

# Construction and Practice of Higher Vocational Education in E-sports and Management Major

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## ABSTRACT

The core concept of vocational education lies in its emphasis on practicality, career orientation, and close connection with the industry. However, currently higher vocational education has not been able to effectively meet the needs of society, nor has it been able to meet the individual self actualization requirements of students. Therefore, higher vocational education needs to strengthen research on industry demand, adjust and optimize professional settings in a timely manner, and ensure close connection with the market. At the same time, schools should focus on improving students' professional ethics and practical abilities, providing better support for their smooth integration into the workplace. Only in this way can we better meet the demand for talent in society and promote a positive interaction between vocational education and industrial development.

## KEYWORDS

Vocational Education; Industry Research; Market Integration; Professional Ethics; Practical Ability.

## 1. INTRODUCTION

As an important part of China's national education, vocational education has both the common character and the particularity of general education.

Vocational education emphasizes practicality, career orientation and close connection with the industry. At present, the development of higher vocational education in China has not well adapted to the social needs and the requirements of students' self-realization. This problem is mainly reflected in its specialty construction: the narrow coverage, and the curriculum system close to the industrial development trend, cannot adapt to the diversity of economic structure under the condition of market economy, the professional quality and professional ability are insufficient, and the transition from "school" to "workplace" is difficult and lacks sufficient practical experience. These factors restrict the students' potential ability and the coordinated development of knowledge, ability, quality, as a result, on the one hand, the enterprise demand for high-skilled personnel is not meet, on the other hand, higher vocational colleges graduates can not find suitable for professional jobs, school professional Settings and enterprise jobs do not match, demand and supply contradiction.

## **2. IMPLEMENTATION PATH**

### **2.1. Base Point: Steady Cast Foundation, Mentor Pilot, Change "Follow" to "Lead the Run"**

#### **2.1.1. Implement Moral and Moral Education and Improve the Effectiveness of Education**

The education courses as the first lesson of education, build with ability standard as the core of the curriculum system, adhere to the reform and innovation, clear to "e-sports professional training, event operation and management, e-sports product development and operation" as the core of professional positioning, training can engage in e-sports project management, operation, commentary, e-sports product development and operation of high-quality technical skills, in order to realize the depth of theoretical education and practical education fusion.

During the event operation course, guide students to think about the social responsibility and cultural significance of the event, emphasize the dissemination of positive energy in the planning and execution of the event, resist bad game culture, and advocate the competitive spirit of e-sports project management. By analyzing the business operation mode of the course, understand the significance of safeguarding the rights and interests of consumers, and then enhance their legal awareness and professional ethics; cultivate the responsibility, leadership and communication skills through the practice of team management. At the same time, with specific cases to discuss how to deal with the contradictions and conflicts in the team, guide students to learn to solve problems with the correct attitude and methods, so as to achieve the role of political guidance and value guidance.

#### **2.1.2. Teacher's Ethics Cast Soul Education, Enterprise Mentor Guidance**

Teacher's ethics is the embodiment of teachers' personal quality, and the "double teacher" team is the crystallization of collective wisdom. Integrating the educator spirit is the soul of the ethics construction of professional "double teacher" team; build the teacher gradient of "professional leader-professional core coach-ordinary lecturer-team leader"; adopt the combination of fixed post and mobile post to attract experts to teach; regularly carry out "two-way" post training, certification examination, professional competition and academic exchange to continuously improve the teaching ability and innovative practice ability of the team.

In practice, the professional innovation takes the professional core coach as the "first head teacher" of the class, and goes deep into the class, enters the students, and integrates into the students. In terms of course arrangement, "the first head teacher" will design the course teaching and practical training syllabus according to the actual needs of the enterprise, so that students can understand the real working scene in the learning process and adapt to the workplace environment in advance. In skill training, "First Head teacher" will use its own resources to provide internship opportunities for students to experience the work process and exercise their practical operation ability; in career planning, "First Head teacher" will provide personalized suggestions according to students' interests and characteristics to help students clarify their future development direction. "The first head teacher" constructs a new type of teacher-student relationship, helps to realize the transformation of students' multi-level learning, and drives students to apply what they have learned and integrate knowledge and action.

