

# Exploration and Practice of Campus Practice Base for Music Major in Colleges and Universities

Chu Xiaodong  
Anshan Normal University  
Anshan, China

**Abstract**—Modern higher education should focus on improving work ability and mastering theoretical knowledge. Practical training and situational operation are the characteristics of normal education. Under the new situation of music education in China, school musicology experts have cooperated with enterprises in recent years to accumulate practical experience in the construction of practical training bases on campus. How to realize the school-enterprise cooperation of sharing, mutual benefit, deep integration and sustainable development in a real sense is being explored. The cooperative education mode of the school and the enterprise, and the double guidance of the academic director and the leader of the company increase the students' professional practice ability and improve the students' employment competitiveness at the same time.

**Keywords**—School-enterprise cooperation; Practice base

## I. INTRODUCTION

For musicology majors in colleges and universities, the construction of practice base is helpful to improve students' practical ability. As the practice base should take situational design into consideration, the environment of music vocational training must be fully considered, so it is the same for students. The quantity, condition and management level must conform to the actual situation [1-2]. Although in recent years, with the support of the Chinese government, the conditions of internship bases in colleges and universities have been improved a lot, they still cannot meet the needs of rapid social development. The problem of practice base has become a major concern and headache for musicology majors. In order to solve this problem, our school tries every means to innovate the working mode and finds that promoting the cooperation with Shanghai Miaoke company is a good way to solve the problem of internship base. After several years of development, good results have been achieved in exploration and practice.

## II. ADVANTAGES OF SCHOOL-ENTERPRISE COOPERATION TO BUILD A FIELD BASE

In accordance with the principle of "school-enterprise cooperation, platform co-construction, resource sharing and talent priority", our school cooperates with Miaoke company. On the site construction, our school listens to the opinions of company experts, and tries to build the internship base into a standard that conforms to the actual operation of online sparing practice, so that students can be edify in the simulated environment [3-4]. In line with the principle of "cooperation between school and enterprise, joint construction of platform, resource sharing and talent priority", our school cooperates with Kuck company. During the track and field construction,

our school has listened to the opinions of company experts and tried our best to practice the actual operation basis of the base online. In accordance with the standard construction, we let the students intoxicated in the simulation environment, according to the position to conduct plan, practical operation for practical skills to train students' quality for the post. What is rare is that students can feel the cultural atmosphere of music entrepreneurial enterprise from the field base jointly built by the university and the enterprise, so as to know their direction of efforts and progress, so that they can quickly adapt to the future employment and do not need a long running-in period. In addition, our school has sent more than 10 excellent teachers with rich knowledge to Shanghai Miaoke company to participate in various skills training. A total of more than 10 teachers have obtained the certificate of enterprise trainer, which fully shows the advantages of school-enterprise cooperation and greatly enhances the technical ability of teachers. Through cooperation with Miaoke company, we can timely grasp industry trends, understand the forefront of ideas, learn enterprise research and development of new ideas, new horizons, and with the field base construction, we make students timely master the technology knowledge, lay a powerful base for them to enter into the company later, which not only promote the students' employment, but also cultivate a large number of marketing and technical personnel for the enterprise.

## III. SPECIFIC MEASURES FOR COOPERATION BETWEEN SCHOOL AND MIAOKE COMPANY

Shanghai Miaoke Information Technology Co., Ltd., founded in December 2014, is an Internet company focusing on online music education, with a total registered capital of 80 million yuan and more than 500 employees. It has three major products: VIP partner training, VIP micro class and Miaoke art talent base. It fully integrates online and offline resources, breaks the traditional music education mode, and becomes the first brand of online music education.

VIP partner training is the flagship product of Shanghai Miaoke Information Technology Co., Ltd. It is mainly aimed at the quality education of children aged 5-12 years old and provides a service platform of online one-on-one partner training. In the past two years, VIP partner training service has accumulated more than 50,000 trainees, covering more than 10 cities in 33 countries around the world and mainly in Beijing, Shanghai and Guangzhou [5]. With more than 10 million class hours completed, it has become the largest online music education platform and the leader of the 100 billion level market of Internet + music education. In order to explore the rapid and efficient cultivation of knowledge-based high-skilled

talents and effectively transport professional talents for local economic development, industries and enterprises, Miaoke plans to develop applied technology talents for students majoring in music in 60 musical colleges and universities across the country, aiming at cultivating students' practical piano partner training ability and cultivating partner training teachers with excellent quality [6], professional skills and technical proficiency for online piano education, enables excellent talents to realize their values and dreams on the service platform we build and truly realizes the music education industry chain from production to service.

