

The Research on the Development of High-quality Applied Talents in College- enterprise Cooperation

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Abstract

How to train high quality applied talents, especially the local colleges and universities are facing the realistic subject. University-enterprise cooperation is an effective way to train high quality applied talents. Some models can be formed in the process of practice of teaching and establishment of training base, at the same time, to deal with enterprise production and business operation activities and university-enterprise cooperation relations, reasonable distribution to the property of university-enterprise cooperation

Keywords

College-enterprise cooperation; Applied talents; Practice of teaching; Training base.

1. Introduction

The social from all walks of life need to be applied talents. The colleges and universities, how to cultivate high quality applied talents? Vigorously promote university-enterprise cooperation, give play to colleges and universities and the advantages of the enterprise, promote the combination of theory with practice, strengthen the classroom teaching combined with production practice, to reduce the gap between the needs of society and students knowledge structure, pay attention to cultivate students' comprehensive practice ability, is an effective way to train high quality applied talents.

2. The significance of cooperation between colleges cultivate applied talents

Crude University-enterprise cooperation cultivating applied talents is a play in colleges and universities and the advantages of the enterprise, make full use of colleges and universities and the education resources and practical conditions of the enterprise, joint training need of applied talents training mode for enterprises. University-enterprise cooperation in cultivating applied talents in colleges and universities, and to the enterprise has the very vital significance.

2.1 University-enterprise cooperation, resource sharing, maximize resource efficiency.

As is known to all, university is in the forefront of knowledge innovation, technology innovation, the enterprise is applied to the new knowledge, new techniques and new technology, new products, new equipment, new materials of important base.^[1] Strengthen the cooperation of universities and enterprises, the combination of teaching and production, between the two sides support each other, mutual penetration, complementary advantages, resource sharing, is to realize the modernization of higher education, promote the development of productive forces, make the higher education and the important way for the sustainable development of enterprises. Colleges and universities can take advantage of the business, to carry out the combination of theory and practice of education policies, determine the applied talents training target and specification, optimization of teaching plan, update teaching content, reform teaching methods, to improve school conditions, to improve the teaching quality, to provide information and practice field, advanced equipment, construction funds and the training of teachers, etc.; While companies can rely on colleges and universities teaching, scientific research and talent resources advantages of talent of education or training for it, and for its technical innovation, product development, scientific management to provide consulting and services, so as to realize maximum benefits of the resources.

2.2 University-enterprise cooperation, order education, cultivating applied talents more targeted.

College-business cooperation, the demand for unit of choose and employ persons, unit of choose and employ persons jointly formulate the talent training scheme, a student job orders, or sign a training agreement, two teaching place for teaching in schools, enterprises and students employment after graduation directly to unit of choose and employ persons, which is the cultivation of party school to unit of choose and employ persons enterprise ordering cultivation of talents.

2.3 University-enterprise cooperation, setting up enterprise good image, cultivate the product market.

Through the cooperation between colleges, to make it stronger adaptability of applied talents training, higher quality, features more bright; For enterprises, some investment and support, through education in colleges and universities offer scholarships to the school, research grants and the scientific research funds, the information is transmitted to the social public activity, will be in the social public to the enterprise to set up good social image, have very good effect.[2]

2.4 The cooperation between colleges and promote college students' employment and entrepreneurship.

University-enterprise cooperation, in the process of the cultivation of applied talents, build teaching and employment of the connectivity of the practice teaching mode. Enterprise management and technical experts to colleges and universities as a seminar, the development status of enterprise management and promote the enterprise culture, promote enterprise brand. These activities for college students to understand the enterprise and produce identity, for cooperation enterprise talent input in the future to lay the good foundation, so as to realize the students employment and good docking enterprise employee. University-enterprise cooperation, make the enterprise production site in the teaching process fully reflect, in specific skills training to promote students to discover problems, analyzing problems, cultivate their comprehensive ability to use knowledge to solve problems, cultivate their technology application and innovation ability, inspire college students' autonomous entrepreneurship and entrepreneurial awareness, entrepreneurial ideas, to take the initiative to adapt to change and challenge the risk, to promote graduates' employment and entrepreneurship.

