Research and Practice on the Cooperative Education Mechanism of School-Enterprise Cooperation in the Management of "New Liberal Arts"

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Abstract. Under the background of "new liberal arts," based on the characteristics of "big chemical industry" and the integration of the advantages of the school and local enterprises, the paper constructs a complete curriculum system and explores a multi-path collaborative education model from multiple perspectives, and cultivates the new management talents needed by today's enterprises. By sending a large number of high-quality talents to reward enterprises, the college can help enterprises improve the competitiveness of enterprises, and promote the development of the national economy.

Introduction

At the 2018 meeting of the Ministry of Education's industry-education collaborative education program, Wu Yan, director general of the higher education department of the Ministry of Education, pointed out that the construction of "new engineering, new medical science, new agricultural science and new liberal arts." Colleges should explore how to integrate new technology into the cultivation of talents in economics, management, law, literature, history and philosophy, so as to provide students with comprehensive interdisciplinary study and practical training. As an important branch of the development of new liberal arts, the innovative development of economics and management is imperative. Based on economics and management majors, Jilin institute of chemical technology explores the long-term mechanism of school-enterprise cooperation in education, employment, development and innovation. By integrating resources inside and outside the college, the quality of talent training can be comprehensively improved to help build a strong country in higher education with Chinese characteristics.

Under the Background of "New Liberal Arts", the Curriculum System of Economics and Management Majors Should be Constructed

Under the background of "new liberal arts," our school takes the market demand as the guidance, discusses the curriculum system of new economics and management majors, and cultivates new talents in the new era. Before constructing the curriculum system, we should grasp the enterprise's demand for professional talents from the following aspects, such as leading students to visit the job market in Jiangsu, Zhejiang, Shandong and Beijing. Questionnaire survey on graduates; Questionnaire survey on internship enterprises [2]. During the four years in college, we will try our best to cultivate our psychological quality, humanistic quality and technical skills by means of in-class and out-of-class training, simulation and practical training, so as to realize the combination of economic management knowledge with chemical engineering and computer technology and embody the characteristics of interdisciplinary. Refer with: Fig. 1.
New Ideas Should be Embodied in the Concrete Measures to Implement the Collaborative Education Mechanism

Under the background of "new liberal arts," the cultivation of economic management professionals will go beyond the limitations of specialty and discipline. Cultivate the new talents with high professional quality, excellent academic ability, strong practical ability and innovative vision. Relying on the unique "big chemical industry" advantages of the school, the school actively explores the collaborative education mode with the enterprise, considers the talent demand standards of each department of the enterprise, and carries out targeted professional quality training.

Create Professional Laboratories

Economic management professionals should not only have a solid theoretical foundation, but also be able to exercise their knowledge application ability and decision-making ability through simulation operation in the virtual enterprise operation environment. Taking our school as an example, we adopt a three-step strategy. The first step is to complete the laboratory construction by applying for special funds from the provincial and central government. Students adopt different strategies to carry out business activities in the virtual environment by using simulation software, and conduct business simulation according to the division of roles, comprehensively utilize the theoretical knowledge learned in the major for hands-on operation. So as to stimulate students' enthusiasm for independent learning, analyze problems objectively, explore solutions, and lay a foundation for future work. The second step is to establish a laboratory through school-enterprise cooperation. At present, the Logis Technology Co., Ltd. is building the laboratory with our logistics engineering majors by investing software, and assign professional staff to train students, training enterprises urgent needs of engineering technology personnel. The third step is to develop the virtual simulation teaching environment by applying for the special fund. This year, the project "independent foundation construction process management virtual simulation system construction" has entered the bidding stage, we take this as a breakthrough to participate in the independent development of experimental software with intellectual property rights.
Construct Practice Base

During the construction of the internship base, through the combination of in-class and extra-class methods, the main line of the in-class part is the sequence from the cognition practice, professional practice, to graduation practice. Corresponding to this, students' abilities are gradually improved from the basic knowledge, to the actual work task guidance operation, until the final post internship. Therefore, the establishment of the internship base is divided into three levels: Firstly, in order to highlight the characteristics of chemical industry, relying on Jilin city chemical enterprises to establish the knowledge practice base shared by all majors. Through the direct understanding and cognition of the industrial production line, students acquire experience and knowledge through careful observation, consolidate the basic theory they have learned, and absorb the content explained by the instructor. Secondly, establish a professional practice base corresponding to each major. Through the professional practice to test the students' early learning effect, and exercise the comprehensive use of professional knowledge to solve practical problems. Find out the gap and deficiency, in order to make up for it purposefully in the future learning process, and lay a good foundation for the future work; Thirdly, establish a post internship base for graduation practice to promote employment. According to the arrangement of the professional course system, carry out a one-month graduation practice after completing all the theoretical courses.

