

Thoughts on "Going Out" of School-enterprise Cooperation of Higher Education in Yunnan*

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Abstract—This paper clarifies the implementation of "the Belt and Road" initiative, the construction of Southeast Asia and Southeast Asia-oriented radiation center, and the internationalization of higher education. With this as basis, it analyzes the "going out" status of school-enterprise cooperation of higher education in Yunnan and puts forward to bring into play the overall force of "government, society, universities and enterprises", it also calls for attention to overall planning and strengthen top-level design, and build a public service platform, so as to promote countermeasures and suggestions on "going out" of school-enterprise cooperation of higher education in Yunnan.

Keywords—the Belt and Road; going out; school-enterprise cooperation; higher education; countermeasures and suggestions

I. INTRODUCTION

Educational cooperation and cultural exchanges are not only important parts of jointly building "the Belt and Road", but also provide talent support for jointly building "the Belt and Road", and expand the new space for the reform and development of higher education of China. At present, some Chinese universities are carrying out overseas education in combination with their own school running characteristics and academic advantages. Or through cooperation with transnational enterprises and the enterprises in "the Belt and Road" countries, they vigorously carry out education and training work so as to complement each other's advantages, exchange resources and share interests, accelerate the training of high-level internationalized talents to better serve "the Belt and Road" initiative. Most colleges and universities in Yunnan Province have carried out "going out" activities of school-enterprise cooperation of higher education, but the practice of "going out" of school-enterprise cooperation in Yunnan is still in the exploratory stage. This paper put forward suggestions including bring into play the overall force of "government, society, universities and enterprises",

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pay attention to overall planning and strengthen top-level design and build a public service platform, so as to promote countermeasures and suggestions on "going out" of school-enterprise cooperation of higher education in Yunnan.

II. THE BACKGROUND OF "GOING OUT" OF SCHOOL-ENTERPRISE COOPERATION OF HIGHER EDUCATION IN YUNNAN

A. Implementation of "the Belt and Road" Initiative

On March 28, 2015, the State Development and Reform Commission, the Ministry of Foreign Affairs and the Ministry of Commerce jointly issued the Vision and Action for Promoting the Co-construction of the Silk Road Economic Belt and the Marine Silk Road in the 21st Century, which put forward the idea of "integrating existing resources, actively exploring and promoting practical cooperation with countries along the Silk Road in areas of common concern such as youth employment, entrepreneurship training and vocational skills development". The cooperation between universities and enterprises in higher education must adapt to the overall situation of national reform and development. As an important window for opening up to the outside world, it is necessary to actively adapt and serve the implementation of the initiatives of "the Belt and Road". Against the background of "the Belt and Road" initiative development, it will be necessary to promote readjustment and optimization of layout and structure of higher education. In the process of promoting a new pattern of comprehensive opening-up, the construction of "the Belt and Road" is of great significance. As an important market entity of the "the Belt and Road" initiative, enterprises expand their investment abroad and speed up the internationalization process of enterprises, which has become the core meaning of the construction of "the Belt and Road". Therefore, higher education relies on its own professional advantages to help enterprises go out and expand the economic and trade exchanges, educational cooperation and cultural exchanges between China and the "the Belt and Road" countries. It is not only an important part of jointly building "the Belt and Road", but also provides talent support for jointly building "the Belt and Road", and expands the new space for the reform and development of higher education of China.

B. Construction of a Radiation Center for South Asia and Southeast Asia

In January 2015, Chinese leader put forward during his visit to Yunnan that Yunnan should actively serve and integrate into the national development initiative, break out a way of leapfrog development, strive to become a demonstration zone of national unity and progress, a pioneer in the construction of ecological civilization, and a radiation center in South Asia and Southeast Asia, and compose the Yunnan chapter of the "Chinese Dream". Under the background of "the Belt and Road" initiative, the construction of Yunnan Province as the radiation center for South Asia and Southeast Asia is the Central Committee's overall plan to coordinate the two major international and domestic situations and to determine the new positioning, clear new goals, new requirements and new missions to Yunnan. It aimed at creating Yunnan's new highland open to the border of China. At the two national meetings in 2015, the provincial leaders pointed out that the most prominent advantages of Yunnan Province lie in its location and the most fundamental way out is to open up; the construction of a radiation center facing South Asia and Southeast Asia proposed by Chinese leader further promoted the status and role of Yunnan Province in the overall situation of national development initiative and opening up, and further highlighted the unique advantages of Yunnan Province in the neighborhood diplomacy. Accelerating the construction of radiation centers for South Asia and Southeast Asia is of great practical and far-reaching historical significance for Yunnan Province to build a well-off society in an all-round way, deepen reform in an all-round way, create a new open highland along the border and accelerate economic and social development. Relevant opinions and plans put forward new requirements for the foreign exchange of higher education in Yunnan, reflect the important role of Yunnan Province in opening up to Southeast Asian and South Asian countries, and also become an important background of School-Enterprise Cooperation of Higher Education in Yunnan.

