

Research and Practice on Cultivating Innovative and Entrepreneurial Talents through School-enterprise Cooperation and Industry-education Integration

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Abstract: At present, China has stepped into the "new economic era" of rapid economic development, knowledge iterative updating and career changes are accelerating, and the society is increasingly demanding high-quality applied innovative talents. Under the background of the integration of enterprises with universities in the new era, building a multi-collaborative education model is one of the main ways to implement the requirements of university education reform and achieve the goal of personnel training. The optimization of work integrated education mode is to adhere to the orientation of meeting the needs of regional cultural industries, realize the integrated education among the government, related industries, enterprises and schools, and then effectively improve the quality of personnel training. At the same time, the construction of work integrated education mode is also an inevitable way to deepen the integration of enterprises with universities, strengthen the construction of talents training in universities, and improve the internal governance structure of schools. In this paper, the current situation of personnel training in cooperation under the background of integration of enterprises with universities is discussed, the existing problems are analyzed, and the personnel training mode of integration of enterprises with universities and cooperation is analyzed and studied.

1. Introduction

China's economy has entered a new operating track. This new normal of economic development has put forward higher requirements for the quality of personnel training. Therefore, the personnel training model of the integration of enterprises with universities, work integrated education is the only way out for the reform and development of vocational education. It is also an important way to construct modern vocational education [1]. The integration of enterprises with universities is conducive to improving the professional level of teachers and promoting the prosperity and development of the local economy [2]. Application-oriented universities can effectively improve the professional quality and practical ability of students through the integration of enterprises with universities and collaborative education, improve the efficiency and quality of talent output, and shorten the cycle of personnel training, which is important for the reform of the personnel training model of universities and the overall improvement of the quality of personnel training. Role [3].

Work integrated education is the main form of deepening the integration of enterprises with universities, which is conducive to the formation of a new situation of "integration of enterprises with universities, cooperation, and collaborative education". Cooperation continues to deepen [4]. Under the background of the integration of enterprises with universities in the new era, the school-enterprise cooperative education is also based on the needs of their respective subjects. The main content of the personnel training curriculum system and the rights and interests protection mechanism is jointly established. Jointly develop curriculum resources and the overall development of personnel training [5]. Under the background of the integration of enterprises with universities in the new era, the construction of the work integrated education model in universities still faces many problems and shortcomings. This is not conducive to the implementation of quality education and the realization of the goal of personnel training, nor can it effectively promote the teaching reform and the construction of the faculty [6]. Therefore, it is necessary to base on the construction of the

work integrated education model to explore the construction strategy of the work integrated education model under the background of the integration of enterprises with universities in the future, and then improve the quality of personnel training [7].

2. The significance of school-enterprise collaboration in educating people

At present, China has entered the "new economic era" of rapid economic development. The iterative renewal of knowledge and the acceleration of career changes have led to an increasingly strong demand for high-quality application and innovation talents. However, at present, the supply side and industrial demand side of personnel training in China can not fully adapt to the structure, quality and level, and the phenomenon of "two skins" still exists [8]. Therefore, deepening the integration of enterprises with universities, promoting the structural reform of human resources supply side, and promoting the organic connection of education chain, talent chain, industrial chain and innovation chain are not only the urgent requirements for building a modern vocational education system and cultivating innovative talents, but also an important support for promoting high-quality economic and social development.

Under the background of the integration of enterprises with universities, the construction of school enterprise collaborative education model is an effective way to promote the teaching reform in universities. The core of the integration of enterprises with universities is to highlight the functions of the main body of the enterprise and give effective play to the important main role of the enterprise. And actively combine the actual needs of enterprises, strengthen the innovation of personnel training methods in application-oriented universities, and constantly form a personnel training system integrating talent supply and demand [9]. Let enterprises keep consistent in personnel training and talent demand, and improve the quality and effect of personnel training through the integration of elements between enterprise demand side and education supply side.

Under the background of the integration of enterprises with universities, the construction of school enterprise collaborative education mode is also an inevitable way to deepen the integration of enterprises with universities, strengthen the construction of personnel training in universities, and improve the internal governance structure of the school. It can make the innovative talents cultivated by universities better match the applied talents required by industry. The construction of school enterprise collaborative education mode can provide guarantee for the construction of "double qualified" teachers [10]. The standardized development of teaching and market service organizations shall be promoted by means of collaborative guidance between relevant personnel of enterprises and industries and school teachers. It can also build a talent demand-oriented training mechanism by analyzing and understanding the needs of social talents, strengthening the organic integration of enterprises with universities, so as to promote the all-round development of collaborative education. Therefore, in the context of the integration of enterprises with universities, exploring the effective path of school enterprise collaborative education has important theoretical and practical significance.

3. The current situation of cooperation personnel training under the background of industry-education integration

Under the background of the integration of enterprises with universities, vocational colleges and industrial enterprises are gradually deepening the cooperation, forming various training modes and mechanisms of cooperation. At present, work integrated education projects are generally characterized by short cooperation period, low level and poor effect, and there are some key problems such as imperfect policies and regulations, imperfect incentive policies and service systems. Although the government, universities, enterprises, society and students have paid much attention to collaborative education, due to the lack of protection and restraint mechanism of laws and regulations, collaborative education mainly relies on emotional and personal relationships, and the responsibilities, rights and benefits of both schools and enterprises are not clear enough, which leads to weak motivation, insufficient depth, high risk and lack of stability of collaborative

education.

