

Exploration and Research of Enterprise Ideological and Political Work to Improve the Quality of Talent Training in Modern Industrial Colleges: Take Zhongkai College of Information Technology, Huizhou University as an Example

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Abstract: Building moral character is the fundamental goal of cultivating talents in colleges and universities. At present, the study of enterprise thinking and politics work is often limited to state-owned enterprises and the scope of enterprise management. And there are many problems and huge challenges in the work of enterprise thinking and politics; the thinking and politics education work of colleges and universities has its own limitations and does not fully integrate with the actual situation to dovetail with the development needs of enterprises. The development of modern industrial colleges signifies that the talent cultivation of colleges and universities will be integrated into the development of enterprises to a greater extent, giving play to the advantages and role of collaborative education of enterprises. The current situation and problems of enterprise thinking and government work are analysed in depth. Put forward theoretical suggestions for the cultivation of talents in industrial colleges.

1. Introduction

In 2020, the General Office of the Ministry of Education and the General Office of the Ministry of Industry and Information Technology issued the "Guidelines for the Construction of Modern Industrial Colleges (for Trial Implementation)" (hereinafter referred to as: the Guidelines) [1]. The guide points out that: adhere to the cultivation of people. With the fundamental task of establishing moral education and improving the ability to cultivate talents as the core [2,3]. Promote a close match between the supply side of talent training in schools and the demand side of industry [4-6]. Cultivate high-quality talents that meet the needs of high-quality industrial development and innovation [7, 8]. It can be seen that the modern industrial college talent training standards should not only be closely

integrated with the characteristics of economic development and industry development, but also focus on ideological and political education [9,10]. Promote the overall development of the comprehensive quality of talents. Therefore, cultivate college students with a solid professional foundation, good moral cultivation and correct values. It is of great significance to the development of individuals, enterprises and society.

In 2018, Huizhou College and Zhongkai High-tech Zone Management Committee jointly built the Zhongkai Institute of Information Technology (Zhongkai Institute of Information Technology) of Huizhou College. A construction cooperation agreement was signed. As of December 2020, Zhongkai Information Institute has been awarded the title of "Model Industrial College of Guangdong Province". With the signing of the second phase of the construction cooperation agreement in 2022, the College has embarked on further development. According to the characteristics of the guidelines, the training of talents in the future industry college needs to make full use of the advantages of industry enterprises to educate people. Therefore, in the process of building a modern industrial college, the research on the issue of corporate thinking and political work not only affects the quality of talent training but also has important practical significance.

2. The Basic Status of Corporate Thinking and Political Work

2.1. Basic Information of the Relevant Enterprises

The researcher visited 20 enterprises according to the needs of the study. Among the enterprises visited, the following three types of enterprises were mainly visited: firstly, they cooperated with the School of Industry and received more than 10 people in total in the past three years; secondly, the location of the enterprises was within the jurisdiction of Zhongkai High-tech Zone; thirdly, they were enterprises related to the profession of Zhongkai Institute of Information Technology, i.e. enterprises with a focus on electronic information. The enterprises visited are mainly private enterprises. Among them, 6 are listed enterprises and 14 are small and medium-sized enterprises. Another phenomenon reflected in the survey is the innovation of talent cultivation mode of industrial colleges. The degree of school-enterprise cooperation is deepening. The mode of cooperation has been optimised and the time spent by students in practice teaching in enterprises has increased. The model of the Industrial College is being recognized by more and more enterprises. More and more companies are expressing their willingness to take on more students to carry out practical teaching in their companies.

2.2. Basic Information on the Development of Corporate Thinking and Politics

According to the results of the visit, there is a clear gap between enterprises of different sizes in terms of corporate thinking and politics. Listed enterprises have relatively well-developed systems in terms of talent growth and training, with offices for corporate thinking and government work. Some enterprises are also equipped with staff thought exchange activity rooms, study rooms and training rooms. Staff ideological construction is driven by organisational construction. Small and medium-sized enterprises, on the other hand, focus more on economic returns. There is a relative lack of talent training and staff ideological construction. During the visits and surveys, it was found that the level of corporate ideological work was uneven.

