



BioTechnology

An Indian Journal

FULL PAPER

BTAIJ, 10(17), 2014 [9430-9434]

Service outsourcing talent training under the background of big data technology

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ABSTRACT

The big data technology has made the service outsourcing industry get rapid development, and the service sector and the business scope expanding. It is necessary to need a lot of interdisciplinary talent who know both professional knowledge and understand the service sector. Based on the case of current service outsourcing talents training in university, according to the new characteristics of service outsourcing industry, this paper puts forward some views about the concept of talent training, training mode and curriculum system. © 2014 Trade Science Inc. - INDIA

KEYWORDS

Big data technology;
Service outsourcing;
Talent training.

THE INDUSTRY DEVELOPMENT OF SERVICE OUTSOURCING

Along with the innovation and application of some new technology as the big data, cloud computing, mobile internet and the internet of things, the global service outsourcing has entered the "3.0". Internet Data Center (IDC) predicts that the size of the market will reach \$324 billion and annual growth rate will reach 27% on big data technology and services by 2017. In 3.0 times, some new format of service outsourcing will be constantly emerging and It will be all-around competition in these aspects such as technology mode, service mode, operation mode, business mode, supply mode, industry boundaries, service connotation, the competitive landscape between countries, between cities, between parks, and between enterprises. Some new requirements as the innovation, transformation and upgrading are put forward on the service outsourcing enterprises.

Yilan·Austin, Loughborough University professor, think some clients will pay more attention to some value-added services no longer just to reduce cost, and they need service outsourcing enterprises to become partners, to transform into personalized solutions provider and comprehensive integrated service provider from the software outsourcing business, and help them to better cope with the market competition in "3.0" times. Qian fangli, the director of china service outsourcing research center, said that the client will pay more attention to realize the adjustment and transformation of its own business process by service outsourcing, need service outsourcing enterprises provide with innovative and effective solutions, provide with consulting services for the transformation the enterprise. The client will pay more attention to new pricing model as the profit sharing agreement, the motivational agreement, shared risk/reward agreement.

Marcel·Gredman, the manager of china regional of

IBM global services execution center, think that service outsourcing enterprises should develop some intelligence and disruptive technologies, provide customers with personalized integration solutions by use of big data related to customers. Service outsourcing enterprises must have the technology and the ability to mining and analysis big data from which outsourcing enterprises should obtain truly valuable information because 80% of big data are not structured.

THE CURRENT SITUATION OF THE SERVICE OUTSOURCING INDUSTRY DEVELOPMENT IN CHINA

China's service outsourcing rapid growth and has been firmly in the second place of offshore undertaking outsourcing in the world. The report in China trade news from global service outsourcing conference 2014 suggests that china signed 65248 contracts of service outsourcing in 2014 1 to May, and the contract amount is \$40 billion and up 43.5% compared to the same period, perform amount is \$27.27 billion, up 37.1% compared to the same period.

Behind these figures, China's service outsourcing industry will be faced with a series of challenges. The gap is obvious and is expanding trend between China and India from the perspective of amount of undertaking offshore service outsourcing. From the point of service outsourcing cost advantage, Malaysia, Vietnam, Cambodia, Philippines and other Asian countries generally have a cost advantage, and are also encouraged to undertake international service outsourcing business, which makes the competition is becoming increasingly fierce.

The statistics show that there are about 26000 service outsourcing enterprises in China most of which are small and medium-sized enterprises in which a common problem is the lack of investment in innovation and the transformation and upgrading. Yilan Austin believes that there are large number service outsourcing enterprises in China but there is no large-scale, strong international influence enterprise, no big companies like IBM to receive international order, no business lead domestic counterparts to innovate and transform and upgrade, and overcome the disadvantages of small scale enterprises. Some experts argue that China's service outsourcing enterprises need to transition from com-

mercial process outsourcing and information technology outsourcing to business process outsourcing and knowledge process outsourcing, from passive to active services outsourcing business.

A survey of China service outsourcing research center showed that about 73% of the companies believe that the lack of talent is the main problem during its development, and with close to 50% of the respondents think that it is difficult to enroll to the right and senior talent, and the average gap is about 20% to 30%, at the same time, output of China's service outsourcing industry per person is less than \$30000. These data show that the most prominent problem of service outsourcing industry is talent supply cannot meet the need of the rapid development business, especially high-level talent is scarce. Qian fangli said that main factors affecting the transformation and upgrading of China's service outsourcing enterprises is that high-level talent supply can't meet the needs of industrial development, both the leading talents who can lead the industry or a field direction and International talent who have international vision, channels and experience are very lack.

