

Research on Innovation Mode of Quality Education of Higher Vocational College Students Based on the Integration of Enterprise and Campus Culture

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Abstract. Campus culture is the spiritual wealth of the institute, which play a subtle role on the cultivation of higher vocational students. Enterprise culture embodies the core value system of enterprise. Although their focus on the cultivation of talents and the training ways are different but they have a full integration foundation. Exploration of the important value and significance of college and enterprise culture integration can help us to promote the integration of college and enterprise culture to be better achieved in higher vocational college students' quality training.

Introduction

With the advent of the internet information society, higher vocational education, which is responsible for the transportation of high level compound technical talents for society, getting more and more attention from all sectors of society. How to further promote the quality education of higher vocational college students, let the students has the ability to adapt the modern production structure and the fast pace of enterprise competition, which is an important topic that a large number of colleges, experts and scholars make continuous exploration.

The basic connotation of campus culture

There are different opinions about the definition of campus culture, but there is no definite conclusion. However its basic connotation and composition form has been reached a common view. Campus culture is a highly abstract and general term, which includes the differential academic atmosphere of the academy itself, style of teachers and students, campus environment, cultural tradition and spiritual connotation etc., and it is a unique and valuable spiritual wealth of the Institute. Campus culture specifically shows as the culture exchanges of study and life , culture principles and culture facilities, etc., which infiltrates all aspects of the colleges and has a subtle influence on the campus of each person's ideas, behavior standards and value orientation . According to different culture forms, campus culture can be divided into material culture, system culture, behavior culture and spiritual culture.

Material culture is the most intuitive and most explicit expression of campus culture. Material culture includes the campus layout and construction, the teaching facilities, beautified environment and the overall impression. The system culture is the concrete manifestation of the campus culture, which is the binding guideline of the various aspects of the colleges and the necessary guarantee for the good operation and development of the colleges. Behavior culture is the concrete practice of campus culture, which is the final examination of the influence degree of the campus culture. Innovative teaching activities, efficient management and organizational activities, colorful extracurricular cultural activities and reliable logistic service all those can let people deeply feel the excellent university behavior culture. Spiritual culture is the soul of campus culture and the core of the most profound culture. If the spiritual culture of colleges and universities can be well reflected, it can improve the cohesion and vitality of the colleges and improve students' sense of belonging and identity.

The core idea of enterprise culture

There are different opinions on the definition of enterprise culture from domestic and foreign scholars, but generally speaking, general corporate culture refers to the summation of enterprise material culture, behavior culture, system culture and spiritual culture, corporate culture in a narrow sense refers to the enterprise ideology which takes enterprise value system as important core.

Enterprise's behavior culture is a practice culture based on enterprise operation behavior, including the behavior of all employees led by the entrepreneurs. HNA Group chairman of the board of directors ,Chen Feng summarizes the highest behavioral goal of HNA leaders as “self-cultivation via virtue, hear- cultivation via sincerity , benefit regulated via righteousness” .The employee behavior requirements mainly draw lessons from the Chinese traditional culture “physical nature study, attaining knowledge, sincerity, integrity, cultivation, govern a family, administer a country, world peace”

The system culture of the enterprise is the binding culture to guarantee the enterprise to realize the management idea and the enterprise goal, standardize enterprise's leadership system, management system and organizational structure. HNA Group implements the organization structure as” group headquarters- subsidiary- second level subsidiaries(production and operation department)”, constantly learns from the advanced management system at home and abroad, and improves the operating mechanism and guarantee mechanism inside the enterprise.

The spirit culture of enterprise is the deepest and the core of the enterprise culture. It is not only the sublimation of other levels of culture, but also the support of other levels of culture. The spirit culture of enterprise includes the common ideality of the enterprise, the common belief and the common idea, etc. And it is the the inexhaustible motive force for the continuous development and strive of enterprises.

The common ideal of HNA Group is “contribute to the happiness and peace in the world for the benefit of mankind.” and committed to creating a new form of enterprise that will not only make people work harder, but also not forget to take on the responsibility of the society and the world.

The common belief of HNA Group is” god bless the good, god bless the self-help, god bless self-rule ”,it is also “Truth, goodness, beauty" and "boundless love." HNA Group sincerely treat every employee and customer; willing to give back to the society with the greatest kindness;” beauty” is more like a representative of the artisan spirit, reflecting their ultimate pursuit of each product and each service.

