

The Reform and Innovation of University-Enterprise Cooperation Mechanism in Applied Local Colleges

Bao-Long ZHANG^{1,a,*}, Jian-Xia JIAO^{1,b}

¹Zhengzhou University of Science and Technology, Teaching Affairs Department, Zhengzhou,
Henan, China

^azky_zbl@sina.com, ^b444367526@qq.com

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Abstract. University-enterprise cooperation is the important way of cultivating applied talents in colleges and universities. Facing the needs of the transformation and upgrading of enterprises, the change of talent demand and the development of higher education transformation, many efforts need to be done in reform and innovation in the construction of university-enterprise cooperation mechanism for colleges. University-enterprise cooperation's education will be effectively promoted according to the perfect cooperation mechanism and system construction to build its win-win mechanism of university-enterprise cooperation and form effective staff communication as well as improve the mechanism and cooperative innovation mechanism of university-enterprise cooperation research and development.

Introduction

With the further transformation and upgrading of China's industry and the deepening reform of modern vocational education system, implementing university-enterprise cooperation to develop talents has become an important measure and the only way in effectively serving local economic and social development, constantly improving the quality of talent training, and promoting the students' vocational quality and employment ability. However, under the background of extensive implementing of university-enterprise cooperation in the local colleges and universities, many problems appear during the process such as imperfect relevant policy, improper cooperative security and inconsistent both sides interests and so on, which caused the low enthusiasm in participating the training talents of businesses and the difficult situation in co-implementing personnel training. How to innovate and improve the cooperation mechanism between colleges and strengthen the effective docking and organic integration to promote the university-enterprise cooperation has become an important problem to be solved in local applied colleges.

The Necessity Analysis of University-Enterprise Cooperation Mechanism Innovation

The Needs of the Enterprise Development Mode Change under the New Normal

At present, China's economic development has entered a new normal, and the main task of the implementation of the reform of supply side is to decrease capacity, decrease inventory, decrease leverage, reduce cost and improve weak links so as to turn the old scale-centered mode into the mode of quality and efficiency, from the type relying mainly on resources and low labor costs to more attention to innovation, and for the talents demand, from the primary emphasis on quantity and the ability to work to more attention on technical skills and innovation ability. These new changes put forward new requirements for the university-enterprise cooperation in its content, way and process. So colleges can better cooperate with enterprises docking only by adapting to the transition of the enterprise, timely adjust the personnel training mode and the innovation mechanism of university-enterprise cooperation.

The Necessity that Colleges Effectively Serve the Locality in Personnel Training

The basic orientation of local applied universities is locality and application-oriented, and it aims to develop skilled talents who can product, manage and serve. Serving the local development is the aim of running a school. Only in combination with regional development, paying close attention to the readjustment of local industry, closely docking with the enterprise can these universities provide powerful talents support for local development. Therefore, the personnel training target of universities should be turned into developing the enterprise needs; students' professional skill training changed into ability requirements of employees and the ways of production management in enterprise introduced into teaching contents by these universities to continually innovate university-enterprise cooperation mechanism and promote the pertinence and validity of talent training, which can preferably serve the local development.

The Requirement of Higher Education's Transformation and Development

In the Outline of national medium and long-term education reform and development (2010-2020), it explicitly refers to arousing the enthusiasm of industry enterprise, establishing and perfecting the regulations in running colleges in government's dominance, industry guidance, and enterprise participation mechanism to make the rules of promoting university-enterprise cooperation so as to make the university-enterprise cooperation institutionalized. In 2015, the breakthrough for the development of undergraduate colleges is to actively advocate the combination of enterprise and education and realize university-enterprise cooperation. In the meanwhile, it actively advocates cooperation in running colleges and management among colleges, locality, enterprises, and community participation, and during the whole process it supports the comprehensive participation in school management, professional construction, curriculum setting, personnel training and performance evaluation. In 2016, the ministry of education made explicitly management stipulation for the university-enterprise cooperation internships of vocational schools. The innovation and perfection of university-enterprise cooperation mechanism has become an important topic in adapting to the economic structural adjustment and industrial upgrading and making a good preparation in the next transformation development phase.

Main Problems of University-Enterprise Cooperation Mechanism

The Shortage in the Construction of University-Enterprise Cooperation Mechanism for Colleges

Many local colleges are still in the phase from transforming to application and the training of applied talents is still in the period of exploration, so for the colleges the transformation from the traditional education mode to university-enterprise cooperation education is still not fully completed, the docking with the enterprise institutions and their responsibilities and related system is not improved and the cooperation of security is not comprehensive, whereas it is necessary for colleges to strengthen their cooperation in infrastructure [1].

The Inchoate Community of Interests Mechanism between Colleges and Enterprises

The goals of colleges and enterprises are different. What the former pursuit is to cultivate talents with high quality, while the latter pay more attention on benefit maximization. At the same time as a result of the difference between the rules of college education and enterprise production, hysteresis exists in their benefits of cooperation, which caused difficulty in reaching the interest of both sides. University-enterprise cooperation mostly appears according to student's internship, without real fusion and effective cooperation mechanism, leading to low rate for enterprises to participate, which simply demands students to take part in cooperation in a low level such as internship and enterprise visit, and then the single cooperation approach will lead to less benefit for enterprises, while the personnel training cannot directly promote the development of the enterprise, causing the great differences in the benefit between colleges and enterprise[2].