3. University-enterprise cooperation training mode of application-oriented talents

3.1 University-enterprise cooperation, optimize the practice teaching link, to cultivate applied talents

Universities set up enterprise experts to participate in the professional steering committee. Universities set up industry, business experts to participate in the professional steering committee, directly involved in the training process [3]. Steering committee on key industry professionals demand survey, cooperation of universities of applied talents training target and specifications research, professional settings, teaching plan, the formulation and revision of the cooperative writing practice teaching materials, the implementation of training practice, practice, graduation design and graduation project and base distribution, requirements of teachers' practical ability, teachers' training and so on several aspects to give full play to the advantages of university-enterprise cooperation. Which omni-directional, the whole process of the introduction of business, economic management department and the local community participation, collaborative training innovative spirit and ability of high-quality, high-level application-oriented talents [4].

Employ entrepreneurs as the visiting professor, regular teaching practice course for college students. The practice teaching of higher education, is not a simple theoretical teaching and practical combination, but trains the student to form features required of an education process, and this ability only through joint design schools and enterprises, develop together, combining the internal and external, to achieve the desired effect [2]. Should employ a group of entrepreneurs with rich practical

experience as a visiting professor at the university, arrange for them to give the students about their history and their own, to talk about a business enterprise development to the specific requirements of the applied talents in various aspects, so that the students really aware from what respect to their efforts can be adapted to the requirements of the modern enterprise qualified applied talents [5].

Arrange the teacher to the enterprise practice, improve practice teaching ability.

Training applied talents, the teacher is the key. Teachers in the teaching practice in a dominant position, the strength of the professional teachers' practical ability is directly related to the effects of practice teaching, directly decides the training of applied talents of high quality problem. In order to strengthen professional construction, improve the applicability of the talent training, establish a high quality of practice teaching faculty, to improve the practice teaching level of the teachers is the top priority. To strengthen the construction of teaching staff, on the one hand, should timely arrange teachers to participate in the relevant academic conference, to a higher level of university, to do a visiting scholar at home and abroad; Schools and teachers in-depth enterprise, on the other hand, through the cooperation with enterprises, arrange them to the site to exercise, and vocational skills training and appraisal for them, improve their practical ability.

Organize students to visit the enterprise practice, enhances the student to the understanding and the understanding of the enterprise. The teaching mode of our country's higher education of heavy theory and light practice, many colleges and universities students can not find a suitable job or stranded in the practical work, in the face of many advanced instruments and equipment at a loss to ignorance. Many students often complain about learning many courses with poor practicability, after looking for a job and employment of uselessness [7]. The proportion of college students to find a job in foreign company through the interview is very low. English is just a reasons, more important is not Chinese students ability to solve practical problems, that is to say the practice ability is poor [3]. And by conducting business site visits, post practice as well as the seminar and so on social practice activities, greatly improve the beginning ability and ability to solve practical problems of college students, build up the platform to cultivate college students' professional quality, enhance the students' team consciousness, cooperation consciousness, consciousness of quality, safety and civilized production, enhance the social sense of responsibility, professional ethics, honesty and quality, understand the enterprise culture, in order to adapt to the future work to lay a solid foundation.

3.2 University-enterprise cooperation, construction of practice training base

Complete system, well-functioning practice training base, is the foundation and guarantee to train high quality applied talents. In order to provide multi-function and comprehensive simulation training environment, the school must work to improve school conditions, and more investment and strengthen the laboratory training facilities. Of course, in carries on the practice in the process of the construction of practice training bases, by the mere force of school unilaterally is difficult to achieve the desired effect. Implement work-integrated learning, cooperation between colleges and field work in the personnel training mode^[8], university-enterprise cooperation practice training base in colleges and universities has the following several kinds of cooperation mode.

- 1) Make full use of modern information technology, with the aid of the Internet, to develop virtual factory, virtual technology, virtual experiment, virtual workshop.
- 2) The campus construction of practice training base.
- 3) Relying on the enterprises establish stable practice bases.

Based on a large scale, strong technology, advanced management enterprises to establish a stable off-campus practice base. Signed a cooperation agreement, schools and enterprises to strengthen and promote the external field work. Put students into the enterprise, using the enterprise field and the latest production technology, in positions to practical training of students, professional enterprises to participate in the practice teaching, let the students come into contact with the advanced production equipment, production technology, be familiar with the complete production operation, process flow, production organization and management knowledge and skills.

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