demand” talent cultivation model, with both schools and enterprises serving as participants in talent cultivation. Enterprises provide universities with the latest developments in social development, and teachers are more practical during the teaching of human resource management, ensuring that professional teaching keeps pace with the times. Universities provide feedback on the true situation of student groups for enterprises, provide reference for talent allocation, fully leverage students' knowledge and skills in human resource management, provide assistance to enterprises, shorten students' adaptation period in enterprises, and reduce the cost of talent cultivation in enterprises.

2. Key Points for Innovating the Talent Training Model of “Enterprise Needs” in Human Resources Management

2.1 The “Trinity” of Talent Cultivation for “Enterprise Needs”

For the cultivation of skilled talents in the field of human resource management, it is necessary to innovate the talent cultivation mode based on its characteristics, and focus on some existing problems, such as the disconnection between theory and practice. It is recommended to emphasize the professionalism, openness, and practicality of the teaching process in the

teaching of human resource management, reflecting the consistency between students' learning and work. Based on the existing talent cultivation model, a new teaching model of “three in one” enterprise demand talent cultivation should be constructed.

2.2 Practical Innovation in Talent Training for “Enterprise Needs”

Private universities adopt the “enterprise demand” talent cultivation model, and need to build an action oriented curriculum system in the teaching of human resource management, emphasizing the professionalism, openness, and practicality of the professional courses. Using enterprises as a platform and leveraging their advantages in human and material resources, we aim to achieve resource sharing between schools and enterprises, and with the help of enterprises, establish a “double qualified” teaching team. In the practical teaching of human resource management, if professional equipment and training environment are required, they can be provided by enterprises to strengthen the teaching practice of relevant vocational skills. In teaching practice, it is necessary to recognize that teaching cannot rely too much on theory, and independent practical activities need to be established to achieve the teaching goal of cultivating high-quality skilled talents in human resource management by increasing the proportion of practical teaching.

3. The Application Status of the “Enterprise Needs” Talent Training Model

3.1 The Mechanism of Curriculum Co Construction is not Perfect Enough

Comparing the talent cultivation models of similar private universities, it is found that the “enterprise demand” talent cultivation model in the teaching of human resource management majors can affect students' employment choices in the early stages of entering the job market if the signing of demand enterprises cannot absorb all students. The fundamental reason is that the talent cultivation plan formulated does not involve general skills and professional qualities, and the long-term and systematic planning is not strong. Therefore, the “enterprise demand” talent cultivation mode of private universities is facing such problems.

3.2 Inadequate Supervision of the Talent Cultivation Process for “Enterprise Needs”

Firstly, there is insufficient supervision of the talent cultivation conditions for “enterprise needs”. Many regions lack strong supervision over the teaching conditions of private universities, making it difficult to ensure that the teaching conditions are in line with the requirements of the “enterprise demand” talent training model. Secondly, there is insufficient supervision over the practical teaching bases and hardware of private universities. The existence of this problem cannot guarantee that the practical teaching base and hardware meet the basic requirements of “enterprise demand” talent cultivation. On the other hand, it cannot deeply supervise enterprises that cooperate with “enterprise demand” talent cultivation, which may affect the effectiveness of “enterprise demand” talent cultivation.

3.3 There are Many Risks in the Talent Cultivation Model of “Enterprise Demand”

The “enterprise demand” talent cultivation model involves various entities bearing responsibilities and rights, while the responsibilities and rights of private universities, enterprises, and students are not reflected in the signed cooperation agreements, resulting in inadequate constraints on the behavior of the three parties, which is also a key source of risk. In addition, private universities have not investigated the true situation of cooperative enterprises and have not established enterprise research departments in the development of “enterprise demand” talent cultivation, which can easily face risks in later cooperation with enterprises.

3.4 Limited Number of Enterprises Participating in Talent Cultivation for “Corporate Needs”

Private universities have not adjusted their majors and course content according to the needs of enterprises, resulting in insufficient attractiveness for enterprises to participate in talent cultivation for “enterprise needs”. The development of courses in the field of human resource management is not reasonable, and it is inevitable that some private universities lack the ability to develop courses, especially due to individual differences in students and differences in corporate needs.

4. Optimization Strategies for the “Enterprise Needs” Talent Training Model of Human Resources Management Major

4.1 Optimize the Mechanism of Professional Courses

The “enterprise demand” talent cultivation model is one of the relatively popular talent cultivation models for private universities. Based on the investigation and analysis of the current situation of talent cultivation, it is found that many private universities have not yet implemented the enterprise demand talent cultivation mechanism, or the effectiveness of this mechanism is not ideal. There are two reasons to summarize: firstly, the lack of standardization and rationality in the production and education system, leading to the failure to upgrade the “enterprise demand” talent cultivation. The second is inadequate supervision, and the cooperative relationship between universities and enterprises is not stable enough. It is often near the graduation season that enterprises only propose employment plans to universities. If there are cost or safety issues during this period, it is likely to affect the cooperation between both parties.

4.2 Strengthen Special Supervision

In the work of educational supervision, “special supervision” only implements supervision on specific issues, so it also shows strong pertinence. Therefore, through special supervision, problems can also be identified and resolved in a timely manner. In order to deepen the implementation of the “enterprise demand” talent training model for job ability cultivation, the education regulatory department needs to base itself on the perspective of the ability based theory and implement special supervision for the “enterprise demand” talent training model in private universities.

4.3 Effectively Avoiding Risks in Talent Cultivation

From the perspective of enterprises, the “enterprise demand” talent training model cannot directly help them obtain more benefits, so the participation enthusiasm of enterprises is often not high, and there may be situations where talent training agreements are suspended, which will inevitably bring losses to private universities and students. Therefore, in order to avoid risks, it is recommended to stand on the perspective of capability based theory and do a good job in preventing risks related to the “enterprise demand” talent training model.

4.4 Expand the Scale and Quantity of Participating Enterprises

The integration and efficient utilization of teacher resources. During the talent cultivation period of “enterprise demand”, human resource management teachers demonstrate strong professionalism and irreplaceability. In addition, the strength and conditions of private universities are relatively limited, making it difficult to hire a large number of professional teachers to teach. Therefore, there is a phenomenon of choosing non professional teachers to serve, which affects the quality of human resource management talent cultivation.

The integration and utilization of practical teaching resources. After building a teacher resource pool, private universities adopt a diversified approach to integrate teaching resources in the field of human resource management. It is recommended that universities make good financial planning for practical teaching bases, efficiently build key bases, and ensure the basic conditions for practical teaching in private universities.

In summary, in the teaching of human resource management, private universities adopt the “enterprise demand” talent training model, choose cooperative enterprises, and cultivate talents in the field of human resource management according to the employment needs of enterprises. Through the innovative application of this model, a closer relationship can be established between private universities and enterprises. By cultivating talents through “demand”, the needs of the three main parties of universities, enterprises, and students can also be met simultaneously, achieving maximum benefits. In the long run, under the role of the “enterprise demand” talent cultivation model, the teaching quality and efficiency of human resource management can be further improved, and composite human resource management talents can be provided for enterprises and society.

References

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Fund Project: Sichuan Private Education Association Project of China, project number MBXH23YB102, project title Research on Talent Cultivation Mode of Human Resource Management Major in Private Colleges and Universities under the Background of New Business Studies Universities.