

Course Development and Practice Based on School - Enterprise Cooperation-Taking “Practical Training on Market Research” as an Example

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Abstract: Practical operation ability is the key to college graduates' employment. The key point in the education and teaching of application-oriented universities is how to effectively improve the practical ability of students. It is an innovative attempt based on school-enterprise cooperative to develop course of “Practical Training on Market Research”. This paper will elaborate on the development of school-enterprise cooperation course from the aspects of the construction of teaching staff, the development of course ability index system, and the design of course content. Finally, prospect the development direction of course development on school -enterprise cooperation.

1. Introduction

“The 13th five-year plan for the education development of the People's Republic of China” points out that it is necessary to guide a number of local application-oriented universities to transfer the mode of running schools to the integration of production & education and school-enterprise cooperation. It is an inevitable trend for the development of application-oriented universities to establish an integrated talent training mode of cooperation between universities and enterprises. In order to realize the goal of training applied talents and improve the ability of running school, Chengdu Neusoft University and Sichuan Mingrenju windows and doors Co., Ltd. (hereinafter referred to as Mingrenju) carry out school-enterprise cooperation in the principle of mutual benefit and long-term cooperation, construction of course by both schools and enterprises is the one aspect of cooperation. This paper take the summer term training course “Practical Training on Market Research” as an example and combined with the specific content of cooperation to research and thinking.

2. The Main Objectives of Course Development

The main objectives are as follows:

Achieve the precise docking of course ability training with industry and professional standards.

Create a modular course system by taking true work task as carrier and oriented by vocational needs.

Training students' professional ability and connecting with the actual job tasks.

Form a team of double-position teachers.

3. The Main Contents of Course Development

3.1 Ideas of Course Implementation

“Practical Training on Market Research” is a real enterprise project. This project need to build teams by students themselves. Each team consists of 3-5 people, and each team is a virtual market research company. Students conduct market research for Mingrenju through their own research company. All of the market research companies set up by students needs to collect relevant data of

consumers for cooperative enterprises for write market research reports and puts forwardsuggestions on how to optimize. The top three winners are selected and awarded certificates by scoring the process and the final research report. The student teams which won the first place need to collect all the questionnaires and writes the final Market Research Report for the enterprise.

All of the students will continue to participate in the “Zhengda Cup” national college students market research & analysis competition with their knowledge after the course. Test the students' mastery through the competition and optimize the course content according to the actual situation.

3.2 Construct the Teaching Staff Together

Through the communication between the two sides of the cooperation, we decided to build a young and middle-aged teacher team jointly who have rich enterprise experience and with senior or intermediate titles. The school and enterprises initiating full cooperation in course development. This team of teachers is responsible for the formulation of market research training and cooperate development of institutionalized projects. The professional title structure of the teaching staff is as follows: Professional titles of vice senior and above account for 20%, intermediate titles account for 40%, Business manager or above accounted for 20%. The age of all teachers is under 45 years old, and 60% of them are under 35 years old. The distribution of personnel is shown in Table 1.

Table 1 Teacher's Team of Practical Training on Market Research

Major	Cooperation project	Project introduction	The university		The enterprise	
			Project leader	Primary members	Project leader	Primary members
Marketing	Course Development of “Practical Training on Market Research”	Both sides jointly develop courses, set course projects, teach theoretical courses and guide students to complete the whole project of the enterprise	Xin Zhao	Xin Zhao	Chun Wang	Chun Wang
		Both sides jointly develop courses, teach theoretical courses and guide students to complete the whole project of the enterprise		Yi Zhang		
		Teaching theoretical courses Guide students to write Market Research Report of enterprises		Ran Huo		
		Teaching theoretical courses Guide students to write Market Research Report of enterprises		Ningjia Yang, Yin Yan		

3.3 Establishing the Index System of Course Training Ability Together

In order to cultivate high-quality application-oriented professionals and improve students' practical ability, the school and enterprise have jointly completed the revision of the professional personnel cultivation project of marketing major. Based on T-C capability index system and through the joint discussion of both sides, the school and enterprise jointly formulate the training ability index system of “Practical Training on Market Research” which according to the requirements of course knowledge, specific needs of the development of the industry. The details are shown in Table 2.

3.4 Content and Implementation Arrangement of Course

The total class hours are 80 in the summer term, the course lasts for 4 weeks, 5 days a week and 4 class hours per day. There are 4 class hours for the enterprise to assign personnel to give lectures to students. The contents of lectures include: Introduction of their enterprise, emphasize the research needs of enterprise, teach market research skills, communicate with students and answer their questions. All of the teaching contents and implementation arrangements of summer term are shown in Table 3.

