Current Dilemma and Countermeasure of College-Enterprise Cooperation in Higher Vocational Education

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Abstract. Higher vocational education is an important part of China's education system. Higher vocational colleges are the carrier of Higher Vocational education and college-enterprise cooperation is an important way to improve the quality of higher vocational education and provides an important platform for the realization of the goal of training technical applied talents in Higher Vocational education. The depth and breadth of school-enterprise cooperation have an important impact on the effectiveness of Higher Vocational education. Therefore, educators should carefully analyze the current dilemma of college-enterprise cooperation, and put forward effective countermeasures to help improve the effectiveness of Higher Vocational education.

General Secretary Xi Jinping emphasized in the report of the Nineteenth National Congress of the Communist Party of China: "Perfecting the vocational education and training system, deepening the integration of industry and education, college-enterprise cooperation." In March 2018, the Ministry of Education, the National Development and Reform Commission, the Ministry of Finance and other six departments jointly issued the Promotion Measures of College-Enterprise Cooperation in Vocational Schools, which clearly pointed out: "The integration of industry and education, College-enterprise cooperation is the basic mode of Vocational education and the key to running vocational education well." It can be seen that the relevant departments of the state attach great importance to promoting the integration of industry and education and promoting college-enterprise cooperation, which provides policy and theoretical support for the extensive development of college-enterprise cooperation in Higher Vocational education.

1. The Importance of Steadily Promoting College-Enterprise Cooperation in Higher Vocational Education

Higher vocational education is an important part of China's education system. In recent years, the country has paid more and more attention to the development of Higher Vocational education, because higher vocational education aims at training technical applied talents. It can speed up the transformation and upgrading of China's manufacturing industry, optimize the upgrading of the service industry and transport a large number of talents for service industry, and constantly improve the comprehensive ability of industry. Higher vocational colleges are important carriers to promote the development of Higher Vocational education. College-enterprise cooperation means that higher vocational colleges and enterprises adopt a close cooperation way to cultivate technical application talents for enterprises with both theoretical knowledge and practical skills, so as to continuously improve the quality of talents in enterprises and the quality of education in Higher Vocational colleges. The enterprises made suitable positions to improve the college which they cooperated with to improve the college’s employment rate and enhance the graduates’ job satisfaction. College-enterprise cooperation is not only an important way to improve the effectiveness of Higher Vocational education, but also an important mode to improve the quality of personnel training.

1.1 Providing a Platform for Training and Improving Students' Practical Ability in Higher Vocational Colleges

Higher vocational education is to train technical applied talents, requiring students to achieve a
certain practical ability, to meet the requirements of enterprises. Higher vocational colleges must understand the demand for talents of enterprises. Through close cooperation with enterprises, higher vocational colleges can deeply understand the development of enterprises and formulate talent training plans according to the development of enterprises, so as to build a good platform for training and improving students' practical ability. The teacher in vocational colleges plays an important role. On the basis of fully analyzing the demand for talents in enterprises, the professional teacher can set up professional counterpart teachers' teams and formulate talent training programs according to the needs of talents in enterprises and students' own professional characteristics. On the students' side, colleges can invite excellent talents from enterprises to teach students. Students can understand the needs of talents and skills of enterprises in advance and the development plans and development goals of enterprises, constantly adjust and improve themselves to better meet the needs of enterprises; in aspects of enterprises, they can invite college to organize students to visit enterprises regularly, especially to carry out skills practice, and organize some experienced and skilled master to teach practically students. Such way can provide students with opportunities to combine theory with practice, so as to cultivate and improve students' practical ability, and then constantly improve students' comprehensive skills.

1.2 Helping to Improve the Innovative Ability of Students in Higher Vocational Colleges

Innovation is the soul of national progress and the inexhaustible motive force for sustainable development of enterprises. Technological applied talents with innovative ability are important forces for enterprise development. Therefore, this type of talent is also the most needed for enterprises. College-enterprise cooperation can effectively improve students' innovative ability. Students will work in the role of employees after they enter the enterprise practice. Faced with the problems in the work, students mainly overcome them through their own efforts. Because most of the accepted knowledge in the college is to study theoretical knowledge, college-enterprise cooperation can provide opportunities for students to improve their innovative ability in the actual working situation. This way of knowledge acquisition, the constant collision of theoretical knowledge and practical skills, will continuously improves students' innovative ability.

