

Research on the Management Mechanism of Collaborative Education in Applied Universities

----Based on the Perspective of Integration of Production and Education

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Abstract. In the current applied universities, the integration of production and education is a new teaching method, which can help students better integrate into social life and experience their own feelings in the corresponding work. In recent years, the education department has paid more and more attention to the problem of education and tried its best to train more applied talents for social development. However, there are still many phenomena that college students can not find jobs and enterprises can not find suitable employees in society. Therefore, applied universities should attach importance to the integration of production and education and improve students' practical ability to achieve collaborative education.

With the continuous development of society, many undergraduate colleges and universities are gradually changing their own teaching mode, taking the cultivation of applied talents as a key point in teaching. Some colleges and universities have taken the first step to break the restriction of traditional teaching methods, adopt the teaching concept of integration of production and education, and promote students' all-round development to cultivate comprehensive talents. While cultivating students' practical ability, they can also cultivate more talents needed in society. Therefore, applied universities should carry out management of collaborative education in the perspective of integration of production and education to achieve a win-win situation between schools and enterprises.

1. Basic Concepts of Integration of Production and Education

The so-called integration of production and education actually means that the university should adapt to the new situation of social development in the process of continuous development and transformation, and integrate the innovation development and transformation of the industry with the teaching philosophy and education concept of the school to cultivate applied talents. The most common way to integrate production and education is to carry out school-enterprise cooperation, improve students' ability to serve the society, and provide innovative driving force for school development. The development concept of "innovation, coordination, green, openness, sharing" has been deeply rooted in the hearts of the people. In the process of education and teaching, it should also be integrated into this development concept, actively explore the management mechanism of integration of production and education and collaborative education, and cultivate technical and applied talents, contributing to social development ^[1].

2. The Significance of Integration of Production and Education in Applied Universities

(1) The Integration of Production and Education is the Demand of Social and Economic Development.

The current society is constantly improving and developing. In this process, the university wants to better cultivate students who can meet the needs of social development. It should strengthen the combination between school training and industrial development, and pay attention to the cooperation between schools and enterprises. Of course, the direction of student development is the first factor to be considered by the school. Therefore, in the process of school teaching reform, the

school should formulate a new and targeted strategic deployment plan based on the needs of student development, and clarify the career development in the school. The core and direction of vocational development in schools is also the main goal of cooperation between schools and enterprises. Nowadays, the society needs theoretical talents, but it needs more applied talents to integrate production and education. It enables students to understand the actual needs of enterprise development in advance in order to improve their own capabilities and to fully enter the society. At the same time, the integration of production and education is also the demand of social and economic development, and those with the ability can stand on the society ^[2].

(2) The Integration of Production and Education is the Need to Promote the All-Round Development of Students.

On the basis of completing the prescribed teaching work, many universities will cultivate applied talents to meet the needs of social development. The enterprise is the best place to cultivate applied talents. In the enterprise, students can get the most effective exercise, combine the knowledge they have learned with the actual production application, which can promote the all-round development of students and improve their vocational skills.

3. The Problems Existing in the Collaborative Education of Applied Universities

(1) Talent Training is Out of Line with Social Needs.

Although many universities want to transform and achieve innovative development, they will still be affected by the traditional teaching mode and teaching concept in the process. In the process of training applied talents, there is a situation of inconsistency between talent training and social needs. In addition, some universities are too blind in personnel training. They only see the local advantages and fail to take into account the development of enterprises in China. As a result, the trained talents can not meet the needs of society, not conducive to the cultivation of high-quality applied talents, affecting the employment rate and quality of employment in schools ^[3].

(2) The Way of Personnel Training is Relatively Single.

Nowadays, many applied universities adopt a single way to train students. Most of them adopt the mode of "subject-specialty-course". It is difficult to combine professional knowledge with the industrial chain of enterprises, lacking of certain practicality, which leads students to develop enterprises after entering enterprises. The actual demand and business model are far from the knowledge in books, and it is difficult to adapt to the production rhythm of enterprises in a short time. In addition, the teaching mode of many universities is class-examination, which can not meet the needs of students' all-round development.

