

Research on the Current Situation and Development Path of School-Enterprise Cooperation in Higher Vocational Education

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Abstract: The current situation of university-enterprise cooperation in higher vocational education presents the characteristics of diversification, extensiveness, perfect mechanism and remarkable effect. However, there are still some problems and challenges. In terms of willingness, both schools and enterprises have a strong sense of identity for school-enterprise cooperation in vocational education, and are full of confidence and expectations for the future of school-enterprise cooperation. This paper puts forward a new path for the development of school-enterprise cooperation in higher vocational education: improving the coordination system of investment and interests, and establishing a long-term mechanism of school-enterprise cooperation; Set up the enterprise-oriented school running idea, firm the leading position of the trade organization; Strengthen the construction of internship and practical training bases, realize the docking of talent training and enterprise standards, and improve the applicability of talent training. In general, the cooperation between universities and enterprises in higher vocational education needs the joint efforts of all parties to strengthen the construction of cooperation mechanism, improve the quality and effect of cooperation, and promote the development of higher vocational education.

Key words: Higher vocational education; Influencing factors; School-enterprise cooperation; Development path

Introduction: With the rapid development of our country's economy and the changing of the needs of talents, the cooperation between university and enterprise in higher education has become the important direction in the reform and development of higher education. With the deepening of the concept of school-enterprise cooperation and the strengthening of policy support, the scope of school-enterprise cooperation continues to expand, involving many fields, such as scientific and technological innovation, personnel training, social service and so on. The modes of school-enterprise cooperation are also constantly enriched, including internship training, scientific and technological cooperation, talent sharing, talent training and other forms, which meet the needs of different enterprises and the practical needs of students. At the same time, the state has given strong support to school-enterprise cooperation in higher education, and issued a series of policies, regulations and financial support policies, which has promoted the in-depth development of school-enterprise cooperation. Although the scope of school-enterprise cooperation continues to expand, there is a certain imbalance in the geographical distribution, and the school-enterprise cooperation is relatively small in some regions. In general, the current situation of university-enterprise cooperation in higher vocational education is complex and diverse, which requires all parties to work together to strengthen the construction of cooperation mechanism, improve the quality and effect of cooperation, and promote the development of higher vocational education.

In this paper, through the investigation and research of the current situation and influencing factors of the cooperation between schools and enterprises in China's higher vocational education, firstly, the current situation of the cooperation between schools and enterprises in higher vocational education is expounded; Secondly, the predicament of school-enterprise cooperation is discussed. Finally, it puts forward a new path for the development of school-enterprise cooperation in higher vocational education. Taking higher vocational education as the research object, this paper grasps the basic characteristics and current situation of the school-enterprise cooperation in higher vocational education in China from the perspective of community of destiny, and analyzes the reasons for the dilemma of the development of the school-enterprise cooperation in higher vocational education in China from the perspective of system mechanism. From the historical reality logic to explore the path of development of higher vocational school-enterprise cooperation. This study provides ideas for promoting the in-depth development of school-enterprise cooperation and improving the quality of talent training.

1. The basic status quo of school-enterprise cooperation in higher vocational education

1. From the perspective of national policies and systems

National policies have given strong support to school-enterprise cooperation in higher vocational education, which is mainly reflected in the following aspects: (1) The introduction of policies and regulations: The state has issued a series of policies and regulations to clarify the importance and development goals of school-enterprise cooperation in higher vocational education. (2) Financial support: the state has increased the financial support for the cooperation between schools and enterprises in higher vocational education, and introduced a series of financial support policies to provide financial guarantee for school-enterprise cooperation. (3) Establishment of school-enterprise cooperation mechanism: the state promotes the establishment of school-enterprise cooperation mechanism, such as "school-enterprise cooperation collaborative education working mechanism", "higher vocational education school-enterprise cooperation alliance", etc., to promote the depth of cooperation between schools and enterprises. (4) Strengthen the evaluation of school-enterprise cooperation: the state strengthens the evaluation and supervision of school-enterprise cooperation in higher vocational education, evaluates the quality and effect of school-enterprise cooperation, and promotes the healthy development of school-enterprise cooperation.

2. From the perspective of the common development of school and enterprise

The connotation of school-enterprise cooperation in higher vocational colleges is rich, and its manifestations in reality are diverse.

