

# Research on School-Enterprise Cooperative Education Mechanism and Management Reform System

Bing Xu<sup>1,\*</sup>, Zhentao Liu<sup>2</sup>

<sup>1</sup> Logistics Management Division, Heihe University, Heihe, 164300, Heilongjiang, China

<sup>2</sup> Institute of Physical Education, Heihe University, Heihe, 164300, Heilongjiang, China

\*Corresponding Author

**Keywords:** School-enterprise cooperative education mechanism, Management reform system

**Abstract:** Colleges and universities are important educational institutions for training higher-skilled talents. In the current teaching of colleges and universities, teachers' teaching methods have been innovative, but under the impact of college graduates, college graduates have difficulties in finding jobs. Therefore, in order to solve the problem of employment of college graduates and improve the teaching level of colleges and universities, In the teaching process, universities often choose to cooperate with enterprises to implement targeted personnel training. Some enterprises provide funds and requirements. The school implements special training to provide skilled personnel for the enterprise. The school-enterprise synergy education mechanism plays an important role in promoting the development of colleges and universities. While solving the employment problem of college students, it has sent talents to the enterprise, ensured the development of the enterprise, and achieved win-win cooperation for both parties.

## 1. Introduction

The “Outline of the National Medium and Long-term Education Reform and Development Plan (2010-2020)” proposes “to strengthen the construction of laboratories, in-school and out-of-school practice bases, and create a new mechanism for joint training of talents by universities and industry enterprises.” The subsequent “Several Opinions on Improving the Quality of Higher Education” also clearly stated that “focusing on the reform of the system and mechanism, exploring the mode of jointly training talents with relevant departments, scientific research institutes, and industry enterprises”. In the country's good policy environment, school-enterprise cooperation and education have been in full swing, and have achieved certain results. On the whole, there are still many unsatisfactory aspects of school-enterprise cooperation and collaborative education. It should be said that there are many reasons for this situation. The main reason. Therefore, the establishment of a sound school-enterprise cooperation and collaborative education mechanism is of great significance to improve the degree of matching of talent capacity with the demand structure of the job market.

School-enterprise cooperation and educating is the current new normal and one of the important trends in the current development process. In the process of school-enterprise collaborative educating, schools and enterprises should develop corresponding management mechanisms to ensure the smooth cooperation between the two parties. Give play to their respective advantages to lay the foundation for school-enterprise cooperation, and at the same time formulate cooperation goals, plan cooperation methods, set inspection and management goals for different stages to improve cooperation efficiency and maximize the advantages of school-enterprise cooperation.

## 2. Contents of School-Enterprise Collaborative Education Mechanism

Collaborative education is one of the core concepts of collaborative innovation. Therefore, to understand what collaborative education is, we must first understand what collaborative innovation is. Collaborative innovation is the diffusion and application of synergetic theory in the field of

science and education innovation. It refers to the construction of different innovation elements into a new, organically operating survival system through resource sharing and optimized allocation to produce synergistic effects in the field of innovation. For example, scholars believe that “collaborative innovation is a more complex innovation organization method, and the key is to form universities, enterprises, research institutions as the core elements, government, financial institutions, intermediary organizations, innovation platforms, non-profit organizations, etc. Multi-subject collaborative interaction model as auxiliary elements “. Its main purpose is to effectively cultivate and use talents, promote technological research and development and knowledge appreciation, and produce synergistic effects.

**Interest-driven mechanism.** Enterprise development is inseparable from talents, but for enterprises, the requirement for talents is to use them, that is, to hope for talents that can be put into use quickly, rather than talents that need to be cultivated after the company recruits, so in the current development process In China, companies will choose to cooperate with colleges and universities, because the purpose of colleges and universities is to train talents, but after the training of talents, their later employment also has a certain impact on the development process of enterprises, so through school-enterprise cooperation, enterprises can get rapid For the talents who work, universities can help graduates to get employment, and the interests of both parties are guaranteed. This is also an important prerequisite for school-enterprise cooperation, and the blessing of government policies has further promoted the development of school-enterprise cooperation.

**Communication and coordination mechanism.** Colleges and enterprises are two independent development units. If there is no talent as an intermediate link, they will not be interconnected. Therefore, there will be more problems in the collaborative education project. Therefore, in view of possible problems, colleges and universities Enterprises need to establish a good communication mechanism. For talent training, universities need to release the right to speak. Enterprises need to define talent requirements and formulate corresponding talent training goals. Second, companies need to open up practice sites and provide technical guidance for college teachers. Help improve the overall quality of the teacher team, and do regular cooperative exchange meetings to ensure smooth communication between the two parties and improve the quality of cooperation.

