

Research on the Multi-Discipline Integration and Collaborative Education Mechanism of Enterprise Management from the Perspective of Industrial Clusters

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Abstract: Paying attention to discipline construction is very important for local universities and it related to the development and promotion of colleges and universities. The discipline construction colleges and universities can not only promote the development of school scientific research, teaching and research, but also effectively promote the development of industrial clusters. The discipline construction of local ordinary universities is to enhance the ability of discipline organizations in knowledge production. The focus of discipline construction must highlight knowledge, and practicality. If a discipline has characteristics and content, it must surround the regional industrial clusters and be based on the industrial chain. Disciplinary construction is rooted the industry field, and then clarifies the knowledge field as the research focus, diversified collaborative education, and win-win development. Focusing on industrial clusters, the implementation of the diversified integration of government, schools and enterprises, collaborative education, and the improvement of education mechanisms can effectively promote the innovation, construction and development of enterprise management disciplines.

1. Introduction

The discipline construction of local ordinary universities must meet the needs of the economic structure and serve economic development, fully understand the current situation and trends of local industry development, vigorously adjust the professional structure, connect with local industries, attention to the construction of disciplines, condense features, and form a service that serves local economic development. New pattern. The business management discipline focuses on the practical teaching system, focusing on cultivating students' ability to integrate theory with practice, analyze problems and solve problems. To deepen the cooperation of industry, school and enterprise to coordinate education for the development of higher education, the construction of enterprise management discipline has pointed out the direction and planned the prospect. The construction of a multi-integrated collaborative education development mechanism has important practical significance for the construction of enterprise management disciplines. While enriching the connotation of collaborative education of enterprise management disciplines, it also provides a reference for the development of local colleges and universities.

2. From the Perspective of Industrial Clusters, It is Necessary to Integrate Multiple Disciplines of Business Management and Build a Collaborative Education Mechanism

1).The needs of socio-economic transformation and industrial upgrading and development

At present, China's economic development mode is transforming to quality-efficient intensive growth, the industrial structure is constantly upgrading and changing, and the driving force of economic development is also changing from traditional growth points to new growth points. In the face of industrial development and the urgent needs of society, enterprises need to be able to solve them. Innovative enterprise management talents with a complete knowledge system and quality application capabilities who have practical problems in the enterprise. In this case, it is difficult for

schools or enterprises to integrate technology, knowledge, capital and other social and economic development resources on their own. Difficulties have been solved in the development of various problems, only the integration of university educational resources, enterprise technology platforms, social market resources and industrial clusters, diversified coordination, win-win cooperation, training of professionals urgently needed in the market and promoting the transformation and application of technological achievements The feasible way.

2).The needs of the mission of local universities

Local colleges and universities shoulder the mission of cultivating applied talents for the society. They must adhere to the needs of social development, adhere to the needs of industrial clusters, implement integration of production and education, and diversified cooperation to serve regional economic development. Strengthening the diversified integration of disciplines, the exploration of collaborative education models, and focusing on improving the level of discipline construction and local service quality have become the foothold and strategic direction of the current development of discipline construction in local universities.

3).Perspectives needed for industrial development

A healthy development of an industrial cluster is inseparable from the excavation and integration of market resources, as well as the problem solving and support of scientific research and technology. With the development of the economy, changes in consumer demand, and innovation in production technology, various industries, especially integrated industrial cluster enterprises, are increasingly demanding professional talents and management technical knowledge in terms of business management. The higher it is, it has become the general trend of economic development to allow corporate capital and industrial resources to participate in the discipline construction and education system of local universities. Enterprises can deeply integrate with colleges and universities, develop technology and management knowledge systems based on actual production and management needs, and jointly improve the quality of talent training and scientific research. This is not only conducive to establishing a stable and orderly corporate management reserve talent team, improving employment efficiency and saving employment costs [1]; At the same time, Hum can effectively solve the management bottlenecks and problems encountered in the development of enterprises, and significantly enhance the competitiveness and economic benefits of enterprises.

