

Analysis on the Dilemma and Optimization Path of Deep Integration of Production and Education in Local Colleges and Universities

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Abstract: With the gradual development of education, the development goal of vocational education in China is to build an educational system guided by the deep integration of industry and education. However, there are still some problems in the deep integration of production and education in local colleges and universities, so it is necessary to come up with targeted optimization measures to cultivate high-quality talents. This paper mainly expounds the dilemma of deep integration of production and education in colleges and universities and the corresponding optimization path.

1. Introduction

The interaction between school and enterprise and the integration of industry and education are the basic connotations of the deep integration of industry and education. For the deep integration of production and education in local colleges and universities, it is to combine the production process of industry enterprises with the process of teaching and scientific research in schools, and to integrate production labor, scientific and technological research and development, talent training and so on. In order to realize the deep integration of production and education in colleges and universities, it is necessary to break the gap between enterprises and schools and between work and study, so as to realize the win-win cooperation between enterprises and colleges and universities.

2. The Integration of Industry and Education in Local Universities

With the continuous transformation of local universities into applied technology universities, the integration of industry and education has been rapidly developed. For the cooperation between schools and enterprises, its depth and breadth are increasing rapidly, and some local colleges and universities of the integration of industry and education content is becoming more and more diversified, gradually extended to personnel training, social services and research and development and other fields, effectively promote the rapid development of local universities and regional economy. Only for the integration of industry and education, there is still a mixed situation between colleges and universities, there are still a lot of problems in the process of integration[1].

2.1. University Perspective

For many local colleges and universities, they take "school design" as the core in the aspects of professional practice training and curriculum arrangement, and there is poor flexibility, which may make the cooperation between the two sides conflict in personnel arrangement or time, etc.[2]For the interests of cooperative enterprises, colleges and universities can not guarantee very well, which makes the stability of cooperation between the two sides is not high. In addition, many colleges and universities for the development of cooperation base, although invested a lot of energy, but the lack of continuous communication, which makes the two sides will have information asymmetry situation, resulting in poor stability, especially in a certain region, each university subject and professional group has a small difference, enterprises will re-select the object of cooperation. In addition, for individual colleges and universities, due to their lack of communication with enterprises, the progress of the project will be very slow, or even forced to stop. Not only that, many

local colleges and universities often pay more attention to the choice of partners, some even prefer to choose larger enterprises across regions, but some local colleges and universities are still in the initial stage of transformation, with lower quality of personnel training, and scientific research and technical ability and teacher strength are also relatively weak, can not meet the "tall" enterprises for the requirements of partners, so that the single cooperation model and cooperation can not be sustainable. On the other hand, colleges and universities in some underdeveloped areas do not pay much attention to the integration of industry and education, which makes their investment in scientific and technological research and development and the construction of cooperative platform insufficient, and does not play a key role in the development of integration of industry and education.



Figure 1 Universities

2.2. Analysis From an Enterprise Perspective

For the integration of industry and education, the overall economic environment will greatly affect the willingness of enterprises to cooperate, especially for some small and medium-sized enterprises, their cooperation in scientific and technological research and development, experimental training base and talent demand often have a large number of variables, which makes the cooperation between enterprises and colleges and universities less stable[3]In addition, many SMEs value short-term benefits more, lack long-term strategic planning, and bring short-term benefits to projects that focus more on cooperation with colleges and universities. Moreover, enterprises pay more attention to their own benefits and safety for the project cooperation with schools, but the integration of industry and education sometimes occurs in the process of student practice, such as personal accidents, which makes enterprises suffer the relevant economic losses and certain negative effects, affecting the development of enterprises. On the other hand, many enterprises have a relatively shallow understanding of talent training, think that the training of talent is the responsibility of the school and the government, for the cooperation between schools and enterprises, colleges and universities are only some non-material returns, so enterprises are not willing to invest too much energy and funds for the integration of industry and education, which makes the cooperation between the two sides unstable and unsustainable.



Figure 2 Universities

2.3. Analysis From A Local Government Perspective

For the integration of industry and education, China has actively promoted the construction of technical universities, and has also issued relevant implementation measures and opinions for many places to promote cooperation between schools and enterprises, but these only stay in the policy aspect, for the government-led mode of cooperation between schools and enterprises and the corresponding management mechanism has not really formed, nor issued relevant laws and regulations to effectively restrain it.