THE CURRENT SITUATION OF CHINA'S SERVICE OUTSOURCING TALENT TRAINING

Service outsourcing industry has some characteristics such as high turnover, a large number demand for talents and mass recruitment. The colleges and universities has become the important bases of service outsourcing talent training in our country, many of who have reformed the teaching system to develop service outsourcing talents. The main mode has the following two categories:

Reforming talent training teaching system and curriculum system

According to the demand characteristics for knowledge and ability of service outsourcing talents, most universities have reformed the teaching system and curriculum system. For example, based on the experimentation area of national and Beijing service outsourcing talents training, Beijing Union University had constructed a framework of cultivating talents in "one

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body two wings”, and had built a implementation plan of curriculum system of “three three shunt”. One body refers to service scientific knowledge, service consciousness and service ability. One of the two wings is the information technology application ability with other is service outsourcing work ability. “Three three shunt” refers to three stages which are categories training and public infrastructure, shunt training and professional ability, comprehensive application and career oriented and training three types of service outsourcing talent who are ITO, BPO and KPO. In the specific implementation, Service outsourcing experimental classes is established, curriculum system is reformed, service outsourcing courses were built, the teacher is trained, the school-enterprise cooperation is widely carried out such as building the off-campus practice base, and the participating enterprises have Vince etc.

University of International Business and Economics has attached some course related to service outsourcing such as financial business management, financial information management in the information management and information systems professional curriculum system, and the goal is to cultivate outsourcing talent of financial industry.

Training service outsourcing talents by a variety of school-enterprise cooperation mode

On the basis of fully studying the needs of service outsourcing enterprises, combining the reality of running school, service outsourcing talents have been cultivated in a variety of school-enterprise cooperation mode, for example, school and enterprises to jointly build service outsourcing college or professional, and train service outsourcing talents for a specific enterprise, etc. Hangzhou Normal University has set up Hangzhou International Service Engineering college, has carried out cooperation with many famous enterprises at home and abroad such as Microsoft, IBM, cisco, KaiJie, Neusoft, and has built some cooperation platform such as “international certification exam center of Microsoft IT college”, “IBM experiment center” and “cisco network laboratory”. This college and enterprise jointly compiling textbook which involves financial, computer, foreign language, practice training course, has realized the teacher into the enterprise and enterprise experts into the school in the aspect of teachers. In addition,

the school adopts the “2 + 1 + 1” program mode: to construct public and professional basis in first two years, which school teacher is the main and business expert is complementary; in third years, professional courses and embedded business courses have been arranged, which business expert is the main and school teacher is complementary, at the same time, the school pays more attention to business skills training; in fourth year, to enhance and train the ability through business practice which include business practice and graduation design with the double tutorial system of professional and part-time combining including the school teachers and enterprises experts in order to achieve “seamless connection” between talents training and enterprises demand and a goal for enterprise directional training talents. This model makes full use of the advantage of college education and enterprise practical, is a comprehensive and optimization of formal education and training mode.

In International Service Engineering College of Changshu Institute Of Technology, the credit system has been adopted, the embedded business courses held nearly 23 credits, the teaching content is constructed based on business needs, many enterprises courses are introduced and students can choose courses according to their own needs. The innovative experiment is established in combination with the practice teaching system in which a series of school internal and external academic competition and social practice activities are carried out in Qingdao Technological University.

SERVICE OUTSOURCING TALENT TRAINING UNDER THE BACKGROUND OF BIG DATA TECHNOLOGY

College has carried on the beneficial exploration for the service outsourcing talent training and prepared a large number of service outsourcing talents for the society. However new technologies constantly emerging, the big data era, the service outsourcing industrial upgrading needs more high-level talents with the capacity of new technology and large data. The existing training system be need to further reform.

Training idea of service outsourcing talents

There are some common points both service outsourcing talents and traditional professional talents,

and they are required to achieve coordinated development in three aspects of knowledge, ability and quality. In contemporary society, the knowledge explosion and rate of obsolescence increasing, the ability to obtain knowledge will be more important than knowledge itself, so all kinds of professionals must have the innovation spirit and the innovation ability, the ability of sustainable development. As a result, the same as the traditional professional personnel training, to cultivate service outsourcing talents we should set up a training idea namely the students' development as the center and students' growth as the core value orientation of education.

Professional field of service outsourcing talents training

Outsourcing industry is an important part of modern service industries, which has some characteristics such as high carrying degree of information technology, high added value, low resources consumption, little environmental pollution, high absorption (especially college students employment) ability, higher levels of internationalization etc.. At present, the service outsourcing is widely applied in many fields as IT services, human resources management, financial, accounting, customer service, research and development, product design and so on, which is of universal significance in higher professional talent training. A investigation shows, the most rapid expansion field is IT service, human resource management, media public relationship management, customer service, marketing in global outsourcing services. With the development of service outsourcing industry and the innovation of the service mode, the business scope will be expanded, the business level is constantly improving, the added value of services will also be increased obviously. So the service outsourcing talent is a kind of across the fields compound talents who must have certain professional knowledge and ability, but also with the service field, to face the trend which science and technology is highly differentiated and integrated in modern times. To train service outsourcing talent should be based on and reform the existing professional such as IT technology, human resource management, finance, accounting, etc, and extend service outsourcing knowledge, in order to meet the needs of industrial development and make professional talents more adapt to the needs of service social development.

