



## **Research on the Strategy of Deepening the Integration of Industry and Education and Promoting the Training of Application-Oriented Talents in Universities in Jilin**

**Xijun Ou**

Scientific Research Office, Jilin Engineering Normal University, Jilin , Changchun 130052, China.

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**Abstract:** Since China joined the WTO, the economy has taken off, and national capital has accumulated rapidly. It has now become the second-largest economy. In the past two or three decades, with the rapid development of China's socialist economy and the upgrading of the industrial structure, the academic college students' talents need a longer transition time to adapt to the current upgraded economy. Along with the integration of industry and education, colleges and enterprises pay more and more attention to the cultivation and application of application-oriented talents and compound skills talents. Compared with traditional college student talents, the employment rate of application-oriented talents is relatively high. One of the school's goals is the employment rate of students. Therefore, the talents need to explore the integration of industry and education to cater for the social and economic development of the new era. The cultivation of application-oriented talents have been valued by colleges and universities, and gradually promoted to various majors and colleges. This article mainly discusses the research on deepening the integration of industry and education in universities in Jilin Province.

**Keywords:** Colleges; Industry and Education Integration; Application-oriented Talent; Strategy

According to the strategic deployment of the party and the state, that is, to give priority to the development of education, the state aims to promote the modernization of education in Jilin Province and promote the reform and innovation of education. It uses the teaching model of the integration of industry and education to provide a professional communication platform for colleges and universities in Jilin province and plan blueprints for the cultivation and transformation of talents in colleges and universities.

The strategic deployment of giving priority to the development of education by the party and the state is conducive to the government's self-management of schools under the macro-control of the government, and provides legal support for the development of modern education with Chinese characteristics. The new teaching model that integrates enterprise and school education is conducive to students to strengthen the learning of professional practical knowledge and cultivate talents for the development of future enterprises. This kind of education system is widely accepted by schools and enterprises.

The integration of industry and education is a term proposed in 2017 that is closely related to the education and national industry. Relevant state departments pointed out at meetings: We must deepen education reform, accelerate education modernization, run education that is satisfactory to the people, improve vocational education and training systems, and deepen the integration of industry and education. The integration of industry and education has provided a direction for modern higher education, provided soil for socially demanding talents, and continuously provided high-quality human resources for enterprises for China's social and economic development. In order to create a platform for school-enterprise cooperation, colleges and universities should also provide a platform for educating talents to the integration of industry and education, and propose teaching goals; enterprises should facilitate the school to develop training programs, tailor courses for various majors and colleges, and provide students with a good training base platform. Through cooperation, enterprises can have a constant supply of cheap human resources, and students can also

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learn relevant skills through the training base. In the process of training, companies can also understand the talents of students, and can receive high-quality human resources through training. It is a win-win solution for companies, schools and students.

## **1. Collaborate on the development of talent training programs**

In the process of formulating talent training programs, companies and universities should maximize efficiency and achieve win-win cooperation. On the basis of win-win cooperation, they should take into account each other's reasonable requirements as far as possible, so as to provide economic power for the sustainable development of industry and education integration. In the process of cooperation between colleges and enterprises in Jilin Province, colleges and universities should fully consider their actual situation, and cooperate deeply with the company in terms of training programs for teachers, students and other aspects. Enterprises should also show proper sincerity to help students strengthen the knowledge base and strengthen the ability to apply knowledge in the process of making profits, and the three parties should each obtain the results in the win-win situation.

Local colleges and universities, when formulating talent training programs, should fully listen to the suggestions of various enterprise stakeholders, establish relevant inspection workgroups, go to on-site inspections, communicate with enterprise personnel in deep, and strive to cultivate excellent and professional talents for the enterprises. The cultivation of students and the demand of the industry chain are constantly changing, so the training mode of talents should be reasonably connected with the needs of talents of enterprises, and actively adapt to the direction of social development.

## **2. Collaborative establishment of talent training standards**

The standard of talent training is generally is to require students to obtain graduation and degree certificates through successful graduation. Students who can obtain graduation certificates and degree certificates are recognized by the school and companies, to be able to perform as qualified personnel. Application-oriented talents should coordinate with the market positioning needs and the cultivation of students should be accurately positioned in accordance with the quantity and structure of corporate talent needs, so as to better serve the regional economy and promote the comprehensive development of economic society in Jilin Province.

