A Discussion on College-Enterprise Cooperation from Cultural Perspective

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ABSTRACT

College-enterprise cooperation is the inevitable trend of the development of vocational colleges and the objective requirement of economic development for education. Cultural integration of colleges and enterprises is the inner need of existence and development of China’s higher vocational colleges. During the college-enterprise cooperation, although there are conflicts between campus culture and enterprise culture, the two cultures’ integration will help promote the development of the colleges, at the same time further promote college-enterprise cooperation. This paper discusses college-enterprise cooperation from cultural perspective, the bottlenecks of integration of enterprise culture and campus culture, ways of cultural integration and cultural integration effect.

INTRODUCTION

College-enterprise cooperation, the important way of cultivating technical and skilled talents, has played an irreplaceable role in the world modern vocational education. In a deep sense, during the process of this cooperation, a new type of culture will come into being, namely college-enterprise cooperation culture. This new type culture, requiring for the integration of campus culture and enterprise culture, will reveal various features from different vocational education cultural ecology. College-enterprise cultural cooperation with high quality will play crucial role to support the healthy development of China’s higher vocational education and higher vocational colleges. [1]

In 1990s, China begun to build higher vocational colleges, and during the past 10 years, China’s higher vocational colleges have been booming. The targets of higher vocational colleges are to cultivate technical and skilled talents with high qualities, who will serve in the front line of production, infrastructure, and management. Although China’s higher vocational colleges grew at high speed, those colleges still focus on hardware building, enrollment, class-teaching, employment and teaching facilities, and they left less energy to

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study, reflect how to build campus culture, let alone integrating campus culture with enterprise culture. For certain extent, campus culture of higher vocational colleges with vocational characteristics have long way to go.

The campus culture construction, based on the college-enterprise cooperation, should embody vocational features and at same time intake enterprise culture. Only by combining and integrating enterprise culture, can higher vocational colleges shape a brand new type of higher vocational teaching setting and better serve the students for their growth. The cultural integration between colleges and enterprises will be conducive to the long-run cooperation, cultural innovation, expansion of overall strength of both parties. The deep integration between campus culture and enterprise culture is all-round and multiple dimensions of cooperation rather than the simple sum of colleges and enterprises.

THE CURRENT BOTTLENECKS OF INTEGRATION OF CAMPUS CULTURE AND ENTERPRISE CULTURE

The smooth integration of campus-enterprises culture should comply with the employment-oriented theory of higher vocational colleges and growth rule of higher vocational students. The essence of this integration is to help students smoothly transfer from campus students to enterprise employees. As matter of fact, most of higher vocational students are not accustomed to this transformation. While analyzing this phenomenon, it is found that most graduates couldn’t adapt themselves to the enterprise culture, which brings about a serious of problems for students both mentally and emotionally, thus greatly influencing the employment rate of higher vocational colleges. [2]

Campus Culture without Vocational Characteristics

Compared with general universities, higher vocational colleges have relative shorter history and haven’t shaped their own theory on college management. Most colleges attach much attention on theory instruction with less focus on field practice while conducting education and management, which deviates from the objective of talents training of higher vocational colleges.

The Mismatching between Campus Culture and Enterprise Culture

According to the survey of graduates’ satisfaction, conducted by China’s higher vocational colleges over years, higher vocational graduates are met with the requirements of employers in the fields of knowledge and skills. But after a short period of their graduation, it frequently happens that graduates are fired by or left the companies. We ascribe this to the lack of understanding on enterprise culture and over-emphasis on the learning of professional skills. As higher vocational students, they should not only focus on their professional skills but also strive to elevate their overall vocational qualities, such as professional dedication, team work, concept of time, thus making them become successful in
workplace. If higher vocational colleges haven’t pay enough attention to the cultivation of these vocational qualities, the graduates of these colleges will find difficulty in conforming to the long-run growth of the companies, and high-quality employment will be merely a cloud-castle. Under current employment policy and situation, having less preparation mentally, graduates could not fit in the needs of front-line work, apply what they learn into work and successfully transfer to be a company employee.

The Sluggish Integration Channels between Campus Culture and Enterprise Culture

Education is the forefront of culture. Higher vocational education, most closely connected with the society, aims at cultivating talents to fit in the needs of society, endeavor to help students achieve Zero Distance between college and enterprises, which puts demands on students to develop the technical skills, actively adapt themselves to enterprise and grow in the workplace. While designing majors, higher vocational colleges haven’t conduct in-depth investigation on the advantages and growing trend of industry, resulting in the shortage of training in the fields of professional skills, professional ethics greatly needed by this industry at college campus and difficulties in satisfying the requirements for graduates.

