

# Research on the Implementation Path of Excellent Management Talent Cultivation Model under the Mechanism of "Dual Link• Dual Education"

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## Abstract

Excellent management personnel training is the direction and the only way of management personnel training in Colleges and universities at this stage. This paper formulates the "excellent manager training plan and implementation plan", realizes the deep integration of "professional education and management education, professional skills and management skills, school education and enterprise practice, school management and self-management", and highlights the training of management ability and management practice in practice, so as to cultivate more and more professional and strong management talents Excellent quality management personnel.

## Keywords

Excellent management talents; Professional education; Management education.

## 1. The Necessity and Urgency of Cultivating Outstanding Management Talents

The "Outline of the National Medium and Long-term Education Reform and Development Plan (2010-2020)" (hereinafter referred to as the "Outline") puts forward two requirements for higher education: one is to improve the quality of talent training; the other is to innovate the talent training model. In accordance with the guiding spirit of the "Outline", colleges and universities have carried out reforms in talent training models, among which the implementation of the "Outstanding Engineer Education and Training Program" has attracted particular attention. In 2010, the "Outstanding Engineer Education and Training Program" that followed the "Outline" was to implement the strategic deployment of taking the new industrialization path with Chinese characteristics, building an innovative country, and building a country with strong human resources proposed by the 17th National Congress of the Communist Party of China. Reform plan. The "Excellence Plan" has a very important role in demonstrating and guiding higher education to cultivate talents in response to social needs, adjust the structure of talent training, improve the quality of talent training, promote education and teaching reform, and enhance the employability of graduates. The plan has made a major breakthrough in the field of training innovative talents in higher education and opened up a new path for talent training in universities.

Under the reference of the "Excellence Plan", it is even more necessary to update the educational concept in the training of management professionals who face a large number of graduates and poor quality, and the employment of students is seriously out of line with the needs of enterprises. At present, the social recognition of management majors is low and lack of

professional pertinence and practicality. The employment success rate of management majors continues to be lower than that of other engineering majors. On the other hand, the company's demand for high-quality management personnel is eager for talents. Management talents do not lack market demand but fail to meet the needs of the company. Therefore, as a higher education institution that carries the mission of cultivating high-quality and high-quality management talents that meet the needs of society, it is even more duty-bound. It is imperative for universities to improve the quality of management talents and reform the management talent training model. The specific performance is as follows:

(1) The current situation of student employment is determined

At present, the employment problem of management college students in ordinary colleges and universities has become a common concern from the state to the local, from the leaders of colleges and universities, teachers and students. All colleges and universities have problems such as difficulty in obtaining employment, low level of employment and slow speed of employment. The fundamental problem lies in the fact that the professional knowledge learned cannot match the recruitment requirements of employers. The ambiguity of training objectives leads to the uncertainty of student employment, and the low quality of training leads to the reality that the quality of student employment is not high. Therefore, it is very necessary to improve the quality of student training and boost the improvement of the quality of employment.

(2) The current situation of the contradiction between enterprise talent demand and school talent training quality is determined

In recent years, China's private enterprises have been booming. Private enterprises have provided a larger and broader employment platform and are also the main undertakers of employment. They play an important role in absorbing the employment of general college graduates. At the same time, enterprises have urgent needs for middle-level managers and grass-roots managers, but it is difficult for students trained by ordinary universities to meet the requirements of enterprises, resulting in relatively large demand contradictions. If universities and enterprises can reach a balance point in talent demand, it is the best effect to realize the seamless connection between talent training and social demand, but this is not the case.

(3) The status quo decision that school-enterprise cooperation cannot really be implemented

What foreign countries do best in school-enterprise cooperation is the dual system training model in the field of higher education in Germany, which is a training model that universities and enterprises or social organizations jointly undertake to train students. The dual system training model in the field of higher education focuses on the cultivation of students' practical ability, in which theoretical study is in universities and practical training is in enterprises or organizations. The joint training of enterprises and universities is an effective way to realize high-quality applied talents. In addition, students' self-management awareness and self-management ability also play an irreplaceable role in the cultivation of excellent management talents.

