

# A Study on the Construction of School Enterprise Cooperation Mode in New Vocational Education

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**Abstract:** Higher level vocational education has become an important growth point of China's national economy. As the main body of higher vocational education, schools, governments and enterprises play a role in promoting and promoting social and economic development. In recent years, various regions in China have been exploring new models to overcome the shortcomings of the mainstream development model and optimize resource allocation. The higher efficiency vocational education school enterprise cooperation interactive school LAN model, the organic combination of school and enterprise cooperation provides relevant countermeasures and suggestions, please use empirical research methods.

## 1. Introduction

In July 2010, the Chinese government released the outline of medium and long term education reform and development plan (2010-2020). In order to improve the attractiveness of vocational education, four key task business plans are put forward, three of which are closely related to the school enterprise cooperation in vocational education. At the annual vocational education conference in 2011, the Minister of education pointed out that the current situation of China's vocational education development is school enterprise cooperation[1]. The vigorous development of school enterprise cooperation is the focus of China's vocational education reform in the future

## 2. The Construction of the Interactive Mode of University Enterprise Cooperation in Higher Vocational Education

The development of vocational education, especially the development of higher vocational education, is related to the sustainable development of China's economic structure and the enhancement of the core competitiveness of enterprises. According to the survey, the employment rate of Chinese vocational college graduates is below 40%. The main reason is the lack of training experience and practical skills. From the current situation of higher education institutions, as a type of employment education, the effective form of school enterprise cooperation is a widespread concern of the society.

### 2.1. Seek an Effective Way to Combine Production, Learning and Research Closely

The basic significance of the combination of production, education and research lies in that education must face the market closely; the main direction of economic structure; social progress; that is, to pursue the organic combination of education and market. Some developed countries are leading in production, education and research, and there is a great possibility of cooperative education[2]. The rapid implementation of collaborative education has made great contributions to the development of the world economy. From the point of view of the combination of production and learning, this is the only way to develop higher vocational education. In order to construct the practical education system of higher vocational education, we must fully consider the organic combination of campus and non campus, curriculum and extra-curricular practice. Industry university research cooperation is not only the implementation method of practical education system, but also the integration of practice guidance content. The establishment of vocational

education industry adjustment Committee has established an effective communication and contact platform for vocational education universities and enterprises. The combination of implementation with the work, research and docking of modern industries can not only enhance the ability to provide economic and social development, but also achieve sustainable economic and social development.

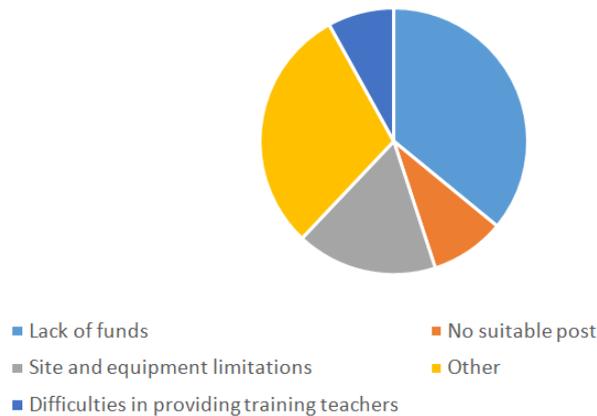


Figure 1 Analysis of factors affecting enterprises' participation in school-enterprise cooperation

## 2.2. Resource Integration between Vocational Education and Industry

Either the integration of resources in the vocational education system, or the integration of resources in the whole economic system, the success of each development mode can not be achieved by one subject. Government departments are indispensable and important forces. By adjusting the interests of all political parties, making laws and regulations and relevant incentive policies, the government departments promote the innovation of vocational education development model, the allocation of resources and the optimal allocation of resources brought by the integration. In order to combine production, teaching and research in Colleges and universities, it is necessary to follow the law of market economy and establish the operation mechanism of combining production, teaching and research. The focus is to give the role of non-governmental organizations a complete game as a bridge, to establish an intermediary between enterprises, schools and the government, and to dynamically organize experts to conduct major demonstrations. And gradually form the "five one" school model to promote the common development of enterprises and schools.

## 2.3. The Curriculum of Higher Vocational Education should Make a Proper Choice between Practicality and Theory

It should not only combine the necessary theory with strong practicability, but also combine the professional theory course with the professional practice course. The close combination of professional and technical courses and professional training courses. Integrate the close combination of practice and theory, practice and practice, practice and practice[3]. Double teachers are encouraged to teach, and the theoretical and practical courses are combined to reduce repetitive teaching and improve efficiency. Strengthen the connection between universities, universities and enterprises, and integrate regional education resources relying on industry consortiums. The formation of an effective market mechanism can organically combine the operational forces of schools, enterprises, governments and other three schools. Vocational education group model is the introduction of group business model of modern enterprise system to vocational education. Market-oriented operation mechanism is an important feature of vocational education group mode.

