

Research on the Cooperation Mechanism of the Integration of Production and Education of big data major in Higher Vocational Colleges

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Abstract: This mode of exploring vocational education problems can provide theoretical ideas for exploring the difficulties of vocational education development and enrich the research theories of vocational education development in China to a certain extent. At the same time, through the connotation of vocational education industry-education integration theory, multi-subject responsibility, operation mode of multidimensional research, and then from the theoretical direction to provide reference for vocational education industry-education integration development, broaden the theoretical width of industry-education integration. In promoting the reform and development of vocational education, the integration of industry and education should be regarded as the core content, and innovation and talent should be the driving force to drive the local economy. Based on the fact that vocational education is an effective measure to realize the integration of industry and education, the research on the development of the integration of industry and education can enrich the training path of applied talents in vocational education.

Keywords: higher vocational colleges; integration of production and education; cooperation; mechanism of school and enterprise.

1. Introduction

At present, the development of vocational education in China has entered a crucial transition period. With the proposal of "Made in China 2025" plan, vocational education will bear the responsibility of producing applied talents. Different vocational colleges and universities in different regions are exploring the way of integrating vocational education with industry and education. Therefore, based on Guangdong Songshan Polytechnic the development of vocational education process line lieutenant colonel enterprise collaborative management of the status quo, through the participation in the collaborative governance of the interest subjects carried out in cooperation with the problems of resistance and the thorough analysis, to provide vocational education cooperative governance to deepen education fusion with pertinence, and for other parts of the vocational education colleges to provide practical reference. Through the study of the mechanism of industry-education integration, it is beneficial for each subject to find their own role positioning in the operation process of industry-education integration, and to provide the system, law and other aspects of industry-education integration as perfect as possible. It is conducive to multi-body cooperation among government, industry, schools and enterprises to achieve multi-win situation.

1.1 Analysis of the current situation of the integration of industry and education in big data majors

The concept of "industry-education integration" was first proposed in 2013. Subsequently, scholars continue to explore the connotation of "industry-education integration". In fact, the concept of "industry-education integration" of school-enterprise cooperation has experienced the development of "school-enterprise integration", "school-enterprise integration" and "industry-education integration". Academia is generally divided into broad sense and narrow sense. The micro concept refers to the docking of industry and education, which is the cooperation between enterprises and higher vocational colleges. Enterprises make use of their own advanced production technology and advanced production equipment, while higher vocational colleges make use of their students' superior resources to carry out in-depth cooperation with enterprises, in order to maximize profits. Macro "fusion" education means for school created major in higher vocational colleges, the initiative to implement professional related work, use of the professional advantages of the school, will dock industry with professional school, build the means of running schools and to a company, such as Peking University founder, thunis, such as nanjing university Sue foot is made with fusion model. Now, the state requires that school-run industries and schools decouple, there has been a "state retreat and people advance" phenomenon. The integration of industry and education is the deep cooperation between industry and education, which is beneficial to improve the professional level of teachers. Can promote the leapfrog growth of regional economy; Can promote the harmonious growth of vocational education; It can promote the implementation of students' creativity and innovation, and bring a better environment for students to read and study together. Through the macro concept of "industry-education integration", this paper pushes forward and expands the work of industry-education integration in an orderly manner. It has the characteristics of time and can be divided into three periods: combination, docking and then combination. Market resources and university knowledge resources to carry out a full range of docking, at the same time support each other, integration and unified coordination, further build a harmonious university-enterprise cooperation ecology.

1.2 Mechanism and principle of integration of industry and education in big data majors

Mechanism refers to the structure and principle of the machine, which belongs to the category of sociology. The establishment of the mechanism depends on the system and the system. Here, the cooperative mechanism refers to the framework and means of operation between more than two groups, that is, the institutions and institutions established within an organization to achieve unified planning. The establishment of such a system must have sensitive efficiency, reasonable efficiency and institutional efficiency. The double-subject cooperation mechanism means that the cooperation between higher vocational colleges and enterprises is based on the principle of mutual benefit, and the system of relatively consistent responsibilities and rights. Enterprises are the main responsibility, while higher vocational colleges are also the main responsibility and active responsibility. Higher vocational colleges take the initiative to provide scientific and technical services and talents for the development of regional economy. Enterprises actively participate in running schools of higher vocational colleges and provide corresponding training bases; The government promotes and guides school-enterprise cooperation; The two sides of the school and enterprise are integrated into the development of science and technology, innovation and talent construction, which are necessary for regional economic growth, to overcome the bottleneck of cooperation and carry out a new school-running method of school-enterprise deep coordination.

As the most basic mode of running vocational education, according to the stakeholder theory, and enterprise cooperation education of vocational colleges is a typical stakeholder organization, the main stakeholders are enterprise, industry, government, students and their parents, they can influence the realization

of the objective of a vocational school, or affected by the vocational school to achieve its goal. Therefore, how to balance the interests of all stakeholders has become a key issue to be considered, and it also derives the problem of university-enterprise double-subject cooperation mechanism. The function of university-enterprise cooperation mechanism is to balance the interest demands of stakeholders. Therefore, the promotion of university-enterprise cooperation mechanism must comprehensively consider the mutual utilization needs between vocational colleges and enterprises. In other words, to carry out school-enterprise cooperation is to coordinate the interests of higher vocational colleges and enterprises, and find and realize their core interests.