Higher vocational colleges should also pay attention to the cultivation of students' innovative ability when formulating training plans. Teachers' teaching content in higher vocational colleges should also be innovative, which can be passed through explaining innovative cases and technical cases in the process of enterprise development to enrich the teaching content and cultivate students' innovative consciousness imperceptibly and naturally.

2. The Main Dilemma of College-Enterprise Cooperation in Higher Vocational Education

2.1 The System Guarantee of College-Enterprise Cooperation in Higher Vocational Education is Imperfect

College-enterprise cooperation has been put forward and applied for many years, and the ways of college-enterprise cooperation are constantly exploring and innovating. But the system guarantee of college-enterprise cooperation is not perfect, mainly reflected in the lack of relevant policies and regulations on how to promote college-enterprise cooperation in Higher Vocational Education at the national and provincial levels. The guarantee system of cooperation and the smooth operation of college-enterprise cooperation are not yet perfect. Therefore, the breadth and depth of college-enterprise cooperation in most vocational colleges have not been effectively improved, and even in some higher vocational colleges' college-enterprise cooperation is mere formal. It is precisely because of the absence of relevant policies and regulations that the role of government departments in coordinating college-enterprise cooperation cannot be played suitably. The result of the absence of government's coordinating will lead to the bad performance of college-enterprise cooperation.

Through investigation, it is found that many enterprises unilaterally believe that college-enterprise cooperation cannot really bring them tangible benefits and are not keen to establish college-enterprise cooperation. Although some enterprises have signed college-enterprise cooperation agreements, there is a large gap between these agreements and actual cooperation.
cooperation agreements temporarily, they have not carried out actual work for students, and college-enterprise cooperation has a mere nominal existence actually. Because of the lack of relevant systems, higher vocational colleges cannot timely and effectively obtain the development plan of regional skilled talents formulated by the education department and lack the information of skilled talents required by industry enterprises, and thus the college cannot formulate a targeted talent training program accordingly.

In view of this, the current development of higher vocational education urgently needs the state and government to formulate and promulgate policies and regulations on college-enterprise cooperation, so as to ensure the smooth development of college-enterprise cooperation.

2.2 Long-Term Mechanism of College-Enterprise Cooperation in Higher Vocational Education Has not been Formed

It is precisely because many higher vocational colleges see the real remarkable success of college enterprise cooperation, so many higher vocational colleges are actively seeking to establish cooperative relations between enterprises and college to vigorously promote school-enterprise cooperation. But because colleges and enterprises lack a platform for in-depth communication and exchange, the real ideas of both sides can not be known to each other, especially for enterprises, they are not very motivated to promote and develop vocational education. College-enterprise cooperation is mainly promoted by one side of the college. The actual cooperation effect is unsatisfactory. Therefore, a long-term mechanism to promote college-enterprise cooperation has not yet been formed. From the college level, the college has not found a proper enterprise that are willing to cooperate with the training of talent, most of which aim at get more income, higher vocational colleges and enterprises have not achieved close docking in talent training.

Firstly, in terms of personnel training mode, higher vocational colleges have not completely found enterprises corresponding to students' majors in arranging their internships in the last academic year. Students practice in counterpart enterprises for a short period of time, the content of practice is not comprehensive, resulting in the practice effect is not very well. Secondly, in terms of professional curriculum setting and teaching methods, some teachers in higher vocational colleges have not completely changed their traditional teaching concepts and methods, which emphasize theoretical knowledge over practical teaching. It is difficult to form a practical teaching system docking with the professional competence of enterprises. Students naturally lack practical competence and cannot highlight their professional characteristics. After graduation, students can not meet the talent requirements of enterprises. At last, from the enterprise level, because the researching and developing ability are weak in higher vocational colleges, and the economic benefits brought to enterprises by the students are limited, the enterprises have not actively participated in the college-enterprise cooperation.

