

Research on the Innovation Mode of Production and Education Integration of Private Undergraduate Colleges in Heilongjiang Province

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Abstract: The goal of higher education is to provide more professional talents for the country. In order to promote the smooth development of talent training activities, we need to pay attention to the integration of industry and education, which is also an important driving direction of current higher education. As a form of higher education, private colleges and universities are also actively cultivating talents. However, according to the survey of actual education, there are still some problems in the process of integration of industry and education. This article will take the education situation of private undergraduate colleges and universities in Heilongjiang Province as an example to analyze the practical problems, and carry out an effective analysis on the innovative content and mode of industry education integration.

1. Introduction

Private colleges and universities have not been established and developed for a long time in China, but in recent years, they are also sending a large number of talents for the development of all walks of life, making them play an active role in their respective posts. However, with the development of the times and the progress of the society, the form of education should also be constantly improved and innovated, so as to cultivate more talents with outstanding abilities in all aspects for the country, so that they can quickly adapt to the needs of new posts after leaving the campus.

2. Specific content of integration of production and education

The implementation of the mode of "integration of industry and education" in order to promote the training of talents in colleges and universities basically includes four aspects, namely, research and development, joint construction, project traction and training exchange of the integration of industry and education projects.

The R&D of industry education integration is easy to understand. It is through the cooperation of colleges and universities and enterprises to make full use of the scientific research advantages of colleges and universities and help enterprises to add value to their products or services. In this relationship, colleges and universities play their own scientific research advantages, while enterprises provide financial support.

The co construction of industry and education integration is also a popular form at present. This mode is usually a talent training base jointly established by colleges and enterprises. Its role is not only as a research institution, but also as a platform for colleges and universities to carry out on-site education work for students.[1] This mode will make full use of various advantageous resources of universities and enterprises. Compared with the R&D of industry education integration, this mode is more complex and systematic.

The project traction mode refers to that teachers in colleges and universities participate in relatively large research projects, but are unable to promote the smooth development of projects alone due to the limitations of funds, resources and other aspects. In this case, a new way of combining with enterprises can also be adopted to achieve the goal of joint construction. In this way, institutions of higher learning and teachers benefit greatly.

Training and communication mode, which pays more attention to the communication between universities and enterprises, sends university teachers and students to the front line of enterprises according to the actual situation, and feels the lack of teaching work through the actual working environment, so as to improve and innovate the teaching activities, so that the integration of industry and education can be carried out smoothly. It can also let the managers of enterprises directly enter the school to carry out training on the current development status and actual needs of a major, in order to better achieve the goal of jointly cultivating students by colleges and enterprises.

3. Problems in the implementation of the current mode of integration of production and education

With the national emphasis on the all-round development of talent training, the reform of the university education system is also in constant progress. Through the investigation of the current situation of private undergraduate universities in Heilongjiang Province, we can see that there are still some unsatisfactory aspects in the process of integration of industry and education, which can be analyzed from both the following three aspects:

3.1. The understanding of the integration mode of production and education is not profound

At present, the talent training mode of integration of industry and education is highly respected in China, and private universities in Heilongjiang will also formulate the talent training system according to local conditions according to the local actual conditions, hoping to achieve the purpose of better cultivating talents.[2] However, according to the current situation, the implementation effect is not ideal.

The reason for this mainly lies in the lack of correct understanding of the nature of the integration in Heilongjiang private universities and teachers, the university teachers teach directly after graduation, and for the development of society and the actual needs of the enterprise, they will focus on theoretical knowledge and cannot carry out practice effectively, while the part-time teachers hired by private universities are usually senior teachers of public universities, and generally do not enter the number of enterprise workers and do not understand the mode of education in colleges and universities, which is not conducive to the effective combination of teaching theoretical knowledge and practice. Moreover, the assessment of teachers in private colleges and universities mainly focuses on teaching and scientific research, and never shift their attention to practical test, so that teachers never put too much energy into the integration mode of industry and education.

Some enterprises do not understand the talent training mode of private colleges and universities, which is not conducive to the role of the integration of production and education on the growth and development of enterprises from the long-term perspective. Finally, the education mode cannot be effectively promoted.

3.2. The practice of industry and education integration mode is not in-depth

Due to private colleges and universities in Heilongjiang Province do not have a deep understanding of the mode of integration of industry and education. It seems that colleges and universities have some contact with enterprises by adopting a more traditional way to implement the education work of integration of industry and education, but it mainly focuses on solving the employment problem of graduates of private undergraduate colleges and universities, with the goal of improving enrollment rate.

Since most private undergraduate colleges in Heilongjiang Province do not fully understand the inherent meaning of industry education integration education, the implementation of this teaching mode seems to be a process in progress, so that resources cannot be developed and utilized to the maximum extent.[3] Whether for colleges and universities, enterprises or students, there will be a lot of waste in time and funds.

For private colleges and universities, the lack of scientific research funds is also a major obstacle to the smooth development of the integrated education model of industry and education. Due to the lack of financial support from the state or government agencies, there are many difficulties in the construction of talent training bases, the establishment of research and development centers of schools and enterprises, and not to mention the need for a large amount of investment in upgrading various experimental equipment. These actual conditions have greatly hindered the establishment and implementation of the project.