Figure 3 Universities

For the integration of industry and education, many universities and enterprises do not have a strong interest in cooperation, the depth and breadth of cooperation between the two sides is not enough, in addition to the lack of corresponding legal protection and driving policies to promote cooperation between the two sides, so the current integration of industry and education talent training model is still in its infancy.

3. Causes the Dilemma of Integration of Industry and Education in Local Colleges and Universities

3.1. Insufficient Government Push

For the integration of industry and education, the state and government should vigorously promote it, in order to accelerate the application transformation of local colleges and universities, so that the level of vocational education in China can be effectively improved, and then cultivate excellent technical personnel. But at present, although the state and government have issued laws and regulations to promote the integration of industry and education, such as the Decision of the State Council on Vigorously Developing Vocational Education and the Law of the People's

Republic of China on Vocational Education, they are more abstract and general, lack of rigid binding force, and unclear implementation rules, which makes the school and enterprise gradually become a mere formality because of the lack of practical operation[4]In addition, the government has not paid enough attention to the financial support for the integration of industry and education, the restraint mechanism of both sides and the effective overall planning, which makes the integration of industry and education in many colleges and universities still in the degree of "enterprise employment-driven" or "university practice-driven".

3.2. Inadequate Operational Mechanism For Integration of Education and Industry

For the integration of industry and education, local colleges and universities tend to be more active than enterprises. For the two sides of the cooperation, there are imperfect system construction and unreasonable organizational structure design, especially for both sides of the guarantee binding laws and regulations, has not been effectively established. For example, in the cooperation between schools and enterprises, the teaching plan, practical training and professional setting are relatively lacking in the standard management system suitable for talents, which will have a great impact on the development of integration of industry and education. In addition, there is no real implementation of a good incentive mechanism, although our country for enterprises to pay the remuneration of interns before tax deduction issued the relevant management measures, but because some tax departments do not regulate the operation of management, and many enterprises do not know much about it, which makes it difficult for enterprises to enjoy this preferential.

3.3. Deficiencies in the Subject of Integration of Education and Industry

For school-enterprise cooperation, only the school and the enterprise both can harvest the benefit, can carry on the long-term cooperation. At present, the cooperation between schools and enterprises, most of which lies in whether the conditions of both sides meet each other's needs. For local colleges and universities, some colleges and universities can not match the structure of enterprises well, and the foundation of cooperation between the two sides is not good enough to carry out further cooperation. In addition, some colleges and universities have poor professional ability, and many teachers have weak professional practical ability and R & D ability. For many small and medium-sized enterprises, the technical personnel, capital scale and so on can not meet the cooperation needs of colleges and universities, which makes it difficult for enterprises to send technical personnel to participate in the training of talents.

4. Optimization Measures for Integration of Industry and Education in Local Universities

4.1. Improved Integration Mechanisms in Industry and Education

For the development of the integration of industry and education, there is a mutual benefit between schools and enterprises, so that the cooperation between the two sides can be more long-term. Therefore, colleges and universities should also strengthen their social service ability when training talents, so that their knowledge, technology and other advantages can be brought into full play; on the other hand, enterprises should also change their own ideas, from a long-term perspective, to strengthen the training of college talents, so as to improve production efficiency. In addition, the two sides can establish an information communication platform through the Internet and hold regular seminars on education and industry, so that the exchanges between the two sides can be strengthened and the sustainable development of integration of education and industry can be effectively promoted.

4.2. Optimizing the Top-Level Design of Personnel Training in Colleges and Universities

Colleges and universities should optimize and adjust the top-level design in order to realize the deep integration of production and education. To this end, colleges and universities should redesign the curriculum design, talent training program and so on, so as to realize the overall docking of production and education. The first is to connect the subject specialty setting and the local enterprise demand, the local university should carry on the effective combination to the peripheral

enterprise development demand, carries on the appropriate adjustment to the discipline specialty setting, thus trains the practical talented person which accords with the local enterprise. The other is the docking teaching process and production process. If we want to realize the deep integration of production and teaching, we need to refer to the actual production process of enterprise posts, so as to adjust the teaching process, so that the teaching process can be completed smoothly through the task-driven way.

5. Concluding Remarks

With the rapid development of vocational education, the importance of integration of industry and education is becoming more and more prominent, so local colleges and enterprises should make effective adjustments and improve the relevant mechanisms, so as to promote the further development of integration of industry and education.

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