

Research on Teaching Reform of Medical Cosmetology Practice in Higher Vocational Education based on Professional Ability Training

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Abstract. The main task of higher vocational colleges is to train application-oriented skilled professionals for local and community economic construction and social development. Practical teaching is an indispensable part of higher vocational teaching system, and it is the most important way and means to cultivate professional quality and professional ability. It plays an important role in the education and teaching process of training high-quality technical skilled talents. According to the training objectives and employment market investigation and analysis, we believe that the professional ability should be the core in the training of medical beauty technology professionals in higher vocational colleges, and traditional teaching should be reformed, practical teaching should be emphasized, and a set of practical teaching mode should be explored. Under the condition of social market economy, it requires workers not only to have excellent technical skills, but also to have strong psychological quality, ideological quality, physical quality, aesthetic quality and role quality. This paper analyzes and summarizes the contents and implementation strategies of practical teaching of medical beauty technology specialty, in order to improve the teaching level of medical beauty technology specialty.

Keywords: Professional Ability Training; Medical Beauty; Practice Teaching.

1. Introduction

With the rapid development of China's economy, people's awareness of beauty is becoming stronger and stronger, and the state pays more and more attention to the development of the beauty industry. The specialty of medical beauty technology has become an important specialty in vocational colleges, and the medical beauty education has developed rapidly. More and more students choose this specialty and receive professional training [1]. The main task of higher vocational colleges is to train applied skilled professionals required by the first-line posts of production service management for local and community economic construction and social development [2]. In terms of the characteristics of medical beauty technology specialty in higher vocational colleges, it is not only different from the short-term beauty skill training in society, but also different from the undergraduate education of medical beauty. It trains applied technical talents in the medical beauty industry [3]. Therefore, the formulation of professional training objectives should consider the quality, knowledge and ability required by relevant posts of medical beauty technology specialty [4]. Practice teaching is an indispensable and important part of higher vocational teaching system, and it is the most important way and means to cultivate professional quality and professional ability, and it plays an important role in the education and teaching process of training high-quality technical and technical talents [5]. Medical beauty technology major in higher vocational education is to have good professional quality, interpersonal and communication skills, master necessary knowledge and skills of medical beauty technology major, and be able to apply medical aesthetic knowledge, medical basic theoretical knowledge and medical beauty skills in medical beauty institutions, life beauty institutions and cosmetics companies.

As an important new specialty, medical beauty technology requires higher comprehensive quality of students. In the process of education, we must strengthen practical education through the application of modern educational ideas, continuously improve the comprehensive ability level of medical beauty technology talents, cultivate more excellent medical beauty technology talents and promote the development of medical beauty industry [6]. It is mainly for medical beauty departments,

beauty specialty hospitals, medical beauty clinics, beauty chains, large beauty salons and cosmetics companies in general hospitals. Because the professional content of medical beauty technology is relatively complex, and many knowledge points are abstract and difficult to understand, and it is difficult to remember, many students find it difficult to learn. If they use rote learning, they will only lose their interest and motivation in learning, and hinder their creativity and thinking ability [7]. All provinces in China basically have medical cosmetology majors at the level of higher vocational colleges, and various colleges and universities constantly innovate teaching modes and methods, and the process of school-enterprise cooperation has made great progress during the Twelfth Five-Year Plan period [8]. Under the condition of social market economy, it requires laborers not only to have excellent technical skills, but also to have strong psychological quality, ideological quality, physical quality, aesthetic quality and role quality [9].

2. Practical Teaching Mode of Medical Beauty Technology Specialty

2.1 Teaching Status of Beauty Technology Specialty

The specialty of medical beauty technology includes a wide range of directions, such as beauticians, makeup artists, cosmetics companies, medical beauty consulting, medical beauty technicians, etc. the skills learned in school are also relatively wide, providing students with a very broad way of employment [10]. The first stage of practice teaching is also the transition stage between school training and enterprise post practice. Students strengthen and improve their professional skills in enterprises. At present, colleges and universities choose some of them as professional sub directions, and the settings are also different, and more colleges and universities do not distinguish. The direction leads to the narrowing of employment, regardless of the direction, and the individualized career development of students is not reflected. On the contrary, the employment direction makes the students feel at a loss. Moreover, after three years of multi-directional training, they cannot meet the target requirements of high-skilled medical cosmetology after graduation.

Good workplace awareness and high professional ability are not only the embodiment of Higher Vocational Students' comprehensive quality, but also an important factor for their own development. Therefore, we take the professional teaching of medical cosmetology technology (modern cosmetology direction) as the breakthrough point, organically combine the cultivation of professional ability with the education of workplace consciousness, and promote the coordinated and all-round development of students. The specific practice report is shown in Table 1.

