

Research on Practical Teaching Model of Higher Vocational Colleges in Deepening School-enterprise Cooperation

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Keywords: Higher vocational colleges; practical teaching; mode; guarantee

Abstract. This paper first discusses the status and characteristics of school-enterprise cooperation of higher vocational colleges. After analysis, the article puts forward main practical teaching modes of higher vocational colleges in deepening cooperation between colleges including promoting integration of colleges and enterprises to further enhance practical teaching, reforming cooperation modes to enrich practical teaching content, combining marketing needs to upgrade practical teaching modes, integrate local development to obtain school-enterprise cooperation with clear targets. At last, this puts forward relative suggestions on how to enable higher vocational colleges to play a more important role in practical teaching of school-enterprise cooperation effectively and how to guarantee the normal operation.

Introduction

Higher vocational education is one of the most important part of higher education in our country. Higher vocational education is mainly under charge of local governments at provincial level with the guidance of national macro policies. According to actual needs of economic and social development in this region as well as the development of higher education, the government determines the annual recruitment of students, majors, charge and management, education fees, degree certificate and graduate employment guidance. Meanwhile, the government should be responsible for education quality, running order regulation as well as operating condition improvement. With great focus of the whole society and increasing investment, vocational higher education has gradually expanded its running scales and played a key role in higher education at large. Although higher vocational education has gained a rapid development, there is still great room for students training quality to improve. Especially students' practical ability exist severe problem, which leads to poor practical ability after graduation and directly affects competitiveness of higher vocational graduates. Thus, in order to further promote the sound development of higher vocational education in our country and deliver more suitable talents for our society, it is necessary to further improve the education teaching mode in higher vocational colleges, promote cultivation of students' practical ability and improve their practical operation ability.

Brief Introduction of Higher Vocational School-enterprise Cooperation

Practical teaching refers to teaching students with real cases in actual working conditions via simulation working environment. This mode combines theory and practice with great emphasize on on students' participatory learning to improve students ability of expertise skills, practical experiences, working methods and team work. Practical teaching is an important approach to improve students' practical ability. School-enterprise cooperation is a cooperative mechanism widely used in higher vocational education and has gained increasing attention by the general public. At present, school-enterprise cooperation has become a significant mode in higher vocational colleges to cultivate high-quality skilled personnel so as to realize the cultivating target among colleges. Via this kind of cooperation, colleges can use the most advanced production and business operation platforms and enables students to learn more direct work experience, which is valuable for students' practical

ability and incomparable with class education and internship. What's more, enterprises can also obtain more talents and more theoretical knowledge to enrich their own production and operation system. However, from the perspective of school-enterprises cooperation, it is the enterprise that plays a major role and the school rarely pays attention to students once they enter into the company. [1, 2]. It is not conducive to the sustainable development of school-enterprise cooperation and unfavorable to students' practical ability improvement. At this stage, therefore, in order to further promote the cooperation mode, make greater efforts to promote this cooperation and enable higher vocational colleges to play a better role in cultivating high-quality skilled talents, our college should, according to the "Several Opinions on Comprehensive Improvement of Higher Vocational Education and Teaching (Ministry of Education [2006] no. 16), combine practical conditions and relevant experiences. This thesis conducts a research on practical teaching model of higher vocational colleges in deepening school-enterprise cooperation to provide reference for our college to achieve education and cultivation targets, further accelerates fundamental transform of talent cultivation mode and school running institution as well as develop better talent cultivation mechanism.

Main Modes of Practical Teaching in Higher Vocational School-enterprise Cooperation

Integrate Colleges and Enterprises and Further Enhance Comprehensive Practical Teaching: Schools and enterprises can be integrated with a common goal to render complementary advantages to both sides as well as enable enterprises to play a better role in talent cultivating process. The main function of higher vocational colleges is to provide talents for local economic development and the management goal of enterprises also contributes to local economy. Therefore, we need to find a local competitive enterprise as an entry point and find a cross point between higher vocational schools and enterprises. Thus, schools can take local competitive enterprises as platforms to inject power to local economic development. For example, Fujian Liming Vocational College cooperated with many local enterprises to hold "Heng'an Electromechanical Training Course" and "Anta Training Course" to promote practical teaching, integrate all aspects such as investment, technology, human resource and culture together as well as gain a win-win situation by talent cultivation and industry development[3]. During the cooperation, two sides worked together to make researches on expertise training courses and recruitment plan according to traditional industry development situation in Quanzhou and talent demand forecasting. Enterprises provide open workshops and laboratories, accept interns in a month of every summer or the last semester, send professionals to undertake professional class, professional practice teaching and guidance, distribute piece rate during the internship. Graduates have the priority to be employed by cooperative enterprises. In addition to those training courses mentioned above, the school also worked with Xianyi Company to jointly sponsor "film and television production technology" major and worked with CNC Processing Center in Yuchang to create "mode design and technology" major. Enterprises are responsible for building campus practical training center, allocate professional personnel to teach, provide practical teaching guidance and obtain sound improvement in employment.

