

Innovation and Entrepreneurship Education in Higher Vocational Colleges Based on School Enterprise Cooperation Mode

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Abstract: School enterprise cooperation is not only an important way for the development of higher vocational colleges, but also an effective method for vocational schools to cultivate high-quality technical and skilled talents for the society. In order to better realize the sustainable development of higher vocational colleges and promote the quality and efficiency of vocational education, it is necessary to carry out innovation and entrepreneurship education based on the school enterprise cooperation mode. On the one hand, under the mode of school enterprise cooperation, strengthen the construction of “double qualified” teachers and cultivate innovative high-quality teachers. On the other hand, under the school enterprise cooperation mode, realize the scientific setting and adjustment of disciplines and majors, and deepen the teaching method reform of innovation and entrepreneurship education. Under the mode of school enterprise cooperation, reform the innovation and entrepreneurship education, improve the teaching level, close the relationship between schools and enterprises, transport innovation and entrepreneurship talents for the society, and promote the high-quality development of Vocational Education in higher vocational colleges.

Keywords: School Enterprise Cooperation; Innovation and Entrepreneurship Education; Higher Vocational College

Preface

With the rapid development of the times, science and technology are changing with each passing day, and social needs are constantly changing. As a higher vocational college that provides a large number of technical and skilled talents for the society, it is very important to adapt to the needs of the times, closely link enterprise development, explore the cooperative development mode between schools and enterprises, and realize its own innovation and entrepreneurship education reform. With the continuous reform of vocational education in China, the state has given more policy support and institutional guarantee to vocational education. How to grasp the policy dividend, meet the social needs and realize the innovation and entrepreneurship education under the mode of school enterprise cooperation, higher vocational colleges need to constantly explore and practice.

1. The importance of innovation and entrepreneurship education in higher vocational colleges

1.1 Social development requires the cultivation of innovative talents

With the development of the times and the progress of science and technology, the traditional development model can no longer meet the needs of social development. All walks of life need more and more innovative talents to promote social progress and development. Vocational education in higher vocational colleges is an important part of the national education system and human resources development. As one of the main positions for cultivating talents, higher vocational colleges shoulder the important responsibility of cultivating diversified talents, inheriting technical skills and promoting employment and entrepreneurship. Therefore, the innovation and entrepreneurship education in higher vocational colleges is particularly important.

1.2 Innovation and entrepreneurship education is the inevitable choice for higher vocational colleges to achieve sustainable development

“Survival of the fittest” is the inevitable law of social development. Similarly, it is also applicable to the development of higher vocational colleges. Higher vocational colleges must clearly realize that in the era of rapid development, vocational education with distinct social service ability must come out of the traditional talent training mode, open up a new road in line with social development and social change, and improve the adaptability of vocational education to social, economic and cultural life. Therefore, innovation and entrepreneurship education has become an inevitable choice on the road of sustainable development of higher vocational colleges.

1.3 All-round reform measures provide development possibilities for innovation and entrepreneurship education

To promote the high-quality development of vocational education, innovation is an important driving force to lead its development. To achieve development, without the support of policies and systems, innovation and entrepreneurship education will be difficult. In recent years, with the adjustment of China’s economic structure, vocational education is also carrying out all-round social adaptability adjustment in order to better meet the development of social needs. In terms of policy, we should give better support to innovation and entrepreneurship education. In 2015, the opinions on deepening the reform of innovation and entrepreneurship education in colleges and universities issued by the general office of the State Council clearly put forward the overall objectives, main tasks and specific measures of innovation and entrepreneurship education, so that innovation and entrepreneurship education can get better policy support and institutional guarantee; In 2019, it was clearly put forward in the national vocational education reform implementation plan that “vocational education and general education are two different types of education with equal importance”^[1].

2. The development path of innovation and entrepreneurship education in higher vocational colleges under the mode of school enterprise cooperation

2.1 Strengthening the construction of “double qualified” teachers

“Double qualified” refers to “double certificate” teachers or “double title” teachers, i.e., “teachers plus teachers with technical positions (or professional qualifications) above the intermediate level. Without an innovative and high-quality” double qualified “teacher team, it is difficult to cultivate technical and skilled talents with innovative ability. Teachers’ theoretical teaching divorced from practice is undoubtedly on paper and teachers should have the ability of practical teaching. Only when they go into the enterprise, know and learn the latest technology of the enterprise, can they dig out new theoretical and practical knowledge points under the original knowledge framework, so as to transform them into practical innovative education ideas. Higher vocational colleges should take whether teachers participate in enterprise practice and whether they have enterprise practice ability as an important standard to measure teachers’ level.

2.2 Specialty adjustment, teaching method reform and innovation under the mode of school enterprise cooperation

The purpose of cultivating innovative and entrepreneurial talents in higher vocational colleges is to enable students to keep up with the needs of social development, so as to find a suitable development platform after going out of the campus. Therefore, what students think and learn should be a curriculum system that meets the needs of social development and can meet students’ adaptation to the changing social environment. To achieve this goal, higher vocational colleges need to actively integrate into society and enterprises, carry out investigation and research, understand the trends and development needs of enterprises, and take this as the starting point to constantly improve and update the curriculum system and teaching methods.

In recent years, higher vocational colleges are constantly exploring the collaborative education mechanism under the school enterprise cooperation mode. The order class and apprenticeship collaborative education mode are constantly improving quality and efficiency. They are also learning and exploring foreign advanced talent training modes, such as the “dual system” vocational education in Germany. These talent training models are inseparable from the joint participation of schools and enterprises. On the one hand, higher vocational colleges need to eliminate majors that lag behind the market development in a timely manner in the form of big data, market research and mutual visits between enterprises and schools. In terms of discipline and specialty adjustment, we should closely connect with economic and social development. In the face of key areas, we should increase the setting of relevant disciplines and specialties in scarce areas. Schools solve the shortage of human resources for enterprises, and enterprises provide practice platforms for schools to improve the practical innovation level of teachers and students, so as to finally achieve the integration of schools and enterprises and cooperate in educating people.^[2]

3. Conclusion

To sum up, innovation and entrepreneurship education plays an important role in promoting the high-quality development of vocational education in higher vocational colleges. To improve the quality and efficiency of innovation and entrepreneurship education is inseparable from the win-win cooperation between higher vocational colleges and enterprises. Innovation and entrepreneurship education needs to rely on the school enterprise cooperation mode in order to better understand the changes of social needs and improve the adaptability and foresight of higher vocational colleges to social development.

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