Table 1. Demand for workplace awareness education of industry personnel in beauty institutions [n (%)]

Project	Very need	Common	Have no use for
Learning consciousness	51(85.6)	7(14.3)	0(0.0)
Sense of responsibility	48(82.1)	9(15.0)	1(1.8)
Service consciousness	50(85.5)	5(9.8)	2(3.2)
Team awareness	58(96.7)	2(3.3)	0(0.0)
Time consciousness	24(40.7)	18(32.3)	13(22.0)
Cost awareness	15(22.8)	20(35.4)	24(40.6)
Crisis awareness	12(19.3)	32(54.2)	15(25.7)

The teaching content arranges the basic work content of the front line of the enterprise, such as the operation of common nursing projects in beauty institutions, how to communicate with customers, how to promote and sell beauty products, etc. In the teaching unit of medical beauty technology, the practical teaching focusing on basic skills mainly includes makeup modeling, skin care, manicure, etc. The practical teaching of core skills such as medical beauty consultation, aesthetic design and photoelectric beauty therapy is obviously insufficient. There are obvious deficiencies in both internal and external training and skill competition, and a good system has not been formed. According to the

research and analysis of training objectives and employment market, we believe that the professional ability should be the core in the training of medical beauty technology professionals in higher vocational colleges, and traditional teaching should be reformed, practical teaching should be emphasized, and a set of practical teaching mode should be explored. See Table 2 for the targeted vocational ability training and detailed ability training scheme.

Table 2. Learning fields corresponding to professional ability of post group of medical beauty technology specialty

Post Group	Typical work tasks	Professional ability requirements	Learning Area
Beautician	Formulation and operation of facial skin care plan	The operational ability of skin care, the ability to formulate beauty and skin care programs, and the ability to select and use cosmetics; The ability to apply the knowledge of medical aesthetics and beauty psychology to the practice of beauty technology	Cosmetic dermatology Beauty practical technology Medical Aesthetics
	Formulation and operation of body care plan		
	Abdominal slimming skin care operation		
	4. Breast enhancement and skin care operation . special nursing operation		
	Beauty tutor		
Medical beauty technician	Laser cosmetic treatment operation	Ability to care for common volume damaging skin diseases and cooperate with cosmetic doctors in diagnosis and treatment power; Application ability of decoration technology, physical and chemical beauty technology, injection technology, etc; Application ability of beauty traditional Chinese medicine technology	Medical Aesthetics Introduction to cosmetic surgery TCM Cosmetology Beauty practical technology
	Stationery and beauty operation		
	Chemical stripping cosmetic operation		
	Operation of TCM beauty technology		
	Frozen cosmetic operation		
Other cosmetic operations			
Beauty Consultant	Telephone consultation and communication	Ability of clinical consultation and communication in cosmetic medicine; The ability to apply the knowledge of medical aesthetics and beauty psychology to the practice of beauty technology	Cosmetic medicine consultation and communication Beauty psychology Beauty social etiquette
	Network consultation and communication		
	Consultation and communication		
Management and marketing of beauty industry	Cosmetics marketing	Ability of beauty industry management and marketing; Medical Aesthetics Ability to apply relevant knowledge of beauty psychology to the practice of beauty technology	Management and marketing of beauty industry Cosmetics
	Beauty Consultant		
	Beauty salon manager		

As far as teaching practice is concerned, although there are various forms, it still focuses on in-school training, and it does not achieve early practice and more practice. Theoretical teaching is still biased, and enterprise training and in-school training cannot be organically integrated and continuous.

2.2 Practical Teaching Mode of Medical Beauty Technology Specialty

On the whole, the medical beauty technology major is a higher vocational college, so the training object is health skilled talents. There are many training directions for beauty technology specialty, including medical beauty and life beauty. It has both hands-on operation skills and consulting skills, as well as image design, beauty preservation, beauty care and beauty medical treatment. It needs more professional training ability, which is a comprehensive requirement for training ability-both comprehensive and tendentious. Medical cosmetology technology is a large and comprehensive specialty, which is not subdivided into many detailed professional directions in the teaching process. At present, many colleges and universities only take some of them as professional directions when subdividing majors. The settings are different. More colleges and universities do not distinguish between them, and the employment scope of students will be narrowed if they do not distinguish between directions, it will lead to the lack of embodiment of students' personalization and confusion in employment. According to the major set by the Ministry of Education, the major of beauty technology includes the fields of life and beauty, such as beauticians, makeup artists, manicurists, cosmetics companies, etc., and the fields of medical beauty, such as medical beauty technicians, medical beauty consultants, medical product buyers and sellers, etc. The skills to be learned in school are relatively extensive, which provides more ways for employment. At present, practical teaching is not unique to vocational colleges. General health undergraduate colleges also pay attention to medical practical teaching. In this way, there is a convergence of talent training methods between Vocational Colleges and undergraduate colleges. The talent training mode of medical beauty technology specialty still refers to the version of undergraduate medical colleges, and the teaching cannot get rid of the compressed undergraduate mode.

