

Investigation and discussion on Employment and Entrepreneurship based on the New Mode of School-Enterprise Cooperation in Colleges and Universities

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Abstract: *In response to a country's call that "to" public entrepreneurship, has the innovation power of the motherland in the western region economic development, xi 'an university of science and technology institute of electrical and control engineering line 14 to Xinjiang to study Tours, the social market research, innovation teaching practice, the pioneering project development, enhance students' employment research as the theme of the summer social practice activity. Through field investigation, this paper discusses the development prospect of college students' entrepreneurship and employment under the new situation of school-enterprise cooperation.*

Keywords: *University-enterprise cooperation, Social research, Field survey*

1. Introduction

At the second Central working Conference on Xinjiang, the prime minister said that employment is the biggest livelihood issue in Xinjiang. Employment is the basis for improving people's livelihood and winning the hearts and minds of the people, and it is also a bridge for promoting national exchanges and integration. Employment is the link to strengthen and improve ethnic relations, and we should stand at the strategic height of stabilizing Xinjiang [1]. We will focus on increasing the employment rate, speed up the improvement of people's livelihood and promote social stability. Explore the cooperation between the school and large enterprises in Xinjiang to promote the large-scale development of the western part of the motherland.

With the progress of The Times, the competition between enterprises is becoming more and more fierce. Reducing management cost has become one of the important means for Chinese modern social enterprises to maintain and improve their competitiveness. Human resource costs account for a large proportion of enterprise costs. In order to maximize profits, many enterprises want to reduce training costs. In other words, they want college graduates to be able to meet the requirements of the job when they graduate without having to train them. However, at the present stage, there is a certain lag in the training of students' practical ability in China's higher education, and there are many deficiencies in the training of students' comprehensive ability and quality, which is a huge deviation from the demand of modern enterprises for talents.

At present, the ability of graduates from many universities may not be able to meet the requirements of public institutions, and most enterprises give secondary training to graduates before they take up the post. This has greatly increased the human resources development costs of Chinese enterprises, but also because of the current talent mobility has greatly increased, many small and medium-sized enterprises can not get due benefits after paying huge training costs. This leads to the existence of a large number of units in recruitment clearly put forward the requirements of candidates with certain work experience, this situation does not have an advantage for college graduates. Most of the graduates have no work experience, so it is difficult to find a suitable job, which is one of the main reasons why it is difficult for fresh college graduates to find a job [2]. In order to fundamentally solve the problem that it is difficult for fresh college graduates to obtain employment, it is necessary to establish a long-term and stable cooperative relationship between universities and enterprises. We should not only adapt to the enterprise management mechanism and post requirements and changes, take the demand of enterprise talents as the goal of talent training in colleges and universities, but also constantly improve the employment-oriented talent training plan in colleges and universities, so as to train qualified talents who can meet the needs of the society.

2. Research content

The researcher followed the special electrician Tianchi Energy Company to its Wucaiwan North No. 1 Power Plant for about a week. During the internship, the staff in the field led a tour of the large-scale basic equipment in the North No. 1 Power Plant. Understand the operating conditions and requirements of all kinds of equipment, as well as the company's corporate culture and historical background. At the same time, he entered several large local companies in Xinjiang to carry out exchanges, research and cooperation and signed internship and employment practice bases [3], and visited a series of large enterprises, such as Tianchi Energy Company, Guanghui Energy Company, Xiaoku Food Co., Ltd., Wahaha Changji Branch, the third Bureau of China Construction, the second Construction of Nantong, and two State Grid companies located in Urumqi and Changji.

3. The application of professional knowledge and skills in practice

In the relay protection training room of Changji State Grid in Xinjiang, professional and technical personnel gave a systematic explanation and demonstrated the professional knowledge needed in daily work. This visit to the relay protection comprehensive laboratory has strengthened our understanding and understanding of relay protection, we have a new understanding of the reliability, selectivity, rapidity and sensitivity of relay protection, and have improved the ability of combining theory with practice. It has consolidated the book knowledge, improved the practical ability, and the ability to find and solve problems.