At present, in view of the background of integration of enterprises with universities, the domestic education departments put forward new strategies about cooperation in educating people and the construction of double-qualified teachers, and clearly pointed out that in order to improve the quality of classroom teaching, it is necessary to strengthen the diversified development of school teaching and education, and constantly solve the problems in the traditional personnel training system, the construction of teachers and the system. At present, in the process of promoting the work integrated education model, there is a lack of double-qualified team for innovative talents training, and there are some shortcomings in analyzing the talents training needs, and it is also unable to effectively understand and master the employment needs of enterprises and industries, and on this basis, improve the teaching level and quality. Work integrated education model has some shortcomings in optimizing traditional classroom teaching methods, arranging various tasks, internship work and graduation design content for students, which eventually leads to the superficiality of the construction of work integrated education model, which is not conducive to helping students to better internalize knowledge and skills, and affects the effect and level of personnel training.

The difference of the subject nature between the school and the enterprise leads to the inconsistency of the interests of both parties. As a profit-making organization, economic benefits are one of the most important driving forces for enterprises to participate in work integrated education. As a non-profit organization, the school takes training talents as its mission. It is hoped that through the measures of school-enterprise integration, practical training, collaborative education, practice base, etc., it will promote the training of teachers and professional construction, and further improve the ability of personnel training. As a profit-making organization, enterprises aim to maximize profits, including school-enterprise integration, which is also one of the measures to pursue interests. They can obtain stable human resources and research and development technologies through cooperation with schools and enterprises. At present, in the absence of corresponding incentive policies and regulations and restraint mechanisms, the needs of both schools and enterprises can not be met, and enterprises may also incur costs or interest losses in the short term. The imbalance of interests makes the cooperation between the two sides difficult to sustain, and the motivation for enterprises to participate in the development of school education is seriously insufficient.

4. Talent training mode of industry education integration and school enterprise collaborative education

Both schools and enterprises should gradually build a trinity Industry-University-Research base and a platform for sharing three resources. We should work closely with universities, establish a joint personnel training mechanism, and set up a team of teachers with multiple double qualifications. Promote the innovation and development of work integrated education mode, let enterprise technicians go to school for practical education, and let teachers work in enterprises. By involving enterprises in the training process of students and innovating the personnel training mechanism, the two sides jointly formulate teaching plans, share high-quality teaching resources, establish a Industry-University-Research cooperation platform, and promote the continuous innovation of the cooperative education mechanism of the integration of enterprises with universities. Through cooperation, we can build innovation and entrepreneurship practice bases and incubation centers, jointly set up R&D teams to carry out product development and technological innovation, create innovative and entrepreneurial boutique projects, realize the alternation of work and study, cultivate students' awareness of innovation and entrepreneurship and business management, and take enterprise education as a normal education.

In work integrated education, the most important thing is to improve the mode of collaborative education, and promote the development of work integrated education through a good working mode. Work integrated education, first, we should optimize the teaching structure of disciplines and specialties, accurately determine the direction of running schools, strengthen the adjustment of

regional industrial structure, and adopt the way of organic coordination between the positions required by enterprises and the layout of disciplines and specialties, so as to continuously cultivate more innovative talents needed by enterprises. Second, schools can comprehensively collect the knowledge and skills requirements of talents in related industries and enterprises through questionnaires and field research, and then use information technology and big data analysis technology to continuously implement the personnel training program to solve the shortcomings and problems existing in traditional classroom teaching.

Integrate enterprise education with professional education to promote the diversified development of enterprise education knowledge system. The traditional teaching mode can't meet the needs of cultivating innovative and entrepreneurial talents, so it is necessary to change the teaching mode, to carry out the teaching mode based on the integration of enterprises with universities, to introduce real projects and cases of industrial enterprises, to solve practical problems of industrial enterprises through various teaching modes such as inquiry teaching, heuristic teaching, research project-based teaching and problem-based teaching, and to promote the diversified development of students' innovative and entrepreneurial abilities. The diversified innovation and entrepreneurship capability structure mainly includes the ability of integrating theory with practice, logical thinking, directional thinking and the ability to adapt to society. In the process of promoting the integration of enterprises with universities and work integrated education, the school should always be based on the actual needs of enterprises, take the real needs of social posts as the key orientation of personnel training, effectively construct a perfect personnel training scheme, and effectively enhance the overall strength of personnel training.

Enterprises can make full use of the educational resources of vocational colleges, solve the technical problems in development, and let the talent cultivation and industrial development go hand in hand. Schools and enterprises jointly formulate personnel training programs, participate in quality monitoring, assessment and evaluation, and form a cooperation mechanism of process co-management, shared business, win-win construction and shared responsibility.

5. Conclusions

With the development of talent marketization, cooperation has become the inevitable trend of vocational education development. As a new personnel training mode, we need to innovate and explore constantly to promote the sustainable development of the integration of enterprises with universities. Under the background of cooperation of integration of enterprises with universities, the education and management between schools and enterprises have continuity. Through the education mode of cooperation, students can better understand the job content of vocational posts, accept practical exercises, improve their professional quality, improve their learning purpose and initiative, and truly cultivate their "useful" knowledge and skills. In the construction of work integrated education mode, it is necessary to innovate the concepts and concepts of internal and external subjects, pay more attention to the construction of work integrated education mode, actively optimize the internal governance structure according to the internal and practical requirements of the integration of enterprises with universities, and promote the innovation and development of work integrated education mode. Through the personnel training mode of integration of enterprises with universities and cooperation, we can give full play to the main role of schools and enterprises in personnel training. Enterprise production practice has truly become an integral part of vocational education, guiding students to study in both school and enterprise environments, making the knowledge they have learned more socialized and practical, and truly combining work with study and integrating theory with practice. So as to effectively improve the quality of personnel training and students' professional skills and social competitiveness. At the same time, it also reduces the investment of enterprises in human resources, saves production and operation costs, and achieves the goal of "win-win for all three parties".

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