## 3. Construction of Interactive Teaching Mode of Adjustment, Research, Learning and Application

As an enterprise, it needs not only a high-level professional manager who can deal with daily program managers, but also a high-quality professional manager who can find new problems,

analyze new problems and deal with new problems. Therefore, higher level vocational education must innovate in the arrangement of curriculum content. The principle of combining theory with practice, we are providing interactive research, interactive route, practical investigation, theoretical research and classroom teaching mode, which can be applied by students. Field's knowledge digestion through investigation and research can be used to solve the problem of new problems and research the interaction between education and learning, the interaction between theory and practice. In order to achieve the goal, learning and application can be organically combined[4]. Changing the training goal of higher vocational education will inevitably lead to the change of traditional education mode and teaching method. From the perspective of overall education, classroom education is applicable to scientific research, forming a kind of community between interaction and kindness. Scientific research activities promote the improvement of teachers' teaching level. In the process of participating in scientific research activities, teachers can understand and master the internal relationship of subject teaching materials, pay attention to the development direction of objects and the content of related teaching materials. At the same time, teachers can timely convey the latest research results of the research object to students, and finally correctly guide students to carry out scientific research practice innovation. Guide students how to choose research topics, how to collect information, how to find breakthroughs, and write research reports based on Teachers' creative experience. Through scientific research, teachers can teach freely, improve students' ability to analyze and solve problems, and help solve difficult problems[5]. Guidance and scientific research are the means, and the goal of higher professional training is the goal.

#### **4. Constructing the Interactive System of Teaching and Learning**

In the traditional education mode, the teacher leads the students to class, and the students fill in the duck filling pattern. Education leads to the loss of communication between learning and learning, and the initiative of learning students is gradually lost. This kind of teaching mode centered on Teachers' speaking is not conducive to the development of students' potential innovation ability. The new research direction is to focus on the interaction between education and learning in higher vocational education to improve students' interest and effectiveness. The interactive mode of teaching and learning is a new learning concept. It changes the two-way communication of one-way flashing education, realizes the revolution of teaching concept and the virtuous circle of teaching ability. The interaction between education and learning can improve students' interest and enthusiasm in learning, and change students' idea of "want to learn from me". In the interactive mode, students change from passive participation to active participation, from individual autonomous learning to collective learning, and at the same time cultivate the learning ability of autonomy, self-study and self innovation.

#### **5. An Empirical Analysis of School Enterprise Cooperation**

In order to understand the current situation of "school enterprise cooperation" in Colleges and universities, and make this research more scientific, we investigated Jiangsu Economic and trade major in Nanjing Industrial University. At the same time, a group of graduates from Nanjing Transportation Vocational College, information technology from Nanjing University of technology and other graduates from four higher vocational colleges, as the managers of cooperative enterprises, were investigated. A questionnaire survey was carried out. The response rate of the questionnaire survey was 560, and the recovery rate of the questionnaire was 86%. 36 companies including financial insurance, logistics, airlines, star hotels, large supermarkets, large restaurants and industrial enterprises. Engaged in financial accounting, logistics, catering, tourism, hotel management, automobile maintenance, chemical industry, wealth management and other related majors. It can be seen that the lack of funds is the main factor affecting the school enterprise cooperation, and the investment income of school enterprise cooperation is not important, so we are not willing to invest valuable funds in projects. In addition, due to the enterprise staffing of "one trophy and one Pitt", it is difficult for students to provide positions for implementation[6]. Other

factors, mainly short-term interest and lack of talent training, are worrying about the long-term plan of the main leaders of state-owned enterprises. Referring to the production and safety impact of the enterprises cooperated by schools, there is no buyer's market in the job market. According to the survey, the order of enterprises' choice is: tax incentives, special funds sponsored by the government to raise funds, to pay service fees for school students' further education, and to actively promote the corporate image and corporate image as supporting measures for enterprises[7]. The government should actively strive for taxes and government subsidies, and actively participate in school enterprise cooperation. Teachers and students generally believe that the curriculum and teaching materials are separated from the work reality and the work requirements. At the same time, the practical ability of teachers also affects the development of school enterprise cooperation[8]. Other students mainly refer to the poor quality of students and the shortcomings of the school.

## 6. Conclusion

In the "5.1" school enterprise cooperative school operation organization, deepening education reform, improving management mechanism and strengthening students' practical ability are important reform measures and contents[9]. According to the survey, it is necessary to give priority to the arrangement of professional courses and teaching materials for the suggestions of school enterprise cooperation[10]. At the same time, we should strengthen the training of "Double Teachers" and improve the overall quality of students.

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