The Moral Education Function of Enterprise’s Moral Culture and the Use of It in the Connection of Higher Vocational Colleges and Enterprises

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Abstract. Enterprise is an important social environment for the growth of students in higher vocational colleges. Enterprise moral culture has important function of moral education, which is of strategic practical significance to strengthen students' professional ethics and comprehensive moral quality. It is the construction element of harmonious moral education system, the driving force of improving students' moral practice ability, the catalyst of promoting students' moral "integration of knowledge and action", and the new way to enhance the effectiveness of moral education in higher vocational colleges. To give full play to the moral function of enterprise moral culture, it is necessary to strengthen the construction of enterprise moral culture, strengthen the consciousness of the whole moral education of the school and enterprise, and create the educational environment of the linkage between the school and the enterprise.

Introduction

With the cooperation of colleges and enterprises and the deepening of the combination of work and learning, enterprises have become an important social environment for the growth of students in higher vocational colleges, and are also an important social force for higher vocational colleges to carry out ideological and moral education. The moral education function of the enterprise moral culture is becoming more and more obvious to the students. How to deeply understand and make full use of the moral education function of enterprise moral culture, in order to "expand the effective way of ideological and political education of college students, guide college students to edify their thoughts and feelings in conscious and extensive social practice, enrich their spiritual life," Improve moral realm, increase knowledge and ability "actively explore new ways and methods of ideological and political education for college students under the new situation, and strive to embody them It is an urgent task for moral education in higher vocational colleges to grasp the regularity, be creative and enhance the effectiveness of the times.

Corporate Moral Culture and Moral Education in Higher Vocational Education

Strategic Significance of Enterprise moral Culture to Strengthening Moral Education in Higher Vocational Education

The development of enterprise moral and cultural education is related to the realization of the goal of talent cultivation in higher vocational education. Higher vocational education not only has the commonness of higher education, but also has its own distinct individuality.

The decision of the State Council on the Development of Vocational Education puts forward that: "the students' professional ethics, vocational ability and employment rate should be taken as the important indicators for assessing the educational and teaching work in vocational colleges and universities." Education requires: "further strengthen ideological and political education, the socialist core value system into the whole process of higher vocational education talent training."

We must attach great importance to the education of students' professional ethics and legal system, to the cultivation of students' integrity, professionalism, responsibility, discipline and law-abiding consciousness, and to the cultivation of a group of highly qualified skilled personnel. "Obviously, exploring and applying the moral education function of enterprise moral culture is in line with the
systematic development of high moral education. The common requirements of moral education in colleges and universities are in line with the individual needs of characteristic moral education in higher vocational colleges. Higher vocational colleges must be oriented to the market, adhere to the guidance of employment, improve the ability as the standard, carry out the combination of work and study, carry out cooperation between schools and enterprises, pay attention to the cultivation of students' professional ethics, legal consciousness and vocational skills. Bring up production, service and management line of high-quality skilled personnel. The combination of teaching and production, theory teaching and social practice is the basic way to train high skill applied talents. Each profession must have the corresponding enterprise as the stable internship, the practice training base and the employment base. The process of taking part in an internship or training for a student. In China, the moral culture of these enterprises must have explicit or implicit education and influence on students in various forms. Attaching great importance to these influences can make students combine their moral theory with practice closely, enrich students' moral knowledge with social moral practice, exercise students' moral ability, and strengthen the cultivation of students' professional ethics and comprehensive moral quality. In order to achieve the goal of "training millions of high-quality skilled professionals for socialist modernization, building a well-off society in an all-round way and building a harmonious socialist society", the goal is to make due contributions.

**Strengthening Moral and Cultural Education in Higher Vocational Education is a Long Term Need for the Healthy Development of Enterprises**

