

Research on Collaborative Education Model from the Perspective of Industry-Education Integration and School-Enterprise Cooperation

Jiawei Chen

Shanghai Publishing and Printing College, Shanghai, 210000, China
zzstgy@126.com

Keywords: Production-education integration, school-enterprise cooperation education

Abstract: The production-education integration platform is an important carrier for higher vocational colleges to carry out production-education integration and school-enterprise cooperation, aiming to achieve collaborative education and high-quality talent training. According to the requirements of the "Double High Plan" construction project, higher vocational colleges should innovate the form of the integration of production and education, carry out scientific and technological innovation and technical exchange through the platform, fully integrate the university-enterprise resources, actively build the university-enterprise cooperation platform, improve the employment competitiveness and comprehensive quality of students, and cultivate high-quality skilled talents needed by society and enterprises.

1. Introduction

According to the newly revised Vocational Education Law of the People's Republic of China, the type positioning of vocational education is highlighted, the adaptability of vocational education is enhanced, the system architecture of deep integration of industry and education is improved, and the responsibilities and division of labor of governments at all levels, competent industry departments, enterprises and other institutions in the implementation of vocational education are refined. It is clear that the integration of industry and education and the cooperation between schools and enterprises are the key to running vocational education well [1]. This study aims to build a new height and new way of talent training mode which highlights the combination of industry demand and professional characteristics in higher vocational colleges, and provide reference for achieving the goal of collaborative education.

2. Build an Education System That Fully Integrates Production, Education, Schools and Enterprises

2.1 Secondary Industrial Port

In "Modern Vocational Education Planning" clearly put forward: "industrial culture into education, enterprise culture into campus, vocational culture into the classroom". Industrial culture

is an important part of school-enterprise cooperation. The main goal of school-enterprise cooperation is to promote the deep integration of industrial culture and campus culture. The current economic development mode is constantly changing, many industries are in the critical period of transformation, the development level of industrial culture education is relatively backward, the whole vocational education of industrial culture education is also in the initial stage of exploration, college education is difficult to meet the needs of enterprise development. Based on this, it is especially important to strengthen the cooperation between universities and enterprises, integrate industrial culture into vocational education, cultivate high-quality technical talents, and realize the healthy and sustainable development of vocational education.

First, the surrounding countries and the area of strategic emerging industry base planning and construction, the excavation of the industry development needs dynamic docking mechanism, strengthen the government responsibility, strengthening coordination and overall planning, policy support, promote the school to depth cooperation, service area development, realize the industrial chain and professional group of accurate docking, promote the development of education and industry depth fusion; Second, direct docking industry chain, the construction of characteristic industry college, according to the characteristics of school, choose the local enterprises to create “industry institute”, to encourage the diversification of vocational colleges get deeper development of fully integrated resources, face-to-face focus on key industries to provide knowledge service, build the platform, integration of fully adapt to the trend of the development of the information age [2]. Third, build an industrial cluster with the participation of multiple subjects, government support, participation of universities, and operation by enterprise executives. Guided by the market, the park introduces management, gathers the strength of the government, universities and related enterprises, pays attention to the strategic design of regional industrial bases and the development of industrial clusters, cultivates characteristic regional industries, and gives FULL play to the function of higher vocational colleges in serving the society. Fourth, to forge correct values with excellent industrial culture. Through the dissemination of industrial culture, higher vocational colleges realize the purpose of personnel training and educational service. By mastering industrial knowledge in advance, working close to reality and strengthening practical ability, students can have a better understanding of enterprise culture and industrial culture, help students have a more comprehensive understanding of occupation and industry, and find their own positioning, which is conducive to students to develop correct values and broaden the implementation path for vocational education.

2.2 Secondary Enterprise Port

Enterprises are deeply involved in and closely build the “zero-distance” school-enterprise integration system. Enterprises and schools have many similarities in business development, scientific and technological innovation, personnel training, technology research and development, etc., and it is indispensable to deepen the training of applied technology talents in the future. Since the beginning of the new century, in the stage of “combination of production and education”, vocational education has developed vigorously, and trained a large number of high-quality personnel, which has made a significant contribution to the high quality of the national economy. In recent years. The modern vocational education system in China tends to be perfect. The main role of enterprise education is given sufficient attention. The characteristic of “industry-education integration” is obvious. From the perspective of vocational education practice, enterprises play an important role in vocational education, which needs the coupled system support system of government, school and enterprise to give full guarantee [3].