3.3. The external conditions of the industry-education integration model are not mature

The integration of industry and education is jointly promoted by institutions of higher learning and enterprises. Although both sides have the right to speak, enterprises mainly control the investment of funds. Enterprises will certainly have greater initiative in this cooperation. With the development of society and the research on the external environment of talents with outstanding professional abilities, it can be found that the integration of industry and education is an important mode to improve the quality and efficiency of higher education. The government departments have introduced some measures to give policy support, and also provided some ideas and suggestions. However, private colleges in Heilongjiang Province have not received support from society or government agencies. It is mainly reflected in: there is no direct encouragement and stimulation to the development of the integration of industry and education; Failing to promote the connection between universities and enterprises through the resources held by government agencies; In the various projects led by Heilongjiang Provincial Government, the participation of private colleges and universities has not been absorbed and accepted; In the process of cooperation between universities and enterprises, there is no special government agency to actively coordinate when problems occur, which delays the normal development of teaching activities because problems cannot be solved in time; Finally, there are various modes of integration of industry and education, but up to now, there is no more systematic effect evaluation system.

4. Effective strategies for Heilongjiang Province's private colleges and universities to effectively develop the integration mode of industry and education

In order to promote the private colleges and universities in Heilongjiang Province to cultivate more talents needed by the society, it is necessary to actively and effectively carry out the development and innovation of industry education integration project according to the actual situation, so that the education level of private colleges and universities can be effectively improved.

4.1. Strengthen the understanding of the integration of industry and education and make adjustments

To implement the education mode of integrating industry and education in private colleges and universities in Heilongjiang Province, college teachers first need to have a correct but in-depth understanding of this education mode. In practical teaching, we no longer focus on the learning of theoretical knowledge, but deepen students' impression of the knowledge through practical activities. On the basis of a certain understanding of the content they have learned, they then integrate the content of theoretical knowledge, so as to facilitate them to gain their own experience and perception through learning.

In order to achieve the purpose of efficient training of students, private colleges and universities need to seriously and positively view the actual situation of teachers' lack of social and enterprise work experience. After friendly consultation with enterprises, young teachers can be encouraged to take temporary posts in enterprises, and then solve the problem of lack of practical experience. After teachers have a comprehensive and in-depth understanding of the latest needs of enterprises through practice, they can effectively combine the needs of enterprises with teaching activities, and create a new education program that can cultivate talents needed by the society and enterprises.

4.2. Focusing on the implementation of industry education integration education model

In the traditional education of private colleges and universities, the curriculum focuses more on theory and is mainly designed for the teaching of theoretical knowledge. However, the current society needs talents with quick start and strong practical ability, so we must pay attention to the practicality of teaching activities. Through the joint creation of research projects by private colleges and enterprises, students can change from classroom learning to on-site learning. The actual teaching scene is convenient for students to understand professional knowledge and master professional skills. At the same time, driven by the project, it is easier for students to identify their own shortcomings and weaknesses, and then make targeted improvements and improvements, so as to finally achieve the goal of in-depth understanding of knowledge and mastering professional skills, so that they can quickly adapt to their jobs after leaving school.

4.3. Focusing on the expansion of the practice platform of industry education integration

Traditional college education is dominated by teachers' classroom teaching. In order to better promote the development of the integration of production and teaching mode and maximize the cultivation and improvement of students, private colleges and universities need to establish contacts with major enterprises, so that students can put themselves into the front line of work for practice as much as possible, have a more real feeling of the specific work content and environment, and also enable students to achieve the goal of learning in practice and learning in practice through real practical activities.

We should also pay attention to the increase of practical content. The purpose of learning knowledge is to apply it. Traditional teaching pays more attention to the study of theoretical content and lacks practical awareness and action. At present, in order to improve the creative ability of talents and explore the optimal mode of integration of industry and education, private colleges and universities must pay attention to the process of practice. They need to create diversified forms of practice and adopt real work scenes to better improve the professional quality of students and adapt to social needs faster.

4.4. Government departments take the lead in assisting universities to carry out integration and practice of production and education

In the past, the integration of industry and education in private colleges and universities has not received much attention and support from government departments. In order to better promote the training of professional and technical talents, government agencies need to support the participation of private colleges and universities in their leading projects, help private colleges and universities make a good connection with relevant departments, and encourage private colleges and universities to increase efforts to promote the integration of industry and education education model, so that students can be trained in specific projects. Finally, the purpose of understanding the latest technical development of the specialty and improving professional skills is achieved.

In specific practice, we can analyze and study the actual situation of private undergraduate colleges and enterprises in Heilongjiang Province, so that they can cooperate in a more efficient form. In case of differences and contradictions, government departments can also mediate to solve the problems quickly, and try to avoid delay of project progress or interruption of cooperation due to disagreement.

5. Conclusion

In a word, as an important part of higher education, private colleges and universities are also cultivating and transporting a large number of professional talents for the country. At this stage, in order to better achieve the talent training goal, private colleges and universities need to reform the traditional education model, focus on the implementation of the industry education integration model, and the government should take the lead in promoting the cooperation between private colleges and enterprises, so that the industry education integration platform can be effectively expanded to cultivate more talents who master advanced culture, have strong practical ability, and can achieve outstanding achievements in ordinary jobs.

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