

# Construction of Practical Teaching Center in Colleges and Universities from the Perspective of Industry-Education Integration

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**Abstract:** Practical teaching center plays an important role in cultivating students' practical ability and innovative spirit. In 2016, the Ministry of Education specifically issued a document, requiring that colleges and universities should follow the principle of "combining learning with research, integrating education with industry" in the construction of such teaching centers. With the example of industry-education integration practice implemented by the practical teaching center of Management College of Beijing Union University, this paper expounds the important role of industry-education integration in promoting the construction of such centers in application-oriented universities, and provides some References: for deepening this integration.

**Keywords:** Industry-education integration; Practical teaching; Cooperative education; Innovative talent

## 1. Introduction

On Dec 5, 2017, the General Office of the State Council issued several guidelines on deepening the Integration of Industry and Education (No.95 [2017]), which clearly stated that the integration of industry and education is "an important measure to promote the coordinated development of economy and society" and should "run through the whole process of talent development". However, problems remain in the integration of industry and education: the win-win relationship between the two sides is still in the exploratory stage; the guidelines regarding the integration are not perfect, and the role of the industry needs improving, thus the enterprises lack the enthusiasm<sup>[1]</sup>; the industry-education integration platform has not yet fully played its role with its ambiguous goal and insufficient modes<sup>[2][3]</sup>, etc. Practical teaching center, as the main battlefield for universities to carry out practical teaching and talent cultivation, is particularly important to better achieve the goal of talent training.

## 2. Exploration on the construction of practical teaching center via the industry-education integration

Beijing Union University (BUU) is an urban and application-oriented university, adhering to the educational philosophy of "applying what you learn". Management college, BUU, characteristic of innovation-entrepreneurship education, through close cooperation with enterprises in the hope of "sharing", "synchronization", and "double-win"<sup>[4]</sup>, has been dedicated to cultivating innovative management talents to meet the need of the country, especially the social development of the Beijing-Tianjin-Hebei region.

### 2.1 Enhancing the construction of practical teaching center

Practical Teaching Center of Management college, BUU (hereinafter referred to as the Center) adheres to the goal of talent cultivation and carries out its construction through industry-education integration. The specific measures include:(1) "Introducing enterprises into education", collaborating enterprises in developing educational products, practical projects and courses and building laboratories, thus consolidating the supporting platform of practical teaching; (2) "Introducing enterprises to campus", giving students access to entrepreneurial process, corporate culture and entrepreneurs' advice on innovation practice, thus nurturing students' innovative and entrepreneurial ability; (3) "Introducing students and teachers into enterprises", with teachers providing the enterprises with consulting service, while students participating in social practice and internship in the real operating environment and enterprise culture, thus enabling them to better integrate into and serve enterprises after graduation.

### 2.2 Features of this industry-education integration system

After years of exploration, the Center has successfully constructed the collaborative practical teaching system with the following characteristics. Firstly, it adheres to the purpose of training practical and innovative management professionals and enhancing students' professional and entrepreneurial abilities. Secondly, it gives full play to the dynamic role of both college and cooperative enterprise, fully utilizing four industry-education integration modes. Thirdly, it coordinates all factors like platforms, teaching resources, teaching staff and operation mechanism to better serve the four industrial groups of financial services, cultural tourism, trade and commerce, and information services in the capital.

## 3. Experience of the industry-education integration

### 3.1 The goal of talent cultivation as the fundamental starting point

The Center has long incorporated all factors in its construction and daily work. For instance, based on BUU's big data platform for urban services, it has established a new business talent training mode featuring the integration of industry and education, industry and management, and cross-domain symbiosis; to meet the innovation and cultivation needs of small and medium-sized enterprises in the modern service industry in Beijing-Tianjin-Hebei region, the college and the Center have formed a business innovation and co-creation incubation system, including school-enterprise strategic partnership, off-campus talent training base, joint laboratory, and future CEO training camp, thus providing diversified growth paths for students.

### 3.2 A clear understanding of the orientation

In the light of the regional economic development and the current school-enterprise cooperation situation, Management College, BUU has established a cooperation committee working with nearly 200 government agencies, industry associations and enterprises in the Beijing-Tianjin-Hebei region. Considering the development requirement of the region and pooling the necessary enterprise resources, the Center helps to establish the High-speed train research committee, promote the application of high-speed railway regional economics and other projects, with related research reports issued.

### 3.3 Systematic methods to ensure the sound industry-education ecosystem

The Center's industry-education integration ecosystem is composed of indispensable parts including people (students, teachers, enterprise personnel, etc.), elements (platforms, operation mechanism, etc), environment (macro environment, national policies, etc.). The Center receives support from cooperative enterprises in terms of capital, technology and talents, while enterprises improve products and services through cooperative feedback, and enjoy the talent input and social services provided by the university.

### 3.4 Double-win strategy to facilitate the optimum benefits for both sides

The Center, adhering to the concept of "openness, cooperation, mutual benefit and win-win", has always mobilized the active role of all parties, especially the cooperative enterprises to maximize the interests of all parties. One good example is its collaborative construction of Intelligent Finance Lab with Zhuozhi Tech, which provided technology, funds, and construction. The lab was completed in 2018. The Center has got a characteristic laboratory free. ZhuoZhi Tech also benefits from it, with multiple publicity and promotion activities, training programs and forum held. Furthermore, used as the company's demonstration center, the lab has seen more than 10 customer visits with satisfactory promotion effect.

## 4. Achievements of this integration system

The exploration and practice of this integration has achieved satisfactory results. In recent years, the Center has cooperated with leading companies such as JD, Neusoft, etc, to set up Jingdong University, BUU Neusoft Innovation Research Institute and other institutions, jointly establishing film and television major and big data major, with several laboratories and innovation workshops completed. These have shifted the Center from a traditional teaching auxiliary unit to an innovative talent-training center, a hub of industry-education integration and a training base for mass entrepreneurship and innovation. In addition, the Center played an important role in BUU's being approved as the "National Top 50 Typical Model Schools for Mass Entrepreneurship and Innovation Education" in 2018.

This industry-education integration also benefits teachers and students. In the last five years, faculty of Management College have undertaken dozens of research programs including national science and technology support plans, national social science fund research topics, etc. while students have won hundreds of national and provincial awards in the national competitions.

## 5. Conclusion

Industry-education integration is important for the construction and development of practical teaching centers in colleges and universities which in turn should constantly explore the integration mode and cooperation mechanism for a resource-sharing, win-win educational ecological system to better serve the fundamental goal of cultivating more talents for the economic development.

## References:

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