

Optimization Measures of Educational Management in Vocational Colleges Under the Integration of Industry and Education

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Abstract: With the adjustment of China's industrial structure, if vocational colleges want to cultivate high-quality talents needed by the society, they should follow the school running mode of industry education integration, adjust the talent training mode, and improve the level and effect of education management under the in-depth cooperation with enterprises. Based on this, this paper studies the optimization measures of educational management in vocational colleges under the integration of industry and education, and puts forward some targeted strategies for reference.

Keywords: Integration of industry and education; Vocational colleges; Education management; Optimization

Introduction

As the general trend of the development of vocational colleges, the integration of industry and education is a school running mode determined in combination with the current economic development of our country and the social demand for professional talents. The integration of industry and education not only promotes the reform and innovation of talent training in vocational colleges, but also has a great impact on the educational management of vocational colleges. Under the traditional talent training mode, the education management of vocational colleges can achieve good results, but this traditional education management is not well applicable to the production education integration education mode. Therefore, it is necessary to optimize and adjust the education management of vocational colleges under the background of production education integration, so as to provide support for the talent training of vocational colleges.

1. Analysis on the current situation of educational management in vocational colleges

1.1 The existing teaching system not matching the integration of industry and education

At present, there are still many problems in the teaching system of vocational colleges, which are mainly reflected in the teaching content and professional curriculum construction. In terms of teaching content, vocational colleges have not adjusted the existing teaching content in combination with the integration of industry and education, which also makes the existing teaching content deviate from the requirements of enterprises, and finally leads to the inconsistency between the trained talents and the needs of enterprises. In terms of professional curriculum construction, vocational colleges do not set up majors in combination with the form of regional economic development or their own advantages in professional curriculum construction. The purpose of many professional curriculum is to expand the enrollment scale and influence, which also makes the majors of vocational colleges not prominent enough, the effective distribution of educational resources can not be realized, and there are many problems in the construction of curriculum system.

1.2 Traditional education management having not been changed in time

Under the background of industry education integration, the education management of vocational colleges no longer only considers how to carry out teaching management, but also needs to further consider how to carry out in-depth cooperation with enterprises and how to promote the smooth progress of industry education integration. However, at present, many vocational colleges rarely consider the integration of industry and education or the in-depth cooperation of enterprises, and still focus on their own education management.

1.3 Teachers in vocational colleges having poor practical teaching ability

The purpose of industry education integration is to cultivate talents with high practical operation ability. However, although teachers in vocational colleges have a solid professional theoretical foundation, they do not have too much enterprise practical experience and experience, so their practical teaching ability is also relatively poor. In addition, many teachers do not understand what is the integration of industry and education, and still adopt the previous teaching form in teaching. There is a big gap between this teaching form and the requirements of enterprises.

2. Optimization measures of educational management in vocational colleges under the integration of industry and education

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2.1 Determining the major in combination with the needs of social development and school characteristics

At present, the vacancy of social applied talents is expanding. Under the development of the integration of industry and education, vocational colleges should determine their majors in combination with the needs of social development for talents and school characteristics. Only in this way can vocational colleges adapt to the society and achieve better development, cultivate more applied talents for the society, and bring more possibilities for vocational colleges and enterprises to cooperate in education.

Before determining the major, vocational colleges need to conduct a comprehensive survey of the social demand for the selected professional talents and the future development of relevant industries, so that the education management can follow the pace of national development. We can continuously narrow the scope of specialty selection according to talent demand and industry development, so that we can choose a specialty more suitable for vocational colleges. In the investigation process, we can start from these aspects: first, the vacancy of professionals in the society; second, the future development direction of the major; third, the current salary situation of industries related to the major; fourth, the policies promulgated by the state for the industry; and fifth, the development of the major in the region where vocational colleges are located, and whether it can be combined with the industrial development of the region. At the same time, vocational colleges should analyze the existing majors and focus on developing and cultivating majors with good development prospects, so as to realize the effective distribution of educational resources. The strength of teachers and the conditions for the development of practical teaching are also issues that vocational colleges need to consider.

After determining the major, vocational colleges should also strengthen the training of teachers in educational management, and constantly improve the theoretical basis and practical technical ability of teachers. Cooperate with enterprises under the integration of industry and education, and regularly organize teachers to carry out on-the-job training in enterprises, which can not only improve teachers' practical technical ability, but also ensure that the practical technology mastered by teachers is consistent with the needs of enterprises. Vocational colleges and universities shall have certain conditions for the development of practical teaching, and cooperate with enterprises to improve the practical teaching venues.^[1]

2.2 Optimizing the curriculum system

The construction of curriculum system has always been an important content of educational management in vocational colleges. Under the background of the integration of industry and education, if vocational colleges want to carry out in-depth cooperation with enterprises, they must optimize the current curriculum system. Firstly, vocational colleges should change their teaching management ideas and deeply analyze the integration of industry and education, so as to lay a good foundation for the optimization and reform of curriculum system. Secondly, vocational colleges should integrate the backward and deviated courses in the curriculum system in combination with the mode of industry education integration, and adjust the curriculum teaching objectives, teaching contents, teaching evaluation and so on according to the needs of industry education integration. Finally, we should reasonably adjust the proportion of theoretical teaching and practical teaching, make the effective combination of theoretical teaching and practical teaching, and lay a good foundation for improving students' practical operation ability.

3.3 Enhancing the depth of cooperation with enterprises

In the context of the integration of industry and education, vocational colleges should also enhance the depth of cooperation with enterprises. Before that, vocational colleges should choose high-quality enterprise partners, so as to improve the training quality of industry education integration talents. Vocational colleges should give priority to some large enterprises based on the comprehensive consideration of enterprises' projects, comprehensive strength, social status and social image, so as to provide students with more professional and broad learning opportunities in the in-depth cooperation with enterprises.^[2]Of course, vocational colleges should communicate with enterprises on education management to ensure that enterprises pay enough attention to talent training, so as to build a stable cooperative relationship.

4. Conclusion

In the context of the integration of industry and education, the education management of vocational colleges should optimize and adjust the areas inconsistent with the integration of industry and education in education management in combination with the social demand for talents and their own reality, and strengthen cooperation with enterprises, so that their own education management can better promote the integration of industry and education and improve the quality of talent training, and cultivate more applied talents for the society.

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