(4) The current situation of poor student management

Excellent managers can't just stay at the professional level, but are excellent in all aspects, especially the lack of self-management ability and corporate management ability. Understanding the self-management of college students from a broad perspective mainly refers to the development of college students in order to achieve the training goals of higher education and to meet the requirements of the growing society for personal quality, fully mobilize their own subjective initiative and effectively utilize and integrate their own resources. A series of self-learning, self-education and self-development activities of self-knowledge, self-planning, self-organization, self-control and self-supervision, which tend to self-improvement and self-improvement. After the current college students bid farewell to the "cramming"

education and "purgatory" life in high school, they think that college is their happy paradise, and they are immediately freed from the shackles of life. Many college students have begun this way of life. Freshman year of passion and fantasy; Sophomore confusion and restlessness; The third year of blind and lost; Senior helplessness and repentance. As a result, college students' practical ability is poor, their eyes are high and their hands are low, and they do not give themselves a correct positioning and a correct and objective evaluation.....One of the reasons is that these students are not clear about themselves, their goals are not clear, and they cannot know what kind of talent the company needs. They will not make reasonable arrangements for themselves when they are self-management, and of course they will not manage themselves.....The road ahead is lost, what should college students do in the future? This requires us to conduct correct guidance and training.

## **2. The Implementation Path of The Excellent Management Talent Training Mode Under the Mechanism of "Dual Link•Dual Education"**

### **2.1. Implementation Content**

Formulate the "Excellent Manager Talent Training Plan and Implementation Plan", and adopt a talent training model that combines professional education and management education, theory and practice, and school and enterprise, Highlight the training of management ability and management practice, consciously guide students to explore their management potential, encourage students to give play to their management skills, and enable students to grow into high-quality outstanding managers with professional and strong management.

The core content is the training and practice of excellent management talents, involving the linkage of schools, enterprises, and students, involving the selection of students, the formulation and implementation of the training plan for excellent managers, assessment, follow-up and other education links.

The main contents include:①Deep integration of professional knowledge and management knowledge;②Deep integration of professional skills and management skills;③Deep integration of school education and corporate practice;④Deep integration of school management and self-management; ⑤Deep integration of teaching staff construction and excellent manager education.The "three main body linkage" talent training system is formed, that is, a circular system formed by the three main bodies of enterprises, universities and students. The excellent manager is the final result of the interaction of the three main bodies.As one of the three main bodies, an enterprise mainly has three functions: first, the needs of the enterprise provide practical standards that can be referred to for talent training in colleges and universities; the second is the main place for the practice of talent training; the third is to test the quality of talent training and directly feedback the training results Evaluator.With the cooperation of universities and enterprises, they can innovate in the teaching content and promote the diversity of teachers by hiring corporate executives to join the teaching staff.At the same time, students receive the two-way training from universities and enterprises, so as to enhance the application ability of combining theory with practice. In the process of learning and practice, students keep self-testing and self-improvement, lay a good foundation of management theory and flexibly apply it in practical work, and finally achieve the improvement of comprehensive quality.Enterprises, universities and students interact with each other, and external conditions and internal conditions are echoed to complete the training of excellent managers.

### **2.2. Implementation Plan**

This model takes "being outstanding, surpassing oneself" as its core value, and focuses on the cultivation of excellent management talents. On the basis of clarifying the training goals of

excellent managers and talents, it realizes the in-depth integration of "school and enterprise dual education". Companies and schools jointly design talent training programs for outstanding managers, through student selection, comprehensive interviews, outreach training, management literacy improvement courses, corporate mentors, entrepreneur lecture halls, corporate practice, innovation and entrepreneurship project training, workplace impressions, reading clubs, and exchanges Meetings and other methods to form a new model and new mechanism for cultivating outstanding management talents in local universities with advanced concepts, complete systems and feasible measures. The implementation of the entire program completely follows the demands of modern higher education concepts and the provisions of modern educational methods and modern educational methods, and strives to realize the innovation and practicality of the project.

