

Reserch on Higher Vocational Education Cost-Sharing in Enterprise

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Abstract—Research on higher vocational education enterprise cost sharing can seek ways to share corporate diversification, higher vocational education funding to relieve stress status; while also reducing the share of enterprises sharing ratio educated individuals and families to promote a fair education to some extent, thereby speeding up the process of popularization of higher education. In this paper, literature investigating combine with the literature as the main research method. Cost-sharing education theory, from benefit and have the ability to pay for and use data demonstrate why they should be shared the cost of higher vocational education. From the analysis of the relevant data processing business to higher vocational education cost-sharing sharing ratio is not high there, sharing a single way, not high degree of sharing, combined with our existing issues raised appropriate countermeasures, including sound laws and regulations, protect corporate law; diversification of the contribution issought; establish social responsibility system to ensure the company's willingness to invest. The innovation of this paper is that companies benefit from higher vocational institutions and enterprises have the ability to pay the cost, from this angle for businesses to invest in higher vocational education and discussed the necessity.

Keywords- Enterprise;Higher vocational education;Cost-sharing;Prolem;Countermeasure

I. CURRENT SITUATION AND PROBLEM OF ENTERPRISE SHARING HIGHER VOCATIONAL EDUCATION COST

In 2012, the total scale of all types of higher education in our country is 3325 million, and gross enrollment rate of

higher education is 30%; there are 2790 general higher academies and adult higher education school in total, with the increase of 28 over that in last year, of which there are 1297 higher vocational colleges, with the increase of 17 over that in last year, the average size of full-time higher vocational education in school is 5858 people. It can be seen from the data growth that the size of higher vocational education in our country is grown steadily and the investment in education funding is also increasing. However, that there is trouble for educational cost in sharing cannot be ignored. The most obvious is that, as the main beneficiaries of higher vocational education, enterprises do not show its due responsibility in higher vocational education cost sharing.

A. *Sharing ratio of enterprise on higher vocational education cost is not high*

In our funding sources, the national public financial budget in education can be divided into the following five parts: public financial budget educational fund, taxes used for education levied by all levels of government, corporate allocation in company-managed schools, educational fund from school-based industry and social service income and other funds belonging to the national financial education, in which every aspect is more or less related to the educational cost borne by enterprises, yearbook in Table I does not divide in details, the author in this paper includes enterprises in enterprise cost sharing in this category, corporate allocation, in company-managed schools.

TABLE I. 2005-2010 HIGHER VOCATIONAL EDUCATION EDUCATION FUNDING FACT SHEET

years	2005		2006		2007		2008		2009		2010	
	Money (100 million yuan)	Proportion (%)	Money (100 million yuan)	Proportion (%)	Money (100 million yuan)	Proportion (%)	Money (100 million yuan)	Proportion (%)	Money (100 million yuan)	Proportion (%)	Money (100 million yuan)	Proportion (%)
State education budget	101	34.01	134	34.44	195	35.32	278	40.06	397	43.11	491	46.72
Social organizations and citizens school	1	0.003	1	0.002	8	1.44	13	1.87	18	1.95	15	1.43
Social donation funds	1	0.003	0.9	0.002	2	0.36	2	0.29	3	0.32	3	0.29
Tuition	153	51.51	196	50.39	274	49.64	321	46.25	402	43.65	436	41.48
Other education funding	41	13.80	14.65	14.65	73	13.22	80	11.53	101	10.97	106	10.09
Total	297		389		552		694		921		1051	

Du Yuanyang (2006) in his master's thesis expresses the ideal model of educational cost sharing of higher vocational colleges in Table II, in which various sharing main bodied and sharing methods and their proportion. As a reference, the author analyzes the status quo of enterprises sharing higher vocational educational Cost. Combined with Table I, the author takes funding source of higher vocational colleges in 2010 for example, the proportion of funding source of the government is 46.72%, and the sharing ratio of educatee and their families is 41.48%. Compared with the ideal model, the proportion of national financial funding should also be increased continuously and strive to reach 50% at the fastest speed; the sharing ratio of educatee and their families is too large, which will be bound to reject part of students from poor families beyond higher education, and then damage educational equity. These two major sharing main bodies accounts for 88.2% of funding source, while the proportion of three main sharing bodies, employers (including enterprises), higher vocational colleges and society is less than 12%. As important beneficial main body, the proportion of enterprises is also negligible. However, it can be seen from educational funding data in recent years that, the cost of enterprises, higher vocational colleges and society sharing higher vocational education is increasing(as shown in Table III), there is still much room for improving its proportion of sharing higher vocational educational cost.