3. From the Perspective of Industrial Clusters, Analysis of Problems in the Diversified Integration of Enterprise Management Disciplines and Collaborative Education Mechanism

1).Insufficient classification of industrial clusters and insufficient integration mechanisms in subject construction

Enterprises are the support and main body of discipline construction and services in universities, and industrial clusters are the direction and deepening point of disciplines. How to find and explore regional industrial clusters, clarify the characteristics of regional industry discovery and the foundation of the discipline construction of government support points, and the current discipline construction To a certain extent, it is separated from the regional industrial clusters, and it has not made the characteristics around the industrial clusters to be bigger and stronger, and the roots of the regional core industries are insufficient.

2).The lack of legal protection mechanisms for multiple integration and collaborative education in discipline construction

At present, there is still a lack of strong and specialized legal support and guarantee for diversified integration and collaborative education in discipline construction, and the special laws and regulations on collaborative education are not perfect. There is a certain degree of ambiguity in the process of collaborative education of enterprises, universities, and scientific research institutions in terms of rights and obligations, attribute classification, and interest division, and the basis for collaborative protection of multiple subjects and parties is insufficient.

3).Diversified integration and collaborative education in discipline construction lack a comprehensive regulation mechanism

Although the government and relevant departments promote collaborative education, they are

mostly limited to innovation and cooperation. The overall plan for collaborative education is insufficient, comprehensive control measures are lacking, there are still certain shortcomings in clear guidance and promotion policies, and implementation rules are lacking, Insufficient behaviors and benefit guarantees for the multiple collaborative education process, and at the same time the lack of financial support, can not effectively mobilize the enthusiasm of all parties in the collaboration, which affects the construction of disciplines and the sustainable and healthy development of collaborative education to some extent.

4).Diversified integration in discipline construction, lack of in-depth integration of collaboration forms

At present, there is a common problem of insufficient participants in the diversified and collaborative education of disciplines. Although schools and enterprises are the mainstay, there are insufficient representative enterprises among them. The involvement of other types of social organizations is still relatively limited. Collaboration has not established a complete and independent organization, and more is based on contracts. In the cooperation, the school, as the main body of demand, has high enthusiasm, and the enthusiasm of other cooperating parties is insufficient, and deep integration is difficult to guarantee. In addition, in terms of collaboration content, enterprises and other entities cooperate more with schools in cultivating talents, and there is insufficient integration in product development, production, sales, promotion, and training.

5).The lack of motivation mechanism for collaborative education in discipline construction

Collaborative education requires in-depth cooperation between enterprises and universities. Enterprises need to provide universities with product research and development, technology promotion, and project development. They need to build scientific and technological collaboration platforms. They need to jointly carry out market development and technology research and development with universities. However, because of the need for technology research and development, market The development of the company is often a long-term trial and error process, which undoubtedly increases the cost of the enterprise to a certain extent, reduces the operation efficiency of the enterprise, and increases the operation risk of the enterprise. The problems of risk and cost make the enterprise synergy insufficient and hinder the collaborative education. The advancement of the human process.

6).Insufficient coordination of the main body of collaborative education in discipline construction

Enterprises, universities and other parties as the main body of collaborative education are essentially not only different in attributes, but also in their basic interests. In the main body of collaboration, enterprises focus on maximizing economic benefits and aim at profit; colleges and universities focus on social service functions and aim at talent training and scientific research. Although collaborative education has achieved a certain degree of consistency in the interests of both parties, with the economic development and structural adjustment, the interests of all parties will inevitably change. How to adapt to this change and return the deviated interests to the same track? We need to further reconcile in the follow-up collaborative education.

4. From the Perspective of Industrial Clusters, the Construction of the Multi-Integration and Collaborative Education Mechanism of Enterprise Management Disciplines

1).Based on the region, root industrial clusters, strengthen the rooting mechanism of collaborative education

Industrial clusters are the foundation of discipline construction. To achieve strong development of business management disciplines, it must be rooted in local industrial clusters. The integration of the technology chain and the industrial chain around the core enterprises in the cluster, the integration of the innovation chain and the talent chain, is rooted in the industry Development, focusing on the direction and field of industry condensing disciplines to solve the bottleneck of enterprise development and lead the innovation and development of enterprises.