**Power constraint mechanism.** The establishment of rights and constraints mechanism and related management systems are of great help to collaborative education. The use of driving mechanisms is the driving force to ensure school-enterprise cooperation. After the foundation of school-enterprise cooperation is established, corresponding rights and constraints mechanisms need to be set up. Its main purpose For school-enterprise cooperation can develop normally. At the same time, in the school-enterprise cooperation, through the power constraint mechanism, cooperation can be avoided only in the form. The establishment of the power constraint mechanism mainly consists of two aspects. First, the company and the university signed a cooperation contract, and secondly, The role of the government in the school-enterprise cooperation process needs to be brought into play, and the government must perform the supervision to ensure the smooth cooperation between the two parties.

### **3. The Necessity and Significance of Colleges and Universities to Promote the Practice of Collaborative Education**

Promote the practice of collaborative education, which is conducive to school-enterprise cooperation and win-win cooperation. In the school-enterprise cooperation and education, the school-enterprise cooperation method should pay attention to market demand, and change the teaching plan for students in response to market conditions in different periods. The education aspect of enterprise cooperation should be market-oriented, with enterprise requirements as the main core, and high-intensity and diversified teaching methods to create graduates that can meet the requirements of the enterprise and meet the requirements of the market. In-depth exchanges with enterprise technical staff and improve their teachers' level, Ensuring teaching quality and cultivating highly efficient technical personnel. Secondly, in the school-enterprise cooperation, enterprises will

get excellent technical talents, and at the same time, the company's technical research will be improved accordingly, which saves personnel training costs and helps newcomers quickly integrate into the work of the enterprise.

Promote the practice of collaborative education mechanism, which is conducive to optimizing the talent training mode. School-enterprise cooperation and education can innovate the talent training mode. At the same time, students can not only access the corresponding work during the internship stage, but also improve the mastery of the learned technology. Cultivate students' practical ability and creative thinking ability. After completing the theoretical knowledge, students can get more practical opportunities to lay the foundation for their future work. Compared with traditional college teaching models, school-enterprise cooperation and optimization Talent training model.

Promote the practice of collaborative education mechanism, which is conducive to creating a high-quality teacher team. Teachers have always been an important part of teaching activities. In the implementation of school-enterprise cooperation teaching process, due to the input and help of the enterprise, the teacher team will get the enterprise. For related technical guidance, for traditional college teachers, they have fewer opportunities to practice related technologies after taking office, but due to school-enterprise cooperation, first of all, the practice base meets the practical requirements, and secondly, the guidance of relevant technical personnel of the enterprise improves the teachers. The practical operation ability, and finally the teachers who cooperate with schools and enterprises can master the latest relevant technology, which is helpful for the improvement of students. Therefore, for the cooperation between schools and enterprises, it is helpful to the construction of university teacher teams and make the teacher team more diversified. .

#### **4. The School-Enterprise Collaborative Education Mechanism and Management Reform System**

In the process of school-enterprise cooperation, several factors are the key to influencing school-enterprise cooperation, namely, the distribution of interests between school and enterprise, student quality, school-related policies, government policy guidance, cooperation risks, funds, and interpersonal relationships. Only by making a comprehensive distribution of the seven factors can the in-depth cooperation between enterprises and universities be completed. Therefore, in the current collaborative education process, the interests of enterprises, colleges, governments, and students must be guaranteed first, so that the interests of the four parties are not damaged. This is the prerequisite for ensuring school-enterprise cooperation, followed by the treatment of other factors. The first is the quality of students. The overall quality of students has an important relationship with the quality of teaching. Therefore, colleges and universities should ensure the quality of teaching and implement comprehensive quality of students. Cultivation not only pays attention to the technical ability of students, but also needs to pay attention to the construction of students' values and social outlook. The second is the risk of cooperation. Risks must exist. Therefore, both parties should predict the risks that may occur during the cooperation, formulate related prevention programs, and ensure the interests of everyone. Finally, after reaching a sense of cooperation, the institutions must ensure that the construction of the teaching team is improved. At the same time, enterprises need to ensure the injection of funds and other aspects, to ensure the construction and use of the practice base in the teaching process, and to establish a good foundation for students to improve.

After completing the corresponding factor treatment, what needs to be guaranteed is a win-win problem. How to achieve a win-win situation needs to be completed on the premise of two points. The first is that colleges and universities need to have a deep understanding of the enterprise and grasp the credibility of the enterprise. Clarify the company's requirements for employees and development plans to ensure that students have a higher development space after entering the company, which can achieve a win-win situation for students and colleges. The second is that universities need to integrate resources and carry out in-depth development and management of cooperation majors so that they can achieve comprehensive development. At the same time, in

university cooperation, enterprises should understand the basic situation of universities, master the resources they have, and understand The development of universities guarantees the overall quality of their talents, reaches a consensus on the goals and consciousness of the two sides, and enables the Quartet to achieve comprehensive development.

