1. Introduction
The rapid popularization of higher education plays an important role in providing talents for the reunification and national rejuvenation, which yet make talents cultivation, deviate from the market demand. On the one hand, the society is desperate for excellent talents while on the other hand graduation students are unable to find a job. The fundamental reason for this phenomenon is that the advanced talent training structure is unbalanced which is keen on cultivating academic talents while ignoring the cultivation of applied talents. The expansion of students’ recruitment brings along with development for various universities which yet ask higher requirement [1-2]. To innovate the talent cultivation mechanism for universities is the most direct and clear requirement stipulated in Decision for higher education reform in 3rd Plenary Session of 18th CPC Central Committee which also points out the direction for development. The State Council Standing Committee meeting held by Premier of the State Council explicitly proposed to guide a series of universities to transfer to pay attention to the applied talents cultivation. Under such circumstance, the necessary path for common colleges and universities to achieve continuous development is to innovate the core competence to cultivate high quality applied talents [3-4].

2. The Cultivation Position and Target of Talents
General colleges and universities have to stick to the education philosophy of applied undergraduate education as well as the school operation thoughts of market-orientation, highlight employment, paying attention to quality, strengthening characteristics to come up with the talents cultivation targets of refining professions, strengthening practice and highlight characteristics [5-6].

2.1. Refining Professions
Solid professional knowledge is the basis to cultivate applied talents and schools should obey the...
whole correlation of knowledge structure, and make
general knowledge as guarantee to systematically
grasp the professional knowledge of science and lay
a foundation. The brand of school, faculty quality,
subject foundation, and management experience and
culture background can be powerful guarantee for
students to consolidate their professional knowledge.

2.2. Strengthening Practice

Paying attention to the practical ability of university
students aims to acclimate the development trend
of higher education and cultivate the internal quality
of applied talents. The cultivation of practical ability
is in accordance with the recognition regulation of
university students. Education, as a recognition pro-
cess should demonstrate its subject position-practice.

2.3. Highlighting Characteristics

School characteristics are special connotations
accumulated with a long-term operation. Only when
sticking to the characteristics, general colleges and
standards can form a brand and being competent in
fierce competitive environment. Taking full advan-
tage of the special characteristics of schools and the
social demand, setting multidisciplinary specialty as
well as urgently wanting specialty, teaching students
according to their aptitude with classified guidance,
determining the cultivation direction based on
individual personality can help to improve students’
employment ability [7-8].

3. Two Stepladder-type Educational Course
Platforms-refining Professions

3.1. General Education Course Platform

General education course platform is divided into
general courses for whole school and general course
for certain majors. General courses for whole school
are public elementary courses opened for all majors
while general courses of certain majors are opened
for some special majors.

3.1.1. Properly Construct Knowledge Structure
       and Scientifically Promote General Education

Adhering to the quality education philosophy, strengthening public elementary courses and basic
courses, scientifically construct the knowledge struc-
ture for students and strengthening the basic knowl-
edge as well as basic quality cultivation are necessary
methods.

3.1.2. Introducing Excellent Teaching Resources
       and Laying a Solid Professional Basis

The teaching quality assessment system can be ad-
opted to carry out the system for teachers to take up a
job through competition which can maximize the ex-
cellent teacher resources with a high sense of respon-
sibility and good teaching effect. Besides, schools
have to consolidate the basic knowledge.

3.2. Professional Education Course Platform

Professional education course platform include
professional basic course, specialized course, elective
course and practice. The setting of professional basic
course and specialized course should be set according
to the professional features and sticks to the principle
of improving students’ ability. The setting for elec-
tive course should adhere to the principle of devel-
oping students’ personalities based on expanding the
knowledge structure. The practice should adhere to
the continuous system for four years, including cog-
nitive practice, specialized investigation, professional
internships and employment practices.

3.2.1. Focus on Basic Course and Specialized
       Course

Colleges and universities have to construct a
stepladder-type teaching system from cultivating ba-
sic courses and specialized courses to cultivate spe-
cialized talents from the perspectives of knowledge
structure, ability quality, and adaptation. Based on the
target of cultivating specialized talents, basic courses
should be carried out in the freshmen year while spe-
cialized courses can be carried out after stepladder
year.

3.2.2. Distribute Professional Training and
       Strengthen Complementary Advantages

Divide the majors into superior majors and com-
mon majors to carry out distribute training. Superior
majors are brands of school which have created a sta-
able and good pattern in terms of recruiting, training,
and employment. Common majors can take advan-
tage of superior majors to positively develop interdis-
ciplinary courses with independent settings.

3.2.3. Break the Major Barrier and Pay Atten-
       tion to Interdisciplinary Knowledge

It takes employment as the direction, focusing on
reforming the teaching plan arrangement and launch-
ing cross-disciplinary special courses, allowing in-
terdisciplinary education, paying attention to the
comprehensive integration of knowledge to break the
major barriers.

4. Three-level Complete Practice Teaching Sys-
   tem-strengthening Practice

Introduce the teaching philosophy of practice into
practical teaching system, take a three-level complete
practice teaching system based on split level, step by
step, four-year continuous teaching so as to facilitate
the reform innovation. Gradually build a cognitive
practice layer, comprehensive simulation practice
layer and innovative practice layer.

