

A study on the present situation and Countermeasures of the Integration of Industry and Education in Applied Colleges and Universities under the background of "Internet"

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Abstract: Under the background of "Internet +", it is necessary for the integration of applied undergraduate industry and education, because if it is not through the integration of industry and education, the development of applied undergraduate education and teaching under the background of "Internet +" will be more difficult. Therefore, this paper also expounds the importance of the integration of industry and education in applied undergraduate colleges and universities under the background of "Internet +", as well as the main situation of the integration of applied undergraduate industry and education at the present stage, and puts forward some countermeasures. It is used to promote the development of application-oriented undergraduate course.

1. The necessity of the Integration of Industry and Education in Applied Colleges and Universities

1.1 The Integration of production and Education is a Breakthrough to the Real Transformation of Application-oriented Colleges and Universities

Independent colleges and private colleges and universities belong to the more common types in undergraduate colleges and universities, but because private colleges and independent colleges have their limitations, they are often in technical higher vocational and theoretical universities, and have no very prominent characteristics. The integration of industry and education can help these colleges and universities to truly transform and upgrade, and at the same time can also drive the local economy.

1.2 The Integration of production and Education is the key to the cultivation and Innovation of Applied undergraduate talents

Application-oriented colleges and universities should strengthen the integration of production and education, because in the process of integration of production and education, application-oriented colleges and universities can get more help from enterprises, enterprises can provide more resources for schools, such as practice base and practice facilities, and schools can also provide enterprises with reserved human resources and more in line with the needs of enterprise development. The integration of industry and education can really innovate the cultivation of applied undergraduate talents.

1.3 The Integration of production and Education is the guarantee for the Promotion of the Employment rate of Application-oriented undergraduate students

At the present stage, in the employment market of our country, the employment difficulty has become a universal problem, more and more of the more and more recent graduates are hard to find the satisfactory job, and this is either for the graduates of the technology type or the graduates of the theory type, It's all the same. The integration of the teaching and teaching can help the students to work more smoothly and improve the employment rate of the students. The integration of the production and education is based on the employment of the students and the employment demand of the students.

2. The present situation of the Integration of production and Education in Applied Colleges and Universities in the Internet Age

2.1 Lack of motivation for the integration of industry and education

For applied undergraduate colleges and universities, it is very difficult to realize the integration of industry and education, because the premise of realizing the integration of industry and education is to carry out a comprehensive reform of the school, and in order to reform the school in an all-round way, the risks that need to be paid are very great, and there will also be many interests involved. Therefore, although many colleges and universities want to carry out the integration of industry and education, they are powerless, and in order to achieve development, The scale of enrollment is getting bigger and bigger, and the difficulty of comprehensive reform will naturally become more and more difficult. In order to carry out a comprehensive reform of the school, the support of the school leadership is not enough, but also the support of students and teachers.

2.2 The supporting system of the integration of production and education is not perfect.

As early as 2013, China has issued a lot of policies conducive to the transformation of local colleges and universities, and local colleges and universities want to transform into applied colleges and universities, in which the hardships and efforts required are self-evident, and the integration of industry and education can reduce the pressure on schools to a certain extent, but at this stage, the support system of production-education integration in most colleges and universities is not perfect, so it has a certain impact on colleges and universities.

2.3 The lack of connotation Construction of the Integration of Industry and Education

In the present time, more and more local colleges and universities want to transform into the application-oriented undergraduate colleges and universities, and through the integration of the production and education, the university and the enterprise can be jointly committed to the development of the university and the reform and innovation of the personnel training, but because my home-made teaching integration mode is still in the start-up stage, So it's also very lacking in the construction of connotation.

3. Internet The countermeasures of the integration of production and teaching in applied undergraduate colleges.

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Using "Internet" to optimize and adjust Professional setup	Making use of the "Internet" to build a double-qualified teacher team	Use the "Internet +" to improve the employment level
The entrustment cooperative enterprise makes use of data mining technology to analyze the new industry in line with the development of local economy, so as to construct the matching new specialty, and gradually turn the new specialty into the characteristic specialty of the school.	Teachers are encouraged to go deep into the enterprise to exercise, and support them to bring scientific research results to the enterprise for transformation, to achieve industry-university-research cooperation.	The application-oriented universities should take full advantage of the opportunities brought by the "Internet +", expand the employment path of the graduates, enrich the form of employment and improve the quality of employment.

3.1 Using "Internet" to optimize and adjust Professional setup

The personnel training and construction of the university are based on the demand of the enterprise and the market, and the talent training direction of the university is the direction of the talent demand of the market, and the talent training goal of the university is the talent standard of the enterprise. Therefore, the university should adopt the "Internet +" technology, clear the enterprise's talent standard, and accordingly make the appropriate adjustment to the personnel training program of the university, at the same time, the university should also optimize the professional setting, make the professional teaching better serve the students, and give the students more help. It is also necessary for colleges and universities to make clear that all the teaching activities are carried out around the students, and the purpose of carrying out the teaching activities is to help study Students meet the needs of society, so that students can become the kind of talents needed by society and enterprises.

3.2 Making use of the "Internet" to build a double-qualified teacher team

Through the integration of industry and education, teachers can also enter the enterprise to carry out practice, strengthen their practical ability and improve their practical experience. At the same time, teachers can also make use of the practical experience accumulated in the enterprise to transform it into their own scientific research results, and the scientific research results can also play a certain role in promoting the development of enterprises. Most of the teachers' theoretical knowledge is very rich, but lack of certain practical experience, so let teachers to the enterprise to carry out practice, is to add wings, can help teachers to develop into double-qualified teachers.

And double-qualified teachers can bring more help to students. And the enterprise also We can hold innovation competition with colleges and universities, from which we can not only see the ability of students, but also strengthen the guidance ability of teachers, and it can also be helpful for enterprises to screen talents in the future.

3.3 Use the "Internet +" to improve the employment level

"In the context of the Internet +", application-oriented universities are able to have more opportunities, and these opportunities can provide graduates with more access to employment and make the problem of "difficult" to be a problem in the past. In addition, because of the "Internet +" background, the students can deepen the understanding of the enterprise through various software, and decide whether to apply for the enterprise. and the school can also establish a recruitment platform with the enterprise, or carry out the professional skill competition, through which all the enterprises can help the enterprises to better screen the talents, and also can provide more employment opportunities to the students of the school, and during the course of the students' school, The school should also be employed in the employment of the students Education, so that students can shorten the time to work, for the enterprise to create greater benefits.

4. Conclusion:

Because the defects of application-oriented colleges and universities are very prominent, it will be more difficult for application-oriented colleges and universities to carry out the integration of industry and education, but only by overcoming this difficulty can we bring greater development to colleges and universities, and the implementation effect of industry-education integration is determined by the investment of colleges and universities and the development of colleges and universities, and under the background of "Internet +", the resources available to application-oriented colleges and universities are more abundant. Therefore, colleges and universities should also make full use of these resources to promote the development of colleges and universities in all aspects.

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