

Research on the mode of cultivating practical ability of professionals through school-enterprise cooperation based on “internet+”

Qin Gong, Zou Li

Hubei Three Gorges Polytechnic, Yichang, Hubei 443000, China

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Abstract: With the rapid development of the society, the demand on applied talents is increasing. Therefore, various universities should strengthen construction of practice bases in the talent cultivation process to allow students to contact with practical work contents in school. For example, the students majoring in civil engineering need to contact more with actual project to learn about related construction and management technologies widely as well as each construction link. While the students majoring in accounting need to accept substituted post exercitation and have some practical accounting operation in order to lay a foundation for future work. Therefore, under the background of “internet+”, it is needed to pay attention to enhancing the practical ability of students through school-enterprise cooperation in the talent cultivation process. Internet can be used to establish an internship and exchange platform to draw the distance among students, teachers and enterprises, make students enrich themselves in the practical process and realize life-long education.

1. Introduction

In the talent cultivation process, the applied talents account for a large proportion. It is needed to not only pay attention to theoretical knowledge infusion but also focus on imparting of practical experience. Enhancement of practical ability requires to make students contact with some practical work contents, which relies on connection between school and enterprise thus to form the teaching mode of school-enterprise cooperation. In the teaching process based on traditional school-enterprise cooperation mode, the teaching staff, course construction and internship management of students are emphasized. But from the perspective of practical effect of school-enterprise cooperation, many problems exist in the actual management process. In the talent cultivation process based on school-enterprise cooperation, the degree of enterprise participation is low, besides, the training for students in actual practice is weak, therefore, more diversified courses should be formulated between school and enterprise to realize effective cultivation of applied talents. Internet provides rich teaching resources for talent cultivation, and under the background of “internet+”, school and enterprise can establish an exchange platform to realize effective cultivation of talents in practical ability.

2. Teaching significance of school-enterprise cooperation for ability cultivation of students

(1) Stimulate the learning interest and enthusiasm of students

School-enterprise cooperation based on internet+ mainly realizes effective communication among students, enterprises and teachers through establishing a network exchange platform thus to solve existing problems in the learning process. When students face problems in the learning process, they can ask the teachers timely while the teachers can make explanations for them more comprehensively and concretely. Such kind of teaching mode can make learning more reified and accelerate the learning process and learning quality largely. Besides, the students can improve their academic performances and apply what they have learnt into practices, as a result, they will never feel confused but strengthen their confidence in learning and stimulate their learning interest and enthusiasm.

(2) Stimulate the learning initiative and enthusiasm of students

Teaching based on school-enterprise cooperation mode belongs to situational teaching. In actual

working scenario, the students and teachers supervise with each other to realize common progress. Wherein, the students will not be limited to passive learning but study positively and actively, accept the tasks actively and realize self-thinking, and when they face problems, they can solve problems through their own thinking. Moreover, the students can minimize the problems in actual learning scenario and participate in problem solving. For instance, the e-commerce major mainly aims at making students learn how to manage and operate stores in practices, therefore, under the background of apprenticeship system, students should make clear their learning objectives first and then realize self-thinking thus to enhance their learning initiative and enthusiasm.

(3) Adapt to the social life earlier

School-enterprise cooperation mode allows students to participate in enterprise practices practically and have a real experience of enterprise production and operation processes. Based on this, students can not only learn post skills but also can learn about enterprise culture earlier. In addition, students can apply what they have learnt into practical work well, accept occupational training and guidance practically, enrich their knowledge and life experiences.

(4) Provide broad career prospect for students

The teaching mode based on school-enterprise cooperation can customize talents for enterprises according to personal characteristics, and accordingly, the enterprises can obtain high-quality talents while the students can realize employment better and enhance their professional consciousness. In addition, the students can have stronger sense of responsibility and judgment and enhance their occupational skills in practices. School-enterprise cooperation can effectively solve the problem of employment difficulty. Currently, the university graduates are increasing year by year, and accordingly, the employment difficulty and pressure are increasing as well, while the apprenticeship system can effectively moderate the employment pressure. Because school can cultivate more suitable talents for enterprises based on such kind of new mode, meanwhile, the students can learn practical skills as well, which kills two birds with one stone to not only broaden the employment prospect of students but also meet with the demand on talents.

