

School-enterprise cooperation to build digital media application professional online course research

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Abstract

School-enterprise online cooperation is the link between schools and enterprises. Enterprises need technical personnel. Through joint development of online courses, students can intuitively understand the new technology applied by enterprises. The mode of school-enterprise cooperation can realize the common development of both schools and enterprises. The Carnegie Foundation for the Promotion of Teaching, in its analysis of the development of the relationship between universities and the outside world, pointed out that "Looking ahead, the most exciting way to manage will be to connect higher education with enterprises." Schools are the most active participants in school-enterprise cooperation. The strength of school education affects the development of school-enterprise cooperation model.

Keywords

School-enterprise cooperation; talent development; education; innovative ideas.

1. Enterprise background and existing production and research conditions

1.1 Company background:

Zhejiang dongjing science and technology co., LTD., founded in 1994, is committed to using the Internet to transform the traditional packaging industry, to create a package supply chain B2B service platform for small and medium-sized enterprises to reduce costs, improve efficiency and increase value, and to achieve a win-win situation for all stakeholders in the whole industrial chain. At present, dongjing is a leading packaging supply and packaging service enterprise in wenzhou, which has built a garden-style dongjing industrial park covering an area of more than 70 mu, and is also well-known in China's packaging industry. In recent years, dongjing has gradually transformed from "dongjing of package manufacturing" to "dongjing of package service", and has a whole package solution (or "virtual network and physical industrial integration system"). Automation solutions, industrial logistics solutions and intelligent packaging supply chain services, to help customers reduce comprehensive costs, improve product and brand value, was named as the first batch of zhejiang science and technology enterprises in 2017.

1.2 Existing production and research conditions

The company has two provincial key laboratories for packaging inspection, realizing a new mode of operation in the form of "packaging + Internet". , and equipped with a variety of features. All the way good luck, order matching, online design, automation as the core of the new product system, to create the industry product ecological chain. Launched in 2016, the all the way good luck and cardboard group purchase products have won widespread praise from industry users. The subversive new mode of "group purchase + logistics" is to build a packaging service platform, integrate idle transportation capacity of enterprises and society, save worry and money for small and medium-sized enterprises, and realize value-added for customers.

The company and tsinghua university, hunan university, Beijing university of aeronautics and astronautics and other colleges and universities, research institutes to establish a good new technology, new product research and development mechanism. The company now has more than 100 invention patents, scientific research results and software copyright. The company has more than 2000

employees, design team and development team of more than 200 people, the annual turnover of more than 2 billion.

2. Feedback teaching indicators

- 1) The development of school-enterprise cooperation online education is conducive to the teaching thought and practice of teaching reform in colleges and universities, and the cultivation of application-oriented talents in the new normal economy. Through the exploration and practice of the project, the project sequence of school packaging courses is optimized, the course system is reformed, and the teaching mode is innovated, so as to improve the quality of students, gradually improve the connotation of the major, and rapidly improve the recognition of the major in enterprises.
- 2) It is conducive to improving teachers' teaching quality and cultivating double-qualified teachers. Through the implementation of the project, explore the effective way of teacher construction, in order to adapt to the teaching needs, so as to strengthen the construction of teachers, improve the level of teacher education modernization.
- 3) It is conducive to the implementation of the teaching objectives and requirements for cultivating application-oriented talents.
- 4) It is conducive to the update of teaching content and can provide reference for the practical teaching of other courses.
- 5) To optimize the teaching structure and teaching methods.
- 6) It is conducive to improving teaching effect and teaching efficiency.
- 7) Through the implementation of the project, students can choose their own development direction in a personalized way, which is conducive to students' learning initiative.
- 8) Through project implementation, curriculum system reform and emphasis on practical teaching are conducive to the cultivation of students' practical ability.
- 9) The teaching implementation of mixed comprehensive practice projects is conducive to the formation of students' comprehensive practice ability, so as to improve students' employment competitiveness.
- 10) The implementation of school-enterprise cooperation "online course" project can effectively provide conditions for students' summer professional practice, graduation on-job internship and employment.

3. Project schedule implementation schedule

- 1) Based on the actual investigation, completed the video recording of two courses through negotiation with enterprises, and organized professional teachers and relevant enterprise technical backbones to discuss the "online courses" of digital media under the regional economy. Preliminary analysis and discussion to obtain first-hand practical information and experience. And analyzes the new ideas, new methods and new ideas of online courses. Collect relevant information, determine research topics, and make project plans; Update your ideas. Enhance the understanding of the significance of this topic, further clear research objectives, clear design tasks and specific methods of operation, clear their respective responsibilities and the corresponding design methods.
- 2) Sorted out previous teaching plans, integrated online course contents, and completed the first draft of teaching materials.
- 3) Writing research reports and papers: combining research and materials, summarizing research reports and writing papers related to online course research, and publishing one textbook publicly.