C. Rapid Development of Internationalization of Higher Education

Internationalization is the trend of higher education development in the world, thus more and more countries realize that education reform and development must be examined from a global perspective. The international flow of educational resources is also occurring consciously, so open, inclusive and complementary cooperation has become the common choice of universities in all countries. Nowadays, the internationalization of higher education has gone beyond the level of educational policy to become a national development strategy. Internationalization is the mission requirement of the university to serve the national strategy. It will be important to speed up the internationalization of higher education, speed up the open education of colleges and universities, increase the international exchange and interaction of international education, humanities and academic studies, and cultivate internationalized talents with international vision and innovative consciousness, familiar with international rules

and participating in international affairs and competition, which is the basic guarantee for the sustainable development and implementation of "the Belt and Road" initiative.

The implementation of "the Belt and Road" initiative brings new opportunities for the development of higher education and continues to expand the functions of higher education in China. As "the Belt and Road" initiative has been further promoted and the project has been firmly landed, China has formed fruitful cooperation results with the regions and countries along the line. At present, some Chinese universities are carrying out overseas education in combination with their own school running characteristics and academic advantages. Or through cooperation with transnational enterprises and the enterprises in "the Belt and Road" countries, they vigorously carry out education and training work so as to complement each other's advantages, exchange resources and share interests, accelerate the training of high-level internationalized talents to promote "the Belt and Road" construction, and better serve "the Belt and Road" initiative.

III. THE "GOING OUT" STATUS OF SCHOOL-ENTERPRISE COOPERATION OF HIGHER EDUCATION IN YUNNAN

Since 2006, Yunnan colleges and universities have given full play to their unique advantages, actively expanded the surrounding education market, expanded exchanges and cooperation with Southeast Asian countries in the fields of education, science and technology, culture and economy, and trained all kinds of specialists urgently needed for regional cooperation, which has made positive contributions to the promotion of regional economic development. In order to implement "Several Opinions on Deepening the Integration of Enterprises with Vocational Colleges and Universities", deepen the structural reform of talent training supply side, promote the organic connection of education chain, talent chain, industry chain and innovation chain, and gradually form the development pattern of overall integration and benign interaction of education and industry in Yunnan Province, Yunnan Province issued the "Implementing Opinions on Deepening the integration of enterprises with vocational schools and universities" in August 2018, which pointed out that, guided by the needs of key industries and regional development, and combined with the implementation of innovation-driven development and new urbanization strategy, Yunnan Province synchronously planned policies, measures, support modes, ways and major projects for the integration of industry and education, and constructed a development pattern of deep integration of education and industry. At the same time, governments at all levels, industry enterprises and vocational colleges and universities adopted the methods of purchasing services and setting up cooperative organizations to actively cultivate service organizations for integration of enterprises with vocational colleges and universities with market orientation, docking supply and demand, precise service and standardized operation. Service organizations for integration of enterprises with vocational colleges and universities are supported to use the market cooperation and industrial division of labor to provide professional services, build a

community of school-enterprise interests, form a stable and mutually beneficial cooperation mechanism, and promote the close connection between schools and enterprises. Vocational colleges and universities are encouraged to take an active part in the construction of "the Belt and Road" and global cooperation on production capacity, and also are encouraged to introduce overseas high-level talents and high-quality educational resources, and to develop school-enterprise cooperation and collaborative innovation modes in line with Yunnan provincial conditions.

