

Higher Vocational Colleges Should Enhance The Effectiveness Research Of Serving Small And Medium-Sized Enterprises In School-Enterprise Cooperation

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Abstract: The adaptability of training talents is the main purpose of the cooperation between higher vocational colleges (HVC) and enterprises. Most of the employment positions of higher vocational talents are in small and medium-sized enterprises (SMSE), so SMSE have become the main object of the cooperation between HVC and enterprises. HVC should give full play to their advantages and carry out comprehensive school-enterprise cooperation (SEC) strategies with SMSE according to the situation, so as to serve talent training. In order to better study in HVC in university-enterprise cooperation to enhance effective services for SMSE, this paper in such a background, in a certain area of basic situation of university-enterprise cooperation in HVC as research object, on the statistics and analysis, trying to have a thorough understanding of the institutions university-enterprise cooperation mechanism, and from the case experience to find suitable for HVC in our country the development of the mechanism of university-enterprise cooperation path. Finally, this paper puts forward some Suggestions on the development path of the long-term SEC mechanism between vocational colleges and SMSE from three perspectives, namely, the organization structure, the organization system and the cooperation operation mechanism based on the cooperation subjects.

1. Introduction

HVC mainly train professional and skilled talents, and in-depth training of school-enterprise exchange and cooperation talents is the only way to accelerate the realization of China's higher vocational college talent training development goals [1-2].

Aiming at the shortcomings of the food engineering master program of shaanxi normal university[3-4], ZHANG Xiaoli combined with their own experience, explore university-enterprise cooperation based food engineering master program of three dimensions, namely: establish enterprise demand oriented training plan, management system based on the cooperation between colleges and enterprises to participate in the evaluation system, guarantee the student's quality, more effectively meet the needs of society [5]. Two schools, one for visually impaired students aged 4 to 19, the other for students aged 11 to 19 with serious or severe learning difficulties and local university students working as trainers, participated in the collaboration. Patterson J. A's research results suggest that it is possible to educate different groups of students simultaneously and to build stronger connections between schools, universities and local public and private employers [6]. For special education schools for students with disabilities, the most important aspect of graduating from a special education school is that the school helps students with disabilities find jobs and teaches them the culture of business and companies. These schools need simple, repetitive curriculum and practical training courses. In addition, Lee sees a need for close networks among families, local communities, society and businesses to share and use information about employment. This means that special education schools act as integrated bridging centres to help disabled students find jobs [7].

Training the adaptability of talents is the main purpose of the cooperation between HVC and enterprises. Most of the employment positions of higher vocational talents are in SMSE, so SMSE

have become the main objects of the cooperation between HVC and enterprises [8-9]. Based on the current situation of cooperation between HVC and SMSE, this paper proposes that HVC should give play to their advantages and serve for talent training [10].

2. University-enterprise cooperation

2.1 University-enterprise Cooperation

The most important purpose of SEC is to improve the employability and adaptability of cultivating talents. From the perspective of the current employment development of students in HVC in China, most of these jobs are distributed in SMSE. For HVC in our country, therefore, together with the SMSE in-depth exchanges and cooperation between HVC, to SMSE from production and business operations, management and so on between multidisciplinary cooperation sure jobs for talent cultivation goal, lead the students to actively in-depth work to carry out the practice of SMSE, can truly cultivate produced a batch of jobs suitable for small and medium enterprises development needs talents, security and effectively promote the development of the normal production and operation of SMSE, together with the SMSE in-depth university-enterprise cooperation achievement is higher vocational colleges to carry out the depth of cooperation between colleges essential characteristics significantly.

2.2 Status Quo of SEC in HVC

In the establishment of cooperative education mode, SMSE have very limited operation scale and overall financial resources, and weak ability to control a large number of costs and risks incurred in the training process of professional talents. There is no long-term professional talent resource reserve and professional training work plan, and the talent training project is small in scale, complex in specification, and unclear in orientation of professional talent training. We pay insufficient attention to the long-term development goal of personnel training in the cooperation between the school and the enterprise, so we just choose the right people.

At present, the employment rate has always been an important indicator for the state to evaluate the success of colleges and universities in running a school. In order to effectively solve the internship and employment problems of higher vocational graduates and relevant internship and employment problems before employment, some HVC have established large, medium and small scale internship and employment bases for higher vocational graduates, which is also one of the main forms of employment cooperation between HVC and enterprises. There is no employment training base in SMSE, many students choose to work against the wind employment or voluntary entry, this has been an indisputable social fact.

