

Research on the Cracking Mechanism of the Integration of Production and Education in Colleges and Universities under the Background of Applied Transformation

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Abstract: It has become an important part of China's higher education reform to promote the transformation from local universities to applied universities and deepen the integration of industry and education. Establishing a talent cultivation and supply system that is compatible with the needs of regional economic development not only needs to break the inertial thinking of the traditional undergraduate training, but also to break down the bottleneck that restricts the integration of industry and education through the reform of the system mechanism. The essence of the integration of industry and education is the unity of industry and education. This paper, starting with the analysis of the existing problems and causes of the current integration of industry and education in Colleges and universities, puts forward the idea of the unity of industry and education through the two levels of government and universities, in order to provide reference for the solution of the settlement of the integration of industry and education and the solution of "two skin" for the supply and demand of talents.

1. Introduction

With the release of the "Decision on Accelerating the Development of Modern Vocational Education"^[1] issued by the State Council on June 22, 2014, the Ministry of Education, the National Development and Reform Commission, and the Ministry of Finance issued the "Guidelines for Guiding Some Local Undergraduate Universities to Apply to the Local Government"^[2] on October 21, 2015. Guiding Opinions on the Transformation of Types, on March 21, 2016, the Central Committee of the Communist Party of China issued the Opinions on Deepening the Reform of the System of Talent Development^[3], January 19, 2017 The State Council issued the "13th Five-Year Plan for the Development of National Education Industry" Planning^[4], on December 19, 2017, the General Office of the State Council issued the "Several Opinions on Deepening the Integration of Production and Education"^[5] and a series of policies were introduced intensively. China has comprehensively opened the structural reform of higher education and promoted the classification of higher education. The curtain of development, promoting the transformation of local general undergraduate higher education institutions to applied universities has become the consensus of higher education reform.

2. The transformation of local colleges and universities into application is historically inevitable

Applied higher education is the inevitable result of the development of education classification in the stage of popularization of higher education. According to the 2016 National Statistical Report on Education Development^[6], the total number of higher educations in all forms in the country reached 36.99 million in 2016, the gross enrollment rate of higher education reached 42.7%, and the admission rate of college entrance examination reached 82.15%. It is estimated that by 2019. It will reach more than 50%.

The Ministry of Education clearly stated in the "Guiding Opinions on Guiding the

Transformation of Ordinary Undergraduate Universities to Applied Types in Some Localities" that all local colleges and universities should proceed from the overall situation of adapting and leading the new normal of economic development and service innovation, and reform and innovation^[7]. Promote the transformation and development of some ordinary undergraduate universities.

3. Integration of production and education is the key to applied transformation

The fundamental purpose of promoting the transformation of local colleges and universities into application is to establish the connection between the supply of talent cultivation and the needs of regional economic development, to improve the quality of personnel training, and to promote the transfer, application and innovation of advanced technologies. We will foster new kinetic energy for economic development, give play to the role of education in supporting and transforming industrial upgrading, and enhance the core competitiveness of the industry, thereby realizing the industrial system of the real economy, technological innovation, modern finance, and human resources, and promoting economic transformation and upgrading.

To achieve this goal, we must fundamentally change the problem of "two skins" for talent cultivation and industrial demand. Therefore, the integration of production and education will be the key to the application-oriented transformation of local universities.

4. The current problems in the integration of production and education in colleges and universities

4.1 On the one hand, there is no fundamental change in the talent training model

The classification of higher education in China is slow, especially for the local undergraduate colleges, the classification is unclear, the positioning is unclear, and the development direction is the same. Most undergraduate colleges and universities follow the traditional elite education mode to train students, and the evaluation mode is single. At the national level and at the school level, the original evaluation system with teaching and research as the main evaluation indicators has not changed. The perceptions of the traditional talent training mode of colleges and universities by the society, universities and teachers have not changed. The theory is light practice, the application of papers is light, and the importance of talent cultivation in social and economic development is not enough. The phenomenon that colleges and universities become "ivory towers" isolated from society still exists objectively.

4.2 Insufficient driving force for university reform

Although China's higher education is about to enter the stage of popularization, the admission rate of college entrance examinations is still increasing, the number of students is still sufficient, and the demand for higher education entrance market is still large. Higher education is about to enter the buyer's market but the overall demand is still the demand market. The competition among students in various universities has intensified but has not yet entered a stage of full competition. Although some provinces and colleges and universities have not completed the enrollment plan, the overall enrollment has not yet fallen sharply, characterized by scale expansion and spatial expansion. The extensional inertia of the extension is still in place, and the awareness of quality improvement and structural optimization is insufficient.

4.3 Insufficient driving force for enterprises to participate in college education

Due to the rapid changes in market demand, most companies have long been in a low threshold, with fierce competition, low survival rate and short life cycle. Due to opportunity-driven and short-term profit motives, most SMEs lack long-term development plans and do not pay attention to personnel training and production and services. The ability to improve, focus on talent use and underestimate the cultivation of talents, lack of urgency to rely on talents and technological

innovation to enhance the core competitiveness of enterprises, resulting in insufficient internal driving force for enterprises to participate in university personnel training.