Table 2 Ability Index Of Practical Training on Market Research

The ability need to be develop	Ability index	Specific description	Level of mastery
Theoretical knowledge	Professional basic knowledge	Master the basic theories of market research, management theory, consumer behavior and marketing. Use the knowledge which they learned to analyze and evaluate the data obtained from market research.	Analysis Evaluation
Professional skills	Solution method and suggestions	Use the market research knowledge to analyze the research results, find out the solutions to the problems and put forward suggestions.	Analysis Application
	Explain how to perform tasks effectively	Explain how to arranged the time properly and perform the tasks in the most effective manner.	Application
	Communicate with charts	Design questionnaire with chart skills. Statistics and analysis of the data obtained from market research.	Analysis Application
	Oral expression and interpersonal communication	Be able to communicate effectively in the research process. Be able to use appropriate language and non-verbal communication to report the market research results after the research.	Application
	Growth and evolution of Team	Understand and master the skills to ensure the team's operation and growth.	Understanding
	Information management	Understand how to convert the information flow to data flow through market research.	Understanding
	Design of the implementation of the process	Using the knowledge which they learned to design a questionnaire and survey. Design and implement the market research plan	Application
Personal quality	Professional behavior	Regulate their own professional behavior. Strictly abide by professional norms in the process of market research. Cooperate with other members to complete team work.	Application
	Grow with the team	Actively cooperate with the team to complete the market research tasks assigned by the team. Achieve common growth with the team.	Application

Table 3 Implementation Arrangement of Practical Training on Market Research

Serial number	Serial number of teaching week	Serial number of the course	Course content	Class hour	Teachers of this course	Remarks
1	1	1	Course introduction, Build team	4	School teachers	
2	1	2	Content of market survey questionnaire Common mistakes in questionnaire Find out the mistakes in the questionnaire Design questionnaire	4	School teachers	
3	1	3	Enterprise introduction Windows and doors industry situation Continue to design questionnaire	4	Corporate trainers School teachers	
4	1	4	Revise and perfect the questionnaire Submit final questionnaire	4	School teachers	
5	1	5	Sampling method Issue questionnaire Arrange summer vacation tasks	4	Corporate trainers School teachers	
Summer vacation			Questionnaire pre survey	-	Corporate trainers School teachers	

6	2	1	Determine the purpose and content of market research	4	School teachers	
7	2	2	Determine the object, scope and method of market research	4	School teachers	
8	2	3	Write market research plan	4	School teachers	
9	2	4	Revise and perfect the market research plan Start the questionnaire survey	4	School teachers	
10	2	5	Introduce the commonly used statistics, tables and charts Summary of questionnaire data	4	School teachers	
11	3	1	Explain significance analysis and multiple linear regression analysis Continue to summary of questionnaire data	4	School teachers	
12	3	2	Explain cluster analysis, multidimensional graphic analysis technology, combined analysis Start analysis of survey data	4	School teachers	
13	3	3	Continue to analysis of survey data	4	School teachers	
14	3	4	Learn how to write market research report Start to write market research report	4	School teachers	
15	3	5	Complete the first draft of market research report	4	School teachers	
16	4	1	Revise and perfect the market research report	4	School teachers	
17	4	2	Revise and perfect the market research report	4	Corporate trainers School teachers	
18	4	3	Revise and perfect the market research report	4	School teachers	
19	4	4	Complete the market research report	4	Corporate trainers School teachers	
20	4	5	Report the results of market research	4	School teachers	

4. The Achievements of Course Development

4.1 The Achievements of Cooperative Course Development

There are a total of 1002 valid questionnaires were collected from the “Practical Training on Market Research”, and 10 market research reports were completed by the student teams (virtual market research company). After evaluation and scoring, the first, second and third prize were selected. The student team who won the first prize wrote the final Market Research Report of Mingrenju , they submit the report to the enterprise and put forward optimization suggestions for the business development of the enterprise.

4.2 Other Achievements

The Department of business management organized students to sign up for the National A-class competition - “Zhengda Cup” the 10th National Undergraduate market survey and analysis competition after the summer term. At present, the competition has ended, and two teams (10 people in total) won the third prize of national competition and the second prize of provincial competition respectively. After that, we will test the achievements of school-enterprise cooperation course development every year through competition. To promote teaching by competition and reform by teaching. Further improve the quality of course development of school-enterprise cooperation, To realize the win-win situation of schools, enterprises and students.

5. Conclusion and Prospect

The professional staff of the enterprise and the professional teachers of the school can have a more in-depth communication and exchange, which can effectively play the advantages of both sides in personnel training through the school-enterprise cooperation course development. We will jointly achieve the goal of promoting school development, promoting enterprise management and improving students' practical ability finally, so as to build a win-win school-enterprise cooperation platform.

In the future school-enterprise cooperation, course development mainly includes the following aspects:

First of all, continue to deepen the cooperative development of the “Practical Training on Market Research”, test the results of school-enterprise cooperation through the market research competition and further improve the course setting.

Secondly, combined with the actual needs of enterprise posts, the cooperative development course of both sides are extended to other courses of marketing major and try to expand to the cooperative development of other professional courses.

Finally, we should broaden the channels of school-enterprise cooperation and introduce more enterprises from different industries and fields to join the team of school-enterprise cooperation course development.

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