THE EFFICIENT PATHWAYS TO INTEGRATE HIGHER VOCATIONAL CAMPUS CULTURE AND ENTERPRISE CULTURE

Colleges and enterprise have acquired their own cultures over years of development. The cooperation between them is crossover and contains cross-cultural communication to certain extent, which will inevitably give rise to conflicts in different types. Currently, it is a great challenge for most China’s higher vocational colleges to carry out in-depth integration between campus culture and enterprise culture. To achieve the smooth cultural integration, colleges and enterprise should respect differences as the basis, encourage innovations as the priority; government at different levels should put forward new targets, requirements, implement necessary policy, carry out supporting measures, and respect the decision-making power of both colleges and enterprise.[3]

Cultural Dialogue between Industry and Higher Vocational Education

Industry and higher vocational education should develop strategic dialogue regularly. Through all kinds of dialogues, higher vocational colleges and enterprises from different industries could be able to jointly push the research and development of higher vocational education, which will accelerate the exchanges and communications between colleges and enterprises in different areas and enhance the cooperation among colleges and enterprises respectively, thus having positive impact on the successful cultural integration between colleges and enterprises.
Popularization of Enterprise Culture

At campus, higher vocational college can hold Entrepreneur’ Talk, inviting famous entrepreneurs both locally and nationally, which can introduce the enterprise culture, vocational qualities and professional skills needed in the workplace to the students and increase their recognition towards the future career. Higher vocational colleges can also organize students to visit the enterprises and participate in some enterprises’ activities, which endow students with the opportunity to communicate with the employees deeply, comprehend the requirements for their vocational qualities and professional skills in person, and realize how overall vocational qualities and professional ideology will influence their future. [4]

Cultural Integration in System

Higher vocational colleges, enterprises, educational departments in government, social institutions set up Board of Directors together, which could provide the consultation, guidance and supervision on college-running orientation, development roadmap, talents cultivation, teaching and administration, academic research. Board of Directors could also widely raise educational fund, actively participate in administration, and speed up the conversion of scientific payoffs, and finally achieve extensive cooperation between colleges and all sectors of society. Only by setting up the Board of Directors, can we accelerate the innovation of administration and college-running in higher vocational colleges, promote the higher vocational education to closely connect with the society and economy, increase the educational quality of these colleges, strengthen the academic level, broaden the employment channels for graduates, thus better serving the local economy and society.

Cultural Integration in Design Professional Courses

Higher vocational colleges aim at cultivating talents with technical skills and overall qualities. As for skills, students could not entirely master unless they have practice in the real workplace. It is the vocational posts that decide what professional skills and knowledge students should acquire. Consequently, operating skills and working capabilities of students should be jointly trained by colleges and enterprises, requiring two entities to develop teaching textbooks. While designing the curriculum objectives and content, employment standard and job requirements of enterprises should be took into consideration. When enterprises participate in the curriculum design and instruction, higher vocational colleges should take typical tasks in the workplace, necessary skills required by tasks into the curriculum to scientifically redesign the curriculum, highlighting the vocational features and establishing unique and practical teaching system.
Cultural Infiltration in Instruction Practice

To help students gain understanding of enterprise culture, higher vocational colleges should permeate enterprise culture in the whole process of instruction via all kinds of channels. They should set up courses and lectures about the enterprise culture, use HR management at the company as reference to encourage and punish students, utilize the teamwork spirits to enhance the class management, strengthen the employment guidance with view to staff training in the companies, adjust the expectation of students, and finally increase the competitiveness of students.

The Establishment of Environmental Culture of College and Enterprise

Students can be trained to gain operating capability in the training base, which is the ideal site to integrate enterprise culture. On one hand, based on different specialties, the training base can be fit up to be simulation workshop or virtual factory, highlighting the vocational training activities via putting the operating instruction and slogan on the noticeable places, designing work clothes and chest card to enter the workshop. Higher vocational colleges should try their utmost to build working environment, almost the same as the real setting at the company, where students can get training practice according to the enterprise standards, and the training programs remain to be the precondition for the future jobs of students. On the other hand, at out-campus training base, enterprises, higher vocational colleges should underline the students to obey the regulations and rules there, practice the operation according to standard instruction. Through the out-campus practice, students can gradually comprehend the enterprises in the atmosphere of strong culture, experience the post work and acquire the enterprise culture gradually.

Preposition of Enterprise Culture

Higher vocational colleges could set up the Ordered Class, which is made of students designated by the enterprises usually 1 year in advance. Enterprises could select students from same or similar majors. Based on the requirements of enterprises, HR managers, training specialists, professional teachers together redesign the curriculum, organize the teaching practice. Both professional teachers and training specialists practice the instruction at class. The professional teachers at colleges also can have filed practice at the enterprises during summer or winter vocation to participate in production and management. The exchanges of personnel between colleges and enterprises not only bring the deeper cooperation, but also serve as the cultural exchanges between them.

SUMMARY

Campus is the safe harbor for students to grow, while enterprise is the cutthroat arena for them to compete. From campus life to career life, students need strong capabilities and enough cultural comprehension of both to adjust
themselves to the workplace. In this sense, college-enterprise cooperation could serve as an efficient way to bridge the gap, particularly, the cultural integration between colleges and enterprises will promote the development of higher vocational colleges and achieve Zero Distance for students from campus to workplace.

References