

Research Article

Construction Talent Cultivation Schemes in Food Product Services and Marketing Specialty Based on Modern Vocational Education System

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Abstract: The food industry is an important pillar industry of the national economy. But, in China, the Food Product Service and Marketing Specialty (FPSMS) of Higher Vocational Education (HVE) is relatively late set in the HVE Specialty Catalog. And because of not accurately grasping the development tendency of the industry, the FPSMS Talent Cultivation Schemes (TCS) did not realize the talent need of the food industry. For the necessary skills required by the enterprises, the reaction of the FPSMS in HVE colleges is not so fast. So, according to the talent demand in the food industry and the shortage of current talent cultivation mechanism in HVE colleges, FPSMS Talent Cultivation Schemes based on Modern Vocational Education System (MVES) were built by this study to meet the talent requirements of modern food industry in China.

Keywords: Food industry, food product service, talent cultivation

INTRODUCTION

China's National long-term Education Reform and Development Plan (2010-2020) (hereinafter referred to as the Plan) states that, by 2020, China will form the MVES to adapt to the changing economic development mode and the adjustment of industrial restructuring, reflecting the concept of lifelong education and coordinated development of higher and secondary vocational education (He, 2013). This indicates that China has made a specific definition to the important features of MVES from the national level. It requires all the vocational colleges in China must be built to meet these features and to meet people's expectation for newer and higher quality vocational education.

Specifically, MVES required by Plan have three important features (Tang, 2014): Firstly, to have the external adaptability that adapting to the economic development transforming and industrial restructuring. To construct a MVES, it must provide the talent guarantee and intelligence support for local economic transformation and upgrading, build the corresponding teaching standards for enterprises employing standard, develop specialty service ability for industry. The second is to have the internal adaptability of personal lifelong education. MVES must be for everyone, be people-oriented and promote personal lifelong development. The third is to have intrinsic coordination in the coordinated development of HVE and Secondary Vocational Education (SVE). This is the means to realize MVES. The vocational education level is its developing space and also is its developmental right. HVE should base on SVE. HVE and SVE are the

different vocational education levels in the same educational type.

MATERIALS AND METHODS

Current industry situation: The food industry has a long industrial chain and big economic scale. So it is an important pillar industry of the national economy. It is also highly correlated with other industries, such as energy, transportation, logistics and trade and so on. Furthermore, the food industry provides wide employment opportunities, so it's a consumer-driven industry. Employees can be engaged in the related jobs in the food design and manufacturing, food and accessories marketing, food maintenance, food beauty, food insurance, out-date food evaluation. The food itself is indispensable equipment in people's daily life, social communication, passenger and freight transport, agriculture and service industry, modern logistics. It is because of the obviously economic-driven that China has introduced many relevant policies to promote the healthy development of the food industry in recent years.

In 2006, China's National Eleventh Five-Year Plan devoted a special section with the explicit proposal to "enhance the food industry level". In 2009, China introduced the food Industry Restructuring and Revitalization Plan. In 2010, the State Council Executive Meeting examined and approved in principle the Decision of the State Council on Accelerating the Cultivation and Development of Strategic Emerging Industries to support the new energy vehicles as one of

