

Analysis of the Effectiveness of Cooperation Between Higher Vocational College and Enterprises in the Industrial Park

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ABSTRACT Vocational education have to cooperate with enterprises due to its nature of transboundary. [3] However, it has the defect of having lower entry requirements compared with undergraduate education. Therefore, Higher vocational colleges need to choose appropriate partners according to their goals. In addition, enterprises in industrial parks also have shortcomings. Thus, the cooperation between higher vocational colleges and enterprises in industrial parks is the best choice for both sides under the background of enhancing win-win cooperation through economic sharing. This essay will analyse and probe into ways of the cooperation between the both sides and the effectiveness based on the characteristics of higher vocational colleges and enterprises in the industrial parks.

1. INTRODUCTION

As an important part of the higher education, higher vocational colleges help to realize some families' dreams of having their children get into college and train high quality professional talents. Therefore, it is supported and focused on by the government. In recent years, with the shrinking of students eligible for getting into higher vocational college, enrolment competitions among higher vocational colleges has become much fiercer. As a result, higher vocational colleges play all their cards to find a way out and cooperation with the enterprises is the best approach to find a way out and develop.

2. CHARACTERISTICS OF HIGHER VOCATIONAL COLLEGES

Some people regard vocational education as the kind of education aims at acquiring professional qualifications while Zhou Ji, [5] who is the Chinese Academy of Engineering, regard the nature of vocational education as aiming at employment. Compared with undergraduate education, vocational education focus more on hands on abilities of the students. Thus, vocational education has its own unique feature in terms of directions and modes of training talents. Concrete manifestation in following several aspects.

2.1. Employment Oriented

The goal of "employment oriented" [5] is determined by the nature of higher vocational education. Compared with undergraduate education, higher vocational education focuses more on the training of students' professional skills while undergraduate education focuses more on the training of students' research abilities. The employment oriented mission of higher vocational education is determined by its nature and its social property. It is not only a divider with undergraduate education, but also foundation for it to survive.

2.2. Service oriented

Higher vocational colleges should actively cater to the needs of the economic and social development, serve for the development of the local economy and society and train professionals of all kinds with high quality according to the social needs. [5] For example, our college's mission is to serve the county's economy, the industrial park and the medium and small sized enterprises. To be service oriented should firstly serve the students and their parents to meet the requirements and

expectations from the students and parents. College students are not only the receiver of education, but also the consumer of education with special forms. While colleges are the provider of education, which is a social service industry, college students and parents are the consumer and target of the education service. Only when the students receives good education, can they becomes talents and serve the society after they leave the college. The key of being service oriented is to serve the students and make the students focus on studies with autonomy. Being service oriented also requires colleges to serve enterprises and the society. Also, the training objections should be in accordance with the social needs and enterprises' demands. Only in this way could the colleges go far.

2.3. Staying on the path with the combination of production sectors, schools, and research sectors

Only when higher vocational colleges focus on the theoretical and practical research and stay on the path with the combination of production sectors, schools, and research sectors, could the service oriented[5] and employment oriented mission achieved. Although many higher vocational college opened many practical courses on top of theoretical courses in their training, it is still limited in colleges. We encourage our students to practice in through working in plants or workshops beyond colleges, being educated by the society, equipped with professional knowledge and knowledge on how to behave and act.

3. Unique Features of Enterprises in the Industrial Park

3.1. Remote locations

In terms of location, enterprises in industrial parks are usually located in outskirts of cities. Compared with the prosperous downtown and its skyscrapers, enterprises in industrial parks seem a little bit desolate, which results in the rejection from some graduates.

3.2. Imperfect management system

Most of these enterprises in industrial parks are production and processing enterprises without a modern corporation system including a perfect personnel system because of the cutting of the costs. Many enterprises do not have an independent human resource department, let alone the design of personnel system and the construction of the culture. The personnel management simply only consists of recruitment, work attendance regulation and salary calculation.

3.3. Big potential for growth

Although enterprises in industrial parks usually take up larger space. However, many of them are reluctant to hire new employees, leaving many posts vacant. Thus, many of the employees are arranged multi tasks, which provides employees with opportunities to be exposed to various sorts of work. In contrast with the detailed division of labour of many big companies, various abilities of the employee could be practiced, which can generate bigger potential for growth. Take the example of financial works, small enterprises can practice the financial staff's ability to handle overall accounts.

4. Ways of Cooperation Between Higher Vocational College and Enterprises in Industrial Parks

Cooperation between higher vocational college and enterprises in industrial parks can be classified into three ways according to the degree of closeness, which is communication between colleges and enterprises, interaction between colleges and enterprises and the blend of colleges and enterprises. [4]

It is illustrated in the following figure 123

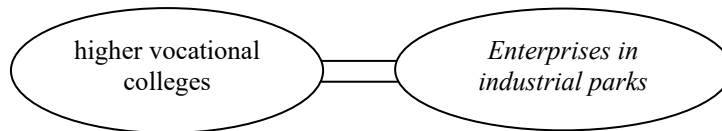


Figure 1: Communication between colleges and enterprises

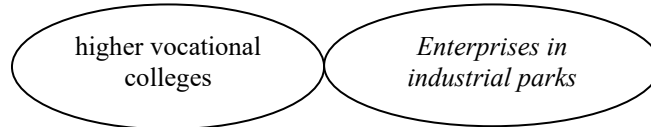


Figure 2: Interaction between colleges and enterprises

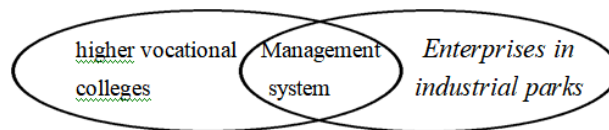


Figure 3: Blend of colleges and enterprises

From the graph above, it can be noticed that these three ways is in fact the three stage of the cooperation between college and enterprises with the blend of colleges and enterprises being the goal. A specialised management institute need to be established based on the cooperation in order to achieve a multicultural, longstanding, constant and stable cooperation and enlarge the depth and width [4]of the cooperation. Currently, the cooperation between higher vocational college and enterprises in industrial parks is at the first stage where colleges focus more on the placement and employment of students with hopes to offer more graduates to companies raising their social fames. There is no definite objects in this stage and there is no unified mange system without flexible contents and stability.

