

School and Enterprise Collaborative Education Platform Introduce

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Abstract: Air Cargo Transportation Agent, or Air Freight Agent for Short, is a Bridge Connecting Airlines and Cargo Owners. Air Transport Major in Colleges and Universities Shoulders the Important Task of National Vocational Education, and Plays an Important Role in the Process of Training Innovative Talents. School Enterprise Cooperative Education is the Mainstream of Talent Training Mode in Contemporary Colleges and Universities, and the Main Way to Cultivate Innovative Talents in Colleges and Universities. Most of the Cooperative Education and Service Systems for Air Transportation Agency Majors Are Single in Form and Content, Lack of Effectiveness and Pertinence, and Cannot Provide Complete and Comprehensive Guidance Education and Service for College Graduates. Graduates' Employment is an Important Indicator to Measure the Quality of Air Transportation Major in Colleges and Universities. It is Also an Important Content for Schools to Show the Level of Talent Cultivation to the Society. At Present, Colleges and Universities Across the Country Are Carrying out Various Educational Reforms under the Concept of School-Enterprise Cooperation in Educating People. the Construction of School-Enterprise Cooperation Cooperative Education Platform is of Great Significance to Both School and Enterprise.

1. Introduction

Air Transportation Major in Colleges and Universities Shoulders the Important Task of National Vocational Education and Plays a Vital Role in the Training of Innovative Talents. the Inherent Characteristics of Higher Vocational Education Determine That School-Enterprise Cooperation is an Inevitable Requirement for Its Development. Ideological and Moral Quality is the Soul of College Students' Comprehensive Quality, While Corporate Culture is the Connotation and Temperament of Enterprises [1]. through School-Enterprise Cooperation in Educating People, Students Can Learn the History of Enterprise Employment and Excellent Enterprise Culture, and Understand the Course of Enterprise Development, Which Can Arouse College Students' Sense of Historical Responsibility and Mission [2]. Air Freight Forwarders, Referred to as Air Freight Forwarders, Are Bridges Connecting Airlines and Cargo Owners. the Education and Service System of Cooperative Education in Most Colleges and Universities is Single in Form and Content, Lacking in Effectiveness and Pertinence, and Unable to Provide Complete and Comprehensive Guidance Education and Service for College Graduates [3]. Only by Truly Mobilizing the Enthusiasm of Enterprises, Making Them Participate in the Teaching Activities of Air Transportation Agents as Teaching Subjects, and Implementing the Cooperative Education between Enterprises and Enterprises, Can Graduates Meet the Needs of Enterprises Be Trained [4]. How to Build a Well-Functioning School-Enterprise Cooperation Education Platform for Air Transport Agents, So as to Provide High-Skilled Personnel for the Development of Air Transport Agents, is an Urgent Problem to Be Solved At Present [5]. Employment in Colleges and Universities the Employment of Colleges and Universities Should Solve the Problems of the Audience and Effectiveness of Collaborative Education, and the Diversity and Quality of Employment Services.

The Collaborative Education Model for College Students Has Not Adapted to the Requirements of Social Development, Higher Education Development, and the Reform and Development of the Employment System of College Graduates [6]. Carrying out Employment Education and Training Innovative Talents in Air Transport Agents Has Become an Urgent Need for the Current Reform and Development of Higher Education. Due to the Late Start of the Air Transportation Specialty in

Universities, the Strength of Collaborative Education is Weak and It Has Not Been Able to Fully Integrate the Education and Service of Collaborative Education Throughout the Entire Process of Talent Training [7]. Air Transport Agents Are Proficient in Air Transport Processes, Familiar with Laws and Regulations, and Have Extensive and Close Business Relationships with Airlines, Airports, Customs, Commodity Inspection Agencies and Other Agencies [8]. Collaborative Education and Services in Colleges and Universities Have Not Been Implemented Throughout the Entire Process of Talent Training, Often Overlooking the Individual Characteristics of College Graduates, and Lacking Specialized Consultation and Effective Guidance for Different Individuals [9]. Collaborative Education of College Students Has Become an Important Task for Colleges and Universities. Many Air Transportation Agents Have Established Collaborative Education Service Centers to Provide Collaborative Education Services for Students [10]. Graduate Employment is an Important Indicator for Measuring the Quality of Air Transport Majors in Colleges and Universities, and It is an Important Content for Schools to Show the Talent Training Level to the Society. the Construction of the School-Enterprise Cooperation and Collaborative Education Platform is of Great Significance to Both the School and the Enterprise.

