



# The Practice and Exploration of the Mode of University-enterprise Joint Training of Applied Talents—Taking the Basketball Direction of Physical Education College of Taishan University as an Example

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## Abstract

This study selected 2018 and 2019 sports majors of Physical Education College of Taishan University and Tai'an basketball training institutions Qingqing Sports Co., LTD., Yixin Sports Co., LTD., as the research objects. By using the method of literature, expert interview, and experiment, the investigation and analysis of the research objects show that: In the whole teaching process of college basketball, students have a very good understanding of the importance of basketball teaching and practice. However, there are too few opportunities for social practice in the school, and students do not have the opportunity to exercise. In the case that the country vigorously promotes the construction of application-oriented universities, in order to integrate the training of talents with the market demand, colleges, and universities need to jointly train talents with enterprises, which is an important way to effectively integrate the training objectives of various majors in colleges and universities, the needs of the society for talents, and the expectations of students and parents for the future. This paper explores and practices the mode of talent training jointly conducted by schools and enterprises, in order to build a platform of application-oriented talent training mode in line with the development of students majoring in physical education, comprehensively develop students' ability to combine theory with practice, and find a new way of talents training.

## Keywords

Physical education major, School-enterprise alliance, Personnel training

In the case that the country vigorously promotes the construction of application-oriented universities, in order to meet the needs of the market, make personnel training meet the needs of the market, and realize the effective integration of the training objectives of the school, the demand for talents of the society, and the expectations of students and parents for the future, colleges and universities can jointly cultivate talents through the important way of school-enterprise. Make full use of the human and material resources of schools, society, enterprises, and other aspects to complete the talent training plan (Yanfei Fan, 2019). Starting from the practice of training applied sports talents through cooperation between the physical

education major of Taishan University and Qingqing Sports Co., LTD., Yixin Sports Co., LTD., and Qingqing Sports Co., LTD., this study takes basketball teaching and enterprise cooperation as a starting point to explore a school-enterprise cooperative talent training model that meets the actual situation of applied universities and ADAPTS to the market demand. Through the practice and the summary of practical experience, a set of relatively mature training modes of sports professional talents jointly cultivated by schools and enterprises is constructed, which provides a useful reference for the reform of the training mode of sports professional talents in colleges and universities.

## **1. Research Methods**

### **1.1 Documentation method**

Through CNKI and VIP Science and Technology periodical database, 38 journal articles related to "school-enterprise joint training mode of applied talents" were collected, and 21 journal papers related to "school-enterprise joint training" were collected, which deeply understood the current theoretical research status of school-enterprise joint training of sports majors in China, and provided a theoretical basis for the research.

### **1.2 Expert interview method**

Interviews were conducted with 8 sports experts from Taishan University, 6 executives from various sports companies, and 15 gold medal coaches to solicit suggestions and countermeasures on the school-enterprise joint construction of talent training mode, which provided theoretical support for this study.

### **1.3 Experimental method**

From December 2021 to December 2023, the 2018 and 2019 sports major students of Taishan University will set up 2 school-enterprise cooperation experimental classes according to the needs, with 25 students in each class, and cooperate with school-enterprise cooperation units -- Qingqing Sports Co., LTD., Yixin Sports Co., LTD., Qingqing Sports Co., LTD., to build a talent training model. At the same time, teaching practice and achievement promotion are carried out in the experimental class.

## **2. Results and analysis**

### **2.1 Connotation of school-enterprise joint construction of talent training mode**

As the name implies, school-enterprise association is a cooperative mode established between schools and enterprises. In the process of talent training, colleges and universities share resources with enterprises, pay attention to the training of practical and practical talents, and train talents needed by enterprises in a targeted manner according to the social demand for talents (Qiyun Liu, 2021). The combination of school and enterprise can achieve the new concept of integrating with the market, cooperating with enterprises, and combining practice and theory in accordance with the needs of society.