In 2019, our school signed a joint training plan with Miaoko company to realize oral-type training for students. If students who have achieved excellent performance in the internship assessment of our school, they can go to work in Miaoko company directly, and the training of Miaoko company is also managed by our school. As our school is an internship base jointly built by the university and the enterprise, our school is at the leading level among similar institutions in terms of site conditions, software and faculty, including personnel allocation and management service level. Therefore, our school also actively make use of these excellent resources, on the one hand, provide musicology professional internship site, on the other hand, organize various skill appraisal work, for the society to cultivate music education related professional talents, also provide all kinds of training for Miaoke company, which really achieves reasonable utilization of resources and sharing, takes the resources from the enterprise, and give it back to the enterprise; takes resources from the society, and give it back to the society. The specific implementation scheme of the credit system is as follows:

A. *Credit system teaching plan divides the courses into training courses and practical courses. Students who complete both courses will receive corresponding credits.*

(1). Training course: according to the training objectives and direction of Shanghai Miaoke Information Technology Co., Ltd., students must complete all courses in the training plan and pass the training completion examination. In general, students should attend training courses no less than 10 times.

(2) Practical course: it refers to the social practice course completed by students on the online platform provided by Shanghai Miaoke Information Technology Co., Ltd. after passing the training. In general, students should take no less than 200 courses per academic year.

B. *Credit calculation method*

(1). Complete the course for 1.5 credits. It is determined by 40% attendance and 60% practice hours.

(2) Attendance rule

In a semester, if the leave period is less than 10%, you will get 40% of the attendance score.

In a semester, if leave class time accounted for 10% - 15% (including 15%), you will get 30% attendance score.

In a semester, if the number of days off accounts for 15%-20% (including 20%), you will get 20% attendance score.

In a semester, if the number of time off accounts for 20%-25% (including 25%), you will get 10% attendance score.

In a semester, if the time off > 25% of the attendance score will be 0.

(3) Requirements for practical courses:

The number of practical courses is stipulated:

Complete more than (or equal to) 200 practical courses per academic year. Get a grade of 60% of the class hours completed.

(if you cannot complete all the practical courses in school, you can complete 50% of the practical courses in the cold/summer vacation)

If you have completed 175-199 classes, you can get a score of 50% of the class hours completed.

If you complete 150-174 classes, you can get a score of 40%.

If you complete 125-149 classes, you will get a grade of 30%

If you complete less than 125 practice sessions, you will not receive a practice score.

Quality requirements for practical courses:

If any class in the practical courses completed by students is rated low or complained by users due to attitude problems, the class hours of that week will not be counted as credits.

If students are late for practical courses, the class hour will not be credited.

In the construction process of the internship base, our school have considered the actual situation, coordinated various resources, and tried to achieve multi-party cooperation and resource sharing. Taking the school as the carrier, the government and enterprises are closely linked together. In the construction scheme of our school, we have considered the "diversification of internal management and coordination of external cooperation", which not only benefits us and Miaoke company, but also creates conditions for the improvement of teaching level and internship ability. At present, our school has formed a multi-functional practice base of "combining production, study and research, training and practice". In the process of establishing cooperation with Miaoke company, draw lessons from enterprise technical advantage, as well as the advanced experience in employee training, not only the enterprise's internal training courses into the school's teaching, but also in enterprise professional lecturer to explain and training for students, especially the language communication aspects of the advanced idea of influence, and the concept of education, actively cultivate excellent talents, for the enterprise can make students realize perfect transition between school and enterprise. In the process of establishing cooperation with Miaoke company, we have drawn lessons from technical advantage of enterprise, as well as the advanced experience in employee training, not only brought the enterprise's internal training courses into the school's teaching, but also hired professional lecturer in enterprise to explain and training for

students, especially influence of advanced idea in language communication aspects and the concept of education to actively cultivate excellent talents for the enterprise ,to help students realize perfect transition between school and enterprise.