Up to now, there are 10 colleges and universities in Yunnan Province which carried out "going out" activities of school-enterprise cooperation of higher education, including Yunnan University, Kunming University of Science and Technology, Yunnan Normal University, Yunnan Minzu University, Yunnan Agricultural University, Dali University, Baoshan College of Traditional Chinese Medicine, Kunming Railway Vocational and Technical College, Yunnan Jiaotong College and Yunnan Vocational Institute of Energy Technology. Among them, there are six undergraduate colleges and universities. According to Wu Shulian's comprehensive ranking of Chinese universities in 2018, Kunming University of Science and Technology ranked No. 1 in Yunnan Province and No. 93 in China; Yunnan University ranked No. 2 in Yunnan Province and No. 102 in China; Yunnan Normal University ranked No. 3 in Yunnan Province and No. 212 in China; Yunnan Agricultural University ranked No. 4 in Yunnan Province and No. 336 in China; Yunnan Minzu University ranked No. 7 in Yunnan Province and No. 388 in China. The universities that carry out "going out" activities of school-enterprise cooperation of higher education are all relatively strong universities in Yunnan Province. These six universities all have the qualification of doctoral degree award, and some professional disciplines have certain influence in China. In addition, there are four vocational colleges. According to the ranking of vocational colleges published jointly by China Science Evaluation Research Center in 2018, Yunnan Jiaotong College ranked second in Yunnan Province, 114 in China. The "going out" market of Yunnan higher education cooperation between schools and enterprises is mainly concentrated in Southeast Asian countries, especially in neighboring countries such as Myanmar, Vietnam and Laos. Enterprises are mainly centralized enterprises in Yunnan, and the number of private enterprises is increasing. With its strong strength and growing transnational business experience, the central enterprises in Yunnan have been at the forefront of school-enterprise cooperation of cross-border education, which has played a pillar role in school-enterprise cooperation of higher education in Yunnan Province. At the same time, small and medium-sized enterprises in Yunnan Province have gradually participated in school-enterprise cooperation activities of higher education. These enterprises are mainly distributed in six major industries, and transfer from traditional education and cultural industries to agriculture, mining, construction and other fields, thus the professional layout of the industries is becoming more and more reasonable.

IV. COUNTERMEASURES AND SUGGESTIONS ON "GOING OUT" OF SCHOOL-ENTERPRISE COOPERATION IN HIGHER EDUCATION IN YUNNAN

A. *Bringing into Play the Overall Force of "Government, Society, Universities and Enterprises"*

After a long period of accumulation, most of the universities in Yunnan have a team of teachers with rich teaching experience and high scientific research level, and have built a group of disciplines and specialties with strong strength and good reputation. They have the necessary conditions for the construction of "the Belt and Road". But in promoting "the Belt and Road" education action, it is necessary to strengthen cooperation with local governments, social organizations and multinational enterprises, and form a new cooperation mode of "government, society, universities and enterprises", so as to play a linkage effect and form an overall resultant force. It will be necessary to further integrate the high-quality resources of universities and enterprises, consolidate the cooperative relationship between them and form a perfect cooperation system.

Enterprise talents familiar with the policies and laws of Southeast Asian countries and the rules of international economic operation are encouraged to participate in the training of University talents, help to formulate training programs, revise teaching syllabus, compile teaching materials, etc., so as to improve the practicability and pertinence of education and teaching in Yunnan higher education institutions. Yunnan colleges and universities should integrate their own disciplinary and professional advantages, strengthen linkages with the government and enterprises, meet the market needs of the countries and regions along the line of "the Belt and Road" and implement service projects accurately according to the requirements of "project, platform and systematization". Government departments should strengthen policy communication with Southeast Asian and South Asian countries, actively build bilateral, multilateral and regional educational cooperation frameworks, vigorously promote the exchange of educational systems, credit recognition and degree reciprocity, gradually eliminate policy barriers to international exchange and cooperation in higher education, and guide universities in personnel training, technical services and cultural construction to promote the economic and social development of Southeast Asian and South Asian countries. At the same time, it is necessary to play the role of social organizations. Social forces can play an important role that governments and enterprises cannot play in international exchanges. To promote educational cooperation with South Asia and Southeast Asia, it will be also necessary to fully mobilize and effectively integrate the strength of social organizations, such as non-governmental organizations, chambers of commerce and trade associations, so as to provide folk wisdom and strength for solving various contradictions and problems in the process of international exchange and cooperation of higher education, and provide support for the soft environment for the humanistic exchanges among universities in various countries.