4. Innovation

4.1 School-enterprise online cooperation mode innovation

Schools should enhance their basic strength in the development of school-enterprise cooperation mode. Only when the basic strength of the school is improved can the quality of education be

guaranteed. Due to the weak scientific research ability and teachers of some universities, enterprises are not willing to cooperate with enterprises. If the university wants to cooperate with enterprises, it is necessary for the enterprise to see the educational power of the university and the benefits it brings to the enterprise. In the process of production, enterprises can clearly understand what kind of talents they need. Enterprises should actively participate in the construction of school teaching system and curriculum arrangement in school-enterprise cooperation. According to their own needs, enterprises can put forward their own opinions on the school's teaching system and jointly form the school's educational force. Enterprises actively participate in the construction of school education, can better carry out school-enterprise cooperation activities. The mode of school-enterprise cooperation is conducive to the cultivation of talents in line with the market demand, which is of great significance to the development of our society. In the development of school-enterprise cooperation mode, the government, schools and enterprises should play an active role in jointly promoting the development of school-enterprise cooperation mode.

4.2 We can understand the development of science and technology and avoid the lag of imparting knowledge:

With the rapid development of science and technology, colleges and universities need to keep pace with The Times as a place to impart theoretical knowledge and cultivate students' practical skills. Only to establish relations of cooperation between colleges and universities teachers out of the campus into the enterprise, to understand the enterprise technological progress in a timely manner, and according to the development of these technologies constantly to improve the teaching plans, to complement of teaching materials, so as to effectively avoid lag theory knowledge training, guarantee the continuous improvement of teaching quality in colleges and universities, in line with The Times to cultivate high-quality talent development.

4.3 Be able to understand the needs of enterprises and timely adjust the talent training program:

With the development of society, the requirements of enterprises for college graduates are also developing and changing. Therefore, colleges and universities must adjust the talent training program in time according to the changes of the demands of digital media enterprises. Only establish university-enterprise cooperation, can timely understand the digital media enterprise operating mechanism and the change of position, and according to the changes of the talents training goal of talent cultivation system and corresponding change, thus avoid the talents training goal of colleges and universities and enterprises actual demand in digital media bias, can guarantee the college graduates to find suitable jobs.

5. Innovation in live teaching

Live instruction is a great complement to the traditional classroom. Video site selection will be carried out according to the course requirements of teachers. Without the limitation of classroom space, teachers can give live teaching in any ideal place. For example, relevant experiments need to be explained, which can be directly taught in the laboratory while doing experiments. On-site observation teaching; It is necessary to visit the work site and the trading market. Teachers can also go to the site to let learners feel the atmosphere and quickly accept the knowledge. Making good use of live teaching can give full play to the advantages of online teaching and achieve better teaching effects. Interview teaching reflects the characteristics of moocs that they go out of the classroom. It is a way to gradually integrate knowledge into dialogue in the form of interviews, so as to make the teaching content rich in stories and attract the attention of learners, and also allow learners to have access to the insights of more people.

6. Technical indicators

This paper analyzes the necessity and feasibility of the practical teaching system construction of digital media enterprises based on school-enterprise cooperation. This paper investigates the current

situation of practical teaching, analyzes the main problems, and demonstrates the advantages of digital media enterprises and the feasibility of developing school-enterprise cooperation. Factors: this topic is based on digital media professional practice teaching system in colleges and universities study, system builds the digital media professional colleges and universities online education teaching system, from the overall structure to the specific target system, content system, management system and control system, and both are analyzed theoretically, and a summary on the digital media enterprise based on the actual operation. The cooperation between universities and enterprises is a key link no matter from the value chain of "talents - scientific research - products - market", or from the value chain of "knowledge innovation - technological innovation - achievement transfer - industrialization - goods and services". The advantage of talents in colleges and universities, the information and technical reserves, while companies in the market, capital, management and system and mechanism has certain advantages, through the university-enterprise cooperation to realize the commercialization and industrialization of scientific and technological achievements, its essence is through the cooperation the two sides in the process of technological innovation of comparative advantage, in order to maximize their self-interest. In particular, the report of the 17th national congress of the communist party of China clearly proposed to "establish a technological innovation system with enterprises as the main body, market as the guidance and the combination of industry, education and research". School-enterprise cooperation was mentioned to a new strategic height and became an important measure and breakthrough in the construction of China's technological innovation system. At present, the market demand for talents from the buyer and the seller's combination of completely into the unfavorable situation of buyer's market, the structural demand for talent is more practical and refined, with rich practical experience and ability of comprehensive creative talented person's demand more urgent, and a lot of only primary ability or only "kung fu class" of the students are kept out of the market, the unemployed waiting, in this situation, the development of digital media major education in colleges and universities is facing difficulties and challenges.

First, from the macro (inter-school) level, the construction of industry-university-research cooperation collaborative innovation strategic alliance. At the inter-school level, digital media major colleges and universities should establish multiple co-construction alliances, as shown in figure 1, to actively explore the establishment of institutions and mechanisms for sharing and coordinating high-quality educational resources.

