

On the Teaching Reform of Higher Education under the Mode of School-Enterprise Cooperation

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ABSTRACT. *Under the current situation of social employment, more and more enterprises and units begin to pay attention to the recruitment of skilled workers. Most enterprises prefer to choose talents with higher value and practical operation ability rather than fresh graduates with greater potential. This phenomenon directly leads to the embarrassing situation of College Students' unemployment after graduation. For this reason, this paper takes "the discussion of higher education teaching reform under the mode of school-enterprise cooperation" as the topic, and explores the main concepts and employment situation of "school-enterprise cooperation" talent training mode at the present stage in China. In view of the difficulty of college students' employment, this paper puts forward corresponding optimization measures, hoping to help college students form good employment skills and play a certain role in promoting.*

KEYWORDS: *"School-Enterprise Cooperation" Talent Training Model; Employment Situation; Higher Education Teaching*

1. Introduction

With the adjustment of China's social industry, the improvement of science and technology production level promotes the further optimization of the economy, and all sectors and industries in the society are transforming with the optimization of the economic market. As a result, enterprises and industries have also created a variety of new posts. At present, China is changing from a labor-intensive economic development model to an innovative economic development model. However, it is facing two major dilemmas: the urgent need of society and the disconnection of talents. In order to cultivate talents better, the Ministry of Education of China pointed out that a new mechanism of joint training of talents between colleges and universities, scientific research institutes, industries and enterprises was established. For this reason, the "school-enterprise cooperation" talent training model emerged as the times require.

2. The Forms of Higher Education Teaching Reform under the Mode of School-Enterprise Cooperation

2.1 Conflicts between Enterprise Jobs and School Interns

In the current industry structure, China's social industry basically presents a situation in which one industry drives the development of multiple industries. Among them, the advantages and popularization rate of information industry make it penetrate into various industries rapidly, while the manufacturing industry and textile and garment industry benefit from the influence of logistics industry and e-commerce market, showing a prosperous scene. Relatively speaking, high-end talents in heavy industries and high-tech industries are scarce, and the age structure of employees is also very different. This paper selected several representative enterprises in many industries to conduct a survey, and found that most of them are unwilling to recruit new graduates in the employment market. They prefer talents with practical ability and long-term internship experience, but these enterprises are not optimistic about the "school-enterprise cooperation" talent training mode. They think that the school-enterprise cooperation mode of some schools is a waste of enterprise posts. According to the recruitment requirements of enterprises, at least 70% of the enterprises required new employees to have more than one year's work experience, and only less than 30% of the enterprises will choose the new graduates.

2.2 Conflict between Enterprise Planning Direction and School Training Model

In the current direction of enterprise planning, some enterprises belong to the category of "businessmen". They plan their interests into two categories: short-term predictable and long-term unpredictable. Talents belong to "consumables" in the eyes of the management of these enterprises. Therefore, these enterprises tend to focus only on immediate interests and lack long-term planning for the future operation and development of enterprises, which is contrary to the current teaching purpose of higher education. At present, few employees make short-term or long-term career planning for their career experience, and almost all students are not clear about their future development. Often they can only choose a job ignorantly, which leads to the mismatch between the teaching content and job skills in schools, and confusion in practical work [2].

3. Effective Measures of Higher Education Teaching Reform under the Mode of School-Enterprise Cooperation

3.1 Strengthening the Closeness and Relevance of School-Enterprise Cooperation Model

Strengthening the closeness and relevance of school-enterprise cooperation mode is an effective measure to reduce the number of enterprise posts and interns in

Colleges and universities. Colleges and universities can intuitively select the best candidates by setting up professional ranking or rotating assessment mechanism, which can also ensure the fairness and openness of interns on campus. At the same time, colleges and universities can also set up corresponding skills courses to better meet the needs of enterprises, so as to effectively strengthen the close cooperation between the two sides. Colleges and universities can also understand the current demand and mainstream of the talent market through the school-enterprise cooperation mode, so as to improve the teaching mode, teaching quality and the comprehensive quality of talents, and to make higher education teaching closer to the social needs [3].

3.2 Strengthen the Planning and Prospect of Personal Career

From the relevant data survey, we can see that enterprises do not fully understand the skills, literacy and interests of employees, nor do they take the initiative to help employees complete the planning of further education in Colleges and universities. This makes it impossible for employees to enhance their sense of belonging and loyalty to the enterprise, and enterprises can not feel the emotions of employees, thus creating a vicious circle. Enterprises and universities can achieve “mutual learning” cooperation intention, that is to say, enterprises can send excellent employees to further study in Colleges and universities, and universities can also choose excellent students to practice on the job, both of which can help employees and students to strengthen the planning and forward-looking of their personal career. At the same time, in the social environment of industrial optimization, job skills are constantly improving. Enterprises also put forward higher requirements for employees' personal knowledge reserve, skill mastery and practical experience. In order to update employees' outdated concepts and knowledge in time, it is necessary for enterprises to carry out appropriate training for employees' personal development planning, so as to effectively strengthen the sense of belonging and loyalty of employees. [4]

4. Conclusion

To sum up, in order to strengthen the adaptability of college students to employment and make higher education teaching based on reality, some colleges and universities have begun to try the “school-enterprise cooperation” talent training mode. Different from the training objectives of conventional education, the “school-enterprise cooperation” talent training mode pays more attention to the training of students' post skills, so as to enable students to adapt to the needs of enterprise posts and realize the employment situation of “university-enterprise”.

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