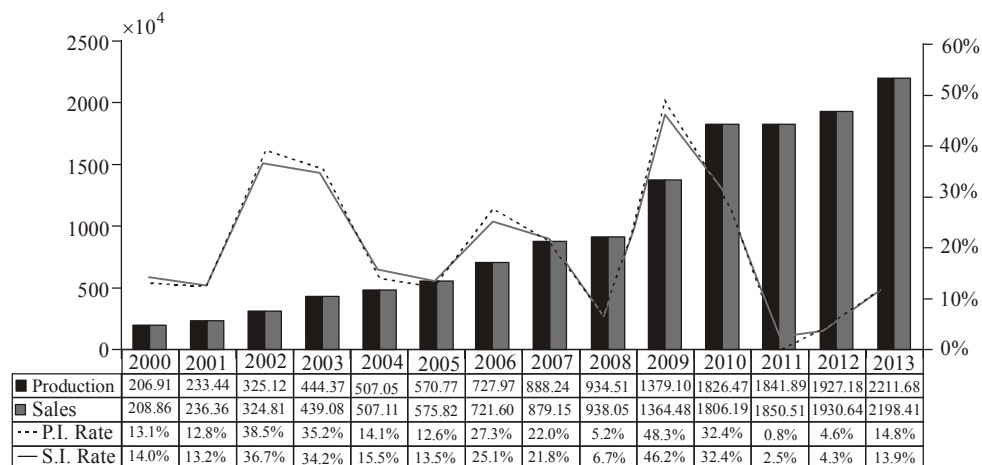


Fig. 1: China's food productions and sales during 2000-2013

the seven strategic emerging industries. In early 2011, China's National Twelfth Five-Year Plan was promulgated and it explicitly requested "the development of the Modern Industrial System, improving the industry's core competitiveness," the new energy vehicles as a new generation of energy-saving and environmental protection vehicles, would be positive and orderly developed in China. Given a series of policies, a blowout in China's food industry appears.

Figure 1 shows the food productions and sales of China during 2000-2013 (Ma *et al.*, 2011). As we can see, this period is China's food productions and sales fast-growing period. In 2008, China's food productions and sales were nearly 10 million. In 2009, both productions and sales exceed 13 million, which were more than the United States' and became the world's largest food market. In 2010, China's food productions and sales growth continued to amaze. The Productions Increased (P.I.) by 32.44% and Sales Increased (S.I.) 32.37%, both of them were more than 18 million and reached 18.2647 and 18.0619 million, respectively. It had refreshed the world's record of 17.4 million set in 2000 in the United States. In 2012 and 2013, China's food productions and sales both exceeded 19 and 21 million and it is 5 consecutive years ranked first in the world.

In the recent two 5-year Plans of China, the food industry, whose object was a specific product, was the only industry mentioned in both plans. It further defined that the food industry is a national strategic industry, which can not only achieve economic growth, expand domestic demand, but also restructure industry and promote the development of the country. It is under the encouragement and guidance of China's national policies, that local government also rapidly increased food industrial investment. So the food industry grows rapidly and colleges and universities are also setting up food academy and running food specialties to cultivate talent in conformity with local and national policies.

However, FPSMS in HVE Specialty Catalog was relatively later than other specialties and it was set in

the catalog with the premise that the world's food brand gradually increased after China's joining WTO (Yu *et al.*, 2004). At the beginning, because of their own marketing model and different focus on employees, the TCS of FPSMS was differently interpreted by food enterprises. When setting the specialty, there is not too much diversified examination on the development of the food industry and the market requirements (Zhu, 2008). And when developing TCS, there is no accurate grasping of the industry developing tendency (Sun, 2008). When teaching, there is not too much emphasis on the relationship between customer satisfactions and increasing amount of customer, so it is not fully understand the food marketing employee training to the market action and reaction.

In addition, because there were no cooperative enterprises, the TCS of some HVE colleges were formed by the individual wills. So it is the lack of enterprise feedback to correct the training process (Jiang, 2011; Sun, 2012). This led to talent abilities and competences were not quite match the enterprise's requirements on knowledge structure.

RESULTS AND DISCUSSION

Construction ideas: FPSMS of Zhejiang Industry Polytechnic College (ZJIPC) has signed a strategic cooperation framework agreement with Society of food Engineers of Shaoxing (SAE-SX), food Dealers Association of Shaoxing (ADA-SX) and food Maintenance and Repair Trade Association of Shaoxing (AMRTA-SX) to jointly develop TCS, employment training courses and food industry access standards. According to the need of multi-skill talents in food industry and enterprises, FPSMS of ZJIPC has formed the TCS that can be closer to local enterprises, services, techniques and productions based on the constructing of curriculum system and the revision of teaching plan. And now, the TCS, enterprises job-ability-oriented, pay more attention to professional quality and skills

Table 1: Typical work tasks and their operation processes of FPSMS

Typical work tasks	Operation processes
New food promotion	Familiarity with the new auto's basic information; serve customers; analyze customer needs; recommend new autos to customers; introduce auto's rate of quantity and price, service and other issues; do a test drive for customers; close the deal
Prepare marketing plan for an food show	Determine the show theme; develop marketing planning programs; confirm participants and show items; arrange booth layout, show props and show autos; site arrangements to deal with emergency situations
Food electrical and mechanical fault diagnosing	Check diagnostic tools and equipments; detect fault codes with computer scanner; test by using multi-meter and oscilloscope; locate the fault position; clear fault codes and redetect
Static appraisal and evaluation of out-date autos	Check evaluation tools; check food exterior paint and cracks; check the front and rear pillars and body rubbed; check the headlights, trunk and tires; check interiors and steering system; check engine compartment
Food accident scene investigation and evaluation of loss	Prepare basic tools site inspection; determine the location of the scene of the accident; photograph, forensics and fill forms; determine the loss according to the survey results and relevant information
Food beauty	Prepare the related tools; food wax; food glazing; seats leather polishing; chassis plastics seal; lacquer wax; hub brightening
Food parts marketing	Gather food parts market information; determine developing direction; develop solutions; participants and organization; advocacy and marketing efforts