#### **2.1.3. Innovation, Practical Training and Reform to Boost Lifelong Learning**

Majors design practical training courses around problems, encouraging students to actively find problems, analyze problems and propose solutions. In the training room, students should not only deepen their professional skills, but also learn how to apply knowledge from other fields to professional practice. Through interdisciplinary project practice, students can develop the ability to integrate knowledge, which is particularly important for lifelong learning.

The e-sports training room can not only restore the on-site environment of an e-competition, but also effectively improve the teaching quality and avoid teaching chaos through modular equipment and responsibility division. Through the use of cradle head camera and multi-functional remote controller, students can also cultivate their overall composition and picture arrangement ability. In the face of the changing future, lifelong learning and practical training jointly equip students with the ability to deal with uncertainty. By learning new knowledge and continuous practice, students can adapt more flexibly to environmental changes and be more calmly in challenges.

## **2.2. Promote Integration: Training Competition Certificate, Practice and Innovation Integration, Change "Small Classroom" into "Big Classroom"**

### **2.2.1. Teach with Output, and Build a Platform for Training and Certification**

Vocational skills competition is the "touchstone" to test the quality of education and teaching in vocational colleges, and is the "baton" of vocational teaching reform. From the perspective of the common structure of the three systems of "industry- -competition- -education", demand integration, standards integration, process integration and evaluation integration are the integration of the "production, competition and education" mechanism of vocational education.

The major integrates competition projects into talent training programs, integrates professional skill certificates into the teaching content of practical training courses, and creates an integrated platform for training and certification. In order to make the teaching and competition more systematically connected, the competition project teaching reform, the separate knowledge and skills points designed into course project, the integrated use of design into the semester project, in the talent training plan sophomore, junior stage to build "modular, progressive, project" curriculum, department, add game product development, project features course training, skills competition and 1 + X certificate class development course, form "in training, education, education training certificate, integration" teaching norm, broke the conventional curriculum arrangement. The expansion courses are connected with industrial enterprise certificates, and are carried out in the form of mentor guidance and project implementation.

With the continuous maturity and specialization of the e-sports industry, the training of e-sports majors in vocational education will be more important, and the educational concept of "teaching with output, building a platform for training and certification" will open up a new road for the training of professional talents.

### **2.2.2. Summer Practice, Accurate Realization of Three Docking**

"Three docking" means professional construction docking workplace and society; students docking "social person"; students' career docking career and life career. Through three-dimensional social practice, the major promotes the combination of social practice with professional education and social education, and realizes the important goal of students to better complete the socialization process.

The organization, management and guidance of students' summer social practice activities and ordinary social activities such as volunteers and volunteers, the classroom, school and society are closely combined together, close the distance between students and the society. Take students' summer practice as a project, with the method of project management and control. The specific approach is: first, to enhance students 'understanding of the e-sports industry, improve students' e-sports skills and teamwork ability, to provide opportunities for students to internship / part-time jobs, volunteer service, skills training, etc. Secondly, it helps students to make practical selection according to their professional expertise, and conducts 2-4 weeks of skills training every summer, covering tactical strategy courses: including team cooperation, map analysis, opponent behavior prediction, etc.; psychological adjustment courses: teaching how to keep calm in the competition, adjust their mentality, etc.; Industry cognition courses: introducing the development process, current situation and future trend of e-sports industry.

At the same time, innovate the management mechanism. Through the practice of the summer practice work management mechanism, the original scattered, from multiple separate management is changed to centralized and unified management by the director of the teaching and research section. A social practice project management group has been set up, attended by the party secretary of the college, dean, director of the teaching and Research section, ideological and political teachers and counselors, and the head of the student union. Every student's social practice activity is a small project, and the students' social practice management system has gradually formed and improved.

### 2.2.3. Double-energy Support, Online and Offline Linkage Platform

Using the network personality, independent characteristics, build infectious and interactive vocational students innovation entrepreneurship education network platform, break the limitation of entity service, let students can online learning courses, access to services, offline services, through online and offline linkage, maximize the students entrepreneurial practice initiative and participation. When students enter the growth period of entrepreneurship, the entrepreneurship practice module is implemented, including mentor guidance, entrepreneurship partners, financial support, policy interpretation and master diagnosis, to build an integrated digital entrepreneurship incubation platform to help students overcome entrepreneurship problems in an all-round way and promote the development of projects; Professional resources for real entrepreneurial students provide module, covering information, resource search and personalized information subscription services, to ensure that entrepreneurs in the implementation of business plan to timely, accurate and personalized resource support, achieve the goal of long-term training talents, the purpose is to achieve school lifelong education for students.