The Nobel laureate in economics, Norse, said: "A free market economy itself does not guarantee efficiency. An efficient free market system requires not only effective property rights and legal systems, but also honesty and integrity. The fair, just, and so on have the good morals person to operate this market. "The globalization of economy, especially since the financial crisis, shows that the fundamental transformation from the value of profit maximization to the ethical view of social responsibility has become the inevitable requirement and development trend of the world economic development. The continuous improvement and development of socialist market economy, the core of enterprise moral culture The heart of the enterprise culture construction put forward higher requirements. Strengthening the combination with moral education in higher vocational colleges can promote enterprises to pay more attention to the construction of moral culture, can make the existing enterprise moral culture be better inherited and developed, and can be actively participated by teachers and students in colleges and universities. From the combination of theory and practice, the enterprise moral culture is endowed with more epochal and innovative contents. More importantly, it can cultivate moral and talent reserve for enterprises, and lay a good realistic foundation for promoting the prosperity and sustainable development of enterprises. Corporate moral culture is the core value of the enterprise that all employees truly agree with and share. It stipulates that people. The basic thinking patterns and behavior patterns of new and old employees are something that can be expressed without thinking and feel unfit once they are violated. These thinking and behavior patterns have a delaying and maintaining nature in the alternating process of new and old employees. Higher vocational students are the main source of new employees in enterprises.

**Moral Education Function of Corporate Moral Culture**

**Corporate Moral Culture is the Key Element of Moral Education System**

It is the only way to improve the effectiveness of moral education in higher vocational colleges by making full use of social forces, effectively integrating many kinds of resources, promoting the transversal of schools, families and society, forming a joint force and constructing a harmonious moral education system in higher vocational colleges. Corporate moral culture is an important component of this system. The common contents of corporate moral culture and their individuality in different enterprises can be regarded as important resources and fresh examples to strengthen
students' professional ethics education, such as team cooperation, honesty and trustworthiness, excellence, innovation and enterprising, etc. It is necessary to combine the moral and cultural literacy of future talents with the daily moral education of higher vocational students. Wear in the classroom teaching, blend in the campus cultural activities, permeate in the practice of the requirements and assessment. When the experts, technicians and model workers of the enterprise are invited to undertake the teaching tasks and the evaluation of the teaching quality of the school, and when the school organizes the students to visit, practice and practice in the enterprise, they make full use of the influence of the corporate moral culture. To create a good enterprise moral environment so that teachers and students in higher vocational colleges can study production technology, consolidate their professional knowledge and improve their professional ability, at the same time, To experience and learn the good professional ethics and social morality of the employees and internalize them into moral accomplishment, which is reflected in the behavior habit; At the same time, we also pay attention to distinguish and face up to all kinds of immoral phenomena and their influence, so that the students' moral quality and comprehensive ability can be improved accordingly.

**Corporate Moral Culture is a New Way to Enhance the Effectiveness of Moral Education in Higher Vocational Colleges**

As far as higher vocational colleges are concerned, paying full attention to and giving full play to the role of corporate moral culture can optimize the moral environment, enrich campus culture, form a moral education system with internal and external integration, multi-cooperation, transversal, and linkage and efficient moral education. It will play an important role in eliminating the negative influence of bad social environment on moral education in schools and enhancing the effectiveness of moral education in schools as a whole. First, corporate moral culture is the catalyst to promote students' morality. The integration of knowledge and action is one of the problems that colleges and universities face for a long time. With the help of the influence of corporate moral culture, students can experience good professional ethics in practice. The important significance of social morality to enterprises, to employees and to their own development can be more realistic and more profound to awaken students' moral consciousness, to urge students to deepen their moral cognition, and to continuously realize the "integration of knowledge and practice" of morality in practice. Improve their own moral practice consciousness and comprehensive ability. Second, corporate moral culture is the driving force to improve students' moral practice ability. "ideological, moral and legal basis" an introduction to Mao Zedong's thought and the theoretical system of Socialism with Chinese characteristics "the situation and Policy" is a compulsory course for students in higher vocational colleges, and its contents involve the theoretical guidance and education of students’ ideology and morality. But to make theoretical knowledge real, It is necessary to combine theory and practice to internalize students' thoughts and beliefs and externalize students' moral behavior. Practice and employment in enterprises is an important way for students to understand society and practice morality. Corporate moral culture will have a direct and far-reaching impact on them. Especially now, many higher vocational colleges have formed a "zero distance from their posts, training innovative talents" mode of running a school, contact with enterprises and society for a long time, zero distance, so that students can master the necessary skills while they are based on the society. Practice the necessary ways of being human in the world.

