

# Research on School Enterprise Cooperation Path of Construction Engineering Technology Specialty in Colleges and Universities under the Background of “Internet+”

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**Abstract:** With the continuous development of social economy and the continuous upgrading of industrial structure, all walks of life require more and more talents. They not only require strong theoretical ability, but also have strong practical ability. With the more urgent demand for professional skilled talents, in order to better understand the talent needs of enterprises, school enterprise cooperation has gradually become a common choice for the development of colleges and enterprises. However, at present, the depth of production, teaching and research between schools and enterprises cannot meet the needs of vocational education. Based on this, this paper starts from the problems of school enterprise cooperation, and explores the necessity of school enterprise cooperation in the context of “Internet+”, and puts forward the paths and specific methods of school enterprise cooperation, for the development of universities and enterprises.

**Keywords:** “Internet+”; Colleges and Universities; School Enterprise Cooperation; Construction Engineering Technology

Since the eighteen Party’s Congress, the central committee of the communist of China(CPC) has attached great importance to the development of educational informatization, and put forward the new goal of “Internet+ education” at the right time, requiring universities to train talents in the context of “Internet+”. For a country, the quality of talents trained by colleges and universities also determines the future and prospect of the country to a certain extent, which plays a particularly important role in the development of the country. Especially in recent years, students’ application ability and vocational skills have gradually become an important part of university education objectives, which has attracted the attention and of teachers and students. School enterprise cooperation has also become the common choice of schools and enterprises. The “Internet+” cooperation mode has promoted the further development of school enterprise cooperation to some extent, and has provided a new path for the innovation of traditional cooperation mode.

## 1. Problems existing in school enterprise cooperation

The major of construction engineering technology is a major with strong practicality and applicability, which requires colleges and universities to put practice teaching in the first place in the teaching process. However, relevant research found that two thirds of the construction engineering technology majors in most colleges and universities study theoretical knowledge, and apply the theoretical knowledge to field training in the last year. Obviously, such an approach will inevitably lead to the disconnection between theory and practice. That is to say, for most of the students majoring in construction engineering technology, they are lack of practical engineering experience. Even if they have the opportunity to practice on the construction site, it is difficult to experience the whole process of construction. At present, the main problems of construction engineering technology specialty are as follows.

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First, government support is not enough. The Central Committee and the State Council have promulgated a series of policies to make reasonable plans for the cooperation between universities and enterprises under the background of “Internet+”, and require universities to make full use of Internet technology to realize educational informationization and modernization, and create a new mode of “Internet+ school enterprise cooperation”. However, the support of local government often stays on the surface, the financial support and policy support for school enterprise cooperation are not enough, and there are great differences between different governments in different regions, which make the cooperation mode of colleges and universities in different regions quite different. On the one hand, there is a lack of incentive mechanism in policy, on the other hand, there is a lack of corresponding supervision and supervision mechanism, which makes the cooperation between colleges and enterprises lack of initiative and enthusiasm.

Second, the school and enterprise understanding is not in place. School enterprise cooperation is a two-way behavior, which is beneficial to both the employment rate of the school and the talent introduction of the enterprise. Of course, this is also inseparable from the universities and enterprises. Colleges and universities are the cradle of cultivating talents. Most colleges and universities do not realize the importance of school enterprise cooperation and only concentrate on learning. Their educational objectives are not in line with the concept of enterprise development, so the students trained are inevitably lack of competitiveness in enterprises. As the main body of market economy, enterprises often only pay attention to profits, and most of them fail to realize the significance of their own to talent cultivation in colleges and universities. Even though school enterprise cooperation is carried out, it is also regarded as a kind of labor flow. In short, no matter what the university or enterprise, there is no correct understanding of school enterprise cooperation, leading to the low participation of school enterprise cooperation under the “Internet+” mode.