2.3 The Enthusiasm of Enterprises to Participate in College-Enterprise Cooperation in Higher Vocational Education is not High

The main reasons why enterprises fail to actively participate in college-enterprise cooperation are as follows: students' internship will increase the management cost of enterprises, which is mainly reflected in the fact that enterprises should arrange special personnel to lead students' internship. Enterprises are all for the purpose of profitability, only by minimizing the cost can they get more benefits, and if enterprises can get more benefits they will actively take part in college-enterprises cooperation.

When students go to enterprises for on-the-job internship, they not only do not bring certain economic benefits to enterprises, but also increase the management cost of enterprises, which many enterprises are unwilling to accept. Second, enterprises should bear the risk of students in practice, because students are not very skilled in the operation during the practice, which increases the possibility of accidental risk. Therefore, in the absence of corresponding incentive policies and regulatory constraints, corporate cooperation awareness is weak, generally unwilling to accept students in college to obtain the necessary human resources, let alone provide a platform for vocational education personnel training.
3. Measures to Promote College-Enterprise Cooperation in Higher Vocational Education

3.1 Improving the System Guarantee of College-Enterprise Cooperation in Higher Vocational Education

Running well higher vocational education is not only an important goal of the development of Higher Vocational education, but also a required goal of the training of talents in Higher Vocational colleges. It is an important way to realize the real sense of college-enterprise cooperation. In view of the current predicament of imperfect system guarantee of college-enterprise cooperation, the government must constantly improve the system guarantee to ensure that college-enterprise cooperation is implemented.

Firstly, to solve the problem of the absence of government departments’ role, the relevant state departments need formulate policy documents to authorize the government with the responsibility of coordinating and planning school-enterprise cooperation. Governments at all levels, in accordance with the needs of stable development of local economy, appropriately adjust regional industrial structure, formulate regional talent training plans, timely collect and collate information on enterprise talent demand, and regularly publish, effectively expand the channels of talent training between colleges and enterprises, and thus provide real information support for formulating suitable personnel talent training programs in higher vocational colleges to meet enterprise talent demand.

Secondly, the state should improve the system of college-enterprise cooperation by formulating laws and regulations, and clearly define the functions, responsibilities and roles of the government, enterprises, colleges and students separately.

The government and relevant departments play an important role in the overall planning of college-enterprise cooperation. Their duty is to supervise and promote the smooth development of college-enterprise cooperation. Enterprises should have a sense of social responsibility, deeply understand the internal close relationship between running higher vocational education and the development of enterprises themselves, actively support higher vocational education, and do a good job in training bases in the aspects of bases’ construction and management. The government should stipulate in policy that enterprises have the obligation to accept students’ internship, and at the same time, the government should formulate corresponding incentive policies, regarding enterprises’ good education service as an important indicator of enterprise evaluation, and give enterprises certain promotion policies in advance; Higher vocational colleges, as another important subject of college-enterprise cooperation, when they formulate talent training plans they should fully take into account and accept the opinions of enterprises. The college should formulate talent training plans according to the needs of enterprises and talent quality assessment standards, and cooperate with enterprises to build a good training base, so as to truly realize the purpose of win-win cooperation between colleges and enterprises.

3.2 Innovating the Operating Mechanism of College-Enterprise Cooperation

To solve the problem that the long-term mechanism of college-enterprise cooperation has not been formed, the author thinks college and enterprise can think from the following aspects:

Firstly, that is to establish a joint-stock cooperation mechanism between colleges and enterprises. The greatest significance of promoting college-enterprise cooperation lies in that higher vocational colleges can obtain practical educational resources, and enterprises can obtain certain economic benefits, and students can get a platform to improve practical skills. If they can meet the needs of these three parties, the real significance of college-enterprise cooperation will be realized. Therefore, only by fully considering the actual interests and needs of the three parties, can we build a strong operational mechanism of college-enterprise cooperation. How to achieve the goal of win-win? The author suggests that college and enterpriser can explore the establishment of college-enterprise cooperation group in the form of joint-stock cooperation. Enterprises and colleges jointly invest in the establishment of cooperation group, and the group jointly manages the cooperation between colleges and enterprises. The formation of this cooperation mechanism can not only reduce the management cost of enterprises and reduce the risk of students' internship, but also train talents.
Colleges and enterprise can closely combine talent training with enterprises' production and operation to improve the effectiveness of Higher Vocational education.