## **3. Achieve all-around collaborative education of schools and enterprises**

School education basically follows the education plan of the education model of all-round development of students' moral, intellectual, physical, mental, and labor skills. Although there will be some focused pertinence under the integration of schools and enterprises, there is still a certain difference from the company's customized talents. Therefore, colleges and universities in Jilin Province should invite some industry experts to take part in the explanation of the theme courses, so that students can learn the knowledge in an all-round way, and at the same time, they can obtain the enterprise knowledge through the main channel of the classroom. The teacher's key analysis of the industry experts' curriculum, in the process of comprehensive consideration, puts forward certain requirements for the students' knowledge structure and integration ability and application ability, which is beneficial to the cultivation of talents and continuous improvement of the teaching. However, educating people in schools is not to train talents for a certain enterprise, so the school must train an undergraduate student to become a professional, not only be suitable for one enterprise, but for the whole industry. Therefore, in the process of the integration and assimilation of schools and enterprises, the school needs to have its own opinions in the talent training program while listening to the suggestions and opinions of stakeholders and industry experts. In addition to cultivating professional knowledge and professional skills for students, the school should also pay attention to cultivating students' knowledge application ability and student's learning ability. After all, students may not be able to engage in the major they learn after graduation, but knowledge application ability and learning ability are their indispensable ability for future promotion and growth.

## **4. The new trend of the development of the model for the integration of industry, education and application-oriented talents**

In recent years, a new trend has emerged in the cultivation of professional masters. The cultivation of ability is given priority over the cultivation of knowledge. Since the number of academic masters has exceeded the market demand for knowledge training, and the professional master is not as good as the master in academic ability. if the training stress on academic abilities, it will inevitably lead to the marginalization of the status of the master. Master is a professional high-level talent trained for the enterprise, and it must have certain advantages to be recognized by the market. Their ability has always been the most concern of the enterprise—the ability to complete things, integrate the existing limited

knowledge system is integrated into one consistent system, and let this knowledge system drive oneself to complete the goals of the enterprise. And the process of accomplishing the goal is the manifestation of ability, which is the change of the market trend and training trend of the master.

## **5. Colleges and universities should arrange some internships for applied students**

At present, when many universities are training application-oriented talents, to help the tutors work and complete the tasks when they receive orders, and they can learn some knowledge and the ability to apply the knowledge appropriately. However, when the tutor does not receive the list, the student has nothing to do, which wastes time and they do not learn knowledge and application skills. This is a waste of talent for application-oriented talents. Therefore, colleges and universities should use some school resources and provide financial support to allow the tutor's company or laboratory involve in useful tasks, which can be used for students to work, or develop a model of school and enterprise integration. The instructor can also make talents outsourced by companies in the same industry. So that when the instructor does not have tasks, students can accept training in the enterprise through outsourcing, and their ability can be improved by working in the enterprise. However, some tutors are more like bosses, paying more attention to the benefits of their own companies or laboratories, and are less interested in the cultivation of talents or the arrangement of student internships. Therefore, there are many junior masters who have been arranged by their tutors and worked till graduation without going out for internships. The instructor keeps the salary of graduated masters low in the company for various reasons until the project is completed. Therefore, the internship of the master may not be guaranteed, or even be exploited by the tutor. As a result, the students lacked the transition process during the transition from school to enterprise, and lost the precious opportunity. Compared with other similar students, they lost at the starting line.

## **6. Companies and schools should fully protect the rights and interests of students for the cultivation of application-oriented talents**

At present, the training of college masters is generally in the tutor's company. In addition to the "996" time schedule per week, they also need to help the tutor to complete the course. Their rights and interests are not guaranteed, and many newspapers and news reports have reported that college tutors squeeze their students, causing news that students committed suicide. Therefore, the school should formulate some rules to limit the behavior of the tutor, let the education be in the sun, and let the students' rights to learn knowledge be fully guaranteed.

## **7. Conclusion**

In summary, the industries in Jilin Province are mainly concentrated in the automotive, agricultural, chemical, tourism, pharmaceutical, petroleum and other industries. The school's professional setting and curriculum objectives should be combined with local enterprises and industries to give full play to the integration of industry and academia. The advantages, the development of talent training plan and the number of talent training and the goal of talent training, provide strong support for Jilin province to provide professional and high-quality application-oriented and complex talents. By reforming the soil for talent cultivation, colleges and universities allow application-oriented talents to inject more vitality into the economic development of Jilin province when going out of the school.

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