Compared with the ideal model, the amount borne by enterprises is increased year by year, but there is still a certain gap between the proportion of total expenditure and the ideal mode (as shown in Table II). Enterprises are main gainers and beneficiaries of vocational educational achievements, so enterprises should become important bearer of vocational educational cost, but the reality is that

the investment of enterprises in vocational education is very limited.

TABLE II. THE IDEAL MODEL OF EDUCATIONAL COST SHARING OF HIGHER VOCATIONAL COLLEGES (DU YUANYANG 2006)

Share Subject	Sharing mode		Proportion
government	Financial allocations	Direct grants	50%-60%
		Student loans	
Personal (family)	Tuition Charges		20%-25%
The employer (enterprise)	Direct founded colleges Pay taxes Pay training fees Establish scholarships Help students repay loans borrowed Contributions or donations Order training		15%-30%
Higher vocational schools	Research integration Open up revenue streams		
Society	Donate		

TABLE III. 2007—2011 SITUATION OF ENTERPRISE SHARING HIGHER VOCATIONAL EDUCATION COST

years	Amount responsibility of enterprises (100million yuan)	proportion
2007	5.6	1.01%
2008	7.6	1.09%
2009	10	1.08%
2010	13.3	1.24%
2011	15.7	1.69%

B. Sharing method of enterprises on higher vocational education cost is single

There are in general two cost sharing methods of enterprises on higher vocational education: First, the traditional way of directly setting up higher vocational education operating institutions. However, with the reform of large or medium-sized state-owned enterprises, such sharing method has become the history; Second, the indirect sharing of enterprises on higher vocational educational cost. The main mode of indirect sharing is school-enterprise cooperation. Enterprises obtain competitive advanced results and highly qualified personnel through its investment in research products urgently required talents that they need and joint training of higher vocational institutions and enterprises. However, as higher education cultivating practical, application-oriented talents, higher vocational institutions are also with educational function of teaching, scientific research and service the society. Therefore, compared to the above-mentioned two major sharing methods, sharing methods of enterprises on higher vocational education should be involved in a broader way, for example, pay taxes according to law to increase state revenue, compensate cultivate costs and pay certain training fees to colleges or universities according to the number of university graduates hired. For enterprises with good benefits, carry out educational cost compensation by the establishment of various corporate awards, student grants or help graduates hired repay student loan, or by providing various subsidize and donations and other ways.

C. The active degree of enterprises sharing higher vocational educational cost is not high

It can be found through interviews of part of corporate enterprise managers that, there is deviation in the understanding of enterprises sharing higher vocational education and the active degree of participating in cost sharing is not high. It is mainly manifested as: First, the understanding of cost sharing method of enterprise managers on higher vocational education is single. They simply think that the mission of companies is to invest in the form of capital and ignore other forms of investment. Second, enterprise managers believe that the demand is less than the supply in the existing labor market. Under the same conditions, enterprises are more willing to hire labor without cultural level with low wages, in order to reduce production costs. Some managers also believe that companies are unable to share higher vocational education cost in the current status of development. In order to seek their own development, enterprises borrow from banks.

The current urgent task is to repay and there is no spare money for other investments.

II. COUNTERMEASURES OF ENTERPRISES IN OUR COUNTRY SHARING HIGHER VOCATIONAL EDUCATIONAL COST

A. Improve laws and regulations to ensure enterprises share higher vocational educational cost according to the law

As national conditions change, the current higher vocational education is quasi public good, which needs to be shared by all parties benefited. As the beneficial main body, enterprises should share the higher vocational educational cost. In order to sustainably develop higher vocational education, our country should do the following aspects in developing policies: first, rank the quality improvement of vocational institutions as strategic focus of vocational education reform and development. Second, strengthen the legislation and clear the responsibility of enterprises undertaking investment in vocational education, etc. Promote the behavior legalization of enterprises investing vocational education. At present, developed countries are strengthening enterprise investment and participating in the legislative construction of vocational education. To promote the behavior legalization of enterprises investing vocational education not only is the need to guarantee diversified vocational education funding, but also the need to promote the common development of enterprises and vocational institutions. Therefore, it is necessary to determine different regulations based on China's basic national conditions and according to different school-enterprise cooperation filed, degree and industries. Improve supervisory system of law enforcement to ensure the effective conduct of policies. Third, strengthen the use of incentive mechanism, which includes improve tax and other preferential policies; strengthen the implementation of preferential policies; strengthen collection and management working of education and training funding to ensure full collection; establish the coordination system of enterprises investing in vocational education.

B. Seek for form diversification of enterprises sharing higher education cost

Colleges and universities are with three functions of teaching, scientific research and service the society. As the carrier implementing higher vocational education, higher vocational institutions also have the above functions. Therefore, the sharing form of enterprises on higher vocational education cost can look for entry point from three major functions and seek for more diverse cost sharing forms.