### **2.2 School-enterprise alliance -- the need for application-oriented university education concept**

From the perspective of the training goals of applied universities, applied universities emphasize practical, application-oriented and future-oriented training of specialized technical personnel who can solve practical problems through scientific methods (Aihua Chen, 2020). The training of senior applied talents in sports requires sufficient practice and training facilities, as well as perfect practical training and practical teaching bases. As far as the current facilities of many colleges and universities are concerned, it is difficult to meet the due requirements by relying on the strength of the school itself. In order to achieve the strategic goal of application-oriented university reform, it is imperative to reform the mode of college personnel training. Actively explore the way of in-depth cooperation and joint training between schools and enterprises, and make use of the advantages of equipment, technology, and resources in enterprises, which can solve the practical difficulties encountered in practical teaching, practice, and training in colleges and universities.

### **2.3 The general idea and framework construction of the school-enterprise joint talent training mode**

#### **2.3.1 Do a good job of market research, and determine the talent training objectives according to the market demand**

In recent years, Tai'an basketball training market has developed very fast, and many sports training companies mushroomed, therefore, the need for a large number of employees, in this environment, we must understand their needs as soon

as possible, so as to improve our talent training objectives to meet the needs of the market.

### **2.3.2 Select suitable school-enterprise cooperation units**

Due to the rapid development of training institutions, it is necessary to consider all aspects of them as far as possible when selecting cooperative units and choose enterprises that can connect with our universities as soon as possible.

### **2.3.3 Sign school-enterprise cooperation agreement**

After the selection of cooperative enterprises, it is necessary to sign a school-enterprise joint agreement as soon as possible, so that both sides can understand their responsibilities and obligations.

### **2.3.4 The school and enterprise shall jointly establish the organizational structure and jointly design the teaching program**

According to the wishes of both parties, the organization shall be jointly established, and the various ways and methods of the school-enterprise association shall be jointly designed to meet the needs of both parties according to their own situation.

### **2.3.5 Implementation of school-enterprise cooperative teaching**

After the design plan is determined, the two sides will strictly supervise the implementation plan.

### **2.3.6 Teaching evaluation**

Evaluate the problems in the implementation process and rectify them in time.

### **2.3.7 Promotion of results**

In the whole process of implementation, it is necessary to summarize in time and promote the obtained results in time, so as to build a more mature training model of school-enterprise joint training of sports professionals and provide a useful reference for the reform of the training model of sports professionals in colleges and universities.

## **2.4 Several models adopted in the process of personnel training of school-enterprise cooperation are studied**

### **2.4.1 Improvement of teaching mode**

The experimental class works with enterprises to develop detailed implementation plans to ensure teaching effectiveness and quality. The course is divided into two parts: on-campus teaching and off-campus teaching: the on-campus teaching is mainly completed by the teachers of the College of Physical Education, and the senior managers of the school-enterprise cooperation units and the golden coach are regularly invited to give lectures to the students. Off-campus teaching mainly to enterprises for practical lessons teaching, the classroom opened in the enterprise, students feel empathy, immersive, greatly shortening the students' employment running-in period. The arrangement of practical teaching content, the organization, design, and conception of the practical teaching system must be scientific and reasonable so that all links are closely linked. Make full use of the advantages of enterprise resources, a broad market, and rich practical experience to solve the most difficult practical teaching problems in colleges and universities.

### **2.4.2 "Work-study combination" mode**

The "work-study combination" model is mainly an educational model that combines study and work (Tieliang Guo, 2020). The education model used here is divided into two parts: First, students take turns to take classes in clubs during weekends and 11 short-term holidays; Second, the use of winter and summer vacations, some outstanding students who do not go home can enter the clubs and participate in the company's enrollment, student training, company management, and other operating models. On the one hand, its purpose is to enable students to apply all kinds of knowledge and skills learned in school in practice. At the same time, students can participate in the operation of the company, get familiar with various processes, and lay a foundation for future work. On the other hand, students will get corresponding remuneration after working, so that they can improve their quality of life and increase their enthusiasm for work, and then integrate into society more quickly. Students' work outside the school will be part of the school's professional training program, and they will accept both the regular management of the enterprise and the process management and assessment of the school. They will be linked to the final exam.