2.3. Problems Prevailing in Corporate Thinking and Political Work

2.3.1. Lack of Attention to Corporate Thinking and Political Work

The neglect of corporate work is the most important problem in the thinking and political work of

many companies. The development of corporate thinking and political work depends to a large extent on the perceptions and attitudes of those in charge of the company. The prevalent private enterprises have a cognitive bias towards corporate thinking and political work. They believe that the work of corporate politics does not bring effective economic benefits to the company. And they think that the work is idle. As a result, the political work in private enterprises is carried out by non-professional staff. It is even treated as a part-time job. For a long time, this has led to a lot of private enterprises' political work not being effectively improved. The political work team of the enterprise cannot adapt to the development needs of the enterprise, and even bring negative impact to the development of the enterprise. Therefore, the main problem of corporate political work is to change the thinking and attitude of those in charge of the enterprise. At the same time, it is necessary to improve the equipment of the enterprise's thinking and political work team. Promote the professional and vocational construction of the enterprise thinking and political work team.

2.3.2. Lack of a People-centred Culture

Corporate thinking and political work is formalised, goes through the process and lacks a human-centred philosophy. Leading to the rigidity of corporate thinking and political work is another important factor in the prevalence of enterprises in conducting corporate thinking and political work. This is more obvious in private enterprises, especially small and medium-sized private enterprises. Due to the constraints of economic development. In the process of formulating measures and implementing them, the enterprise think-politics workers are detached from the concept of people-oriented. There is also a lack of awareness of the connotation of corporate thinking and politics, and they are used to doing it in a traditional way in corporate thinking and politics work. Lack of innovation, detached from the actual, can not reflect the role and advantages of thinking political work to drive the development of staff quality.

2.3.3. Inadequate Organisational Security System

There is no shortage of communication departments and human resources departments in many companies. Examples include talent development and training departments, staff psychology workshops and trade unions. In particular, professional thinking departments have been improved in listed companies. However, these departments struggle to bring their role and strengths into play in practice. The key problem lies in the lack of effective organisation and sound institutional safeguards. In small and medium-sized enterprises in particular, the management system of the company's thinking and political work lacks systematisation and specialisation. The various types of thinking and political work carried out are virtually useless. In addition, some enterprises are restricted by the development of the enterprise and are not equipped with a corresponding thinking and politics studio. Usually an office or meeting room is used as a temporary substitute. In terms of funding, it is also impossible to get effective protection. This has made it difficult for the political work of enterprises to play its proper role.

3. The Relevance of Corporate Thinking and Political Work in the Training of Talents in Industrial Colleges

3.1. Establishing Good Professional Values

Ideological and political education is an important course in the cultivation of talents in universities. It not only cultivates students' good moral cultivation. Promote the development of students in front, but also an important foundation for students to grow and become successful and on the road of life. Modern industrial college talent training in. The degree of collaborative education of enterprises is

increasing, the link of enterprise education is gradually increasing, and the work of enterprise ideology is particularly important to the cultivation of talents in industrial colleges. Therefore, when students carry out practical teaching in enterprises, good enterprise thinking work not only makes students more clearly understand the guidelines of the profession and the future employment situation. At the same time students are able to perceive themselves more clearly and judge their own position accurately. Thus, they can cultivate good professional values.

3.2. Promoting the Development of Students' vocational Mindset

In the training of talents in industrial colleges, more attention is paid to practical teaching than in the traditional training of talents. The length of practical teaching is increased, the content of practical teaching is enriched and the process of practical teaching is promoted to be more full. In this process, students' psychological quality and professional mentality will be further enhanced. At the same time, students will be made more deeply aware of the importance of teamwork and the cultivation of collective concepts. On the other hand, good corporate thinking work further stimulates students' awareness of core socialist values. It provides a platform and opportunity for them to practise and cultivate good ethical behaviour. Promotes students to be able to get along and communicate better with others in their work and life, and helps them to develop their professional mindset. Lay a good foundation for future employment.