Factors: first, the comprehensive promotion of the implementation of “dual system” skills training mode, build cooperation platform between colleges and enterprises combining with the

actual production cooperation teaching, research, joint to carry out the scientific research and technological innovation projects, promote enterprise technology research and development, production training, recruitment and other improvements, reduce time costs, increase enterprise economic benefits and staff benefits; Secondly, enterprise tutors are hired as part-time professional teachers to teach students in the classroom, introduce new ideas and new technologies of the enterprise, help students broaden their horizons, build research confidence, guide students' professional enthusiasm, and provide support for freshmen 'seminars, cognition practice, and teaching implementation of core courses of professional courses. The teachers in the school are the main ones, and the part-time teachers in the enterprise participate in the teaching activities to give play to the enlightening role of the enterprise. Third, we will cooperate with enterprises to establish an internship practice platform to support students' work practice and graduation design and other teaching links. While supporting the visiting experience of cognition and practice, the enterprise technology or products are used to build class facilities or experimental platforms, introduce mainstream technology into the classroom, maintain the advancement of course content and technology, carry out corresponding training and provide guidance for students' practice. Fourth, co-build courses with enterprises to cultivate students' ability to apply in the field. Advanced concepts and technologies of enterprises are introduced into the course content, and mature cases or platforms of enterprises are used to implement teaching activities. Teachers will also co-build teaching materials or teaching cases with enterprises to promote the professional development of enterprise teachers, increase their voice and sense of belonging, and enhance their social status.

2.3 Port from the School

As an important type of college to cultivate social practical talents, higher vocational colleges urgently need to find a breakthrough from the integration of industry and education and school-enterprise collaboration to promote the innovation of education mechanism in the face of the changes in the environment of education development. We must make every effort to integrate industry and education, and promote coordinated education, with the aim of serving economic development and industrial transformation and upgrading, and with the goal of improving vocational skills and achieving high-quality employment. As an important bridge of industry, enterprise and students, the main position of education will not change. Higher vocational colleges realize mechanism and system innovation through school-enterprise cooperation and education, so as to promote scientific and technological innovation and talent transformation [4]. In a professional, regional industry development as the goal, by service innovation management system, the total research result on the talent training scheme, construction of curriculum system and practice base, develop talent training standards, the course content and professional standards and docking dock with the production practice, the teaching process, to explore the modern apprenticeship, orders and other personnel training path, Effective implementation of school-enterprise collaboration education common plan.

First, strengthen the top-level design, overall planning of the integration of industry and education, school-enterprise cooperation and collaborative education of education policy. Build a powerful organization guarantee, increase capital investment, build high level professional area Shared training base, improve the level of cooperation between colleges and with industrial chain upstream enterprises especially the national famous enterprise, industry leading enterprises, new kechuang depth cooperation, makes the “double double” teacher training base, training “double influence” professional leaders, backbone teacher teacher. Second, we should actively transform professional courses to meet the development needs of import industry, strengthen the integration of industrial culture, and actively transform professional courses. Strengthen the traditional culture,

industrial culture, work values education and other related courses, pay more attention to the students in the process of working experience and vocational skills, work skills and work ability. From the knowledge - based structure to the working process - based ability - based structure, do work - based alternating, increase the proportion of practical courses, practical training courses. Thirdly, schools should improve the assessment mechanism and create a good environment for teachers to promote them to participate in various cooperative activities in the process of improving their cultural literacy. An atmosphere of industrial culture education should be created in the school, so that teachers can strengthen the accumulation of their own cultural deposits in the process of work, and improve the relevant educational ability. The establishment of a good incentive mechanism can maximize the enthusiasm of teachers, promote teachers to change the new teaching materials, use new teaching methods and promote the formation of new teaching ideas in the process of their own strength [5]. Fourthly, in order to ensure good teaching quality and the achievement of ability and quality indicators, schools and enterprises should jointly study and establish a diversified and process evaluation system based on ability and quality indicators. The evaluation of students' learning effect is based on the participation degree of enterprises in each collaborative education link, and on the basis of process and multi-perspective evaluation mechanism, the evaluation mechanism of collaborative education effect including enterprise evaluation is improved.