However, the practical problems between enterprises and higher vocational colleges in school-enterprise cooperation mainly include the following aspects: (1) The depth and breadth of school-enterprise cooperation are limited: some schools and enterprises only stay at the level of practice and training, lack of deeper industry-university-research cooperation, and it is difficult to achieve mutual benefit and win-win. (2) Uneven geographical distribution of school-enterprise cooperation: the school-enterprise cooperation in some areas is relatively less, and the support for the relatively backward areas is weak, which is difficult to promote the comprehensive development of school-enterprise cooperation. (3) Differences in school and enterprise culture: there are cultural differences between schools and enterprises, and there are problems in the cultural integration of the two sides, which makes it difficult to establish a cooperative relationship of mutual trust, mutual benefit and reciprocity. (4) Funding gap of school-enterprise cooperation: there is a funding gap in some school-enterprise cooperation, and the financial support of school-enterprise cooperation is difficult to guarantee. (5) Lack of long-term mechanism of school-enterprise cooperation: some school-enterprise cooperation lacks long-term mechanism, it is difficult to form a stable cooperative relationship. It is necessary to strengthen the planning and management of school-enterprise cooperation, establish a long-term mechanism, and promote the healthy development of school-enterprise cooperation.

3. From the perspective of student talent training

From the perspective of talent training, the current situation of the development of school-enterprise cooperation mainly has the following aspects: (1) The arrangement of enterprises for students' practice and training is unreasonable: some enterprises have unreasonable arrangements for students' practice and training, such as arranging students to engage in low-end and repetitive work, which is difficult to improve students' practical ability and innovation ability. (2) The duration of student practice and training is insufficient: some students practice and training is insufficient, it is difficult to give full play to the role of practice and training, and it is difficult to ensure that students obtain sufficient practical experience. (3) The development of talent training plan is not reasonable: some schools and enterprises in the development of talent training plan there is an unreasonable situation, the school curriculum does not match the needs of enterprises, resulting in the lack of practical ability and practical experience of students, it is difficult to adapt to the needs of enterprises.

2. The reasons affecting the development of cooperation between universities and enterprises in higher vocational education

1. The school-enterprise cooperation is not deep enough and lacks effective incentive mechanism

Although the state has strengthened the evaluation and supervision of school-enterprise cooperation, the quality of some school-enterprise cooperation is uneven and lacks norms and standards, making it difficult to achieve mutual benefit and win-win results. In the initial stage, the school-enterprise cooperation in many colleges and universities has little impact on the quality of student talent training. Moreover, from the practical effect of exploring school-enterprise cooperation in higher vocational colleges, the school-enterprise cooperation has not established an effective incentive mechanism, which obviously inhibits the promotion of school-enterprise cooperation. In the case that enterprises can not see the short-term benefits of school-enterprise cooperation, the determination and strength of school-enterprise cooperation have decreased significantly. Under the effect of such negative feedback, the implementation of school-enterprise cooperation at the enterprise level is weak. Therefore, exploring the long-term incentive mechanism of school-enterprise cooperation has become an important topic.

2. The function of industry organizations is weakened and the foothold of win-win situation is lacking

On the one hand, many industry organizations that used to belong to or rely on administrative departments lack administrative support, their ability to influence enterprises is weakened, and they are gradually divorced from the changing trend of the technical level of the industry and enterprises and the demand for skilled talents. On the other hand, due to the separation of enterprises from schools, the links between industry organizations and vocational colleges have weakened, and in their current state, these industries are seeking to position themselves in the new environment while following the same old development path, with industry organizations currently playing an insufficient or no corresponding role in school-enterprise cooperation. Due to the weakening of the relationship between enterprises and higher vocational colleges, the ability of industry organizations to guide and regulate enterprises in the industry is weakened, and the influence of the formulation of talent training standards in the industry is insufficient, making it difficult for enterprises to connect the needs of employees with vocational training standards, because both are driven by their own interests, making enterprises and schools lack a win-win foothold.

3. Lack of perfect policies and regulations, there is no suitable regulatory environment

Drawing on the experience of developed countries, the perfect legal system provides constraints and standards for vocational education to achieve the development of "government-led, industry-oriented and enterprise-oriented". However, the provisions of these laws and regulations on the rights, responsibilities and obligations of various stakeholders in school-enterprise cooperation are vague and lack operability.