3.3. Strengthening Labour Awareness and Cultivating the Spirit of Hard Work and Hardship

Hard work and endurance are traditional Chinese virtues, and promoting labour education to cultivate labour awareness is also one of the important objectives of talent training. Usually, the collaboration between schools and enterprises in educating people and strengthening the practical teaching link itself provides a good opportunity and platform for students' labour education. However, if the advantages and functions of corporate ideological work can be fully utilised, the effect on the cultivation of students' labour awareness will be even more significant. At present, all recent university graduates are mainly post-zero. In their life and learning experience, there is a great lack of platforms and opportunities for labour education. In the age of intelligence, much of the manual work of the past has been replaced by intelligent equipment. As a result, students born in the new century have little opportunity for hard work.

4. Comparative Analysis between University Civic Education and Corporate Civic Work

The main purpose of universities is to train talents, combining the characteristics of social development and training talents to adapt to society. Enterprises aim more at creating economic gains. Therefore, there is inevitably a deviation between the training of talents in schools and the education of employees in enterprises. The same difference exists between the two in terms of thinking and political work. This has led to a difficult situation of docking between the political thinking education of universities and the political thinking work of enterprises.

4.1. Characteristics of Deviant Performance of School-enterprise Thinking

4.1.1. Deviation in Content Implementation between Schools and Enterprises

There is a large deviation from the basic content of the Civic Education work in colleges and universities and the Civic Education work in enterprises. In colleges and universities, there is a clear lack of thought education on the future employment or career aspects of students in the thought

classroom or other thought education courses. There is also a large separation between the theoretical knowledge taught and social reality. There is a lack of education on professional ethics and relevant legal and regulatory content in students' future workplace positions, with an emphasis on theory rather than practice. Students tend to stay on the surface when receiving Civic and Political Education, and are unable to achieve a good educational effect. In contrast, the political work of enterprises is based on the actual situation, and the scientific and rational nature of the methods and means are insufficient. Some enterprises carry out through simple and rough or even oppressive ways. The content and way of thinking and political work between universities and enterprises lead to a situation where it is difficult for both sides to dovetail in the actual process.

4.1.2. Lack of Realistic Carriers for School Thinking and Political Education

The emphasis on theory over practice in higher education is still a major problem that needs to be solved. In recent years, a great deal of work has been done in the work of thinking politics in colleges and universities. Attempts to constantly innovate and reform, the full implementation of the course of thinking politics has achieved certain results. However, the focus on theory in the process of thinking and politics education is still a relatively serious phenomenon and lacks an effective carrier. Civic politics in enterprises, on the other hand, is based on the actual situation of front-line positions. As a result, it is difficult to truly integrate the previous Civic Education received by students into the actual work after they enter the enterprises.

4.1.3. Neglect of Civic Work in School-Enterprise Cooperation

In school-enterprise cooperation, there is often insufficient emphasis on the ideological aspects of student work at the leadership level. There is more of a bias towards students' professional development and skills enhancement. On the other hand, once students enter the enterprises for practical sessions, they are usually occupied with practical work and neglect to learn about ideology and politics. The enterprises, on the other hand, focus more on economic benefits and do not really implement the cultural concepts and ideological work of the enterprises. This has led to a large deviation in the ideological and political engineering between universities and enterprises. It is also a major challenge in the cultivation of human school-enterprise collaborative talents.

4.2. Reasons for the Differences between School and Enterprise Thinking and Government Work

4.2.1. Different Attitudes towards Civic Education between Schools and Enterprises

As we all know, the cultivation of talents in colleges and universities takes the establishment of moral education and the cultivation of talents with all-round development of moral, intellectual, physical, social and aesthetic qualities as the fundamental goal. Both public and private colleges and universities, as specialized talent cultivation institutions attach great importance to Civic Education. As an enterprise with profit as the main purpose, students enter the enterprise mainly for professional development and skill enhancement. There is a lack of ideological and political education, especially for small and medium-sized enterprises in transition or development. Therefore, the different degree of importance attached to the ideological education by schools and enterprises is one of the important factors leading to the resistance of both sides in integrating ideological work.