3. Experimental background and settings

3.1 Experimental Background

At present, HVC to project cooperation between HVC and some more noodles wide, but cooperative effect in general, the main formation reasons may have two: one some enterprises have already represents a industry advanced technology level, but due to cooperation in the new stage of steady development, enterprise development may not need a large number of professional recruitment of new staff, so only to strengthen the construction of professional team, technical guidance, development, teaching course, develop scientific teaching from several aspects such as single project cooperation between colleges and schools; Second, some cooperative colleges and universities have small scale, low level, insufficient ability level, and can only have the basic conditions for the school to carry out a single project cooperation. This will directly decide the development in enterprise personnel training in HVC in the field of the exchanges and cooperation between colleges and to actively seek and those with the highest levels and at the same time to represent the education industry in the rapid expansion upgrade enterprise development stage of large enterprises institutions to conduct a comprehensive, the whole level of cooperation, common

to complete the enterprise personnel training development tasks.

3.2 Experimental Design

After completed surveys, the author in 2019, according to China's higher vocational education to public colleges online related inspection specification and based on the measurement of regional economic development level, select the parts of a region backbone HVC, the cooperation between colleges and related services on the current situation of small and medium-sized enterprise actual effect analysis and investigation.

In the panel control project for the construction of school commitments, to understand the various project schools in university-enterprise cooperation system and mechanism innovation, personnel training mode reform and curriculum development, training conditions and teaching staff construction and the quality of employment and the construction of social contribution, etc., this article will survey the HVC are divided into several groups, to determine the rating. Some of the results are shown in Table 1.

Table 1. Grading results

	Sample 1	Sample 2	Sample 3	Sample 4
The degree of perfection of the management mechanism of SEC(%)	76.1	65.3	69.2	66.4
Schools lack corporate investment in school education(%)	82.3	78.4	75.2	87.2
Lack of self-construction ability of the school(%)	82.1	67.3	43.5	76.4
The transformation of enterprises from single production function to both teaching function is slow or poor adaptability(%)	45.3	67.4	62.4	48.4

4. Discussion of experimental results

4.1 HVC Should Enhance the Effectiveness Analysis of Serving SMSE in SEC

As shown in Figure 1, 79% of students believe that the main purpose of participating in enterprise practice is to improve their theoretical knowledge and operational skills. 72% believe that business practices can improve personal practical learning skills. 69% of students participate in business practice to learn about the latest needs of the industry; 66% of students practice in enterprises for the purpose of understanding the talent needs of enterprises and helping them find jobs. 62% of the students want to master the general working process of the position through enterprise practice; 58% students hope to further understand the direction of curriculum and teaching reform in vocational colleges through enterprise practice. 50% of the students hope to strengthen the connection between school and enterprise through enterprise practice. 33% of the students just want to know the process of student enterprise practice; Only 4% of the students think they have no purpose to participate in the enterprise practice, but just want to complete the tasks assigned by the school.

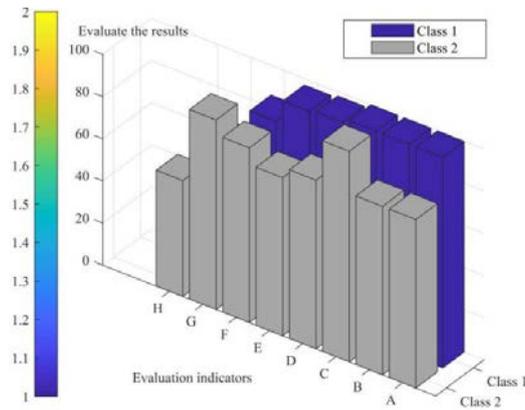


Figure 1. Analysis Of Some Survey Results For Vocational College Students

Students may not have a clear concept of mutual support between schools and SMSE. For HVC, SMSE are already the best choice for cooperation. The production units of SMSE are relatively simple, and the shorter process flow has very clear requirements for special skills, so the demand for talent ability of SMSE is also more clear. From the perspective of discipline education system, due to the limitation of process flow, individual small enterprises have relatively narrow requirements on the professional knowledge of skilled personnel, which is detrimental to the cultivation of students' professional knowledge. However, SMSE are a link in a complete industrial chain, and the industrial chain supporting a regional competitive industry is formed by a group of enterprises, which have complete requirements for professional knowledge of a class of talents.