### **2.4.3 "Post Internship" mode**

The "on-the-job internship" mode is an educational mode in which the school arranges students to work as interns. In the second semester of the junior year in Physical Education College of Taishan University, there will be an internship

period of half a year. Students who are excellent in character and academic performance can be arranged to work as interns in various enterprises. Participating in the company's training, enrollment, operation, and other links, cultivates the ability of students to be independent. For students to complete the internship task, and exercise their ability in all aspects, but also get the corresponding remuneration, can be said to kill three birds with one stone.

#### **2.4.4 Undertake and participate in basketball competitions of various companies**

Each company will host and organize various levels of basketball games every year due to their resources. A basketball referee is also an indispensable part of our basketball major, which is also one of the shortcomings of each club. Under the leadership of teachers, we let our students participate in the whole game from organization to arrangement, from record desk to on-court referee, so that they can not only get exercise but also make up for the shortcomings of the club, and obtain a win-win situation for both sides.

### **2.5 Effect evaluation**

After two years of targeted study and training, students have made great progress in professional knowledge, practical ability, social experience, and other aspects, and generally have a strong advantage in employment after graduation. According to the follow-up survey of graduates, students' employability has been significantly improved. Five of the students in the two experimental classes were admitted to the teachers' organization, which had obvious advantages in the examination process, especially in the interview. Four students cooperated with Qingqing Sports Co., Ltd. to establish the Qingqing Sports Co., Ltd.-Zhangqiu Branch in Zhangqiu, Jinan. One student cooperated with Qingqing Sports Co., Ltd. in Qingdao to set up the Qingqing Sports Co., Ltd.-Qingdao branch; One of my classmates opened a Hengxin basketball training base in Changqing, Jinan. One of my classmates started Dinglong Sports Co., LTD in Zaozhuang. One of my classmates opened a sports training school in Liaocheng. Some students are employed in various companies in Tai'an City. In terms of referees, two students were admitted as Grade I basketball referees and 30 students were admitted as Grade II basketball referees.

### **2.6 Problems existing in the school-enterprise joint training mode**

#### **2.6.1 The construction of teaching staff**

The model of school-enterprise joint training requires teachers to have both profound theoretical knowledge and strong practical guidance ability. In order to enable the school-enterprise joint training mode of applied talents to proceed smoothly, it is necessary to have a "double teacher" teaching team with excellent theoretical level, practical teaching guidance ability, and overall scientific research ability (Junhui Wu, 2022).

#### **2.6.2 Quality assurance of practice process**

In the process of the implementation of school-enterprise joint training, students should not simply be pushed to enterprises to complete the task, but also strengthen the follow-up management of students. It is necessary to work with enterprises to make a complete set of rules and regulations on students' attendance, practice process, and the effect of practice links, which is the key to ensuring the quality of talents jointly cultivated by schools and enterprises (Hongjun Li, 2022).

#### **2.6.3 How to deal with the problem of win-win situation between schools and enterprises**

Enterprises are not charities, after all, they should pursue economic benefits. Nowadays, the basketball training market in Tai'an City is in good shape, and sports companies have a great demand for coaches, and all enterprises have demands for cooperation with schools. In this case, it is necessary to grasp a certain degree, not only to allow enterprises to expand their scale through cooperation, but also to solve the problem of manpower shortage, and to let them cooperate with our school to reform all aspects of talent training. Making it become our talent training base, only the two sides to achieve the purpose of win-win, is the foundation of whether the school-enterprise joint training can be sustained.

## **3. Conclusion**

This paper explores and practices the mode of university-enterprise joint training of applied talents, and constructs the mode of university-enterprise joint training of applied talents. This model improves students' theory, skills, social practice, and employability, promotes the win-win situation of cooperation among students, schools, and enterprises, and achieves the purpose of studying this subject. The next step should continue to promote the model of school-enterprise association of school sports majors on this basis and go hand in hand with other majors to create a better development platform for students of sports majors.

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