2).Improving the legal guarantee mechanism for the diversified integration of business management disciplines and collaborative education

Diversified integration requires legal means to ensure the smooth implementation of collaborative education. It is necessary to clarify the rights and obligations of each subject in collaborative education to ensure that multiple subjects can perform their respective duties in the process of industry-university-research collaborative education in accordance with relevant laws, while safeguarding themselves. The benefits of collaborative education make the continuous and stable development of collaborative education [2].

3). Establish a sound government regulation mechanism for the integration of multiple disciplines and collaborative education

The main bodies of collaborative education are universities and enterprises, but there are differences in social responsibilities and value orientations. Only the strong promotion of relevant government departments can better promote integrated development. For this reason, it is necessary for the government to vigorously promote collaborative education based on macro-control, overall layout and planning, and create and construct a market environment and market conducive to collaborative education. Order, make full use of fiscal and other policies to provide universities and enterprises with special funds and policy guarantees for collaborative education, and guide the various entities of collaborative education to actively promote the development of collaborative education.

4). Innovate the diversified integration of enterprise management disciplines and collaborative education mechanism

The construction of enterprise management disciplines in local universities must be integrated with the practice of enterprise production and operation, which requires universities to make new breakthroughs in the school-running system, and strive to build a new mechanism for jointly training talents between universities, research institutes, and core enterprises in industrial clusters. To this end, on the one hand, actively promote school-local collaborative innovation education. Local colleges and universities should take the initiative to build a joint governance system with the government and industrial cluster enterprises, jointly build project research bases and technical service platforms, promote the integrated development of schools, regions, and enterprises, and promote the sharing of resources and results. On the other hand, exploring school-school discipline collaboration organizations, through the establishment of shared institutions such as college discipline education alliances [3], actively coordinating discipline standards and talent training, and realizing mutual aid in courses, mutual recognition of credits, mutual employment of teachers, and complementary resources. Promote mutual benefit and win-win results.

5). Establish an interactive and innovative mechanism for diversified integration of business management disciplines and collaborative education

The government should strengthen macro-control, do a good job in the top-level planning and design of collaborative education, play a leading role in policy formulation, capital supply, platform construction, project introduction, and software and hardware construction for enterprise landing, and establish a synchronous plan for the layout of higher education and industry. System, establish an organic linkage mechanism between the education chain and the industrial cluster chain, the talent chain and the innovation chain, explore the establishment of corresponding policy-oriented and project-guided interaction mechanisms, take industry demand as the guide, and integrate relevant government functional departments and relevant universities in accordance with the needs of the industrial chain. The core enterprises of disciplines and industrial clusters are integrated together to form a consortium, build an interactive mechanism, create a community with a shared future for the integration of industry and education, and collaborative education of people, and promote the win-win development of all parties. To this end, colleges and universities should actively play to the forward-looking, scientific, and leading characteristics of the discipline, seize the bottleneck of enterprise development, conduct project exploration, promote social and economic development and technological innovation, overcome difficulties for enterprises, and enhance their core competitiveness.

6). Build a driving mechanism for diversified integration of business management disciplines and collaborative education power

The power drive mechanism is the operating basis of collaborative education. With the help of enterprise management disciplines, enterprises can obtain talents and technical support for themselves by relying on their advantages in technological research, management concepts, scientific research results, etc., to promote enterprise development, improve enterprise production efficiency, and enhance enterprise market competitiveness. Colleges and universities use the enterprise platform and market to provide a research foundation for scientific inquiry and achievement transformation of disciplines, and to enhance the social service functions of disciplines.

7).Build an enterprise-led, dynamically adjusted talent training and scientific research mechanism

On the basis of the original distribution of disciplines and majors, give play to the leading role of enterprises in science and technology in the market, according to the changes in regional industrial clusters, take advantage of the strong market sensitivity of ordinary universities based on the region, play their main role, and dynamically adjust the positioning of disciplines and majors , To consolidate the subject foundation, condense the subject direction, reconstruct the knowledge system and connotation standards, optimize the logical relationship between the various links of talent training and supply, target the demand for talents, consolidate scientific research foothold, and continuously improve the competitiveness of talents and scientific research leadership.

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