

Research on the Practical Teaching Reform of Architectural Secretary Majors in Higher Vocational Education

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Abstract: With the progress of the times, society increasingly needs practical talents. However, there are some problems in practical teaching of secretarial majors in universities, which result in low practical abilities of secretarial students and cannot meet the development needs of the times. It is necessary for universities to reform the practical teaching mode of architectural secretarial majors in order to cultivate secretarial talents that meet the needs of the times. To better meet the needs of society for professional talents in the field of architectural secretarial work, this article conducts research and discussion to determine the professional positioning of the architectural secretarial profession. A professional competency system for architectural secretarial work is constructed from the aspects of ideological and political literacy, professional technical ability, and comprehensive business ability, and further explore the reform strategies for practical teaching of architectural secretary majors in higher vocational education based on professional competency development, through practical teaching reforms such as job education, practical teaching, and diversified curriculum, the training of students' professional competency is strengthened to meet the needs of career development for graduates in this profession. The purpose of conducting this research is to provide theoretical reference for the practical teaching reform of secretarial majors in universities.

1. Introduction

In the current age of economic globalization and information networking, the construction industry has been rapidly advancing. To keep up with the demands of the times, it is essential to enhance the alignment between vocational education talent cultivation and industry demand development, thereby improving the quality of teaching in higher vocational education. Architectural Secretary is a new high-level vocational education major (or professional direction) that combines traditional secretarial skills with construction engineering management. This program aims to cultivate highly skilled and versatile talents who are knowledgeable in both architectural fundamentals and secretarial skills ^[1]. The Ministry of Education has clearly proposed to improve the teaching quality of vocational education majors and courses, strengthen practical teaching, and in principle, practical teaching hours account for more than 50% of the total class hours ^[2]. In addition, the country is also vigorously

implementing the "1+X" certificate system, which helps to improve the vocational theory education and skill training system, expand students' employment and entrepreneurial skills, alleviate structural employment conflicts, and implement the fundamental task of comprehensive development of morality, intelligence, physical fitness, aesthetics^[3]. As the main channel for cultivating high-quality applied secretarial talents who meet the needs of the talent market, the fundamental way out for the healthy development of the architectural secretary profession is to strengthen practical teaching^[4]. In a sense, the quality of practical teaching determines the ultimate achievement of talent cultivation goals^[5]. As the foundation for cultivating skilled talents in China, higher vocational colleges must reform the practical teaching model for architectural secretary majors to produce architectural secretary talents that meet the demands of the modern era and fulfill society's demands for such professionals.

2. Teaching Background

As the main battlefield for cultivating versatile skilled talents, higher vocational colleges must align the training of architectural secretary professionals with the demands of the talent market, aiming to cultivate highly qualified and skilled secretarial talents with strong practical abilities. In recent years, although the architectural secretary major has been committed to the reform and innovation of professional teaching, due to various reasons, the practical aspect of professional talent cultivation is relatively weak, and there are the following problems: the professional positioning is not clear, the current modern secretarial profession lacks precision in talent training, and there is an imbalance between the supply and demand sides in terms of professional enrollment and employment situations. There are also issues such as the mismatch between market demand and the intensity of professional talent training^[6], and the professional competency system is not comprehensive, and the construction of the ability system is relatively single; Insufficient guidance in practical teaching and other issues. To address this problem, universities must effectively reform the education and teaching mode for architectural secretary majors, improve teaching quality, and promote the development of application-oriented talents that meet society's needs^[7]. Practical teaching based on professional competency training is an important approach to achieving this goal.

3. Construction of Professional Competency System for Architecture Secretarial Major in Higher Vocational Education.

To meet the demand for high-quality secretarial talents in society, a professional competency system based on "ideological and political literacy, professional skills, and comprehensive business abilities" has been established to cultivate high-end secretarial professionals who possess "high-level ideological beliefs, advanced professional skills, effective interpersonal communication skills, good teamwork skills, and strong environmental adaptability."

3.1. Ideological and political literacy

The country clearly regards moral education as the fundamental task of education, and attaches great importance to cultivating socialist builders and successors with comprehensive development of morality, intelligence, physical fitness, and aesthetics^[8]. Therefore, the implementation of the professional ideological and political education concept and the establishment of a talent cultivation pattern for the architecture and secretarial major are critical to improving the quality of ideological and political work in higher vocational colleges and meeting the intrinsic needs of cultivating a new generation of young people who love the country, have national feelings, ideal beliefs, professional ethics, and possess professional knowledge and skills.

In accordance with the needs of the architecture and secretarial major, the cultivation of ideological and political literacy should be carried out at three levels: moral character, cultural qualities, and vocational qualities. ①The goals for moral character include establishing a healthy value system for secretarial interpersonal relationships, forming a positive aesthetic view of the secretarial profession, being loyal to duty, and strictly guarding confidential information.② Vocational qualities include improving secretarial professional confidence, establishing a secretarial professional ideal, and developing a love of work and dedication to the secretarial profession. ③The goals for cultural qualities include enhancing recognition of the core values of socialism and possessing strong “Four Matters of Confidence”.