Direct Talent Training Model

Guided by social needs, the model is being carried out in various majors in the school of economics and management. On one hand, the model can improve the actual combat ability of talent training and strengthen students' adaptability to their posts. On the other hand, it realizes the seamless connection between the enterprise's talent demand and the school's talent cultivation, alleviates the employment pressure and improves the employment level of students.

Hire Corporate Mentors to Give Lectures

We pay close attention to the development trend of the industry, and invite the business elite of the enterprise into the class to explain the development trend of the industry and the key points of business operation for the students; We invite outstanding alumni to give lectures to students about their personal growth and career planning, and hire them as our enterprise mentor to realize the combination of truth and reality and talent cultivation. All these help students to timely understand the knowledge structure and requirements of talents needed by the enterprises.

Training of Double-qualified Teachers

At present, the number of newly introduced teachers in the school of economics and management is quite large. They have the common characteristics of young age, high education, school entrance, rich theoretical knowledge, lack of practical experience. We have taken many measures to strengthen the construction of "double-qualified" teachers. On the one hand, we encourage young teachers to take part-time jobs in enterprises during the holidays. In practice, they can get in touch with new technology, new knowledge and new ideas in the professional field to realize the deep integration of theoretical knowledge and practice. On the other hand, teachers are encouraged to participate in research projects of enterprises. In this way, the research results can be precisely matched with the market demand, which can effectively promote the integration of scientific and technological resources, improve the level of scientific and technological innovation, and achieve mutual benefit and win-win [5].

Practical Effect

Through exploring the model of cooperation between the enterprise and the college in the region, we can integrate the superior scientific and technological resources of them, which provide talent protection for enterprises and establishes a good social brand image. At the same time, the quality of talent training is significantly improved and the effect is remarkable [6].
Talent Training

In the process of talent training, the college gets the latest development of economy and technology, to ensure the full connection between talent training and demand. The school's educational philosophy has been constantly innovated, the teaching conditions have been significantly improved, the practical links have a definite aim, and the teaching quality has been improved as a whole. For students, their learning objectives are clear, initiative and enthusiasm are improved, comprehensive quality is strengthened, and finally their competitive advantage in employment is highlighted.

Scientific Literacy

Relying on the research platform of transformation and upgrading of the old industrial base and Jilin school-city integration new material industry research center, the application of frontier concepts of economic management in the industry and the transformation of market value will be expanded through the cooperation of scientific research projects with enterprises. In 2018, the research on customer segmentation model based on data mining technology and logistics and transportation information system have been transformed. Make comprehensive use of the scientific research platform of the school and the practice platform of the enterprise, we set the direction of scientific research according to the development needs of enterprises, and form a scientific research team composed of teachers, business executives, students and technicians, which has improved the scientific research innovation ability of teachers and students. Students have accumulated certain scientific research literacy and professional skills through participating in scientific research. In terms of human resources, technological progress and brand influence, enterprises can improve their core competitive advantages and gain more benefits.

Students’ Employment

Nowadays, the employment situation is very serious. The average employment rate of each major of school of economics and management is 92.17%, which is located in the front row of similar provincial colleges. Due to the accumulation in the early stage, some students have strong adaptability, high professional quality and technical proficiency, and soon become the backbone of technology or business of enterprises. It not only solves the problem of employment difficulty of enterprises, but also improves the employment quality of students and builds a good social reputation.

Conclusion

Under the background of "new liberal arts," the school of economics and management seize the opportunity to build a "win-win-win" collaborative education mechanism in order to conform to the trend of the Times. On the one hand, it gives full play to the dominant position of colleges, stimulates their vitality, and makes them become the main force in the construction of "new liberal arts," which can train outstanding talents in management. Our school takes the lead in theoretical construction and knowledge updating, and finally builds a good social reputation for itself. On the other hand, the resources of enterprise are be used to help students consolidate theoretical knowledge, expand forward-looking vision, and exercise their ability to analyze and solve problems. After entering the workplace, students show strong adaptability and leading ability, and become qualified talents in the new era. Finally, the enterprise establishes the employer's brand image and spreads its reputation in talent training, creates convenient channels for absorbing needed talents, effectively meets the enterprise's demand for human resources, and promotes the healthy development of the enterprise.

References