Reform Cooperation Approaches and Enrich Practical Teaching Content: Against the backdrop of college-enterprise cooperation, in order to promote practical teaching, the main target is to cultivate student's practical ability so as to better adapt themselves to work. However, at present, a large number of colleges treat students as official workers in practical training process in particular the internship process. Some colleges even regard student internship as a tool to grab benefits for themselves. This situation not only exerts severe influences on improving significance of practical teaching but also on the further development of practical teaching [4]. Therefore, in the next stage of higher vocational college-enterprise cooperation, colleges must face up to the real meaning of the cooperation. It is not an issue related by employment, but also an important topic of talent cultivation. Thus, we must gradually achieve deep integration of college-enterprise cooperation, improve cooperation mechanism and formulate a long-term cooperation institution of talent cultivation, common management, result sharing and co-responsibility Bohai Marine Vocational College, for example, signed cooperation agreement with China Shipbuilding Industry Group, China Shipbuilding Industry and dozens of enterprise groups to establish internship basement. The

vocational education running mode of "School in front, factory at the back" has been created with full advantage of geographical advantages. The municipal government in Huludao City takes the lead, relevant administrative departments coordinates and 12 local enterprises as well as the college board set up this program to sign talent cultivation agreement. Therefore, the internship and practical teaching are regulated and better software and hardware environment can be provided to the largest extent.

Closely Combine Marketing Needs and Upgrade Practical Teaching Modes: With the development of the era and intensified social competition, the employment rate of graduates has become the important indicator for school personnel training. Higher vocational colleges, in particular, due to history, experience, education level and other factors, still lag behind some traditional higher colleges in terms of student theoretical quality and comprehensive ability. Thus, in order to provide greater talents to the society, vocational colleges must have their own characteristics [5]. For example, at present, many higher vocational colleges are carrying out "ordering" personnel training mode, which is of great significance. Take Hebei Software Vocational and Technical College as an example, the school has already started to set up "order" classes with Baoding Branch of China Life Insurance and People's Insurance Company of China a few years ago. With the main classes named as business management, human resource management, tax agency and finance management, several order classes have been successfully launched.

Two sides jointly work out teaching plans in accordance with the professional standards and set up some courses together. After junior year, students can enter into the enterprise for internship and practice. During the internship, the company allocates various welfare including living subsidies, performance bonus, etc. in line with welfares of official employees. The enterprise should allocate special funds for multimedia classrooms and practical training equipment, select experienced senior management personnel and business backbones to teach and guide as well as conduct open teaching integrated with working and learning. Students, with clear learning targets and professional training, can obtain working qualification certificate of insurance agents. Graduates from the order class are always recruited with outstanding performance in the company.

Fully Integrate Local Development and Conduct School-enterprise Cooperation with Clear Targets: The ultimate goal of talent cultivation is to serve society and repay society, thus school-enterprise cooperation, practice teaching and development orientation of higher vocational education itself should all be fully integrated into the local economic development and combine personnel training, school development and society service. Only in this way can the cooperation and the development of higher vocational colleges find the focus. It is inseparable to make a comprehensive research on the needs of local economic development, tap potentials of school-enterprise cooperation and raise the value of practical teaching under the guidance of local economic development [6]. In Baoding, for example, car manufacturing is a traditional advantage industry. There are Great Wall Automobile and Zhongxing Automobile as well as Chang'an Automotive Production Base with near one million units, which shows a great amount of automobile talents. Thus, Hebei Agricultural University, taking advantage of this situation, jointly organized Great Wall Automotive College with the company. The college uses the internship basement, which enables students to learn specific courses centered with practice at the very beginning of the new term. In addition, with enterprise and school culture cultivation, students can learn inclusive and comprehensive knowledge and obtain outstanding practical skills so as to make their own contribution to local economy. Such school-enterprise cooperation is not only beneficial to both sides, but also beneficial to local economic development.

Guarantee Approaches for Higher Vocational Colleges in Deepening School-enterprise Cooperation

Higher vocational school-enterprise cooperation effect can not be decided by one single side as administrative departments and the government also play a role in coordination. Therefore, in order to enable vocational colleges to exert better influences, guarantees in following aspects must be provided. (1) The school should formulate relevant management system and provide suitable

practical teaching modes for students. In addition, the school should also regulate tutors during the practice or internship by stipulated test requirements. (2)The enterprise should provide great hardware environment including boarding conditions, internship conditions and sound quality of tutors as well as improved testing system. (3)Administrative departments and local government at various levels should provide favorable environment for school-enterprise cooperation. Meanwhile, regulation mechanism should be set up so that all parties engaged in cooperation can be effectively regulated and all works can go smoothly.

Conclusions

School-enterprise cooperation, with great emphasis on talent quality, practice and resource sharing, is a win-win mode for both colleges and enterprises. Through this kind of cooperation, students can get access to practice and internship platform, which is very important to improve their practical ability during higher education. In particular, with the development of times, school-enterprise cooperation has become an important platform for higher vocational college students to improve comprehensive ability and working ability. Under such circumstances, vocational colleges should stick to the goal of improving operation ability and talent quality, the guidance of “cooperative college-running, talent cultivating, employment and development”, the features of “take advantage of industry, share common resources and obtain a win-win situation” to promote institutional innovation for school-enterprise cooperation. Thus, vocational colleges can play a better role in school-enterprise cooperation and create new power for talent training.

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