

# Research on the current situation and Countermeasures of school enterprise cooperation of E-sports major in Colleges and Universities

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**Abstract:** under the background of continuous and in-depth education reform, teaching activities around school enterprise cooperation have become the focus of many schools and teachers. E-sports is a new major in Colleges and universities. In order to continuously strengthen the core competitiveness of students and ensure the future development of students, professional teachers carry out a series of teaching activities around school enterprise cooperation in talent training, which can further improve the quality of talent training and promote the professional development of students. However, there are still a series of problems in the actual development, which makes it difficult to achieve the established educational objectives. In view of this situation, colleges and universities and E-sports teachers need to explore effective teaching reform measures based on reality.

**Key words:** College E-sports major; School enterprise cooperation; Current situation and countermeasures; research

## 1. Connotation of school enterprise cooperation

Since entering the new era, social development is in urgent need of high-quality and strong ability talents. How to continuously improve the core competitiveness of talents has become the research content of many universities and teachers. In order to continuously deepen the reform of higher education, the Ministry of education of China, together with other departments, issued the decision of the CPC Central Committee on Several Issues concerning comprehensively deepening the reform, which pointed out that the integrated development of colleges and enterprises is an important educational concept to promote the development of higher education and improve the quality of talent cultivation, which can cultivate more high-quality and highly skilled talents for the society.

This new concept can be divided into "school enterprise" and "cooperation". School enterprise specifically refers to industry (enterprise) and education. Enterprise is interpreted as an organization for profit, and enterprise is the external manifestation of industry; Education mainly refers to school education, which is the education that students should accept in school. Education can be divided into classroom education and practical education. Therefore, school enterprise cooperation can also be understood as that the school actively seeks cooperation with enterprises in the process of development, and both parties implement effective measures on talent cultivation, such as improving teachers' educational ability, improving the educational system, and innovating teaching methods, so as to construct the professional teaching pattern in the new era, which can guide students to continuously establish cognition in the learning of knowledge and skills, Ensure that the knowledge and skills learned by students are consistent with the production standards of enterprises, so as to fully guarantee the future development of students.

## 2. The current situation of school enterprise cooperation of E-sports major in Colleges and Universities

### 2.1 Teachers' team structure

According to the analysis of the actual situation, the professional teachers of E-sports in Colleges and universities in China under the school enterprise cooperation are mainly composed of industry related practitioners and university teachers of corresponding disciplines. First, professional E-sports personnel and club managers. Such personnel have been engaged in the e-sports industry for many years. They have a profound understanding of the industry and have rich practical experience in game planning, event planning, event execution, club operation management, and tactical analysis. However, such personnel lack corresponding teaching experience, and due to key issues such as salary, few relevant personnel actively enter colleges and universities to carry out teaching work for a long time; In terms of teaching methods, industry related practitioners have not mastered the teaching methods and teaching ideas for college students. In contrast, their teaching activities are more like short-term training, which makes it difficult to achieve the established teaching objectives, digest the detailed theoretical knowledge in an all-round way, and break the upper limit of students' Comprehensive ability. Secondly, the teachers are teachers of relevant majors and courses in Colleges and universities. In September 2016, the Ministry of education of the people's Republic of China organized a study to determine 13 supplementary majors, which have been implemented since 2017. The period includes the major of E-sports and management, and the subject category is education and sports. The professional courses of E-sports are comprehensive and practical, covering the knowledge system of economics, sports, psychology, computer and other related subjects. Therefore, most of the teachers who carry out teaching activities in Colleges and universities are mainly teachers of related disciplines. Such teachers have rich teaching experience, and their teaching activities are also highly targeted, but many of them do not fully understand the major of e-sports, and it is difficult to effectively integrate the course teaching and the professional content of e-sports, so that students' comprehensive ability and practical ability cannot be improved. Only a small number of teachers who carry out teaching activities in Colleges and universities are relevant professional teachers.

### 2.2 Current situation of teaching system under school enterprise cooperation

On the one hand, the teaching system of E-sports specialty in Colleges and Universities under the cooperation of colleges and enterprises is not perfect. A perfect teaching system determines the quality of talent training to a large extent, but some colleges and universities are not aware of this in their development, and colleges and universities have not clearly pointed out the talent training objectives in their development, which leads to the failure to improve students' comprehensive ability. Second, teachers' teaching methods are single. Under the cooperation between schools and enterprises, many professional teachers mainly use the knowledge explanation method to carry out teaching activities in teaching. Although this method can ensure the teaching progress, it is not conducive to students' active participation in learning, its practical ability cannot be developed, and students' core competitiveness cannot be improved.

## 2. The teaching reform path of E-sports major in Colleges and Universities under the cooperation of colleges and enterprises

