

Exploration of Ways to Improve Undergraduate Education by College-Enterprise Cooperation

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Abstract: In recent years, school-enterprise cooperation has gradually deepened, and new opportunities and challenges have appeared. Since its establishment in 2018, the Entrepreneur Counselor Program of the School of Economics and Management of Shanghai Maritime University has gradually formed a path of joint education between universities and enterprises. The project shows that the cooperation between colleges and universities and enterprises is conducive to deepening the teaching of ideological and political education, and improving the comprehensive quality of students. It is necessary for the government to give policy support and deepen cooperation with various activities to benefit undergraduate teaching and enterprises' demand for human resources.

Keywords: College-enterprise cooperation; Ideology and politics; Collaborative education; Entrepreneur counselor

The undergraduate period is a transition period for students' both physical and mental growth as well as maturity. The General Office of the Ministry of Education, the General Office of the Ministry of Industry and Information Technology and the Office of the State Intellectual Property Office issued the Notice on Organizing the Action of Thousands of Schools and Thousands of Enterprises, pointing out that it should promote the deep integration of schools and enterprises, actively serve and integrate into the development pattern. On the basis of emphasizing the continued deepening of industry, education and research, the Notice continues to put forward a new mechanism to support university enterprises to explore collaborative innovation. Entrepreneur Counselor is a project launched by the School of Economics and Management of Shanghai Maritime University in 2018. The project recruits enterprises with rich management experience to connect with classes and care about the growth of students. This paper takes the existing mode of joint cultivation in the School of Economics and Management of Shanghai Maritime University as an example to explore how to improve the quality of undergraduate education from the perspective of collection between universities and enterprises.

1. Opportunities and challenges of improving undergraduate education by cooperation between universities and enterprises

1.1 Opportunities for joint cultivation in undergraduate education

During the undergraduate period, students gradually master professional knowledge and set up career planning goals to prepare themselves. Universities and enterprises jointly serve the policy orientation, and integrate the cultivation of professional interest into the undergraduate teaching environment, thus meeting the individual needs of students' diversified development.

From the perspective of undergraduate personal development, students need guidance to understand themselves, and determine career goals more clearly. Through contact with excellent and mature enterprise management and leaders, they can realize the gap between themselves and market recruitment demands.

Considering from the cooperation, it can shorten the communication between enterprises and talents, and enrich the new blood of enterprises. Linking the in-depth communication between students and enterprises can guide students to timely understand the deficiencies in the undergraduate learning process. With the knowledge of the industry being integrated into undergraduate teaching, schools can innovate curriculum ideas, promote the teaching content to keep pace with the times.

1.2 Challenges for joint cultivation in undergraduate education

At present, the mode of running schools by universities and enterprises is not common, and the sustainability is low. Problems such as single cooperative education and training methods, as well as low enthusiasm of teachers and students, lead to the failure to satisfactorily transfer enterprise management experience and requirements to schools. In history, Germany, Britain, the United States and other countries have formed the characteristics of school-enterprise cooperation mode in the process of industrialization, such as Germany "dual system", enterprises attach great importance to human resources training and are enthusiastic about education. The United States mostly signed the enterprise education contract. Enterprises and schools mutually benefit, with the government taking the lead. In general, local governments need to provide policy support to form a background of advocating the association of universities and enterprises. Besides, schools need to find suitable enterprises to provide a platform and opportunities for students.

The lack of policy support causes not only low enthusiasm of enterprises, but also the hollow school-enterprise cooperation. The practice of European and American countries reminds us not only of the importance of the role of government, but also of the importance to meet the interests of enterprises, as well as the necessity of issuing policies and laws.

2. The ways to conduct the cooperation in undergraduate education

2.1 Include university-enterprise cooperation courses in undergraduate professional courses

The college arranges for teachers to connect with the management of enterprises, and offers corresponding school-enterprise cooperation courses for the students of finance and accounting departments and other departments. Before class, students' questions are collected, and the enterprise lecturers will design the course content accordingly. These courses are included into the class hours of the teaching week. Students can understand the connection more clearly between theoretical study and real practice, and have a clearer plan for future employment.

Most lecturers are schoolfellows or have a close relationship with the university, which promotes the formation of a good atmosphere of campus culture.

2.2 Career planning with the help from entrepreneur counselors

The college entrepreneur counselor program covers the classes of new undergraduate students and some community organizations every year. After the enrollment of new freshmen classes, lectures will be given and career planning education will be carried out in the form of class activities. After that, lecturers and students will form online group chats, and freely arrange offline activities and online communication in the later stage.

Career planning is a course that students generally come into contact with after entering the university. It guides undergraduates to comprehensively analyze their interests and abilities, and to formulate appropriate implementation plans in combination with industry characteristics. The role played by entrepreneurs' counselors can help students to objectively evaluate themselves.

2.3 Enterprise research, visit and practice

One of the important resources brought to students by the cooperation between schools and enterprises is research visits and practical opportunities. Domestic college students can generally conduct practice visits, research projects or social surveys by applying for practice projects or training programs. Social practice activities can broaden students' horizons, get them in touch with society and improve their comprehensive quality.

Students can contact the docking enterprises according to their actual needs, and go to the enterprises for various forms of practical activities such as research visits and questionnaires. Investigation activities can effectively exercise students' interpersonal skills and improve students' logical thinking and ability. It promotes students to innovate and practice on the basis of what they have learned in combination with market demand, which helps showing themselves in various innovative and entrepreneurial competitions.

3. Exploration and thinking of joint cultivation in undergraduate education by college-enterprise cooperation

3.1 Speed up the introduction of relevant laws and policies to improve the undergraduate education

In the process of university enterprises exploring the road of cooperation, the role played by the government is very important. If the government introduce some support and preferential policies, it will stimulate the enthusiasm of enterprises' cooperation intentions. Also it can standardize and rationalize the originally spontaneous cooperation. When colleges and universities undertake cooperation matters on their own, it will easily lead to the subsequent break of cooperation, and the resources provided to students may lose their effectiveness in the future.

3.2 Set up interactive platforms to serve students

University-enterprise alliance should not be limited to activities and cooperative classes, but should integrate cooperative resources into an interactive platform to benefit teachers and students on campus. For the future, it's supposed that schools build an online communication platform to facilitate the discussion between enterprise lecturers and students. From the perspective of enterprise management, they should pay attention to students' growth, understand the job hunting intentions and other information, and give feedback. From the perspective of students, they should be able to freely obtain the employment resources, and choose activities according to their interests.

3.3 Adopt diversified communication activities to integrate into the undergraduate study

The goal of university-enterprise alliance is to improve the quality of undergraduate education and give play to the role of education and teaching. In addition to cooperative courses and tutor systems, various activities should be set up according to the needs of different disciplines, so as to enhance the mutual understanding between students and enterprises from multiple dimensions. Activities can be carried out in an orderly manner, such as the theme meeting of employment guidance, industry forum summit, enterprise visit practice, internship post recommendation and so on. These activities are deeply loved, which provide more opportunities for students, and give full play to the professional expertise and management experience of business people.

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