Secondly, that is to form a deep integration mechanism for the training room to enter the enterprise and the workshop to enter the campus. The main difference between higher vocational education and undergraduate education is that the former focuses on professionalism, openness and application. It is mainly embodied in the goal of personnel training, the mode of personnel training, the professional construction of teachers, the construction of characteristic training bases and so on. Chen Baosheng, Minister of Education, once proposed that specialties should be built on the industrial chain and colleges should be built in development zones. Only by building specialties on the industrial chain can higher vocational colleges grasp the actual situation of industrial development, build good training bases for students, grasp the current situation of strong demand for talents for development.

According to these conditions, higher vocational colleges can formulate talent training plans and cultivate talents with applied skills that really meet the market demand and cultivate. According to the current trend of school-enterprise cooperation in Higher Vocational education, on the one hand, higher vocational colleges should cooperate closely with enterprises, build training bases that meet the production requirements of enterprises, and even rent the venues and equipment of enterprises, so that students can get in touch with the real working environment and effectively improve their practical ability. Higher vocational colleges can employ enterprise experts as training instructors. Teachers of professional courses in colleges can continuously improve their theoretical and practical teaching level by supervising students during the training period.

The management of the training base is mainly responsible by the enterprise and the college actively cooperates with. The enterprise incorporates the production management of the training base into its daily production, operation and management plan in accordance with relevant policies. The college formulates relevant systems to cooperate with the joint management of the enterprise. On the other hand, the research and development departments of enterprises can be moved into colleges to build On-the-job Training Base of Creator Model, which is convenient for management of college and enterprise and can improve students’ innovative ability.

3.3 Improving the Docking Mechanism of College-Enterprise Cooperation in Higher Vocational Education

Only by cultivating the talents needed by enterprises, can the cooperation between colleges and enterprises in higher vocational education achieve the goal of win-win situation among colleges, enterprises and students, and realize the real cooperation with significance between colleges and enterprises. In this regard, it is very important to improve the docking mechanism of college-enterprise cooperation in Higher Vocational education, so as to realize the close combination between college training and enterprise talent demand.

Consideration can be made from the following points: Firstly, colleges and universities should connect the cultivation of students' professional ability with the needs of enterprises. The established goal of college-enterprise cooperation is to cultivate students' professional competence, which includes helping students to promote good professional ethics and cultivating students' correct behavioral norms. Therefore, higher vocational colleges should fully understand the needs of enterprise's talent quality, corporate culture, etc., and connect the talent training plan with these aspects of enterprises, so as to continuously improve the quality of talent training.

Secondly, the curriculum of higher vocational colleges should be connected with the professional standards of the industry. The ultimate goal of talent cultivation in higher vocational education is to train technical applied talents. Therefore, it is an important link to achieve this goal to accurately realize the docking of college curriculum and industry professional standards.

A very important embodiment of vocational standards of the industry is manifestation by vocational skills certificates, which is also an important evaluation index to measure the quality of personnel training in Higher Vocational colleges. Vocational colleges should effectively link the examination of vocational skills certificates with the curriculum system, and attach importance to
With the cooperation of enterprise, the college should integrate the professional standards into the theoretical and practical courses of college-enterprise cooperation, develop the corresponding professional standards of theoretical knowledge and professional knowledge and skills, and constantly improve the comprehensive quality of talents.

4. Conclusion

In a word, the development of higher vocational education should fully rely on the development of modern economy, reflect the characteristics of the times, and give full play to the important role of Higher Vocational Education in training talents. As an important carrier of Higher Vocational education, higher vocational colleges should break through the traditional concept of talent cultivation, make full use of the platform of talent cultivation of college-enterprise cooperation, constantly innovate the mechanism of talent cultivation, find out the target orientation of talent cultivation, in order to cultivate the technical applied talents that can not only meet the needs of economic development, but also meet the needs of enterprise development. Skill application talents make unremitting efforts!

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