3. Constructing Innovative Practice Teaching Execution System

3.1 Innovative Practical Teaching Methods

Most of the full-time teachers in medical technology major come from fresh graduates of medical undergraduate colleges. On the one hand, the undergraduate education mode goes deep into the teaching concept; On the other hand, the school pays more attention to theoretical teaching in the training of these young teachers, but obviously lacks the training of professional practical ability and practical teaching ability. In practice teaching, students' future career is the guide, and students' professional ability training is the goal. Curriculum content is integrated and "ability course" is constructed. Build a dynamic training classroom and explore the integrated curriculum method of "teaching, learning and doing" for the purpose of cultivating students' professional ability; Adopt the curriculum assessment method based on effective evaluation of professional ability; Explore and practice the vocational ability training mode of combining inside and outside the school and inside and outside the class. We will train students internally and introduce them externally to build a practical teaching team with excellent practical ability and practical teaching ability. Most of the full-time teachers of medical beauty technology come from fresh graduates of medical colleges. On the one hand, the undergraduate education mode goes deep into the teaching concept; On the other hand, the school also pays more attention to theoretical teaching for the training of young teachers, and there is an obvious lack of professional practical ability and practical teaching ability. In the process of teaching professional knowledge of medical beauty technology, we can use multimedia and self-media to carry out education, and combine abundant pictures, texts, videos and other materials to present students with more vivid and interesting teaching contents. Moreover, new media education can also make students learn more independently. In the practice of education and teaching, we should follow the principle of "reflecting necessity, reflecting comprehensiveness, highlighting practicality and strengthening operability", and carry out comprehensive reform of curriculum content, thus breaking the traditional teaching mode in which, the training content of subject courses is carried out independently. Therefore, in the process of designing the practical teaching system, we must give

priority to how to arrange the training of these teachers' practical ability and improve their practical teaching ability, and give them sufficient funds, time, study and other guarantees.

3.2 It is Suggested to Cultivate Practical Teaching System

In the teaching process of medical beauty technology specialty, practical exercises are indispensable, and modern educational philosophy also attaches great importance to the comprehensive cultivation of students, especially the cultivation of practical ability. Practice can be combined with school education, and professional talents can be introduced into the classroom. For example, some enterprises engaged in medical beauty can cooperate with schools to provide internship opportunities for students. There are many practitioners with rich practical experience in enterprises, and there are also many cases, which can be used as classroom teaching cases. Schools can also invite some experienced industry practitioners to give lectures in class in their spare time to help students deepen their understanding of medical beauty technology. For example, the contents of "skin care training" include clean nursing, facial massage techniques, modulation and use of facial mask, whitening care, anti-aging nursing and skin type nursing. On the basis of theoretical study, the training items were rearranged, and the six-stage teaching mode of "case selection - case skin diagnosis and analysis - nursing scheme formulation - nursing scheme implementation - display and communication - effect evaluation" was implemented. Students were required to study with tasks and strengthen the cultivation of professional ability in the process of skin nursing work. The specific implementation contents of professional courses are determined by the enterprise's job demand and employment market information. The professional course system is jointly formulated by medical and beauty institutions and schools. For the theoretical teaching of basic and clinical medicine, we should adhere to the principle of "less but better", stress actual results, seek practicality, highlight key points, clarify difficulties, and constantly improve the teaching quality. The vocational skills course decomposes "beauty and medical technology" into beauty and body technology, stationery technology, makeup technology and physical and chemical technology. See Table 3:

Table 3. Vocational skills curriculum reform

Curriculum	Main line of teaching content reform	Work objectives
Cosmetic surgical techniques	Post ability in medical beauty technology direction	Have the ability of professional posts in the direction of medical beauty technology
TCM beauty technology		
Beauty consultation and communication		
Decorative technique		
Cosmetic technology	Life beauty technology direction post ability	Have the ability to work in the direction of life beauty technology
Beauty technology		
Marketing management		
Image design		
Management of beauty salons		
Enhancement of beautician's textual research skills	Assessment requirements for senior beautician qualification	Get the certificate of senior beautician before graduation

Constructing a scientific and reasonable practical teaching system in higher vocational colleges is an important guarantee and the main way to achieve the goal of training professionals. The major will continue to uphold an open vision, update the educational philosophy, learn from the advanced teaching experience at home and abroad, combine the characteristics of the major, and closely contact with industrial enterprises, to explore and practice a practical teaching system that can give full play to its own advantages, conform to its own reality, and has obvious teaching effects and distinctive features.

4. Conclusion

To sum up, with the continuous development of the medical beauty industry, the society's acceptance of medical beauty is becoming higher and higher. Some colleges and universities have specially set up medical beauty technology majors to cultivate high-quality medical beauty talents., Through the talent training mode of "school enterprise cooperation and combination of work and study" and the construction of theoretical teaching system and practical teaching system, vocational ability and quality education are run through the whole teaching process, so that students can improve their overall quality after three years of study and become practical medical and cosmetic technical talents to meet the needs of the society. Taking the opportunity of the construction of professional famous schools, the "Five in One" practical teaching system has been explored and perfected, which has a definite effect on improving students' practical skills. Establish a comprehensive and objective measurement and evaluation system for practical teaching. According to the requirements of practical skills learning, set assessment standards for each stage and every skill, which not only includes the assessment of practical skills, but also involves the performance of skill competition, social service, probation and innovative design. In the process of education, we should strengthen the application of modern educational concepts, change traditional teaching concepts and teaching models, pay more attention to practical education, and build an integrated training base to provide students with more opportunities for practical education.

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