3.2. Professional and Technical Application Ability

Building secretary is a comprehensive subject that combines theory and practice, aiming to cultivate compound, innovative, and applied talents with both secretarial skills and good qualities in the construction industry. This is to better adapt to the needs of society ^[9]. Therefore, vocational colleges should cultivate the professional and technical application ability of building secretary students comprehensively, guiding them to master the basic knowledge and professional skills of building secretary work, and to adapt to the needs of modern enterprises and institutions, especially in the frontline of construction-related enterprises' management, service, production, and construction. Students should be equipped with knowledge and skills in document writing, meeting organization, event planning, bid tendering, contract management, and construction project information and archive management. Compared with a single secretarial profession, building secretaries not only require core knowledge and skills of the secretarial profession but also need to further master some knowledge and skills related to the construction industry. This includes certain knowledge and skills of building materials, engineering project construction processes, construction drawing recognition, construction project archive formation and standardization, bid tendering, and construction contract management. Building secretaries need to have construction project management skills such as drawing recognition, organizing engineering drawings, managing construction data and archives, as well as writing and handling various documents. They should also possess automation office technology and network information technology application abilities, and in the new era, utilize modern means such as computer technology and network information technology to complete architectural secretary tasks with high quality. In this way, architectural secretary can become excellent skilled talents needed by society, industry, and enterprises.

3.3. Comprehensive Business Application Ability

This professional direction mainly focuses on employment in enterprises, institutions, and construction industry upstream and downstream companies engaged in office services, administrative affairs processing, and bidding transactions, such as office clerks, administrative assistants, and engineering data clerks. Therefore, from a fundamental perspective, students who seek employment in this field should not only possess solid professional technical skills but also have multi-level and multi-dimensional comprehensive management and affairs handling abilities, which are indispensable in the workplace. These abilities mainly include the following two aspects:

3.3.1. Social ability

Social ability refers to having good psychological qualities and teamwork ability. Social ability also requires communication, coordination, and emergency response skills between individuals and departments. It also includes the ability to create and maintain a healthy and stable work environment.

3.3.2. Development ability

Development ability refers to the ability to continuously learn professional knowledge and skills to improve business ability. Modern secretaries can actively acquire the latest industry consulting and professional skills in their work, and achieve the basic functions of enterprise management to assist leaders and complete tasks assigned by leaders. In addition, they have the ability to analyze and solve problems in their work, as well as the ability to Lifelong learning.

Comprehensive business application ability can help individuals quickly and accurately respond to and handle problems, which is a basic quality that construction secretary professionals need to possess. Vocational colleges should focus on using training and internship methods in school-enterprise cooperation to cultivate students' comprehensive business application abilities and achieve the expected goal of talent cultivation."

4. Exploration and Analysis of Practical Teaching Strategies for Architectural Secretary Major in Higher Vocational Education with Professional Competency Orientation

4.1. Enhancing Ideological and Political Literacy through Job Education

Course-based ideological and political education is a new concept and strategy for ideological and political education in the new era. It takes cultivating students' moral character and promoting all-around development as its fundamental task, and is an inevitable choice to build a community of socialist ideological and political education with Chinese characteristics. It emphasizes integrating values, professional ethics, and sense of responsibility into the teaching process of each course, and invisibly influences students' behavior awareness^[10]. The design of course teaching should focus on meeting the needs of both professional skills and ideological and political literacy, based on the talent training program. Clear training items, create work scenarios, integrate job roles, and stimulate students' interest and enthusiasm for learning.

4.1.1. Uncovering Ideological and Political Elements and Integrating them into Course Practice

The approach of excavating ideological and political elements and integrating them into curriculum practice is to incorporate curriculum based ideological and political education into teaching objectives when revising and improving the curriculum standards and talent cultivation plans for the architectural secretary major, clarify the integration points of curriculum teaching content and ideological and political elements, and cleverly integrate them into various teaching links, enhance students' professional ethics and values, and achieve the integration of moral education and teaching. Secondly, reform and improve the teaching plan of course practice projects, take professional knowledge and skills as the carrier, refine the teaching content, optimize the project-based teaching design of ideological and political elements, and integrate ideological and political education into all aspects of project teaching.

4.1.2. Creating Work Scenarios and Embedding Ideological and Political Education into Courses

The specific approach to creating a work environment and integrating ideological and political education into the curriculum is to closely focus on professional characteristics, job requirements, and talent development goals, deeply reflect on the laws of professional ideological and political construction, and extract teaching content through practical teaching methods, clarify practical training projects, and construct a model of ideological and political activities embedded in the curriculum. The Building Secretarial major is mostly a course that integrates theory with practice,

and practical training can fully demonstrate students' skills and knowledge points. By embedding ideological and political education into it and setting themes related to ideological and political activities in teaching practice, it can enhance students' understanding of craftsmanship spirit. The organic integration of professional ethics, professional values, and cultural literacy, guided by socialist ideology, focuses on creating ideological and political content that highlights regional characteristics, industry characteristics, and professional characteristics, achieving a natural integration of knowledge, skills, and course-based ideological and political education, emphasizing the effectiveness of educating people and improving the quality of education."