## **2. The necessity of school enterprise cooperation in the construction engineering technology specialty of colleges and universities under the background of “Internet+”**

First, it is conducive to promoting resource sharing. Talent training is a dynamic process, which requires both schools and enterprises to realize resource sharing and complementary advantages. School enterprise cooperation under the background of “Internet+” is conducive to accurately understanding the direction of industrial development and changes in the needs of enterprises, and combining the teaching objectives, teaching contents and enterprise development of the construction engineering technology specialty in universities, so as to achieve the deep cooperation between enterprises and schools. In addition, the construction engineering technology major has certain requirements for training equipment, and promoting school enterprise cooperation is conducive to the realization of mutual sharing between schools and enterprises in the aspects of site, technology, resources, materials, etc., which not only enriches the corporate culture, helps enterprises solve practical problems, but also enriches the teaching content and teaching methods of the school. It provides favorable space for the development of architectural engineering technology specialty and the development of professional students, and it is also a good beginning for the integration of production, teaching and research.

Second, it is the key to ensure the quality of talents. Only by understanding the changes of enterprise needs can colleges and universities ensure that the direction of personnel training is in line with the actual needs of enterprises. School enterprise cooperation under the background of “Internet+”, schools and enterprises can view students’ learning process and learning results in real time through network platform, avoiding students’ problems of failing to get help from teachers and trainers in schools and enterprises during rotation training, and also allowing schools and enterprises to watch the process of personnel training more intuitively. It can help the students to learn by integrating the data of the post and the talent selection. According to the feedback of enterprises, the school can timely adjust the direction and method of talent training of construction engineering technology specialty, and ultimately achieve the improvement of talent quality.

## **3. Path of school enterprise cooperation of construction engineering technology specialty in colleges and universities under the background of “Internet+”**

### **3.1 The government should increase support for school enterprise cooperation**

Whether the school enterprise cooperation can develop in depth depends on whether the government is willing to increase the support for school enterprise cooperation to a certain extent. The author believes that the government should firstly support policies and support funds, take into account the level of local economic development and the direction of industrial development, in order to build an “Internet+” platform for school enterprise cooperation, integrate recourse of schools and

enterprise, and provide opportunities and possibilities for cooperation between schools and enterprises. Secondly, we should introduce a series of policies to promote the cooperation between schools and enterprises, and publicize the advantages of cooperation between schools and enterprises through “Internet+” technology, and form a cooperation boom between schools and enterprises. For example, the local government can provide special funds for colleges and universities for better development of vocational education, and at the same time encourage social investment to support the development of practical majors such as construction engineering technology, so as to save a lot of money for the school, and also help the school continuously optimize the professional design, teaching objectives and teaching content in the school enterprise cooperation, promoting the sustainable development of colleges and universities. Third, local governments should boldly encourage enterprises to “bring in” and “go out”, introduce large-scale enterprises to serve the local economy and provide ideas for talent cultivation in colleges and universities. This will not only solve the local employment pressure, but also help local colleges and universities to form characteristic majors, with a win-win situation among the government, universities and enterprises.

### **3.2 Schools and enterprises should strengthen communication through “Internet+”**

Under the background of “Internet+”, the development of school enterprise cooperation of construction engineering technology specialty in colleges and universities depends on “Internet+” school enterprise cooperation platform built by the government. For the practical and technical specialty of construction engineering technology, the direction of talent training determines the development direction of talents. Therefore, schools and enterprises should jointly formulate talent training objectives, and effectively combine the industrial development direction, enterprise talent demand and talent training objectives by using Internet technology such as big data technology. On the one hand, we can use “Internet+” technology to explore professional settings, compile teaching materials, design teaching, and assess and evaluate. We should make full use of the effective resources such as application equipment, technology, capital and so on, so that students can transform their theoretical knowledge into construction technology practice and enables students to improve their professional quality in the strong corporate culture, forming a good situation of mutual learning between schools and enterprises. On the one hand, we should actively build a platform for the construction of “double qualified” teachers. Colleges and universities can select professional teachers from the personnel with rich working experience and relatively higher education background, and encourage professional teachers to participate in enterprise training regularly, so as to form a two-way flow of high skilled talents in enterprises and professional teachers in colleges and universities. On the other hand, the school enterprise cooperation under the background of “Internet+” should attach importance to the construction of training bases. Enterprises should build virtual factories and network learning space for schools, update the specialized knowledge and teaching resources for enterprises, provide a base for the enhancement of the theoretical competence of enterprises and the upgrading of the practical ability of university students, so as to realize the effective utilization of resources and thus drive the comprehensive all-round development of universities, enterprises and local economy.

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