The course system of service outsourcing talents training

Compared with the traditional professional, there also is obviously different in person's knowledge and ability demand of service outsourcing industry. This kind of talent not only needs possess the professional field knowledge and skills in order to perform specialized tasks, but also must have the knowledge and skills in the service outsourcing field. According to the service outsourcing industry and function, the knowledge and ability which outsourcing talents must possess include: service consciousness and ability; language (international) communication skills; service project management. As enterprise management mode innovation, service outsourcing business based on information technology will be continuous development, and service outsourcing talents should also have the ability of information technology, and especially the emerging technology, cloud computing, 3D printing technology, mobile Internet, the Internet of things, and so on. In addition, big data era, many of the business is based on the analysis and application of big data, talents must have the skill and ability of mining and analysis big data.

Therefore, for training outsourcing talents based on a certain professional, some curriculum should been extended, which are service outsourcing knowledge, interpersonal skills, communication and information technology, data mining and data analysis etc.. in today's world, the development of science and technology is highly differentiation and tend to comprehensive, interdisciplinary widely cross, mutual penetration, many major issues are involved in multi-disciplinary comprehensive subject, the integration and a series of curriculum system should also be emphasized in training talent, and interdisciplinary teaching mode should be run through the whole learning process. The curriculum system of service outsourcing talents training based on a professional field is shown in Figure 1.

Building practical teaching platform by school-enterprise cooperation

Establishing the practice teaching platform through school-enterprise cooperation is an important way to improve the quality of talent training. This platform can promote students' theoretical knowledge combined with

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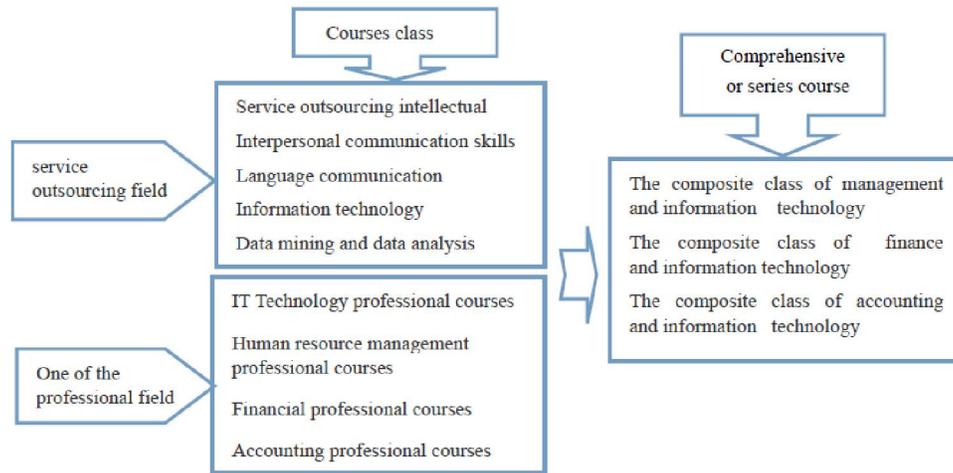


Figure 1 : Service outsourcing talent training course system

practical skills, promote the communication and understanding between enterprise and students, narrow the gap between students and employers demand. The main forms of cooperation are: moving the part of the real business and the development environment into the school; the introducing enterprise experts to teach business practices; industry experts and teachers to work out teaching plans together, compiling teaching textbooks; making enterprises order of curriculum system for customization of talent training; to send students to the enterprise to participate in the work practice, enhance students' understanding for corporate culture and business, also provide a full range of selecting talents opportunities for enterprises.

Other innovation and reform

Considering the development need of students' personality, credit system can be used. The credit system provides a flexible guiding teaching plans and a set of flexible management system, its starting point is to make students' personality all-round and full freedom development, its aim is to cultivate more high-quality talent. Service outsourcing talent training should also actively promote the credit system in order to give them more choices, provide a broad and freedom of choice space for the all-round development of students.

In addition, the teacher team should also be constructed who has rich practical teaching ability. It should be to adjust the teacher evaluation mechanism, so that the teacher have the opportunity to participate in the service outsourcing enterprises and then to accumulate practical experience and improve their ability of prac-

tice teaching, as far as possible to avoid off the junction between school teaching and enterprise practice.

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