Guangdong Youth Vocational College (GDYVC), a state-run full time institute of higher education, mainly offers higher vocational education, adult education, youth leaders training, youth vocational skills training, as well as innovation of youth working theory. Founded in 1950, it was then known as Guangdong Youth Leader College and got its current name with the approval of the People’s Government of Guangdong Province in 2011.

Situated in Guangzhou, GDYVC comprises Tianhe Campus and Baiyun Campus, with a total area of 444 hectares. The Baiyun Campus, which is still under construction, will accommodate 12,000 students, and at the same time, 300 trainees. It covers 435 hectares with 320,000 square meters of buildings.
Since its establishment, adhering to the idea of “youth-oriented education”, the College has placed emphasis on training talents equipped with practical skills and “two certificates”. It adopts the innovative educational mode, namely, “learning by practicing” and “coaching and training in a team”. Emphasizing on students’ leading abilities in a team is also its highlight. Every student here should be good at organizing and management besides the basic skills. Apart from higher vocational education, GDYVC pays equal attention to adventure-based training. Since GDYVC brought in adventure-based training in 2003, it has already developed almost 100 courses of 5 series for different categories of trainees. Over the past decade, GDYVC has already developed into a nationwide training base for teachers of for adventure-based training. The College attaches importance to specialty construction as well as internship construction on and off campus. Up to date, two specialties, including Social Work and Accounting Computerization have been approved as the key specialty construction program with financial support of the Central Government. Thanks to the long-term cooperative relationships with enterprises and community service centers, the College now has some off-campus internship bases, including in particular the training base for social work talents in higher vocational colleges of Guangdong Province. The College emphasizes on the “two certificates” system, providing various kinds of trainings and exams concerning about vocational skills. There are about 300,000 books and 1300GB electronic books in the library, in addition, there are more than 10 databases of essays and abstract and 600 kinds of newspapers and magazines. Now, we have opened professional databases like Cnki, China Journal of Science and Technology, which meet the demand of the teachers and students.

Conducting research is GDYVC’s another priority. To date, GDYVC has undertaken over 90 research projects, mainly about youth and higher vocational education. It has
published over 90 monographs, textbooks and collected papers, as well as more than 1000 papers and research reports. The college journal, published at home and broad, is one of the major social science journals on youth in China. A few articles from our journal are even reprinted in *Chinese Social Science Digest*, an authoritative academic journal in China that presents research achievements of humanities and social science. Up till now, many teachers have got achievement in research projects at different levels: In 2012, two got approval as the projects of the 12th Five-Year Plan of Guangdong Province Education Research; in 2013, 7 articles were published on core journals; in 2014, two articles got award in the annual academic conference held by Guangdong Vocational College Association for Educational Technology, etc.

In order to highlight GDYVC’s advantage of youth and children research, GDYVC has established GDYVC Youth and Children Research Institute to integrate the youth manpower in the college and bring in professional talents from outside. The Institute focuses on theory research, task instruction, think tank construction, talents’ developing and social work, related to youth and children group, youth and children organization at home and abroad, youth and children education and training, as well as youth and children activities. Now, the institute is working hard to become an authoritative institute in the field of youth and children research with wide influence by its research achievement.

The College boasts a well-structured and professional faculty, of which 21% are lecturers, associate professors or professors, 85% have Master’s and Doctor’s degrees, and 25% have qualifications for both engineering and teaching.

Currently, there are nine departments: Department of Social Work, Department of Foreign Language, Department of Management, Department of Finance and Economics, Department of Computer Engineering, Department of Art and Design, School of Continuing Education and Training for Youths, Department of Ideological
and Theory Teaching and Department of Physical Education. Based on this academic structure, the college offers programs for more than 10 specialties, such as Social Work, Business English, Tourism English, International Economy and Trade, Accounting, as well as Marketing.

**Brief Introduction of Potential Cooperative Specialties**

The following is a brief introduction of some potential cooperative specialties, including Social Work, Tourism English, Business English, Marketing, International Economy and Trade, and Accounting.