4. Lack of market-oriented consciousness to meet the needs of industry talents

From the perspective of higher vocational colleges, some schools and enterprises pay attention to "training" rather than "education" in school-enterprise cooperation, lack of comprehensive training of students, it is difficult to train high-quality talents that meet the market demand. In the process of production practice, many higher vocational colleges mainly regard school-enterprise cooperation as a means to alleviate the shortage of school circulating funds, solve the internship (practical training, practice) and employment problems of students after graduation. The phenomenon of "hidden" lack of motivation exists in higher vocational colleges, which lack the motivation, determination and belief to cope with the industry's demand for skilled talents.

3. The new path of cooperation and development between universities and enterprises in higher vocational education

1. Improve relevant laws and regulations and create a favorable institutional environment

It is necessary to further strengthen legislative work, establish a legal guarantee mechanism for school-enterprise cooperation, and start the revision of the Vocational Education Law and the legislation of relevant laws as soon as possible. In light of the new situation and new problems in the development of vocational education, outdated provisions should be deleted or amended and new provisions should be added to meet the practical needs of school-enterprise cooperation, so as to ensure that the reasonable interests of all participants are satisfied.

2. Improve the input benefit coordination system and establish a long-term cooperation mechanism

At present, people's understanding of school-enterprise cooperation is not unified, and there are still some misunderstandings. They isolate and limit school-enterprise cooperation to school-enterprise relationship, regard school and enterprise as cooperative units, ignoring school as an entity, thus forming a formalistic understanding of school-enterprise cooperation. In fact, school-enterprise cooperation is not only limited to two-way interaction, mutual benefit and win-win, but more importantly, it is necessary to establish a long-term mechanism of school-enterprise cooperation.

3. Promote the healthy development of industrial organizations and improve their guidance capabilities

Judging from the development process of higher vocational education at home and abroad, industry organizations play an important role in the development process of school-enterprise cooperation in vocational education. Industry organizations have an important impact on promoting the cooperation between higher vocational schools and enterprises in the aspects of technical talent prediction, information platform construction and skill talent standard formulation. Traditional industries should give full play to their deep historical deposits and advantages, clarify responsibilities, innovate working mechanisms, and shape their leading position in the development of vocational education.

4. Change the concept of vocational education and establish an educational concept oriented to industrial demand

On the basis of the traditional concept and practical experience of school-enterprise cooperation and the integration of industry and education inherited from vocational education, and based on the background of China's social and economic transformation, the concept of vocational education training oriented by industry needs should be established. Actively innovate and explore new ideas and new models of school-enterprise cooperation in vocational education that meet the needs of the new era of social and economic development. At the macro level, a system and mechanism for managing and coordinating vocational education is gradually taking shape. At the micro level, more and more schools have begun to gradually establish management concepts oriented by market and industry demand, actively innovate management models, and take the road of school-enterprise cooperation innovation with vocational education characteristics.

5. Establish a school-enterprise production and practice base and build a school-enterprise cooperation and symbiosis mechanism

It is necessary to actively encourage vocational colleges to explore the mode and mechanism of school-enterprise co-construction of education production bases by diversification of investment, provision of land and factories and other channels and methods according to their own advantages and characteristics, so as to meet the existing needs of practical training and education of schools and production needs of enterprises. It should reduce the management costs and risks of enterprises in school-enterprise cooperation, solve the dilemma of insufficient educational resources of vocational colleges, explore a new model of school-enterprise win-win cooperation, and build a school-enterprise cooperation innovation platform.

Conclusion: Promoting school-enterprise cooperation in China's higher vocational education is to meet the demand of enterprises for highly skilled talents, and provides a new impetus for improving the content and level of higher vocational education. National policies have given strong support to school-enterprise cooperation in higher vocational education, but it is still necessary to strengthen the implementation of policies and the construction of school-enterprise cooperation mechanism, explore the innovative mode of school-enterprise cooperation, encourage local governments to carry out pilot work of school-enterprise cooperation, solve the current obstacles to school-enterprise cooperation, improve the efficiency of enterprises and vocational schools, and improve the quality and effect of school-enterprise cooperation. To promote the development of higher vocational education.

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