The cost of US companies on higher vocational educational cost is mainly based on the form of scientific research cooperation, which is specifically performed as: direct scientific research aid. Since 1978, the US government began to implement "corporate university cooperative research program" and took various measures to create good cooperation environment for both sides; subsidize colleges and universities to construct new scientific research center. The effective implementation of research projects must rely on financial support from

enterprises; enterprises' investing in scientific research products promotes the launching of scientific research work of higher vocational colleges, so that universities can raise scientific research with scientific research, save the university's own invest capital and indirectly increase school investment. Actually, this is a form of cost sharing; provide scientific research platform - colleges and universities participating in business scientific research. This form of cooperation accounts for 30% of the total number of university and business scientific research contracts. The specific form is joint research conducted by both sides. The result of such cooperation is that the number of papers co-authored by company researchers and university academics is increased significantly. Thus it can be seen that it is possible to diversify the cost sharing form of enterprises on higher vocational education. The key is whether the consensus between enterprises and institutions can be reached and whether the government can conduct guidance and policy support according to local developmental practice.

C. Consolidate foundation status of school-enterprise cooperation

Under the current situation of the relative lack of total educational fund, to reduce the school running cost of higher vocational colleges may after all be accepted as a good way to solve the educational fund. The school-enterprise cooperation, on one hand, can employ excellent and competent talents in enterprises as teachers of higher vocational institutions, who are engaged in teaching work, school's training objectives and corporate employers will be closely linked; meanwhile, it can provide places for student internships in the higher vocational colleges, so that students can timely apply what they have learned into practice and improve students' practical abilities. It is one of the effective ways to save the school running cost of higher vocational colleges and enhance the school running effect.

According to the report on employment status and employability of graduates of Mycos Research Institute in 2009, combined with knowledge acquired in school and their ability, graduates objectively make choice on the current problems existing in higher vocational colleges in China from the perspective of new recruit, which is mainly reflected at the following aspects: 41% of graduates think that it is not enough for colleges in the "internship and practical training"; 15% of graduates think that "course contents are not practical or obsolete" offered by colleges; 14% of graduates think that the ability of colleges cultivating the active learning is not enough (as shown in Fig .1.). It can be drawn from the investigation results of these samples that which needs to be improved the most in the teaching of higher vocational colleges is the "lack of internship and practical training". Therefore, consolidate the fundamental position of school-enterprise cooperation and provide good opportunities for internship and practice for graduates. This is not only a good way to reduce the school running cost of higher vocational colleges, but also an effective way to enhance the educational quality.

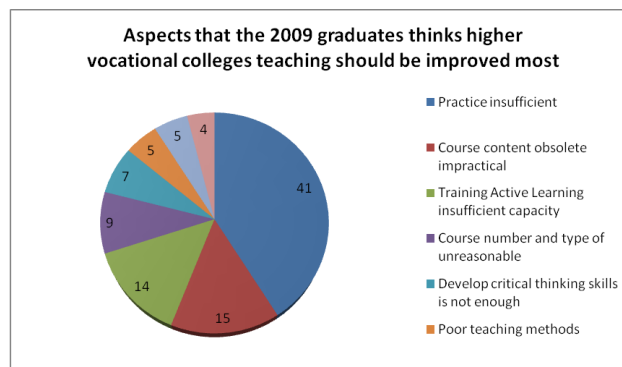


Figure 1. Aspects that the 2009 graduates thinks higher vocational colleges teaching should be improved most

III. CONCLUSIONS

In order to improve economic strength, various countries in the world place their hopes on improving on the quality of workers, and higher vocational education as the fastest means to enhance the quality of labor force is recognized by various countries. With the scale expansion of higher vocational education, there inevitably will be the phenomenon of education fund shortage, multi-agent and diversified higher vocational education cost sharing has been the international trend. Combined with this international development tendency and relevant data, the following conclusions can be reached:

It is imperative for enterprises to share the higher vocational education cost. According to the relationship between higher vocational education and economic development, it shows that the rapid development of vocational education can promote economic development. As the combination of these two, enterprises must share higher vocational educational cost whether from the perspective of benefiting enterprises or capacity system.

There are problems existing in current enterprises sharing higher vocational educational cost. Combined with relevant data, the author thinks that its specific issues are mainly manifested that the share ratio of enterprises is low, sharing method is single and enterprise-sharing will is not active, etc.

The sharing method of enterprises on higher vocational education can be diverse, and specific methods can be realized by three major functions of higher vocational education, teaching, scientific research and service the society.

Combined with the development experience of international and domestic higher vocational colleges, the author thinks that there is still much room for States enterprises in China improving the sharing cost of higher vocational education.

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