**Social Work**

Founded in 2011, the Specialty has over 300 students with the Department of Youth Studies as its predecessor. With strong competence of voluntary service research, broad network of youth service, and rich resources of public welfare, the specialty of Social Work has developed a learning mode featuring pattern of experienced social worker leading students and senior students leading junior students.

Based on the development trend of social work industry, the specialty aims at fostering the best social worker, guided by the idea of “Learning by Providing Services, and Developing Joyfully”. Driven by this aim and idea, the Specialty has obtained special financial funds of Guangdong Province and special financial funds of the Central Government in 2011. It has made a large investment in specialty construction, teaching mode exploration and reform, laboratory and training base construction on and off campus. With efforts of the faculty and all students of the specialty, students have displayed good spirit and professional qualities when doing social work and participating in competitions, gaining recognitions of all parties.

As to the talent fostering mode, the specialty carries out “Practical Teaching in Three Phases”. In the first year, students will experience voluntary services at off-campus voluntary service organizations and public welfare organizations to internalize values by getting in touch with the society. In the second year, students practice social work
at professional service organizations to train their professional competence by applying theories to real-life situations. In the third year, students have an employment-oriented internship according to their own career planning to enhance their vocational abilities. Now, the Specialty has already got its first session students, over 75% of who have found jobs suited or related to their specialty.

As to the resources, the Specialty integrates “One Department, One Association, One Center and One base”. One Department refers to the Social Work Department to which the Specialty is affiliated. With resources of the Department, the Specialty can have kinds of extracurricular activities. One Association refers to the Social Worker and Volunteer Collaboration Association of Guangdong Province which is a social organization at provincial level. The legal representative of the Association is Professor Tan Jianguang, the academic leader of the specialty, and the managing office of the Association is in the Tianhe campus of GDYVC. By closely integrating resources of all kinds of social service organizations, experts in this industry and related government sectors, the Association plays an important role in promoting the cooperation between social workers and volunteers, as well as in integrating social service resources and developing more innovative programs. The Association offers good opportunities for students’ social practice and teachers’ improvement. In addition, some association members can be hired as part-time teachers and practice supervisors. One Center refers to the Tianhe District Qingchuang Social Work and Voluntary Services Center founded by graduates of the Specialty, aiming at providing a platform for students’ practices. One Base refers to the Social Organization Developing Base set up in the College by the Social Work Department and Civil Affairs Bureau of Tianhe District of Guangzhou together. In the base, teachers and interns of the Specialty, full-time staff as well as volunteers provide services paid by the government to social organizations to help them transit from start-up stage to stable development stage. In this case, teachers and students have access to participate in the real service program.

The Specialty currently has 8 full-time teachers and 10 part-time teachers. Professor Tan Jianguang, the academic leader of the specialty, has made remarkable achievements in the field of voluntary service research. As an expert in United
Nations Volunteers research and the chairman of Social Worker and Volunteer Collaboration Association of Guangdong Province, he has participated in many projects and research subjects at national level, and published over 60 essays and research reports in kinds of core journals and papers. Although the Specialty is newly founded, students of the Specialty have done great in aspects of social practice, competitions and employment. Students can win a reward of 3,000-5,000 RMB as the project operation fund in the public welfare program organized by professional organizations every year. Students won the second prize at Guangdong Social Work Case Analysis Competition, and the second prize at National Social Work Practice and Skill Competition.


**Foreign Language Department is the second largest department of GDYVC.**

**There are two specialties, namely, Business English and Tourism English.**

**Tourism English**
Graduates can be engaged as tour guide (acquiring certificates issued by National Tourism Administration), tour leader at abroad, and administrative staff in foreign related hotel

**Curriculum**
2. Core courses: Tourism English, Tour Guiding on Site in Chinese, Developing and Marketing of Tourism Products

Training program
1. Students have practical training in Simulated Tour Guide Training Room on campus.
2. A travel agency for students’ internship is going to be set up on campus by cooperating with Zunxiang International Travel Agency. By learning from or practicing on the job, students can learn the basic procedure of working in travel agency, as well as basic skills and abilities of soliciting customers and offering consultation.
3. A hotel on campus with 130 guest rooms is nearing completion. The Chinese dining room can serve 500 people and the Western dining room can serve 80 people. By practicing in this hotel with teachers’ instructions, students can learn basic skills.