## 2.3. With New Energy: Service-Driven, Intelligent Transformation, Change from "Ivory Tower" to "Server"

### 2.3.1. School-enterprise Integration to Improve the Integration of Industry and Education

In order to ensure the professionalism and practicality of teaching, teachers regularly take temporary posts in the cooperative enterprises to understand the latest technologies and trends in the industry, incorporate practical teaching into the important indicators of teacher evaluation, title evaluation and performance assessment, further encourage teachers to actively participate in the development of practical teaching; in case teaching, select and compile excellent professional case cases and case teaching materials, and actively promote and share; improve the openness of the talent training system, and provide more opportunities and conditions for enterprises to participate in case teaching.

At the same time, in the process of implementing school-enterprise cooperation, the company has established a support system to provide various support and convenience for teachers to carry out case teaching, including post suspension opportunities, investigation and interview materials, topic selection direction, etc. Employees are encouraged to actively participate in case studies and to integrate case teaching into internal training to enhance their professional competence and practical experience.

The implementation of the path policy of double integration helps to promote the wide application of case teaching in e-sports product development and operation major, and inject new vitality and impetus into talent training and industry development.

### 2.3.2. Artificial Intelligence Enables Teaching Thinking

In the vocational education in the era of artificial intelligence, we have witnessed the deep integration of education, occupation and skills, especially in the field of talent training in e-sports and management. Students need to acquire migratory knowledge and skills, which is particularly important from the perspective of deep learning. Through repeated training of a certain skill, students can master and reach a very high level of proficiency, and then have the ability to impart this skill to others, so as to realize the inheritance and transfer of knowledge.

In the future, we plan to build a teaching and training base with ai major, which can provide a broader development platform for the talents trained, so that they can use AI theories, methods and technologies to innovate new products and services. These measures will form a close interaction between running schools from closed doors to dancing with industrial economy, and complete the simple education work towards economic and social development.

### 2.3.3. Continue to Stabilize the Tracking and Feedback Mechanism E-sports and Management Major to Establish an Effective Tracking and Feedback Mechanism.

First of all, starting with the curriculum setting and teaching methods, we will evaluate and revise the existing courses once a year to ensure that the teaching content keeps pace with The Times and is close to the needs of the industry. By inviting industry experts to give lectures or seminars, you can grasp the new developments and technologies in esports in real time, and timely integrate this information into the course. Establish a sound student evaluation system, including traditional examination and homework scores, and cover soft indicators such as students' participation, teamwork ability and innovative thinking. Teachers regularly feedback these evaluation results to students, and give personalized guidance and suggestions to help students to clarify their own shortcomings and improvement direction.

Secondly, there is a stable and open communication platform to encourage the communication and interaction between teachers and students, and between students and enterprises. Through regular symposiums and questionnaires, opinions and suggestions from all sides are collected to provide data support for the continuous improvement of teaching and management.

Finally, while paying attention to the construction of professional certification and evaluation mechanism, through the construction of graduate tracking and feedback system, through the tracking and evaluation of graduates, the typical cases of outstanding graduates are found, and their growth experience, entrepreneurial experience and workplace experience are shared with the students, so as to motivate and encourage students. Establish a perfect feedback procedure, apply the results of the tracking evaluation of graduates and employers to the specific work of education and teaching reform and talent training, and form a good interaction mechanism between the tracking evaluation of graduates and employers, professional teaching reform and talent training.

## 3. CONCLUSION

After more than 40 years of development, higher vocational education has occupied half of China's higher education. Its professional construction and development are a systematic project, which is directly reflected in the quality of talent training. On the way in the future, e-sports sports and management professional can further develop interactive information teaching platform, optimize the professional Settings and industrial structure fit, the enterprise technology development process, project operation process information real-time transmission to the school classroom, let enterprise mentor in the production site can remote professional teaching reform, constantly in practice and exploration to improve the e-sports and management professional personnel training mode.

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