4.2.2. Poor Communication between School and Enterprise Thinking and Education

Another reason for the difficulties arising from the ideological work of both schools and

enterprises in the training of students is the lack of effective conditions and the failure to establish a good communication platform. In fact, both schools and enterprises can realise the importance of ideological education for students or employees. However, they are unable to achieve effective implementation due to practical difficulties. In particular, there is a lack of effective communication and coordination platform during the process of practical teaching sessions for students to enterprises. There are reasons such as the lack of timely feedback when problems arise in students' ideological education.

4.2.3. Limitations of Civic Education in Schools

The current school's Civic Education is more confined to be conducted within the school. There is no effective combination of social resources such as industries and enterprises. This has led to the phenomenon of closed-door thinking and political work in schools. On the other hand, the teachers' own teaching level of Civic and Political Science is insufficient. Both teaching methods and content are relatively boring. Purely theoretical teaching in the classroom has become the mainstream of Civic Education. It is not closely integrated with the realities of students' future job situations and employment problems. Therefore it is difficult to achieve the effect of Civic Education.

5. Suggestions for Corporate Thinking in the Training of Talents in Industrial Colleges

5.1. Both Sides have Clear Objectives and Promote a Division of Labour

The goal of Civic Education in colleges and universities is to establish morality and cultivate positive and healthy thinking. Promote students to develop a good outlook on life and values. The goal of ideological work in enterprises should be to take university growth students as an important foundation for the long-term development of the enterprise. To improve the overall quality of the enterprise, to ensure that the staff of the enterprise are physically and mentally healthier, and to create greater social benefits. Therefore, the essence of the thinking and political work of both the university and the enterprise is the same. Both sides should clarify the fundamental objectives of collaborative talent cultivation before cooperation. During the specific promotion process, both sides should divide their duties and work together to ensure that talent cultivation can achieve the desired effect.

5.2. Strengthen Enterprise Screening and Enhance School-enterprise Interaction

It is an important principle of the modern industrial college guide to adhere to nurturing people and cultivating high quality talents that meet the needs of high quality industrial development and innovation. When training talents, industrial colleges must ensure that ideological education is effectively guaranteed when training talents. Therefore, before identifying partner enterprises. We must strengthen the screening of enterprises, including the enterprise talent training plan, humanistic care, enterprise reputation, etc. for consideration. In particular, enterprises with serious omissions in corporate ideological work should be carefully chosen to cooperate with them. In addition, on the basis of cooperation, it is important not to talk only about basic business work to the neglect of the ideological and political education work. Interaction between the two sides should also be strengthened.

5.3. Reinforcing Process Management and Focusing on Timely Feedback

Process management is a fundamental guarantee for students' ideological education in enterprises. There is a high degree of cooperation between industrial colleges and enterprises to ensure that students' skills and thoughts are enhanced simultaneously in enterprises. With regard to the work of

thinking and politics, industrial colleges can assign experienced college thinking and politics educators to conduct regular exchanges and guidance work in enterprises. In particular, strengthen the exchange of ideas and politics with the personnel management staff of enterprises and direct managers of students or mentors of enterprises. So that they can teach professional skills while ensuring that there is no lack of ideological and political education. At the same time, industrial colleges should establish a good feedback platform. React promptly and make reasonable interventions for students when problems arise. To ensure that students in the long-term corporate learning life of the Civic and political education work to be effective there is a guarantee.

6. Conclusion

The teaching mode of industrial colleges continues to reform and innovate, and the proportion of teaching undertaken by enterprises continues to increase. The influence of corporate thinking and political work on the cultivation of talents in colleges and universities has also increased. At present, there are still many shortcomings and challenges in the work of corporate thinking and politics. Industrial colleges should break through the bottleneck and seize the important and difficult points. Solve the key problems in talent training and seek the best ways and means in school-enterprise cooperation. Give full play to the advantages and role of school-enterprise education.

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