#### IV. NEW MODE OF SCHOOL-ENTERPRISE COOPERATION EXPLORATION

Currently, school-enterprise cooperation is school-led, and it is still very rare to actively seek for school-enterprise cooperation. As the school-enterprise cooperation mode is a "win-win" cooperation mode between the school and the enterprise, the cooperation between the school and the enterprise should be both "consensual" and "well-matched" [2].On the road of school-enterprise cooperation, our school should actively explore and make use of various resources to seek a new mode of school-enterprise cooperation.

(1) Cooperation, base construction and resource sharing between schools and enterprises. The school has professional teachers and students, many resources. The effective combination of technology and equipment resources can create their own value. The construction of off-campus internship bases in the company and the expansion of organic integration of entrepreneurs not only create production value for the enterprise, but also enable students to fully participate in the internship practice, which is the most effective means to cultivate application-oriented talents. In close cooperation with the company, flexible vocational training can not only meet the urgent needs of the company's human resources, but also meet the requirements of alternative talent training. Practical talents must be cultivated, and top internship is an important measure to realize the transition between school and society. The key to solve this problem is that the school should take the initiative to adapt to the company, understand the human resources situation of the cooperative company in advance, adjust the education plan reasonably according to the needs of the company, and implement the flexible internship. At the same time, flexible position internship can also effectively solve the traditional position internship is too simple problem and can improve the effectiveness of practical skills comprehensive quality.

(2) Learning from the advanced experience of enterprises in teaching and strengthening the in-depth exchange with enterprises. The teaching mode of our school should be more suitable for the development of society. In terms of teaching mode, colleges and universities should communicate with enterprises. They can not only introduce the enterprise's employee skill training program into teaching, but also reform the teaching program, highlight students' practical ability and practical operation ability in teaching, and improve the teaching level of the school. In order to strengthen the educational cooperation with enterprises, both the school and the enterprise hold part-time jobs to give full play to their own advantages and give full play to their knowledge resources and ability resources. The part-time employment of school teachers in the company not only provides services for the development of Miaoko company, but also creates direct benefits for Miaoko company. Besides, it can continuously improve teachers' practical ability and accelerate the pace of

"industry-university-research" education reform. Miaoke's tutor part-time work, in school can not only improve the students' practical skills, also can improve teachers' professional knowledge and teaching skills. The new way of talent training carried out by Shanghai Miaoke Information Technology Co., Ltd. and our school, starts from the reality, and carries out students targeted education and training with the purpose of practice. Therefore, the training course of Shanghai Miaoke will be based on the purpose of practicality and application, combine the actual situation of students to cut and assemble the training course, and combine practical small courses to enable students to integrate practice while learning professional theory, and organically supplement professional learning while practicing, assist our school to improve the music quality of students, fill the vacuum between school and social work. At the same time, Shanghai Miaoke has built a safe and guaranteed practice mechanism for students to acquire knowledge in learning and gain recognition in practice, making students experience social practice in advance, enriching social practice experience. While making college learning more valuable for college students, it has explored a more efficient learning path for music skills in colleges and universities. By means of "Internet + music education", the new ecology of higher education in China is reconstructed, and the first "order-type" training of music major is realized.

(3) The co-construction and sharing of training resources, for Miaoke company, this kind of cooperation can keep Miaoke company's enthusiasm, ensure Miaoke company to get the desired results in the cooperation, including priority graduate; The availability of resources of Anshan normal university. Employees continue to accept education, in the long run, by encouraging them to turn into a learning company in subtle ways, it can improve Miaoke company's competitiveness in the society.

#### V. CONCLUSION

Music college organically combines internship and employment, promotes the "3+1" joint training mode of schools and enterprises, and holds "high-quality music talent training", which effectively improves students' employment ability and quality. At present, the college has established a close cooperative relationship with Shanghai Miaoke company and other listed companies. At the same time, the college has also developed a close partnership with Beijing, Shanghai and other large Internet startups. In addition, during the practice of the 2017 musicology major, it creatively combined the visit and study with the interview. The introduction of such a school-enterprise cooperative education mode, the dual guidance of academic instructors and corporate leaders, increases students' professional practice ability and improves their employment competitiveness.

The road ahead will be long and arduous. In particular, the current school-running model limits the deeper cooperation between schools and enterprises. We hope that we will actively explore and innovate, strive for more outstanding achievements in school-enterprise cooperation, and make contributions to the society.

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