5. Research on the Effectiveness

5.1. From the perspective of the higher vocational colleges

5.1.1. Increase the employment rate

Being employment oriented, high employment rate is a selling point for the higher vocational college. On the one side, the cooperation with enterprises in industrial parks can help graduates to find jobs easier. On the other hand, enterprises is the a good platform for students to practice and learn practical skills. Higher vocational colleges focus on the training of students' professional skills, which is required to be trained in companies and workshops outside classrooms and the college. In return, student can find a job easier when their professional skills are trained and enhanced.

5.1.2. Better guide the theoretical instruction

From the perspective of the tutors, the cooperation with enterprises in industrial parks provides a platform for personal development.

Demands from the enterprises have changed since economic globalization brings unprecedented opportunities and challenges with rapid development of the economy and technology. Higher vocational college cooperation with enterprises in industrial parks and adjust teaching plans and contents according to the job vacancies of the enterprises can help college to make concrete objectives. The Objects of theoretical teaching is to serve for the practice. The cooperation between enterprises and college can promote the combination between theory and practice and help teachers to better teach and do research. The update of the designation, development and standard of the courses, and the ways to train talents is a highly constructive to the enhancement of teachers.

5.2. From the perspective of enterprises in industrial parks

5.2.1 Reducing labour costs

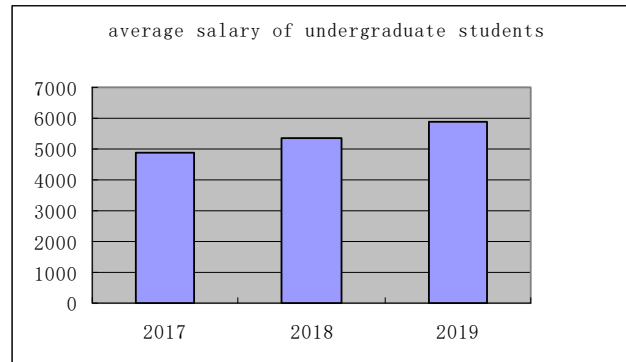


Figure 4 Average Salary of undergraduate students

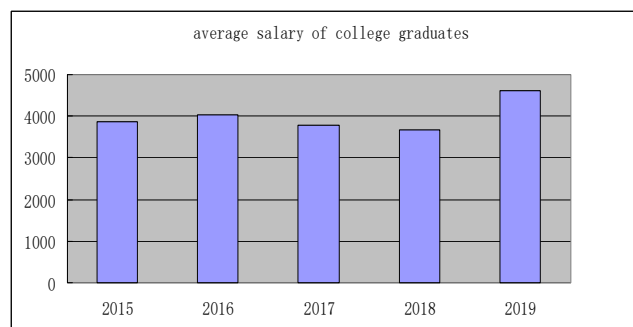


Figure 5 Average Salary of college graduates

Based on the above graph, it can be noticed that the salary of college graduates is remarkably lower than that of undergraduate students. However, the professional skills and hands on abilities in not lower than that of undergraduates. Because of the difference of their diplomas, College graduates' requirements for salaries, locations and cities are all lower than undergraduate students. Most College graduates adopt the principle of "Have a job first, then choose the job you like" with lower expectations. In addition, from the perspective of enterprises in industrial parks, they usually prefer college students rather than spending a lot of time to hire undergraduate students with high expectations. It can not only save the recruiting time, but also cut the labour costs in the long run. In fact, this is exactly how many companies does. Thus, the employment rate of college students is higher than that of undergraduates. According to the Employment Report of Chinese College Students (Blue Book of Employment) released by MYCOS Institute, [2] employment of the higher vocational college graduates in 2017 is 91.6%, which surpasses that of the undergraduate students for the first time.

5.2.2. The foundation for appropriate human resources

Most enterprises in the industrial park are modest in size and they do not have a mature system, especially the human resource management. Enterprises need talents while reducing the labour costs. Thus, there is phenomena that executives doing human resource management works without professional and appropriate analysis of the needs for talents. The personnel management simply consists of recruitment, work attendance regulation and salary calculation without higher level of design of the system, training of the employees and the construction of the culture. The cooperation with higher vocational colleges can help to exchange their needs, acquire professional advice and acquire assistance on job docking and system designs, laying a foundation for the long term development of the company.

President Xi Jinping once said that "We should stay on the blend of industries and teaching, the cooperation between enterprises and colleges, the combination of practice and learning. We should

adhere to the service and employment mission and lead the society especially the enterprises to support vocational education, thus establishing a vocational education system with Chinese characteristics.” [1]

Both the higher vocational colleges and the enterprises in the industrial park should promote the expansion and depth of their cooperation by virtue of the policy to achieve the blend of enterprises and teaching, promoting the progress of each other.

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