Schools should take the initiative to adjust and optimize talent training programs, curriculum standards, textbooks, etc., reform education and teaching models, effectively meet the needs of corporate talents, and reduce the cost of talent training. Through investigation, it was found that among the goals of the school-enterprise collaborative education, enterprises ranked first mainly in the benefits of talent cultivation and direct economic benefits. If the company passed the 1-2 years of school-enterprise collaborative education, it can fully understand and cultivate Excellent talents, find talents that truly meet the needs of the enterprise, and can be employed without pre-job training, greatly reducing labor costs. In order to realize the reform of the talent training model, first, schools must clearly define the orientation of running schools and the positioning of professional talents. They must not be too high or too low. They must be combined with the state's positioning of vocational education talent training goals and with the actual and reasonable positioning of schools. For universities, the main goal is to cultivate high-tech skills application talents, and students must have certain professional basic knowledge and strong skills; the second is to incorporate new knowledge, new technologies, new skills and new achievements of enterprises and industries into the curriculum system Through extensive research, I learned about the job requirements of each specialty, discarded the backward technology and skills, stimulated students' active learning interest, cultivated their innovative ability, and matched teaching content with job tasks, teaching process and production process. Docking, activate the initiative of enterprises to actively participate in talent training.

The communication and coordination mechanism of school-enterprise cooperation and collaborative education refers to the transmission of information, exchange of emotions and opinions between the cooperative education personnel and each cooperation body through a certain medium or channel, in order to achieve mutual support, coordinated cooperation, and then seek cooperative education. A harmonious and orderly process of the human system. In order to solve the existing problems of communication and coordination in the current school-enterprise cooperation and education, the current communication and coordination mechanism needs to be reformed. Specifically, first, reform the current cooperative management system, and set up an organization specifically responsible for educating people, including decision-makers, managers and executives, led by school and enterprise leaders to strengthen the horizontal relationship between schools and enterprises Communication level and vertical communication ability within each cooperation subject. Second, to promote the construction of electronic cooperation platforms, through information communication methods, not only can minimize the distance of information transmission and speed up the speed of information transmission, but also minimize the distortion and loss of information in the transmission process, thereby realizing information resources Effective delivery.

In the process of school-enterprise collaborative education, corresponding quality management is required. For companies to develop, high-quality talent is essential. Colleges want to improve and ensure the quality of talents is also one of the keys. Therefore, in the current collaborative education, Two-point management is needed. The first is to ensure the use of the enterprise, establish a comprehensive training mechanism, comprehensively improve the teachers, complete the construction of a practical base, accept the help of corporate experience and technical personnel, and improve the overall quality of the teacher team. The second is to build a talent training plan and teaching model, teaching operation and monitoring management system that are suitable for cooperative education of cooperative enterprises and schools, reduce the burden on enterprises, and enhance the enthusiasm of enterprises to participate in collaborative education.

## 5. Conclusion

The comprehensive development of enterprises is inseparable from the cultivation of talents. The

development of universities and the need to ensure the employment of talents, so the collaborative education of enterprises and universities is the current important development direction. At the same time, in the process of collaborative education, enterprises and universities Schools need to make sure that students can use them, and they cannot use them for the benefit of both parties. At the same time, in the process of collaborative education, companies and institutions need the help and supervision of the government. The first is the help of government policies, and the second is to accept government supervision. Finally, in the process of collaborative education, the two sides should reach a consensus on the goals, provide all their resources, establish a unified management organization, serve and coordinate education, so as to achieve a win-win situation for the government, enterprises, colleges and students.

### **Acknowledgements**

2019 Heihe university higher education teaching reform school level project, project name: Research on school enterprise cooperative education mechanism and management reform system. Project No.:xjgy201925.

### **References**

- [1] Niu Chunming, Kong Weiwei. Research on the Employment Situation and Countermeasures of University Graduates in the New Normal Economy [J]. Journal of Ningbo University of Technology, 2015 (02): 87 ~ 92.
- [2] Yu Chenjie. Practical exploration of school-enterprise cooperation in promoting the employment of college graduates [J]. Journal of Donghua University: Social Science Edition, 2013, 13 (2): 110 ~ 115.
- [3] Huang Shaoan, Wei Qian. Cooperation and economic growth [J]. Economic Research, 2011 (08): 51 - 64.
- [4] Yu Huan. Application of Humanistic Concept in Ideological and Political Work in Colleges and Universities [J]. Talent, 2017 (09): 118.
- [5] Su Bing. On the Path Innovation of College Student Management under the People-oriented Concept [J]. Asia Pacific Education, 2016 (31): 234