

Research on the Integration of Automobile Campus Culture and Vocational Undergraduate Talent Training¹

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Abstract: In response to the call of the Ministry of Education for “one school, one product”, Xi'an Automobile Vocational University has built a campus culture based on the spirit of automobiles by virtue of its more than 30 years of precipitation in automobile culture. This paper explains the integration scheme of automobile culture of Xi'an Automobile Vocational University in the aspects of curriculum setting, campus environment, school-enterprise cooperation and community activities, and puts forward the “1-5-16” innovation theory of the integration of campus culture and vocational undergraduate talent training scheme, and the “trinity of school, enterprise and student” culture integration model. This paper hopes to provide a certain reference for the construction of vocational college campus culture through the experience of Xi'an Automobile Vocational University in the integration of automobile campus culture and vocational undergraduate talent training.

Keywords: Campus Culture; Automobile Culture; Vocational Colleges

Introduction

Since its establishment in 1987, Xi'an Automobile Vocational University has more than 30 years of experience and accumulation in vocational education. It is one of the earliest private universities in the country to offer automobile majors. In May 2019, after the evaluation and guidance of experts organized by Shaanxi Province, the Ministry of Education approved accordingly, the school changed its name to "Xi'an Automobile Vocational University", and officially launched the pilot work of vocational education at the undergraduate level. In 2018, the school was awarded the title of "Civilized campus" by the Shaanxi Provincial Department of Education; in 2020, the school was selected as a "one school, one product" school for the national vocational college cultural quality education of the Ministry of Education, and established a campus culture brand of "automobile culture"; Shaanxi Province, China's excellent traditional culture inheritance base. This paper mainly explores the improvement of the comprehensive quality of students by the automobile characteristic campus culture of higher vocational colleges, so that the school can explore with the help of the automobile characteristic campus culture and improve the comprehensive quality of students.

1. The role of campus culture

The campus culture of vocational colleges is a specific cultural environment. This cultural environment is becoming more and more perfect in the process of historical construction. It follows the internal mechanism of cultivating people and realizes the practical value of educating people and cultivating yuan. Taking Xi'an Automotive Vocational University as an example, it is one of the first universities to carry out the pilot work of undergraduate level vocational education in the national vocational education reform. It is one of the first private universities in China to offer auto major, and it is a high-level private university of automobile in Shaanxi Province. The university actively carries out the innovation and practice of campus culture and college students' cultural quality education. Since the launch of the construction of automobile campus culture, the school has made great efforts to successfully build a unique automobile campus with new ideas, new ideas and new designs leading the construction of institutional culture, organizational culture, spiritual culture, material culture, professional culture and writing culture.

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