The common idea of HNA Group is” integrity, performance, innovation”. People can't be successful with no faith, enterprise is also the same. Integrity management is one of the most basic and important business philosophy of the enterprise. Performance is the direct pursuit target of the enterprise and a benign operation power. Innovation is the magic weapon of enterprise differentiation and the improvement of the core competitiveness. HNA is in good faith to be faithful to the people in the world, pursuits the achievement performance and takes innovation as the driving force.

The differences of culture between college and enterprise

The difference of the training goal emphasis of the college and enterprise culture.

Firstly, the university as a kind of non profit organization , when cultivating talents, they put more consideration on social benefits and pay more attention to the students' basic quality and learning ability . And enterprises are more likely to pursue economic efficiency, focus on the inspection of the specific skills , and make the talent to meet the social expectations as far as possible and create the greatest benefits. Comparatively speaking, colleges and universities pay more attention on the assessment of individual ability and quality, meaning while the enterprise pays attention to the staff's team cooperation ability, devote particular care to cooperation and cross sectoral cooperation and pursuit of all flowers bloom together not just one thriving.

The training methods of enterprise and college culture are different.

Cultivation of talents in campus is mainly via theoretical approach , inspection form is still relatively simple , mostly take the written examination as criterion. Talent cultivation in colleges and universities is achieved through the establishment of scientific teaching mode , perfect management mechanism , adequate teaching resources and beautiful learning environment . While the corporate culture pay more attention on practice and let the act to test the truth. The corporate implements specific skills training of the talents under the big social environment and takes the pursuit of economic efficiency maximization as orientation.

Foundation of culture fusion

The pilot nature of the influence of the campus.

Cultivation period in most of the colleges and universities is 3-4 years, it is relatively a long time and can implement very systematic education and training of personnel . The team consciousness and service consciousness required by the modern enterprises belong to the higher level of thinking consciousness, which needs long-term infiltration and influence and can't develop in a short term. Campus culture make a subtle influence on the students of higher vocational education in daily life by creating a good cultural atmosphere, let the students gradually understand and form a habit ,consciously abide the code of conduct in accordance with the core values of the enterprise and enhance their professional accomplishments step by step. In addition, the modern enterprise pay more and more attention on the basic character and basic quality of a person, real talent should not only have outstanding skills but more importantly is to have a good moral character. It is very important for a person to shape the correct values and outlook on life and world outlook during university period.

The directionality of the requirement of enterprise culture.

The social environment is much more real and cruel than the university, there will be a part of the students ,even when they enter into the higher vocational institutions , they are still like flowers in the greenhouse. The vast majority of higher vocational students will have a period of confusion and wandering , they do not know where to go in the future and lack of clear goals and career planning .Providing the social information represented by the enterprise culture can provide students with a wide range of reference , let the students understand the enterprise's talent demand and stimulate their struggle consciousness , let students have strict requirements of themselves and cultivate their professional quality . Preparing for the role change in advance so they will not be too surprised to defend themselves when enter into society and feel regretfully.

The value and function of college and enterprise culture integration in the quality education of higher vocational college students

College and enterprise culture integration is conducive to enhance the employment advantage of higher vocational college students.

The goal of higher vocational education is to cultivate the high level application oriented talents which adapt to the production and construction, management and service for the development of modern society. Its "professional" characteristics are more obvious . And the introduction of excellent enterprise culture can make the higher vocational colleges complete the trinity training process from” cultivate qualified college students ”to” cultivate the all- round reserve personnel ” and then to” cultivate higher quality professional people ”. It helps college students to set their own goals as early as possible and get them familiar with professional characteristics , looking for their career prospects and make career planning ,ultimately achieve the basic purpose of enhancing the employment advantage.

College and enterprise culture integration is conducive to promote the sustainable development of enterprises.