5. The essence of the integration of production and education is the integration of production and education

The integration of production and education is not a traditional school-enterprise cooperation, nor is it a simple combination of professional setting, teaching content and industrial demand, but a two-way integration between higher education and industry, that is, letting colleges enter the industry as the main body of the industry and let the industry enterprises have become the mainstay of running schools. The integration of production and education should not be virtual, but should be a business-oriented education group (alliance) with clear objectives, organization and business, which is jointly established between education and industry based on the principle of mutual benefit. The group should have both teaching and research. Three major functions of the industry. The university cooperates with the backbone enterprises of the industry or the self-employed industries of the university, and implements the operation of the production and education group (the alliance) based on the "medical-hospital" operation mode and the market-oriented operation mechanism according to the company-based joint-stock system or mixed ownership system. Form mutual support and deep integration of education and industry, and achieve the goal of integration of production, teaching and research. Therefore, the essence of the integration of production and education is the integration of production and education.

6. Deepening the integration of production and education based on mechanism reform

6.1 Give full play to the government's promotion

Promoting the intensive development of higher education, improving the quality of higher education, promoting the all-round integration of the supply side of the talent cultivation and the industrial demand side, and contributing to economic development and industrial upgrading must be the driving force for deepening reform. To deepen the integration of production and education, it is necessary to promote the separation of management and evaluation and the "distribution of service" reform, and accelerate the transformation of the education governance model.

6.1.1 Establish a third-party evaluation and evaluation mechanism

It is necessary to speed up the establishment of a third-party evaluation agency jointly participated by the local development and reform commission, education department, industry or industry association, and build a scientific and rational application-oriented university transformation evaluation index system based on the needs of regional economic development and industrial structure upgrading.

6.1.2 Give play to the decisive role of the market in resource allocation

The key to the supply-side structural reform is to solve the problem of rational allocation of production factors. The core is to make the market play a decisive role in resource allocation. The government should fully respect the market rules, reduce administrative intervention, and promote The fairness of running schools in public and private universities will further liberalize price controls, accelerate the optimization and adjustment of educational structure, and create a level playing field.

6.1.3 Promoting the Transformation of University's Scientific and Technological Achievements into Industry

We will build a platform for university application innovation involving universities, enterprises, investment institutions, incubators, etc., encourage enterprises and universities to jointly build industrial technology laboratories and engineering experimental bases, and guide and encourage regional and industry backbone enterprises to carry out application-oriented innovation and application.

6.2 Actively promote the reform of school system and mechanism

6.2.1 Docking the industrial chain, reorganizing the organizational structure and professional system with the professional group as the core

The orientation of applied universities determines that it cannot adopt the organizational form of research-based universities based on disciplines, nor can it take the professional education to form a professional logical relationship with professional contacts, but should focus on regional economic core industries and emerging industries. Professional layout to create a professional group that closely links with the industry chain. The majors covered by the professional group can be from the same subject system or from different discipline systems. The industrial relationship forms the logical relationship among the professional groups in the professional group. The professional group is the main body to reorganize the entity secondary school, and then promote the institutional mechanism and talents. The training model, teaching and evaluation model, curriculum system construction, faculty, laboratory and training base construction, academic research and school-enterprise cooperation structural reform, and finally form a professional system closely linked with the industrial chain and innovation chain.

6.2.2 Constructing a two-channel teacher (teaching and research channel, industry channel) career development system

Teachers are the implementers of the talent training model and the key force in determining the quality of talent training. To cultivate first-class applied and innovative talents, we must first have first-class applied and innovative teachers. Through the orientation, management, evaluation and incentive means, the teacher's two-channel development mechanism will be established to promote teachers to enter the teaching channel and industrial channel at the same time, and at the same time undertake the teaching and research tasks and industrial tasks, and classify the teacher's ability according to the two channel standards. Double salary incentives not only cultivate the dual teacher and dual ability, but also provide solid support for stabilizing the outstanding teachers and attracting outstanding talents.

6.2.3 Implement 0-4-10 education mode

0: It refers to the zero distance from the industry, that is, the cultivation of talents and the current status of the industry, so that students can be down to earth.

4: The four years referred to are the research and prediction of changes in the industry's needs when students graduate from work, and the new requirements for the knowledge, ability, and quality of such talents, so that changes in this demand can be raised for talents. The new requirements are incorporated into the current teaching process.

10: It refers to 10 years, which is to study and predict the possible changes in the industry in the next 10 years, as well as the challenges to professionals. Under normal circumstances, students will have a leap in their careers after 5-6 years of graduation. To train students to become the backbone of the future industry, higher education must open the horizon for the important breakthrough of students' future careers. The imagination of the future.

7. Conclusion

At present, promoting the transformation of local ordinary undergraduate colleges into applications and deepening the reform of the integration of production and education is not only an important part of the structural reform of the supply side of higher education in China, but also an important guarantee for the transformation and upgrading of China's economic structure. Breaking the inertial thinking of talent training in traditional undergraduate colleges and universities, breaking the bottlenecks and constraints of the integration of production and education, and solving the problem of "two skins" for talent supply and demand, requires the government, universities, and industry to make three-way efforts and make overall progress. Only through the system Mechanism reform, the realization of the integration of production and education, can promote the integration of production

and education from the development concept to the system supply, and ultimately achieve the coordination of education quality and economic and social development.

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