The whole practical training program is carried out in 3 phases.
Phase I: practicing basic operating skills.
In order to learn elementary knowledge of operating and managing, students work at different positions of the hotel on campus with teachers’ instructions. Periods for practical training account for 50% of the class credit, and periods for theory the other 50%.
Phase II: practicing basic management skills
Students work at different positions in the Dining Room Department, Housekeeping Department and antechamber to provide services in group dependently, with teachers’ assistance. Periods for practical training account for 50% of the class credit, and periods for theory the other 50%.
Phase III: practicing administrative skills
In order to develop basic administrative understandings and abilities, students take some grassroots administrative jobs with teachers’ instructions. Periods for practical training account for 40% of the class credit, and periods for theory 60%.

By cooperating with the Travel Agency and the Hotel, the College optimizes the
faculty structure. Full-time teachers work part time in the Travel Agency and the Hotel, at the same time instruct students’ practical training. In addition, some experienced staff in Travel Agency and the Hotel are hired as part-time teachers, participating in formulating practical training plan of professional skills.

**Honors and Awards**

One student wins the second prize at the 2014 Tourist Skills Contest of Guangdong Province (English division), and one student wins the third prize.

One student wins the second prize at the 2014 Tourist Skills Contest of Guangdong Province (Chinese division), and two students win the third prize.

**Business English:**

The Business English Specialty trains students integrating English language, culture and business skills. Graduates can engage in foreign trade, management and marketing. Based upon the society’s demands and the principle of “study-work interaction”, the program strives to produce “loyal and competent” graduates with abilities of learning, adaptability and innovation.

The department aims at training application-oriented students highly adaptable to jobs with broad knowledge of English Language, business and culture, and professional competence, as well as other abilities such as organizing ability, management ability and innovation ability.

Now, the specialty has 3 Multimedia Digital Language Labs, one Training Room of Business Etiquette, one Translation Workshop and one Training Room of Foreign Trade Skills. In the field of practical training, the Specialty adopts modes of “Simulation of Business Operation” and “Import and Export Practice”.

At present, the specialty pays more attention to cooperating with enterprises. The specialty is working to establish over 10 practical teaching bases off campus, hire more than 5 experts and undertake scientific research projects of enterprises.

**Curriculum**

Major basic course: Comprehensive English, English Reading, English Pronunciation, Oral English, English Writing, Foreign Business Correspondence, Graph and Image Processing, English Listening and Speaking: A Video Course, Intercultural
Communication, Newspaper Reading, Practical English for Event, Customs Declaration & Commodity Inspection, Spoken English of Foreign Trade, Speech and Eloquence, Second Foreign Language, Practical Training of Business


**Marketing**

**Training objectives:** The Specialty trains students mastering computer operating skills, basic English skills, basic approaches and skills of marketing and network marketing, as well as core competence of certain job roles such as network marketing and promotion, network sales, customer service and marketing planning.


By learning these major courses, students are encouraged to become marketing managers or network marketing managers.

**International Economy and Trade**

**Training objectives:** The specialty aims at training students who have the following qualities:

- Knowing about international business laws and regulations;
- Mastering theories and practice of international trade;
- Being familiar with the procedure and basic skills of import and export trade;
- Listening, speaking, reading, writing and translating skills of English;
Mastering computer to be able to engage in foreign-related economic activities online; Having communication skills and collaborating abilities as a team; Working out and handling documents independently.


**Accounting**

**Training objectives:** The Specialty aims at training students with basic knowledge and skills of accounting, financial management, and declaration for payment of tax, as well as annual report for approval. Graduates of the Specialty mostly go to some small and medium-sized enterprises and non-profit organizations to work at some grassroots professional and administrative positions, such as accounting, tax administration, financial management and auditing.