4.2. Enhancing Professional and Technical Application Ability through Practical Teaching

By guiding students to participate in real project experiences, their practical and innovative abilities can be developed, meeting the needs of the construction industry for architectural secretarial professionals. This teaching mode integrates practice and teaching, making practical learning an essential way for students to complete their learning tasks and improve their comprehensive abilities, enabling them to form outstanding professional skills. The following basic paths can be developed to achieve this goal:

4.2.1. Establishing a School-Enterprise Cooperative Tutoring System to Strengthen Practical Guidance

The architectural secretarial professional teaching team can be composed of both internal and external tutors. For enterprise projects, government and related associations, and other market projects, a dual-tutor system can be adopted, in which high-theoretical internal professional teachers and industry experts with rich practical experience jointly guide students to complete project tasks. Internal tutors are mainly responsible for student management and guidance on relevant professional theoretical learning, while external tutors are mainly responsible for introducing construction practice projects and vocational skills training. This allows students to have earlier access to enterprises and institutions, gain an in-depth understanding of the specific requirements for secretary positions, and stimulate their learning initiative and enthusiasm, enabling them to improve their practical operational abilities in a targeted manner.

4.2.2. Building a Practice Platform Based on Actual Construction Projects

The practical teaching of architectural secretarial professionals can adopt a construction project-oriented operating model, with the introduction and undertaking of construction projects based on talent training objectives, and the completion of relevant tasks through group cooperation under specific project guidance. Project tasks can gradually expand from within the school to outside, ultimately achieving a breakthrough development from simulated business to actual business. For students with insufficient practical experience, it is necessary to start with simulated projects within the school, such as simulating receiving visits from supervisory units to construction projects, etc. After accumulating a certain amount of practical experience through simulated projects within the school, students can undertake actual construction projects, bringing their theoretical knowledge or professional skills learned within the school to test in actual job practices. Of course, the long-term development goal of the architectural secretarial professional studio is to "go out and bring in." For example, relying on school-enterprise cooperation platforms to introduce enterprise projects, gradually connecting with the market, undertaking project tasks entrusted by other units, and improving the ability to serve society.

4.2.3. Cultivating Innovative Entrepreneurship Projects with the Support of Training Bases

Architectural secretarial professionals in higher vocational colleges have always attached importance to cultivating students' practical application and innovation abilities, and organizing students to participate in innovative entrepreneurship training projects is an effective way to achieve this. Students can rely on training bases such as the architectural engineering archives training room to carry out related work, become familiar with specific operations in many links such as architectural document processing and architectural archives management, effectively organize students to participate in innovative entrepreneurship activities, and achieve good practical results. For example, conducting research and demonstration on construction enterprises and construction companies in the early stages of the project, writing research reports, work summaries, etc. Students can accumulate project operation experience in the process of organizing and implementing activities independently, improving their practical application abilities.

4.3. Cultivating Comprehensive Business Skills through Diversified Curriculum

The office of construction industry enterprises is a comprehensive secretarial organization with multiple functions, miscellaneous affairs, and heavy tasks. Therefore, special requirements are placed on the secretarial personnel's comprehensive business abilities. Based on vocational needs, it is necessary to cultivate comprehensive business skills.

4.3.1. Enhancing Professional Image

The course of "Secretary Etiquette Practice" is the main teaching, supplemented by "Speech and Eloquence" course. By strengthening the personal professional image and etiquette training of architecture secretarial students and regulating their behavior, it lays a foundation for various business etiquette needs and communication abilities in professional work.

4.3.2. Improving Professional Skills

In order to fully cater to the work scenario requirements in the context of digital office, courses such as "New Media Operation," "New Media Writing and Communication," and "Photography, Filming and Image Production" are offered to cultivate new media editing and information processing abilities for secretarial personnel in the new era. By offering courses such as "Information Security Management Basics" and "Intelligence Analysis," students can master knowledge and skills in information security management, environmental safety management, quality management, etc. The course of "Professional English for Secretarial Work" enhances students' international communication, office work, and document processing abilities. Courses such as "Calligraphy," "Tea Culture and Tea Art" are offered to improve students' inner cultivation and moral sentiments. Ultimately, students can strengthen their work skills and exhibit strong comprehensive business abilities."

5. Conclusions

In conclusion, the reform of teaching in the field of architectural secretary should prioritize the development of students' professional competency. This can be achieved by utilizing various educational methods and adapting teaching content and plans to the local context and current trends. Such reforms have significant implications for improving students' employability and fostering high-level skilled professionals.

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