The Insufficient Personnel Exchange Mechanism for Both Sides

Although in the process of university-enterprise cooperation, the staff members of both sides lack communication, as a whole, for both sides there is no clear regulations on what kind of personnel and department of their own side can communicate with the personnel in the opposite side, no clear working responsibilities after going to the opposite side, and no clear related personnel security so that the communication among staff has great randomness, without stable and feasible exchange of personnel posts and talent mechanism, causing misunderstanding among staff. If the cooperation between the two sides hasn't been promote, it is hard for the colleges to form a stable and effective teaching group with double-professionally-titled teachers.

The Reform and Innovation of University-Enterprise Cooperation Mechanism

Improve the University-Enterprise Cooperation Institutions and Working System

It is desirable for colleges to set up a special university-enterprise cooperation agency to be responsible for the business macro coordination and management of university-enterprise cooperation and realize the docking between enterprise and business. The specific approach is to engage enterprise senior managers and experts to form the committee of subjects construction as the organization of discussion and decision-making mechanism, give full play to the enterprise's decision-making advice in talents cultivation to jointly plan the training scheme and form the organization guarantee for university-enterprise cooperation and the communication mechanism of supply and demand. At the same time, it is required to make and improve the rules of university-enterprise cooperation management, and explicit the relationship of enterprise's responsibility and right so as to guarantee the subject and dominant place of university-enterprise cooperation in the operation mechanism, which can improve enterprises' initiative, enthusiasm and sense of responsibility in university-enterprise cooperation and promote the implementation of the cooperation between colleges and make the results of cooperation explicit and specific.

Implement Win-Win Mechanism for the Enterprise in Talent Training

The specific way is to divide education into different classes such as *enterprise-oriented class*, *target-oriented class* and *enterprise-designated class* combined with enterprise in order to strengthen the targeted talents cultivation, realize the organic combination of commonness and personality teaching, and finish the seamless docking in professional training and position requirements[4]. The other way is to construct laboratory together to simulate real environment, move enterprises to colleges to conduct colleges in a way of production-teaching-research combination. Colleges and enterprises should co-construct laboratory to reasonably keep students' practice time consistent with the peak period when in need for enterprises in order to meet the demand of both sides, which has realized the sharing of win-win benefit between colleges and enterprises and formed the benefit community.

Establish Staff Exchange Mechanism based on Double-Station as the Channel

Double-station refers to teachers workstations in enterprises and enterprises workstation in colleges. Establishing teachers' workstation in enterprises requires relevant professional teachers designated to affiliated enterprises to finish on-site training in order to cultivate their professional practice ability and make their teaching close to the production field, better and timely track the new knowledge, new technologies, new equipment and combine with the enterprises to carry out technical guidance and transformation of scientific and technological achievements, and promote the organic combination of theory and practice of teacher's professional ability, striving to improve the level of teachers' knowledge application and innovation ability. And meanwhile, it is required to build enterprise workstation in colleges for the engineering technical personnel and management personnel from the enterprises to further their techniques and create a good condition as a part-time teacher. Enterprise expert can carry out the practice teaching by guiding students' graduation design and

experiment training[5], while colleges make a series of personnel further education for the enterprise in theory and research training. According to various learning and working, with the reasonable exchange in talent training and inter-infiltration between colleges and enterprises, combining full-time with part-time work, an effective teaching group with double-professionally-titled teachers will be formed.

Establish University-Enterprise Cooperation Development Mechanism with Collaborative Innovation

A way of production-teaching-research is promoted combining with local regional economy to set up an applied technology research center with enterprises, implement collaborative innovation with the scientific research personnel based on the requirements of enterprises, relying on the teaching resources and faculty in college, and perform scientific research, technological development and achievements transformation projects together on the topic of technical problems to be solved urgently. On the one hand, on the one hand, teachers can timely grasp the forefront of new technologies, new processes, new knowledge, reform teaching content in the process of participation of technology research and development to promote the teaching reform and improve teaching quality. On the other hand, when teachers direct students to participate in technology research and development together, they can gradually cultivate students' innovative consciousness and innovative ability during the process of practice, and at the same time they allow students to receive real influence from industry environment, and promote their comprehensive professional quality. For enterprises, the cooperation with colleges can help share the development cost, disperse risk, get a better advantage in development scale, and increase wealth growth[6].

Conclusion

University-enterprise cooperation in implementing applied talents training is a necessary way to improve education quality of teaching and serve the local economic and social development. University-enterprise cooperation mechanism determines the depth and breadth and effectiveness of university-enterprise cooperation in talent cultivation and under the background of the current higher education reform, it has the necessity of the reform and innovation. In local applied colleges, only by actively improving cooperation mechanism and system construction to improve the enterprises pertinence in personnel training, maintain the consistence of required talents for enterprises and build effective research mechanism of university-enterprise cooperation taking advantage of staff communication to improve mechanism and cooperative innovation mechanism can university-enterprise cooperation be further developed to improve the quality of personnel training.

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