2. On the Reform of integration of industry and education in big data majors

2.1 The willingness to promote bilateral cooperation

Mutual benefit is the premise of cooperation between higher vocational colleges and cooperative enterprises. Many enterprises lack direct benefits in the dual-subject school-running mechanism of cooperation between higher vocational colleges and enterprises, which will increase enterprise management costs, production safety risks and product quality risks, resulting in the coordinated development of input and output. The cooperative mechanism of higher vocational colleges and enterprises must realize win-win mechanism, benefit distribution mechanism and risk sharing mechanism. The cooperative mechanism of higher vocational colleges and enterprises is a special means for the development of vocational education in China, which reflects its advantages of unified development. The system reflects the strong sense of integration of coordination between the two. Vocational colleges and enterprises cooperate, and both of them are masters, as well as the creators, facilitators and monitors of relevant work decisions. In the cooperation of higher vocational colleges and enterprises, the benign interaction between the two main bodies is emphasized. The stakeholders of the cooperation mechanism between higher vocational colleges and enterprises include the government, higher vocational colleges, cooperative enterprises, industry organizations, students and other stakeholders. Among them, it is especially necessary to coordinate the relationship between higher vocational colleges and cooperative enterprises, government and industry organizations. What higher vocational colleges and enterprises cooperate in running schools advocates is the comprehensive social return. In the process of the cooperation mechanism between higher vocational colleges and enterprises, the dual subjects of higher vocational colleges and cooperative enterprises and their members work according to the training of innovative technical personnel.

(2) Strengthening the win-win mechanism of bilateral cooperation

First, the win-win mechanism of school-enterprise cooperation in vocational education should be established on the basis of the principle of mutual benefit, so as to maximize the interests of both parties 尅俾, and at the same time must fully mobilize the source power of enterprises to participate in vocational education. Higher vocational colleges are encouraged to take the initiative to find companies for coordination according to their own conditions, build training departments with companies, and cultivate high-quality and skilled personnel for enterprises. The cost and price compensation mechanism of school-enterprise cooperation should be established, preferential policies and tax policies should be implemented for cooperative enterprises of higher vocational colleges, and the government should increase compensation for the upgrading of fixed equipment of enterprises and implement it into practice, which can improve the cooperation enthusiasm of enterprises to a certain extent.

Second, we should introduce encouraging policies, laws, regulations and rules, give preferential policies to cooperative enterprises of higher vocational colleges, and increase tax incentives, preferential project approval and financing guarantee. Clarify the dual principal status of vocational colleges and enterprises in

school-enterprise cooperation, learn from Germany's experience in encouraging enterprises to participate in school-enterprise cooperation, and enterprises in school-enterprise cooperation can obtain financial subsidies from the state. "Educational enterprise" proposed by comrade former education minister indicated, depth cooperation enterprise awarded "educational enterprise" plaque, higher vocational colleges and enterprises are encouraged to establish long-term cooperation mechanism, enact laws to promote the cooperation between colleges and enterprises to participate in the management of higher vocational colleges, double card "" double degrees" "double tutors" system, encourage university-enterprise cooperation double main body for the temporary employees to the other side, Wages in the original unit, temporary unit to grant office allowance. The practice of science and technology mayors' group and vice president of science and technology promoted by the organization Department of provincial Party Committee has produced positive effects on promoting school-enterprise cooperation, which is worth promoting. Make full use of the role of trade association, use the alumni association of higher vocational colleges, take the initiative to implement relevant work. To establish and improve school-running standards guided by the government, guided by the industry and recruited by the company, to create requirements for the smooth implementation of work, and to put school-enterprise cooperation into practice. Because 80% of higher vocational colleges are originated from various industries, and there are numerous links between them, the industry association plays a certain role in the formulation and implementation of the industry standard and the implementation of the standard. The demand for future talent quantity and talent quality of the enterprise can form a docking between the two.

(3) Strengthen the supervision mechanism of "dual-subject" cooperation

The dual-subject cooperation mechanism of higher vocational colleges and school-enterprise cooperation needs to create and optimize the evaluation system, optimize and improve the monitoring system, build a scientific and systematic supervision and evaluation mechanism, and fully bring into play the third-party evaluation integrated by the government and industry and the internal supervision efficiency of higher vocational colleges and school-enterprise cooperation. As early as 1973, the Employment and Training Act of the UK proposed to strengthen the supervision and evaluation of apprenticeship. Strict requirements on the content, methods, supervision and evaluation of apprenticeship training ensure the reasonable development of coordination through the system level, and ensure the rationality, openness and standardization of the evaluation of coordination results.

3. Concluding Remarks

School-enterprise cooperation preferential policies continue to improve, cooperation mechanism steadily established; School-enterprise cooperation mechanism innovation, talent training model type variety; the joint construction of the training base is increasingly mature, and the scientific research and innovation capacity is new and high. The differences in the essential attributes of the two main bodies of university-enterprise cooperation lead to the low level of cooperation; The legal system of school-enterprise cooperation is not optimized, the system between the two is missing, and the evaluation system is in urgent need of optimization. Analyzes the reasons and puts forward optimization measures: promote the deep cooperation willingness between higher vocational colleges and cooperative enterprises; improve the legal system related to create a standardized unified development system, optimize the supervision and evaluation system, and put the system into practice.

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