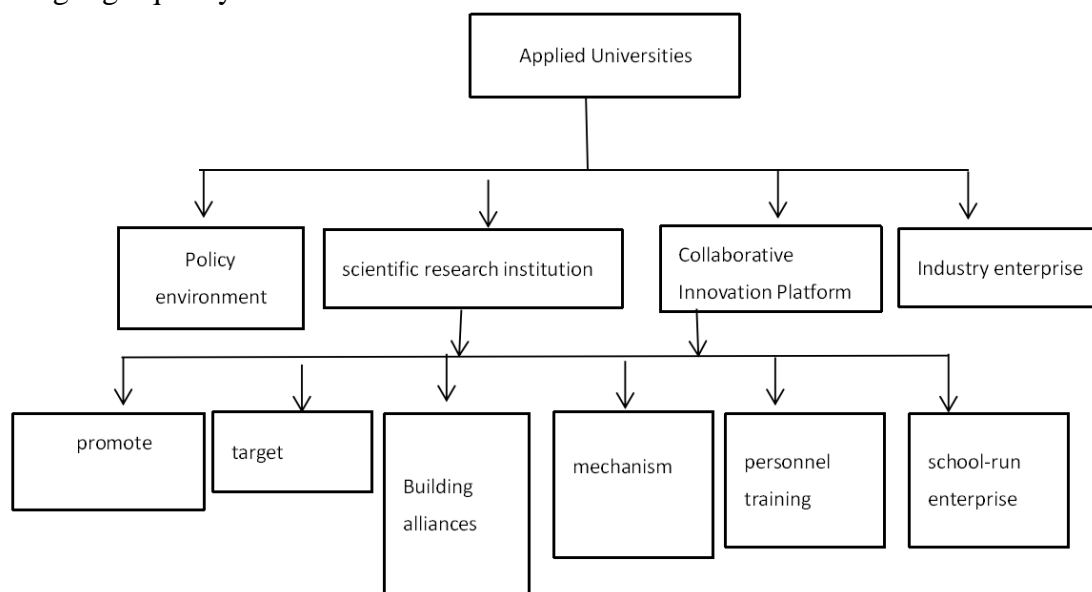


Figure. 1 system diagram of school-enterprise cooperative talent cultivation strategic alliance for collaborative innovation

Secondly, in the medium level, the construction of school-enterprise collaboration, school-institute collaboration mechanism. School-enterprise and school-institute should jointly build a high-quality

resource platform, carry out multi-directional communication and diversified cooperation, and improve the quality of talent cultivation.

Thirdly, it is necessary to establish a scientific and reasonable accountability mechanism to regulate the cooperation between cooperative schools and enterprises through the accountability mechanism. This mechanism can ensure that the responsibility of each link in place, responsible for their own work to be completed properly.

7. To summarize

Economic society under the new normal, cultivating application-oriented colleges face a lot of important task of applied innovative talents, how to develop regional economic and social needs of digital media applied creative talents, not only need to applied in colleges and universities take active measures to deal with, also needs to local governments, industries and scientific research institutes to participate in, common structures, collaborative innovation cooperation personnel training platform, the research on the talent training scheme, constitute a system of personnel training, to cultivate a new period of social and economic development needs of personnel. The main characteristics of cooperative mode of collaborative innovation of university enterprises are as follows: digital media specialty applied universities which have influence on regional economy; With deep cooperation foundation, influence and professional characteristics with local digital media industry; Their collaborative innovation projects are in line with the key development plans of local or regional industrial chains, and have received substantial input and strong support from the digital media industry. Their collaborative innovation mainly focuses on the common key technical issues facing enterprises in the digital media industry and industrial development, and mainly cooperates with backbone and core enterprises with leading technologies and strong influence in local and regional industries or industrial chains. Focus on tackling key core technologies, build a high-level digital media technology innovation and research center, focusing on the urgent need for regional development, collaborative innovation center. Around the transformation and upgrading of traditional industries, and to build digital media technology service center, according to the area of digital media industry development, corporate laboratories as platform, integrated digital media disciplines team, joint digital media leading backbone enterprises, to jointly study the traditional industry technical innovation, actively participate in building the digital media industry upgrade activity. Aiming at the transformation of the development mode of digital media enterprises, it is necessary to build a training center for compound digital media application technology talents, with the goal of training "digital media engineers", and construct an online education and teaching mode that integrates enterprises and schools, scientific research and teaching, and sino-foreign cooperation. Focusing on the improvement of digital media industry talent quality, the construction of specialized skills education and training center. Relying on the school's various research platforms and education platforms, we carry out technical training for key employees of government departments and industrial enterprises, and provide solid talent support for regional economic transformation and upgrading.

Acknowledgments

College Visiting Engineer "School-Enterprise Cooperation Project" in Zhejiang Province in 2017(FG2017062).

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