B. Paying Attention to Overall Planning and Strengthening Top-level Design

In the past few years of "the Belt and Road" initiative issued, the enthusiasm of universities and enterprises has been increasing. However, the content and scope of services are mostly focused on personnel training or practical training, with a narrow service area and lack of deep-seated and comprehensive guidance and docking. More often than not, the construction of "the Belt and Road" of University and enterprise services belongs to the single soldier operation and has its own characteristics, showing the characteristics of localization and fragmentation. It failed to establish a whole service system for all the countries along "the Belt and Road". It is showed that about 40% of enterprises in China suffer from technical barriers in the cross-border process, and about 80% of them originate from the technical control of unclear regional markets on product compliance. Institutions of higher education, as the main carriers of training skilled and skilled personnel, need to help enterprises to overcome technical barriers in the process and to provide high-quality professionals for Chinese enterprises to go overseas.

After the promulgation of promoting and co-construction "the Belt and Road" educational action, a guiding blueprint on how to serve the countries along the line will be needed, but this is only a rough outline of action, rather than a specific implementation plan with clear division of tasks. It is necessary to strengthen the top-level design, overall planning and coordinated promotion of higher education cooperation with South Asia and Southeast Asia. The administrative department of education should, on the basis of a comprehensive analysis of the demand for higher education services in South Asian and Southeast Asian countries and a scientific analysis of the supply capacity of higher education institutions in Yunnan province to serve South Asian and Southeast Asian countries, plan the whole action program in the field of higher education, arrange the regional and projects of higher education institutions in Yunnan province and form a group capability to build a comprehensive service system so that higher education dividends benefit all South Asian and Southeast Asian countries. Thus the government needs to strengthen top-level design.

C. Building a Public Service Platform

Public service platform is an effective carrier to connect domestic and foreign governments, enterprises, non-governmental organizations, social organizations, the general public and an important grasp to promote the transformation of government service functions. In the future, Yunnan Province should consciously put the opening-up work into the national development initiative to plan, stand at the height of the overall national diplomacy and the province's development of an open economy, and strengthen the construction of public service platform. A perfect public service platform is a guarantee for promoting school-enterprise cooperation to go out and run schools in South Asian and Southeast Asian countries under "the Belt and Road" initiative.

Firstly, in accordance with the requirements of standardization, transparency, integration, efficiency, simplicity and convenience, it will be necessary to integrate platform resources, promote the construction of open platforms, fulcrums and carriers such as exhibitions, forums, centers, friendly cities and cooperative functional zones, share the development experience of higher education in various countries, and import and export high-quality higher education resources. Secondly, it will be of great significance to make every effort to run the China-South Asia Expo and Kunming Import and Export Commodity Fair, play an open role in border fairs and other exhibitions, build a platform for economic and trade cooperation and human exchange with South Asian and Southeast Asian countries, and promote Yunnan Province to become a talent training base, medical base, scientific and technological research and development base and cultural exchange center for South Asian and Southeast Asian countries. Thirdly, it will also be necessary to build a platform for sharing information, and encourage the use of cloud computing, big data and other information technology, to build the information service platform for integration of industry and education shared by the government, industry enterprises and vocational education institutions. Relying on the platform, it gathers regional and industrial talents supply and demand, school-enterprise cooperation, project research and development, technical services and other information to provide accurate information dissemination, retrieval, recommendation and related value-added services. It will be very important to strengthen the construction of digital teaching resource repository of vocational colleges, colleges and universities and enterprise practice database, and provide cross-sectoral, cross-regional and cross-industry co-construction and sharing of school and enterprise resources. This will reduce the cost of international cooperation and exchange, avoid the blindness of universities in serving cross-border education for South Asian and Southeast Asian countries, and improve the efficiency of cross-border education.

V. CONCLUSION

The initiative of "the Belt and Road" has provided the opportunities for the reform and innovation of colleges and universities. Facing "the Belt and Road" construction boom, universities and enterprises as the main players need to clarify the practical way of school-enterprise cooperation of cross-border higher education from the theory and practice, create a new situation of higher education, expand and innovate the reform path, and form "going out" collaboration mechanism of school-enterprise cooperation of higher education, and finally cultivate international talents who serve "the Belt and Road". The integration of industry and education and school-enterprise cooperation are not only the requirement for the development of cross-border higher education, but also the inevitable trend of cross-border higher education development. Colleges and universities in Yunnan Province should seize the opportunity to find the development direction of cross-border higher education in South Asian and Southeast Asian countries, attract enterprises to actively cooperate with universities to innovate and develop together, build quality education together, train

international technical talents, and contribute to "the Belt and Road" initiative.

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