### 2.3. Implementation Method

- ① Implementation of the "school-enterprise dual education" mechanism, carry out the deep cooperation between school teachers and enterprises. Based on the team of external MBA business mentors and strong MBA student resources of HKUST, we can sign talent training bases, student practice bases and employment bases with relevant enterprises according to the needs. The enterprise provides teaching cases, enterprise mentors, entrepreneur lecture halls, mobile classroom for students, internship practice and workplace experience, student employment, etc.; The school provides enterprises with management consulting, program design, staff training, expert lecture hall, course learning, talent reserve, etc., so as to realize the excellent manager training mode of "school-enterprise dual education and six-chain docking".
- ② Determine the talent training concept and training plan for outstanding managers. We should be firm in our ideals and beliefs, take on the historical mission, learn management thoughts, be brave in innovation and practice, be rigorous and strict, seek truth from facts, excel, transcend ourselves, forge ahead in the new era, bloom the light of youth, build the Chinese dream together, and write the glorious chapter of our life. With this as the philosophy, and as an oath of excellence in the cultivation of managers, we firmly believe that philosophy determines behavior, behavior determines results.
- ③ Registration, screening, interview, class opening and outward training: fill in the Application Form for Outstanding Manager Training Program of USTLNU by way of student selection, school recommendation and student self-recommendation; Examine and screen the qualification according to the qualification of excellent managers; Hold interviews (self-portraits, favorite reading materials, life planning and career planning, etc.), publicize the selected list and establish student files; Hold class opening ceremony, oath reading and outreach training.
- ④ Theoretical learning of excellent managers: "General + 10 modules" module courses are set up, the general is "Management by Objectives: Life Planning", and the 10 modules include "Image Management: Excellence in the Heart·Elegant Action" and "Emotion Management: Emotional Intelligence Practice" "Character Management: Character Color", "Team Management: Team Building", "Action Management: Execution", "Upward Management: Leadership Building", "Communication Management: Business Communication and Negotiation", "Time Management: Efficient Learning Work", "Method Management: Learning Methods and Working Methods" "Psychological Management: Anxiety and Stress", comprehensively improve the management ability of outstanding managers of students, etc., each course has 4 theoretical hours and group seminars 4 hours.
- ⑤ Organize "excellent manager reading club". The above topics require students to read one related book, one per month, a total of 10 books. Reading requires reading notes. At the end of the month, a reading exchange meeting is organized. Each reading meeting is hosted by 1 student, 4 students give lectures, and 4 students And 1 teacher commented.

⑥ Implementation of the "dual tutor system" and entrepreneur lecture hall. Employ corporate mentors and school mentors, conduct "dual mentor" training in groups, and actively guide and guide students in life planning, career planning, self-growth, postgraduate entrance examinations, employment, etc., to achieve "everyone has goals, everyone has Planning, everyone has guidance" to help students grow. Open "Entrepreneur Lecture", "Enterprise Forum", "Innovation and Entrepreneurship Forum", etc., so that students can recognize, understand and think about the development of enterprises.

⑦ Organize students' mobile classroom and workplace experience activities. Organize trainees to enter the company of the corporate mentor, and the corporate mentor will open visits, exchanges, corporate classrooms and other activities for the students, so that the students can truly understand the business process, corporate management, employee positions and work, familiar with the workplace, contact the workplace, and enter the workplace. Face the future and lay a solid foundation for the future employment of trainees.

⑧ Establish the class committee of excellent managers, carry out class and related management work, team building and related management work, reading club activity organization and related management work, entrepreneur lecture class mobile classroom management work, training students' organizational ability, team building ability, organizational management ability, etc. After the class reaches a certain size, the "Association of Excellent Managers" will be established to carry out corresponding activities, communication and liaison work, and the construction of alumni association in the future. We firmly believe that this must be an excellent and outstanding team, a positive and innovative team.

⑨ Hold the concluding exchange with the theme of "Extra, Learn from Example" and "From Good to Great".

### 3. General

The "Excellent Manager Training Program" is to actively adapt to the urgent need for high-quality management talents in my country's economic and social development, attach great importance to the importance of training specialized management talents, actively integrate the existing educational training resources of the school, and establish a comprehensive development The concept of education and cultivation of talents and diverse talents, In practice, comprehensively improve students' comprehensive management ability and ability to serve economic and social development, and cultivate and bring up a group of high-quality and excellent management talents with professional and strong management for my country's economic and social development.

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