2. The Importance of Collaborative Education Platform

Collaborative Education is a Discipline, Which Cannot Be Regarded as a Simple and Procedural Affair of a Bureaucratic Organization, with Special Emphasis on Knowledge, Specialization and Professionalism of Employees. Colleges and Universities Should Scientifically Plan and Reasonably Integrate the Resources of Campus Cultural Activities So as to Serve the Purpose of Improving the Comprehensive Quality of College Students. At the Same Time, Although Local Colleges and Universities Generally Carry out Practical Activities Such as Vocational Guidance or Employment Education for College Students [11]. the Comprehensive Quality and Professional Ability of the Cooperative Education Personnel Are Insufficient. the Organizational Structure of Cooperative Education is Quite Perfect in Most Colleges and Universities, and the Objectives, Tasks, Principles and Contents of Education Have Relatively Clear Provisions. It Can Be Said That the Organization is Perfect and the Plan is Complete. At Present, the Cooperative Education of Air Transportation Major in Colleges and Universities is Mostly Limited to a Professional Introduction When Freshmen Enter the University and a Course of Career Development and Cooperative Education Offered during the University. Only by Knowing Exactly the Employment Concept of College Students Can the Education and Teaching Management, Ideological and Political Education and Cooperative Education in Colleges and Universities Be More Targeted. Cooperative Education Permeating the Whole Process Necessarily Requires Colleges and Universities to Provide Effective Services and Help for Students in the Process of Cooperative Education in Terms of Educational Thoughts and Concepts, Arrangement of Teaching Contents, Practical Teaching Links, Etc. to Form a Good Atmosphere and Working Mechanism for Cooperative Education with Full Participation and Joint Management. the Concept of Choosing a Job Changes and Develops with the Change of the Environment of Choosing a Job.

Collaborative Education Must Rely on the Joint Efforts of the Main Body of the School, the Needs of Enterprises and the Government to Promote the Three Parties, Make Reasonable Use of the Advantages of Resources of All Parties, and Create a Good Job Adaptability and Competitiveness of Students, Which is Conducive to Promoting the Employment of Students in Many Fields. the Current Employment Education Teachers Are Far from Meeting the Actual Needs of Students. Most of the Existing Teachers Have Not Experienced Employment Practice or Received Systematic Employment Education. Education Environment, So as to Form a Joint Force, Effective Organization of Teaching Activities. Air Transportation Agents Can Establish a Long-Term Mechanism for the Construction and Development of Double-Qualified Personnel on a Practical Teaching Platform Integrating Production, Teaching and Research, Thus Establishing a New Mode of Joint Education between Universities and the Outside World. as an Aviation Major in Colleges and Universities, It Should Actively Adapt to the Needs of Regional Social and Economic Development and Industrial Transfer and Upgrading, and Constantly Adjust and Optimize the

Personnel Training Mode. Diversification of Cooperative Education Mode is Conducive to Changing the Current Situation of Personnel Training Mode of Homogenization in Schools, Specialties and Courses. It is of Great Significance to Guide the Air Transportation Specialty in Colleges and Universities to Set Up Its Own Characteristics, Build a First-Class Air Transportation Specialty in Colleges and Universities, and Train High-Quality Applied Talents. in Some Schools, Apart from Employing Units to Recruit Students, Schools Have Not Systematically and Purposefully Released Information on Students' Sources to the Society. Moreover, It Did Not Actively Cooperate with the Talent Market to Hold a Special Job Fair for Graduates.