2.4 From the Student Port

Master leads the door, practice in the individual. Students need to pay equal attention to, the professional quality of cultivated manners and humanities cultivated manners to consciously train the practice innovation ability of self, to meet the needs of social and economic development of talent, strengthen the students' manipulative ability of the social responsibility of training, enhance creative consciousness, collective consciousness and cooperative spirit, enhance learning, cultivating the sustainable development of professional ability. To overcome the “slow employment”, “lazy employment” bad ideas, as soon as possible to establish positive values, correct values, as soon as possible to prepare for employment, as soon as possible to complete the transformation of students to workers, in the work to realize their own life value.

First, strengthen value leading, actively participate in the second classroom. Enrolled began to conduct a comprehensive career education and employment as the guidance of employment, the academic employment channels is given priority to with technology innovation, study the cultural development of industry, understand the basic knowledge, industry development and the status quo, causes the student to fully understand the actual requirements of social enterprises for staff, understand the employment situation, completes the career planning, Enable students to acquire rich theoretical knowledge, understand the modern production background, understand the latest industrial situation and the future development trend of the world. Second, to increase workplace experience training, strengthen students engaged, according to the professional characteristics, increase the skill training, science culture, the product development process such as strengthening the consciousness of students industrial training project, in the process of curriculum practice ability, reduce its unilateral passive to accept knowledge, fully combining theory and practice, is given priority to with practical teaching of knowledge is complementary, Try to do more and say less, enhance students' practical ability, cultivate creativity. Third, pay attention to the significance of Career Planning and Innovation and Entrepreneurship courses, start in advance, plan in advance, fully understand yourself, rationally Orient yourself, set clear position goals, and strengthen adaptability to the position through continuous practice. Fourthly, learning is promoted by competition. For discipline competition, students are encouraged to participate in a variety of

discipline competitions to solve the relevant technical problems set by enterprises, which mainly cultivate students' innovative problem-solving ability, teamwork ability and communication ability, and broaden their horizons through competition.

3. Conclusion

In recent years, driven by the rapid development of national economic construction and promoted by the government, higher vocational education has been paid more and more attention. However, there are still serious shortcomings in cultural education. Combining the integration of industry and education, school-enterprise cooperation, give full play to the advantages of industrial culture, integrate industrial culture into vocational education, and deepen the integration of industry and education. The production and training process will be transmitted to the classroom in real time to enrich the career development theory of college students and enhance the awareness of innovation and entrepreneurship. To build a platform for technical services and professional construction to better serve regional economic development, scientific research and technology level, and students' skill training. Education of higher vocational colleges should actively carry out industry culture education practice, based on industry, service industry, integrated industry, promote the professional teaching, promote the talent training, support for the industry reform and development, formation of “production, study and research, with” integration, the innovation of the industrial chain upstream and downstream supply and demand combined with entrepreneurial practice educational environment, more high quality technical personnel for the society.

References

- [1] Hu Dan, Tian Zhaoping. *Research on the system of enterprises' main role in vocational education in China [J]. Exploration of Higher Vocational Education*, 2022, 21(05):59-66.
- [2] Shi Guoxin. *Research on Educational Practice Path of Industrial Culture Docking Based on School-enterprise Cooperation [J]. Enterprise Reform and Management*, 2022, (17):155-157.
- [3] Du Jinlian, Jin Xueyun, Su Hang, Wang Dan. *Exploration of school-enterprise collaborative education mode for computer majors [J]. Computer Education*, 2022, (08):1-4+10.
- [4] Lu Peijie. *Strengthening School-enterprise cooperation and exploring talent training Model [J]. Human Resources*, 2022, (14):50-51.
- [5] Sun Yi. *Innovative Thinking on School-enterprise cooperation talent training Model [J]. Human Resources Development*, 2022, (14):63-66.