At the same time, we also visited the automatic production line, which is composed of workpiece transmission system and control system, which connects a group of automatic machine tools and auxiliary equipment according to a certain process order. The system that automatically completes all or part of the manufacturing process of the product has a preliminary understanding of the automatic production line through personal contact with the automation equipment and through the explanation of the professional staff of the factory. Verify, consolidate and deepen the basic knowledge of professional theory in practice. Strengthen the understanding of enterprise operation technology, combine the knowledge learned with practical application, and apply the theoretical knowledge of professional basic courses learned by the school. Make a preliminary analysis, observation, analysis and comparison of the technical operations of relevant institutions, find out the reasonableness and deficiency, flexibly use the professional knowledge learned, find and raise problems in practice, find ideas and methods to solve problems, and improve the ability to analyze and solve problems.

4. Research objectives and results

4.1. Problems that need to be solved

To understand the current situation of college students who go to Xinjiang for employment and the future trend of economic development and change in Xinjiang, to build employment practice education base with relevant work units, and to jointly manage and research with relevant enterprises and units to create a new school-enterprise cooperative teaching mode.

4.2. Social practice research results

(1) Research methods: The research is mainly carried out through field visits, discussions, interviews, questionnaires and other forms.

(2) Research objects: some local enterprises in Xinjiang and alumni working in Xinjiang.

(3) Survey results: Questionnaires were issued to alumni and enterprises, relevant groups were interviewed, the results were summarized and analyzed, and the results of relevant questions were obtained.

(4) The research analysis: A total of 106 questionnaires were sent out and 87 were returned. According to the statistical results, 85% of the alumni think that the current employment situation in Xinjiang is better and the pressure is not much. In terms of the difference between graduate education and undergraduate education in the employment process, 62.5% of the alumni think that it is easier for graduates to find jobs and pay better, and 95.25% of the alumni think that enterprises pay more attention to work ability than education. The results also show that 74.3% of the alumni come to Xinjiang for

employment because of rich resources and great development potential, while 25% of the alumni come to Xinjiang because of good employment policies for college students in the west, and 25.7% of the alumni come to Xinjiang for employment because of their home in Xinjiang, close to home. As for whether to continue to work in Xinjiang in the future, 75% of the alumni said they would always work in Xinjiang, 20% chose to relocate with their companies, and 5% said they would try their best to move back to their hometown. 62.5% of alumni families support employment in Xinjiang and 37.5% support it. Based on the current work situation and experience, 87.5% of the alumni think that they should have high eq and learn to react positively, while 62.5% think they should have good teamwork ability, learn to bear hardships and be down-to-earth. In the survey of the enterprise, the general concern is the comprehensive ability of fresh graduates.

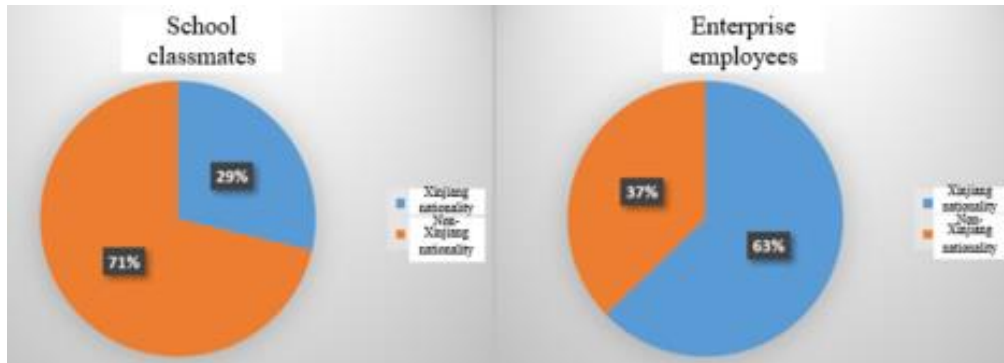


Figure 1: Statistical chart of survey subjects

5. Conclusion

5.1. For universities, the significance of school-enterprise cooperation

(1) Follow up the development of science and technology, update the frontier of imparting knowledge: Create a good relations of cooperation between university and enterprise, make the teacher able to enter the enterprise, can make college students into the enterprise, in order to timely understand the latest related enterprises technology progress, the university teachers can be based on the latest technology constantly improve college teaching plan, complement the existing but relatively backward teaching material. Only in this way can the lag of theoretical knowledge be effectively avoided, the teaching quality of universities be continuously improved, and high-quality talents be cultivated to meet the needs of the development of The Times.