3. Problems and Countermeasures of Cooperative Education Platform of School-Enterprise Cooperation

3.1 Establish a Regular Communication and Coordination Mechanism between Schools and Enterprises

At present, school-enterprise cooperation in educating people lacks stable, long-term and sustainable development motivation, and the enthusiasm of enterprises is not high. It is an important link and a basic work to open a cooperative education and employment education curriculum. With the marketization of college students' employment, the original management organization's simple control and management functions can no longer meet the requirements of the situation. The functions of analysis, prediction, research, professional guidance and service of air transportation agents are becoming more and more important. With the deepening of the reform, the reform of the employment system for college graduates is gradually deepening, providing an unprecedented opportunity for the development of collaborative education. Because of the late start of the aviation specialty in colleges and universities, there is no ready-made model for reference, and the level of professional development and cooperative education service is still relatively weak. It is difficult to meet the requirements of the rapid development of higher vocational education and the employment needs of graduates. Due to these narrow understandings of cooperative education, people cannot correctly understand the important significance and role of cooperative education in the development of college students' lives.

Employment awareness management education is based on the actual needs of human development and social development. In order to better study the influence of price competition on various factors, the demonstration part adopts the idea of normalization in the degree of price competition. The evaluation index of talent cultivation is divided. The specific division is shown in Table 1.

Table 1 Division of Talent Training Evaluation

Evaluation Parameters of Talent Cultivation	0-20	20-25	25-30	35-40	40-45
Normalized value	0.2	0.25	0.3	0.4	0.45

In some schools that have implemented cooperative education, there is neither a teaching plan nor ideological education for students. It is often confused with specific work guidance and cooperative education. It is inevitable that graduates will not be informed of the latest content that is close to enterprises and society. It will also lead to vague career orientation, high employment expectations and weak self-adjustment ability of higher vocational graduates. The employment needs of enterprises are changing all the time, and huge amounts of data have been produced. We need to continuously explore and accumulate experience in construction. As shown in Figure 1, the network structure system of talent employment awareness management.



Fig.1 Network Structure System of Talent Employment Awareness Management

3.2 Strengthen the Supervision of Cooperation Process

To strengthen the supervision of the cooperation process, we can start from three aspects: incentive assessment, standards and teaching inspection. Due to the impact of western values and the integration of multiple cultures, everyone in today's society has a standard to measure value, resulting in great differences in the judgment of value. Therefore, in the process of college students' employment, they also present diversified values [12]. Before employment, graduates should be classified and managed according to their specialties, and recommended and recommended by graduates according to the recruitment conditions of employers, so as to improve the quality of job recommendation and self-recommendation. If the employment education of air transport agents is not well connected with enterprises, the authenticity and pertinence are relatively lacking, and it is difficult to achieve the desired results. Cooperative education service system, different from general service system, must have four functions: management, education, service and research. At present, our research and practice on cooperative education of college graduates are still in the initial stage of development. Its further development depends on the perfection and standardization of China's labor employment system. In order to improve the quality of cooperation in training talents, it is necessary to jointly build a teaching team combining full-time and part-time work. The school-enterprise teaching team includes the part-time practical teaching team of the enterprise and the full-time practical teaching team in the school, and jointly forms a professional guidance team composed of front-line technical experts of the enterprise.

4. Conclusion

The dual nature of vocational education and higher education in higher vocational education requires all sectors of society to participate in the process of personnel training, so as to ensure the quality of personnel training to adapt to the development of social economy and vocational technology. At the beginning of employment, resource guarantee is not the decisive factor for enterprise development, but understanding and grasping the market should become the key training goal of entrepreneurship education. Various organizational arrangements for the curriculum should be clearly reflected in the curriculum standards in advance and submitted to the school teaching management department for examination and approval. For some schools or majors with limited practical conditions, making full use of the network platform can realize the combination of production and learning and improve the quality of professional personnel training. Through the school-enterprise synergy education mechanism, the school-enterprise dual development can jointly create a new model of innovative entrepreneurship practices, inviting industry technical elites to teach students, so that students understand the business needs and market development trends. College air freight agents can introduce government and corporate resources at appropriate stages of the development of entrepreneurial teams through service organizations such as the

Entrepreneurship Guidance Center. Furthermore, it will better cultivate the self-learning consciousness and self-learning ability of higher vocational students, and lay the foundation for air freight agency students to adapt to future career changes and lifelong learning.

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