### 2.1 Continuously improve teachers' educational ability and build a double qualified teaching team

In the new era, teachers' comprehensive education ability determines the quality of talent training and the progress of teaching reform. In the context of school enterprise cooperation, colleges and universities need to pay attention to the improvement of teachers' teaching ability in the teaching reform of E-sports specialty, and start to build a double qualified teaching team. At the present stage, many colleges and universities mainly outsource their majors to relevant enterprises (and the decision is mostly proposed by the cooperative enterprise party) or hire excellent professional teachers graduated from foreign counterparts. However, there is a shortage of excellent professional teachers graduated from counterparts, so this method still can not meet the current needs of professional teaching reform. Therefore, the school can improve the teaching ability of professional teachers from multiple perspectives, around the school enterprise cooperation, from the following points: first, improve the educational ability of professional practitioners who intend to participate in college E-sports. It has been mentioned above that such personnel have in-depth understanding of the e-sports industry, but they lack teaching experience in Colleges and universities and do not master effective teaching methods. Therefore, the school can let these teachers master more teaching methods and concepts through post training, and guide them to implement these contents in teaching, so as to improve the teaching pertinence; By implementing the corresponding incentive policies, the school will attract more E-sports Club administrators, E-sports club coaches, E-sports Club referees, E-sports commentators, game planners, etc. to join the talent training team. In the later stage, they also need to be trained to avoid deviations in teaching work. Secondly, the school should carry out regular training to improve the teaching ability of teachers of relevant courses of E-sports major. The school can actively cooperate with local and developed E-sports clubs, and regularly organize teachers to study in these units, so that teachers of relevant courses can master more advanced and front-line E-sports knowledge. Then teachers should guide teachers to develop new teaching plans for the teaching reform of e-sports, such as psychology teachers can introduce MoBa games, group warfare psychology, Leadership construction, anti depression and other contents, and effectively improve the pertinence of teaching. Finally, under the background of school enterprise cooperation, the school can hire local excellent planners and experts to join the talent training, and make them assist teachers to carry out teaching activities by means of special lectures, etc., so as to continuously optimize the structure of the school teachers' team, so as to ensure the smooth development of subsequent teaching activities.

### 2.2 Further improve the teaching system

A perfect teaching system is also an important internal factor to ensure the teaching quality and improve the teaching effect. Therefore, the school needs to further improve the teaching system in the development, so as to ensure the effective development of follow-up teaching activities. First of all, teachers can position the requirements of vocational skills in primary courses as E-sports theory, and the requirements of vocational skills in intermediate courses as E-sports practice teaching. At the same time, teachers need to ensure the difficulty of the course and the ladder of teaching objectives. Secondly, on the basis of enriching the teaching content and clarifying the teaching hours, professional teachers should analyze and improve the talent demand of the market, and fully analyze the professional development trend. Through the analysis of club employment standards, game planning post requirements, etc., they can improve the curriculum design and optimize the curriculum system, so as to realize the effective combination of professional teaching and post practice, Ensure that the teaching content is in line with the social reality and avoid teaching deviation. Finally, teachers need and in-depth analysis of professional development trends, the introduction of E-sports innovation and entrepreneurship education in teaching, to ensure that students can be successfully employed after graduation, and do a good job in recognition of students' future development. Finally, the school can learn from the teaching system of E-sports major in Colleges and universities in developed regions, and establish a set of E-sports talent training system suitable for the school according to the actual situation of the school and the needs of students' ability development, so as to improve the quality of talent training and help students' efficient and diversified development.

### 2.3 Teachers actively innovate teaching methods

The traditional teaching mode is mainly that teachers directly explain the relevant content and knowledge in combination with the teaching content. This teaching method is not conducive to students' active participation in learning, and it is also unable to achieve the development of students' multiple abilities. In view of this situation, teachers need to evaluate students from multiple perspectives and in-depth in actual teaching, so as to realize the comprehensive development of students. For example, teachers can carry out teaching activities with the help of mixed teaching method. This teaching method is divided into two stages: online teaching and offline teaching. Online teaching mainly involves teachers designing videos, teaching cases, etc. in combination with teaching contents, and then uploading these contents to the teaching platform for students to learn and complete online learning tasks after class. Offline teaching is mainly for teachers

to guide students according to their online teaching weaknesses. This teaching method can fully mobilize students' interest in participation and is conducive to students' diversified development.

Taking the teaching of "MoBa game hero alliance tactical analysis" as an example, the author carried out teaching activities with the help of mixed teaching method. In the online teaching stage, the author summarizes the previous tactics of the SKT team, and then designs it as a video. At the same time, the author uploads the teaching project, military line and support legend, eye insertion and transmission mechanism to the class group, so that students can learn and complete simple choice questions and judgment questions after class. In the process of students' learning, the author actively communicates with students to understand their learning weaknesses, so as to provide targeted guidance offline. In offline teaching, the author found that students' understanding of the content of "shooter group battle position and auxiliary protection" was not deep enough, and many students were also prone to position errors in operation. Therefore, the author and the e-sports practice tutorial teachers guided the students to understand the effective methods of shooter output position and Summoner skill selection, Then the author asked the students to carry out the game and apply the learning content to the actual operation.

#### 2.4 Improve teaching evaluation and evaluate students from multiple perspectives

Under the school enterprise cooperation, teachers need to evaluate students from multiple perspectives. For example, teachers can let Club teachers, course teachers, etc. join the evaluation team. These teaching subjects evaluate students from their classroom participation, task completion, project completion progress, etc., and also evaluate students' professional quality. Perfect teaching evaluation also plays a guiding role in the improvement of curriculum, practice, teaching content, teaching hours and teaching methods. Based on this, based on the combination of school and enterprise, teachers also need to revise and improve the training scheme of E-sports professionals, so as to cultivate professionals who are welcomed by the society, urgently needed by enterprises and can really promote the development of society and industry.

### Conclusion:

Since entering the new era, the rapid development of China's Internet industry has also spawned a variety of emerging specialties in this context. The major of E-sports is oriented to the society and mainly cultivates game developers and designers, club administrators, and event operators for the society. At this stage, the major is also gradually moving towards the society and gaining more recognition. The final of the 2018 Jakarta Palembang Asian Games hero League performance competition came to an end. The Chinese team and the South Korean team fought hard for four games. In the final game, the Chinese team won the game through excellent group warfare, which also represents that E-sports has truly become a sports event. In this context, the development of the domestic e-sports industry urgently needs all kinds of talents, so many colleges and universities have opened E-sports related majors. In order to continuously improve the quality of talent training, many colleges and universities have started to implement the school enterprise cooperation mechanism in talent training.

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