3. Practical ability cultivation of professionals based on the school-enterprise cooperation mode under the background of “internet+”

(1) Position accurately and make clear the teaching objective

School-enterprise cooperation not only requires the students to pay attention to enhancement of practical ability but also puts forward higher requirement on teachers. The teachers should make clear the teaching objective and position accurately. In daily work, the teachers should focus on teaching resources integration, innovate the teaching mode according to the development characteristics of students and target at strengthening practical ability of students. Moreover, the teachers should integrate the teaching resources from multiple channels, base on “internet+” to open more practice channels for students thus to increase the learning enthusiasm of students comprehensively, make them participate in practical work better and adapt to the working environment fast. Based on the new teaching mode, school and enterprise should standardize the school-enterprise cooperation system, make clear their responsibilities, sign employment agreement with students, formulate more reasonable and scientific education plan thus to realize effective talent cultivation. Meanwhile, they should form unified teaching scheme and position their respective responsibilities thus to make the teaching objective clearer.

(2) Standardize the practice process

School-enterprise cooperation is a kind of fresh teaching mode, therefore, school should sign effective and reasonable employment agreement with enterprise, reform traditional education mode and enhance employment ability of students. Firstly, school should negotiate with enterprise to formulate scientific and reasonable regulations thus to create maximum benefit for students, find out existing problems and provide corresponding solutions thus to strengthen feasibility of the teaching mode. Secondly, school should specify the post requirements of students thus to enhance their professional consciousness. Meanwhile, school should cooperate with enterprise to formulate reasonable appraisal system, rely on information means to evaluate the skills of students and

guarantee appraisal fairness. Finally, school should strengthen evaluation on talents, which is specific to make students understand what skills they need and enhance their professional quality.

(3) Establish school-enterprise practice base and enhance innovative awareness of students

In order to put school-enterprise cooperation mode into practice, enclosed teaching must be avoided, otherwise, the thinking of students and teachers will become crystallized easily. Students of different majors should update their knowledge in real time and enhance their innovative awareness, especially in the current network era with rapid development. Therefore, under the background of internet+, school should provide fundamental facilities for students, such as machine rooms and multi-media classrooms. Meanwhile, school should employ professional teachers to guide students in practical training, who should possess good position skills to make students conduct simulation operation in practical environment and realize more innovations. Based on this, students can enhance their practical ability and master more survival skills to realize wider employment. While employment enhancement can promote the development of school as well, increase the enrollment rate and further form a benign circulation to realize sustainable development of school.

(4) Establish communication group between teachers and graduates to trace education

Learning is life-long, therefore, when the graduates begin to work, their ability enhancement not just relies on enterprise but also depends on teacher participation. After the graduates enter the society, they are deepening their cognition on social practices gradually, however, their ability enhancement needs to rely on profound knowledge. Therefore, communication group between teachers and graduates should be established to facilitate students to obtain guidance from teachers after they enter the society, and should become an education tracing platform to realize the function of teachers serving the society, which is one of the tasks for teachers based on school-enterprise cooperation mode. Meanwhile, it also provides solid guarantee to ability enhancement of students.

4. Conclusion

The applied talents should apply their knowledge into practice more comprehensively thus to guarantee comprehensive understanding of their knowledge and effectively enhance their practical ability, and based on this, they can realize direct connect with practical work position after they enter the society. Meanwhile, the network communication group based on “internet+” can also make up for practical ability insufficiency of students and provide wider platform for them. Besides, enterprise can realize reasonable and effective utilization of corporate resources, enhance practical ability of enterprise talents comprehensively and give full play to the role of the talents.

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