(3) There are Some Restrictions on the Strength of University Teachers.

The teaching level, knowledge structure and teaching methods of university teachers have a great impact on students, but now the teachers in many universities are not very good, and there are some shortcomings. For example, the teaching mode adopted by those teachers with higher teaching qualifications is relatively solid, and they do not master multimedia teaching well, and they are not able to get up-to-date on the latest scientific research trends. The younger teachers have a solid grasp of multimedia, but they lack certain teaching experience. Enterprise teachers recruited from outside the school have rich practical experience, but their theoretical knowledge is insufficient ^[4]. Thus, the lack of "dual-faculty and dual-ability" teachers in universities has affected the development of students to a certain extent.

4. Research on the Mechanism of Collaborative Education in Applied Universities from the Perspective of the Integration of Production and Education

(1) Establishing a Platform for Integration of Production and Education

In order to effectively promote the integration of production and education, a platform for integration of production and education should be established to lay the foundation for the integration of production and education. First of all, colleges and universities need to understand the development of the enterprises to be cooperated, what cooperation conditions can be provided. In

addition, it is necessary to understand how the students will be trained in the enterprise, and whether they meet the original purpose of the school-enterprise cooperation. The combination of students' study in the school and the practice in the enterprise enables the students to clearly see their future work goals. Finally, in the process of integration of production and education, the school should pay attention to the dynamics of social and economic development in a timely manner to understand the needs of enterprises for applied talents ^[5]. In this way, the role of school-enterprise cooperation and the integration of production and education can be fully exerted. While promoting the progress of the enterprise, it can also enable students to apply what they have learned and enhance their confidence in learning.

(2) Innovative and Characteristic Education Mechanism

In order to maximize the role of the teaching method of integration of production and education, it is necessary to innovate the characteristic education mechanism, which will promote the development of students and help students to define their learning direction and development goals as a prerequisite for school-enterprise cooperation to effectively integrate with the industry to enrich the learning content of students and improve teaching methods. In this process, the new theory learned in the school can be applied to the production of the enterprise, and the effective combination of production and education can provide students with innovative practice places and improve the production mode of the enterprise. It is possible to bring greater benefits to the enterprise and realize the teaching mode of characteristic education ^[6].

(3) Cultivating Teachers with "Double Teacher and Dual Ability"

Teachers are role models for students to learn. A good faculty team can promote the cultivation of applied talents in applied universities. The "double-double" model of teachers can better cultivate applied talents. The cultivation of applied students needs to start from two aspects, that is, professional skills and innovative entrepreneurial skills. Therefore, this requires teachers to have good vocational skills and teaching ability to better develop students. From the perspective of the school, teachers should be required to declare the qualifications of the second professional and technical positions, and be trained to the "double-type" teacher. In addition, they can also invite enterprise talents with rich practical experience to train or teach in the school to provide young teachers with opportunities to learn and continuously improve the quality of teaching.

(4) Establishing an Asset Management Teaching System

In the process of continuous progress and development, enterprises need to constantly adjust the industrial structure of enterprises. Schools should also make corresponding adjustments in school-enterprise cooperation, so that students can better adapt to the mode of enterprise production. In the process of adjusting the related work, the school should also adjust the professional structure according to the change of the position in the enterprise to ensure that the knowledge learnt by the students in the school is consistent with the content of the enterprise training and achieve the unity of theory and practice. In this process, schools should encourage and support students to start their own businesses, but students have insufficient funds. Therefore, we should establish an asset-based teaching system and evaluate the entrepreneurship programs of students who start their own businesses in enterprises. If it is feasible, we should give some funds and expenditures to better promote the integration of production and education. ^[7].

5. Conclusion

It is the most effective way to solve the disconnection between production and education through the integration of production and education and collaborative education in universities. Through school-enterprise cooperation, we can improve the teaching mode in schools, let students enter enterprises ahead of time to study, improve their practical ability and enable them to learn knowledge to meet the needs of social development. Therefore, the teaching concept of integration of production and education is extremely important in applied universities to train more excellent applied talents for the society.

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