**Making Full Use of the Function of Moral Education of Enterprise Moral Culture**

**Edify Students’ Corporate Moral Culture at Different Levels**

In the career planning education of the students after entering the school, we can invite the relevant enterprise leaders and model workers to hold lectures and hold talks with the students, so that the students can understand the requirements of the enterprises for their talents as soon as they enter the school. To make them realize that improving their moral level is their own growth, development and adapt to the needs of society, encourage them to pay attention to the cultivation of moral quality. We
can also invite former outstanding graduates to go back to school to have a forum with freshmen and hold a lecture on the importance of moral training to their growth and development, so as to enhance the sense of reality, affinity, and credibility of education through their personal experience. To enable students to consciously identify with and take the initiative to accept moral education.

Second year secondary school With the increase in practice and practice, students can directly experience the atmosphere of corporate moral culture through visits, internships and practical training, so as to understand more deeply the connotation and characteristics of corporate moral culture, and then through practice, Consciously implement the corporate moral requirements in the work and study, improve the students' professional ethics ability; in the third grade, they can combine graduation practice, career selection and entrepreneurship education, On the basis of consolidating professional ethics, firmly establishing the students' spirit of scientific exploration and innovation, forging their moral character of honesty and trustworthiness, enabling them to pay attention to the long term, seeking truth and pragmatism, connecting the ideal of employment with the social reality The combination of moral requirement and professional ability promotes the ability of discriminating morality and integrating knowledge and action. For outstanding students, they are required to be models of professional ethics, social morality, positive practice, communicators and innovators of corporate moral culture; for a large number of students at the middle level, they are required to learn from industry models. Actively practice professional ethics and corporate moral culture. For temporarily backward students, attention should be paid to the cultivation of their basic moral behavior habits so that they can abide by the basic norms of corporate ethics. And on the basis of this gradually put forward higher professional ethics requirements.

Multi-channel Penetration of Corporate Moral Culture

First, go out and come in. "going out" means visiting and studying, training, combining school and enterprise, creating environment carefully, showing consciously and letting students feel the charm of enterprise moral culture more naturally. For example, in the workshop where students practice and practice, photographs and deeds of the enterprise's model workers in different periods are hung up. Please exchange and discuss with the students, so that students can vividly and vividly feel and learn about the moral culture of the enterprise. To produce the spirit of progress and passion, and to internalize the spirit of enterprise moral culture into moral emotion and will, so that they can understand that advanced is advanced. Moral causes guide them to reflect on their own study, work and life, and form a mode of thinking in accordance with moral requirements, in order to produce inner awakening and epiphany, and achieve self-transcendence. In this way, professional ethics education becomes vivid and concrete, and the radiation function of enterprise moral culture is brought into play in time. "Please come in", that is, relevant professional business leaders, experts, technical backbone, including past outstanding graduates or successful entrepreneurs, please come to the school face to face with students, in the form of lectures, discussions and other forms, To spread the enterprise moral culture to the students, to produce the moral example among the students and to lead the way.

Second, the enterprise moral culture propaganda and campus culture construction unifies. The collection, collation, propaganda and educational activities of corporate moral culture are integrated into the process of campus culture construction in higher vocational colleges to create the characteristics of moral education in higher vocational colleges. To fully mobilize the enthusiasm and initiative of students, to enable them to understand and study and specialized knowledge through various channels and ways, such as network inquiries, visits to surveys, practical training, etc. The moral culture of successful enterprises related to practical training and future employment, complete and profound understanding of corporate moral requirements and related professional ethics and legal norms, understanding of the relationship between them and socialist moral requirements, At the same time, we should make clear the distinctive characteristics of the times and industries of the enterprise culture, understand the behavior identification system of the employees, clarify the civilized language and behavior habits of the employees, and use the singing
contest, the speech contest, the debate contest of the enterprise song, the competition of singing, the competition of speech and the competition of debate. The campus cultural activities such as the scene simulation competition consciously infiltrate the above contents into the daily study, work and life practice, so that the students will gradually become part of their moral accomplishment and moral accumulation.

Third, combine the study of corporate moral culture with students' career planning and employment guidance, and increase the content of corporate moral culture and college students' contact in such courses as "ideological and moral cultivation and legal basis". Practice the strength of enterprise moral culture. Can also open relevant elective courses, from the main channels to increase education, guidance efforts.

Fourth, the school's daily standard management and corporate management methods combined. In the daily management of each college and department, the management experience and method of successful enterprise can be used for reference consciously, especially the management idea and method involving enterprise moral culture.

References