4.1. Cognitive Practice Layer

The aim of cognitive practice layer is to help
students grasp and understand the basic theoretical
knowledge based on cognitive testing which is made up of professional basic testing and comprehensive testing.

4.2. Comprehensive Simulation Practice Layer
The aim of comprehensive simulation layer is to further improve students’ practical ability and implementation ability via simulated operation process based on grasping the comprehensive application knowledge, which tries the utmost to make students extensively participate in work and find out the most appropriate and is made up of comprehensive testing and training projects.

4.3. Innovative Practice Layer
The aim of innovative practice layer is to pay attention to cultivate their innovative ability in the premise of grasping the basic knowledge and comprehensive practical ability. It enables students to complete the operation related to enterprise and finance while taking real enterprises as cases to know the profit and loss, which can help students have practical experience like participating in real social economic activities to gradually cultivate their innovative ability.

5. Expanded Special Cultivate Models-highlighting Characteristics
Adhere to implement the teaching approach based on internal class teaching and out of class activities so as to realize open practice teaching, encourage students to study independently, fully mobilize the enthusiasm and initiative of students. What’s more, schools can develop expanded and flexible cultivation models such as academic competitions, community Club, school and enterprise Alliance, industry research, scientific research innovation and students can be granted with quality grades and the main contents as well as approaches show as follows:

5.1. Academic Competitions
Encourage teachers and students to actively participate in influential professional skills contest to cultivate students ‘ competitiveness, develop their expertise. Through participation in academic competitions, their learning, practical and innovative ability can be improved.

5.2. Community Club
Actively promote the development of students ’ professional associations, and guide students to develop professional and innovative activities which can develop their abundant skills, team spirit as well as leadership skills and practice innovation skills a variety of Club activities, develop students ’ professional skills, teamwork and leadership skills.

5.3. School and Enterprise Alliance
The alliance can help to train applied talents, who can take the initiative to adapt the changing social needs. The working experience via alliance can help students learn the production model, and running philosophy of enterprises, which can also help them establish cooperation relation with enterprises and is beneficial for their employment after graduation.

5.4. Industry Research
Organize students to design questionnaire, survey, data analysis and write articles to help them fully understand their professions too scientifically and correctly plan for the future.

5.5. Scientific Research Innovation
Schools should encourage students to independently carry out research activities or actively participate in teachers ‘ scientific research project, regularly organize students to apply for research report and support them on excellent projects. What’s more, schools have to regularly hold exchanges meetings in terms of graduate entrance exam, scientific research innovation and research project application. As a result, students can innovate their thinking ability after referring to literature, improve their practical ability while participating in experiment which are beneficial for employment.

6. The Guarantee System for Applied Talents Cultivation

6.1. Policy System Management Guarantee
Launch series rules and regulations to standardize the school teaching and management. Students are encouraged to participate in various skill training classes, specialty classes, professional skill competition to carry out innovation and entrepreneurship. Besides, capitals should be appropriated to encourage and award excellent students and tutors.

6.2. Faculty Team Construction Guarantee
Build a dynamic teaching team dominated by full-time teachers supplemented by part-time teachers. Besides, these teachers have proper age, education background and title structure. Moreover, teachers can be assigned to cooperative enterprises to be trained, professional skill training can be carried out and enterprise managers with abundant working experience can be recruited so as to optimize the faculty structure.

6.3. Teaching Management Platform Guarantee
Construct a multifaceted, three-dimensional and connected information platform for teaching so as to realize the modernization of teaching management means. While taking advantage of comprehensive resources such as education funds, time, information, and teaching condition the regulated management for teaching management activities also provides guarantees.

6.4. Teaching Quality Supervision Guarantee
Establish three-level teaching quality supervision organization made up of school, dean’s office and col-
In each term, supervised teacher will randomly evaluate the teaching quality, which can be also assessed based on student evaluation and feedback so as to assess the teaching quality.

6.5. Practical Training Environment Guarantee

Increase education funds; actively promote the hardware environment construction for experiment and training. In spare time, laboratories are open and experiments can be carried out on weekends or in the evening. At the same time, special lectures can be conducted to stimulate students’ enthusiasm. The excellent experimental training environment provides good conditions for teachers’ teaching and scientific research as well as innovative practice for students.

6.6. External Practice Base Guarantee

Establishing talent cultivation mechanism with enterprises to innovate internship model, provide scientific service, deliver talents, combine production, teaching and research, provide professional training can greatly improve students’ practical, innovative and entrepreneurship capacity.

Conclusions

Hebei University of Economics and Business is one of the ten key universities in Hebei. After years of exploration, especially the teaching practice reform in recent five years, Hebei has gradually developed its applied talents cultivation characteristics, winning good effect. For example, students won various awards in Challenge Cup, China Undergraduate Mathematical Contest in Modeling, National ERP Board simulation Contest. Since 2009, 293 students won national and provincial level awards. In 2012, our university was rewarded as the Exemplary Career Center in Hebei. What’s more, various Medias have reported the applied talents cultivation model of us which wins extensive support among students, parents and society. In recent years, the employment quantity as well as quality keeps a good momentum, winning unanimous praise among enterprises. To
conclude, we have made a positive contribution to the national and local economy.

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