The management system and organizational structure of the enterprise are more rigid and severe than universities, which is a big challenge for the students who just stepped out of campus. Enterprise talents who adapt to the fast pace of modern business society, in addition to the outstanding professional skills, they also need to have perfect psychological quality and survival ability. They not only need to complete the task responsibly and independently, but also need to play a cooperative spirit in the team with the overall situation. This kind of professional accomplishment cannot be formed via the knowledge learning or training in the short term, it needs a certain influence of cultural atmosphere, which is the long lasting nurture with the concept integration into the campus culture, so as to ensure that the talents delivered to the enterprises are the high qualified personnel who can help enterprises to achieve long-term sustainable development.

College and enterprise culture integration is conducive to highlight the characteristics of the concept of running a college.

Enterprise and culture integration means that universities and enterprises carry out multi-level cooperation in all aspects. Today, many colleges and universities put focus on the work of teaching, enrollment and infrastructure, therefore there are existing problems a certain extent such as education model curing, separation from the market, lack of educational characteristics and highlights. The cultural exchange and interaction between college and enterprise can make the students' skills become more butted. As a kind of non-profit organization and enterprise, when colleges carrying out the depth cooperation they can get more social resources to promote the construction of campus teaching equipment and infrastructure.

The innovation approach achieved under the quality education of higher vocational college students from college and enterprise culture integration

Enrich campus culture, follow the market pace.

On the basis of absorbing and merging excellent enterprise culture, higher vocational colleges will constantly enrich the connotation of campus culture which is showing as the learning style and style of teachers and students etc. With the rapid development of commercial society, industrial structure is constantly upgrading, and people's consumption concept is keep on changing. Therefore vocational student can't just "keep themselves busy in the classics and ignore what is going on beyond their immediate surroundings" The higher vocational colleges should adjust the course content according to the requirement of the enterprise and the social development, and try to follow the market demand so as not to cause the gap between the knowledge and practice.

Innovating teaching mode, optimizing course structure.

Higher vocational colleges can make use of information technology to make the classroom more attractive. For example, add the simulation course of enterprise management system, strict rules and regulations and fierce competition simulation can let the students feel the professional management mechanism, exercise their stress tolerance ability and psychological quality. Vocational colleges should optimize course structure, innovate teaching mode, inspire students enthusiasm of exploration and lead students to their specialization and professional road.

Conduct business research, reference management experience.

Colleges and universities can adopt the method of organizing students to conduct research within the enterprises, and then put forward research questions and determine the theme, divide students into more than one discussion group and let them make the division independently. Through the combination of practical understanding and data access, draw on the reasonable factors in the enterprise management mechanism, such as appropriate introduction of competition can promote students' professional transformation and improve the work efficiency of teaching and administrative staff.

Strengthen communication and publicity, cultural interaction between college and enterprise.

After the careful choose of the enterprises with the same philosophy of themselves, colleges and universities should strengthen communication and publicity. Post a poster which is beneficial for corporate image and cultural propaganda on the bulletin board or teaching building ; hold the exhibition of excellent enterprise culture on campus; book periodicals for students to read freely; invite excellent employees from companies with advanced management experience to share working information by holding lectures, seminars, etc. Students and employees will have further interact and deepen their understanding with each other, helping students to understand the real work and life of enterprises

College and enterprise resource sharing, theory combines with practice.

Depth cooperation between colleges and enterprises can achieve a win-win resource sharing . Enterprises allow some outstanding teachers and students enter into the production base for research and development, which makes the students have the opportunity to contact directly and understand the enterprise's high and new technology. Students will understand how scientific research results can be transformed into products, apply what they have learned to practice, aware the lack of their knowledge structures and determine their directions of further research. On the other hand, theoretical teachers enter into the enterprises can provide advices and references for the development of enterprises.

Depth cooperation between colleges and enterprises, expand the talent pool.

As campus and enterprise continuously explore the possibility of the depth cooperation, therefore enterprises can sponsor the higher vocational students' professional skills competition in colleges and universities. On the one hand, it has expanded its own brand awareness and influence, on the other hand it can help students to " assist teaching by match ", improving their professional skills and quality. Enterprises will provide valuable internship opportunities for the winners with outstanding performance and expand enterprise's own talent pool.

There are obvious differences between campus culture and enterprise culture, but there are also full integration foundation for them. The two cultures make an complementary to each other and reach a win-win cooperation. There is no doubt that the further integration of college and enterprise culture will make more progress and breakthrough in the innovation of higher vocational students' quality education mode.

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