(2) Fully understand the needs of the enterprise, adjust the talent training program: Through the establishment of stable university-enterprise joint relationship, can in time understanding to the enterprise operation management mechanism and the change of the position requirements, and according to these changes and analyzes the market demand for talents training scheme for college students to make corresponding change, to avoid the divergence in talents training target and the enterprise actual demand, to ensure that the university graduates to find suitable jobs.

(3) Establish practice base to improve students' practical ability: After the establishment of stable school-enterprise cooperation, the enterprise can invite university teachers and students to visit the enterprise or directly participate in some practical work, which provides a good platform for students to practice. Therefore, understanding the operation mechanism and job requirements of the enterprise is of great significance to cultivate students' ability to solve practical problems.

(4) Jointly develop professional projects to improve the university's scientific research capacity: In addition to imparting basic theoretical knowledge and cultivating practical ability of university students, another major social significance of university is scientific research. The level of scientific research is a very important factor affecting the level of running a university. However, the government's annual scientific research funds to universities are very limited, which affects the level of scientific research ability of universities to a great extent. This problem can be solved to a large extent by the cooperation between universities and enterprises to develop professional projects and the support of scientific research funds from enterprises.

5.2. For graduates, the significance of school-enterprise cooperation

(1) Understand job requirements and make career development plans: Only by establishing good school-enterprise cooperation and letting students enter enterprises for internship, can they know what position they are suitable for, find out what shortcomings they still have, and plan their future career development, can they have better prospects and space for development.

(2) Participate in enterprise internship, increase work experience and employability: Through the establishment of school-enterprise cooperation, students can participate in social practical work in enterprises before graduation and gain certain work experience. Only in this way can they effectively make up for their shortcomings in work experience and effectively improve their competitiveness in employment.

5.3. The initial exploration of school-enterprise cooperation mode under the new situation

Nowadays, college graduates in China have some problems such as poor practical ability and severe employment situation. Some students attach too much importance to theoretical knowledge and have poor practical ability. The employment standard of enterprises is increasing day by day, which cannot be satisfied by graduates. This phenomenon seriously affects the full integration of various professional talents and social needs. School-enterprise cooperation refers to the educational mode put forward by universities and enterprises on the basis of equality and reciprocity to cultivate high-level talents with solid theoretical knowledge and practical ability. It plays an indelible important role in education system reform and quality personnel training.

First of all, universities and enterprises should be deeply aware that cooperation is based on self-consciousness and equality and reciprocity, and only by continuous improvement and running-in can the final win-win situation be achieved. As for the university enterprises, they should strive to strengthen and improve the school-enterprise cooperation system in innovation and practice, take into account the mutual benefit of the university and the enterprise under the condition of fully guaranteeing the comprehensive quality of students, and finally achieve a good situation of win-win among the three parties. Schools and enterprises should be closely integrated into a close relationship of mutual help, mutual benefit and win-win cooperation.

Schools and enterprises help each other. Managers, consultants and senior staff in enterprises can enter colleges and universities, which can not only guide the professional construction and curriculum reform of the school, but also publicize and talk about the problems and skills needed in the work by holding lectures, so as to broaden students' horizons and help them better understand the practical operation. Schools and enterprises are mutually beneficial. Enterprises can enter colleges and universities to build experimental middle schools, training bases and other platforms to meet the daily operation needs of students, so as to exercise their practical ability, and can also sign cooperation agreements with colleges and universities, so as to improve the economic benefits of enterprises. As a training base for professional higher talents, the school can carry out professional business skills training for enterprise employees and provide talents and plans for the improvement of enterprise talent structure. As the cradle of high-level talents for the society, colleges and universities can make use of the training mode of school-enterprise cooperation to broaden the channels of running schools and make use of the resources of enterprises to cultivate students' higher level of employment. so as to improve the embarrassing situation that enterprises are thirsty for talents and no one can be used. On the other hand, enterprises can make use of the high-level educational resources of the school to promote the promotion of their own product business and be satisfied with the growth of their own economic benefits and the improvement of the structure of talents.

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