As shown in Figure 2, from the perspective of the scope of the region, the continuous expansion of the scope of cooperative enterprises is the overall trend of the development of SEC in HVC. The increasing number of cooperative enterprises basically forms a good situation of cooperation between multiple colleges and enterprises and between one college and multiple enterprises. Some enterprises and schools that have achieved good results in SEC will have more cooperation. According to the statistics of 14 in the HVC, there are 9 number of cooperative enterprises in HVC, between 10 to 50 to 71.11% of the total number of HVC, the number of cooperative enterprises have 5 colleges and universities under 10, 28.89% of the total number of colleges and universities, most of the number of companies signed a cooperation agreement between colleges of HVC in more than 10, including health vocational schools, children's development of vocational college, Marine vocational and technical college three schools of university-enterprise cooperation has more than one hundred enterprises.

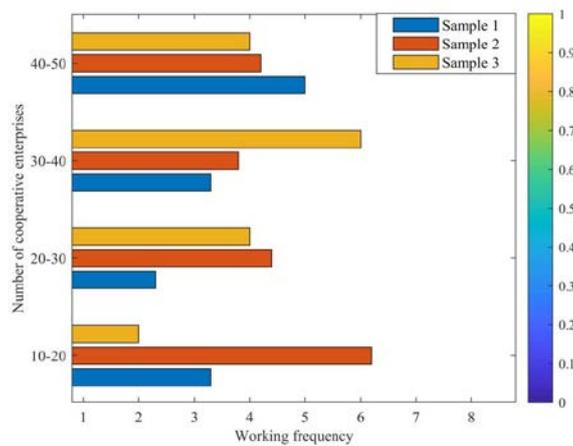


Figure 2. Analysis Of SEC Of The Vocational Colleges Surveyed

At present, the important direction of vocational education reform and development is to follow the road of SEC. Meanwhile, SEC is also the driving force for the sustainable development of innovative vocational education and an effective way for vocational colleges and enterprises to

interact and nurture talents. For HVC, the implementation of SEC is conducive to alleviate the shortage of capital investment, the lack of practical training bases inside and outside the school, the lack of quality of "double-qualified" teachers, the overall quality of graduates is not high, employment difficulties and other problems. For enterprises, participation in SEC and development can, to a certain extent, reserve front-line technical talents, save the cost of personnel training, improve the comprehensive quality and skills of existing employees, and increase economic benefits.

4.2 Suggestions for HVC to Strengthen Service for SMSE in SEC

In the process of talent training, HVC take the initiative to cooperate with enterprises in talent training. Specifically speaking, in the whole process of talent training, enterprises only cooperate according to a certain or a few requirements of HVC, such as the selection of personnel as practice teachers or part-time theory teachers. This kind of cooperation mode is similar to the single cooperation mode, which is scattered and short term. It is the most helpless cooperation mode. If the SEC in HVC is still the main part when it is in its initial stage, it should be gradually withdrawn from SEC when it has begun to take shape.

In the process of talent training, the enterprise shall put forward the talent demand standards and professional requirements, and the two parties shall jointly formulate the training plan and then sign the joint talent training agreement. In the school-enterprise mutual need mode, the school is responsible for the teaching of basic theory courses and specialized basic courses, and embedding enterprise culture, production technology, production operation and other related courses. Enterprises are responsible for practical teaching and practical training of skills operation, so that students can directly work after graduation and become skilled technical personnel. This is a deeper level of SEC. Therefore, governments, industries, enterprises, HVC, teachers and teachers, students and employees, etc., should really pay attention to, publicize, support and practice this SEC model.

In traditional higher vocational education, in terms of talent training is more inclined to theory teaching, the classroom as the main channel of learning, professional quality can not meet the corresponding requirements, so that the students after the employment theory and practice, not directly to adapt to the new environment and learn new knowledge, can't put this to use, and increase the cost of the enterprise training talents. Under the new situation, HVC implement SEC in running schools, which can combine the needs of front-line posts of enterprises with the requirements of school education in advance, make the cultivation of talents more effective, improve the social reputation of schools, and promote the development of vocational education in colleges and universities.

Conclusions

First of all, this paper searches the data of SEC in the official websites of vocational colleges in a certain region through the Internet, so as to collect the data of SEC in vocational colleges as comprehensively as possible. Then the data collected are processed by statistical methods. Then, through the process of data collection and research and analysis, we can see that the cooperation between vocational colleges and enterprises in this region has made certain achievements in terms of cooperation mode, scope and effect. Aiming at some problems existing in SEC, this paper puts forward some corresponding suggestions.

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