Table 2: General competences and qualities of FPSMS students

Professional competences	Method competences	Social competences
<ul style="list-style-type: none"> • Food market survey, analysis and prediction • Food marketing planning and food sales 	<ul style="list-style-type: none"> • Can conduct food market survey and analysis • Can develop and implement marketing planning and on-site food promotion 	<ul style="list-style-type: none"> • Communication and presentation • Organization and coordination
<ul style="list-style-type: none"> • Food fault detection, diagnosis and elimination • Out-date food appraisal and evaluation 	<ul style="list-style-type: none"> • Can judge and solve food basic failure • Can estimated out-date food based on its basic information 	<ul style="list-style-type: none"> • Teamwork and cooperation • Public relations establishment
<ul style="list-style-type: none"> • Food insurance and claims 	<ul style="list-style-type: none"> • Can food ry out inspection, claim and loss estimation of crashed auto 	<ul style="list-style-type: none"> • Basic entrepreneurship
<ul style="list-style-type: none"> • Modern food enterprise management 	<ul style="list-style-type: none"> • Can manage small businesses 	

training. On these bases, combined with the needs of local economic, industrial features and regional enterprises, the curriculum was ordered organically and taught through enterprise real job projects. So, the curriculum of the FPSMS TCS now can meet the demand of enterprises better (Jiang and Xu, 2005; Ye, 2005).

Typical teaching tasks and their operation processes:

Based on widely understanding and in-depth analysis the work of food marketing and maintenance, FPSMS established courses architecture according to the work processes and further highlighted the two core capabilities of the specialty, i.e., food marketing and food product. FPSMS typical work tasks and their processes were shown in Table 1.

Real enterprise employment abilities required in the curriculum were summarized and emphasis was on the skills demand in real production and management of food retail shops and other enterprises. Then in the classroom, the real business, operations and their abilities and qualities were represented through project instruction. According to the survey results, the competences and qualities of a student majoring in FPSMS of HVE were shown in Table 2.

Developing teaching materials together with colleges, enterprises and societies:

In the process of curriculum construction, according to the curriculum corresponding enterprise real job tasks, curriculum-constructing teams of FPSMS, consisted of colleges, enterprises and industry societies, developed the

teaching materials of the core courses. In order to enhance the teaching operability of these materials, curriculum-constructing teams discussed with enterprises technicians and industry experts. Meanwhile, some teachers were sent to those countries, such as Germany and Singapore, that vocational education was more developed to learn vocational education concept and work-process-based curriculum developing practices.

Jointly constructing practical teaching base:

According to the food retail shops layout and the requirements of a student's skill, FPSMS training base of ZJIPC was constructed in Public Training Center of Shaoxing (PTC-SX), the first jointly constructing training center of government and the college.

Under the help of societies and industry associations, stable training bases outside of the campus were built in food retail shops whose brands share in market were relatively higher. And we also invited the technician of the outside training base to participate in talent cultivation process to ensure students' practice time in enterprises, >6 months, was adequate. So that the enterprises, colleges and students are all benefit from the cooperation, which has strengthened the FPSMS connotation construction.

CONCLUSION

In recent years, with the increasing apparent effects of national policies, the development of the food industry in China is accelerating, which also makes the

demand for talent increase. However, TCS of food specialty in China's, started relatively late, inaccurately grasped the industry demand for talent. So the talent cultivation of FPSMS did not meet the requirements of food enterprises. With the cooperation of SAE-SX, ADA-SX and AMRTA-SX and other outside training bases, according to the HVE features, constructing TCS of FPSMS based on MVES, introducing enterprises to work-process-based curriculum development process and implementing in the practical base inside and outside of the college can greatly improve the quality and competences of talent cultivation and will win for all of the 3 sides, i.e., enterprises, colleges and students.

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