

# Vocational Education Policy and the Path of corporate culture into the context of the internet

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**Abstract.** Corporate culture is the soul, and promote the development of enterprises. The current rapid development of Internet technology, to speed up the exchange of information, diversification of information communication, corporate culture for the development of enterprises have a more significant impact. In this context, how will the corporate culture into vocational education is a hot issue of education practitioners various colleges enterprise thinking. This issue relates to the future development of the school, the school is an important part of students' career development. This article explores strategies and career path in the context of the internet research and education into the corporate culture.

## 1. Introduction

The current development of Internet technology, information exchange more convenient mode of transmission from the past a single individual spread into interactive communication, interactive platform for enterprise development has brought more substantial value, these values are reflected in all aspects, not only can help enterprises cultural heritage, enhance the cohesion, but also can significantly improve the overall quality of employees, improve the economic efficiency of enterprises. In this context, the corporate culture of competition is more intense, which is the development of enterprises put forward higher requirements, at the same time, enterprises are gradually higher and higher personnel requirements. The corporate culture is the soul of enterprise development status, how to enterprise development and personnel training, vocational education is the organic integration of current problems in higher vocational colleges must be fully taken into account. Many problems at this stage of the teaching profession, education and industry, disjointed, schools and businesses do not form an effective docking, lack of jobs and professional contact, tutorials and job standards do not form an effective system. Corporate culture and vocational schools, forming industry, business schools into a good situation. Change the traditional teaching ideas, reform the old teaching model to promote further reform of vocational education.

## 2. Corporate culture into vocational education policy

Combined with corporate culture and vocational education may be embodied in many ways, values, ethics, entrepreneurship, enterprise products.

### 2.1 Values

Home values in the ideological field, is aware of the existence of a thing or the meaning of analysis and evaluation. In the corporate culture and values at the core. Corporate values guide the development of enterprises play a role in providing a steady stream of power for the development of enterprises, it is the common belief of employees [1]. Corporate values is an adhesive, to enhance the cohesion of the enterprise, increase their sense of belonging for the reunification goal staff unity and cooperation, mutual help. In the course of vocational education, it should be noted transfer value conscious business, corporate values make it have a clear understanding of possible personal values and corporate organic integration, and then reach a unified and effective.

### 2.2 Code of Ethics

Ethics Generally divided into two kinds of conventional and specific code of ethics. Business ethics belongs to the latter, is a form of professional ethics, but also includes follow specific industry requirements specification [2]. State and society largely affect business ethics, but also to give the majority of enterprise staff recognized by the staff in dealing with specific matters, the use of this principle in relation to its own judgment, the actions of others. Literacy and vocational education comparative analysis, corporate ethics are more the same place with their presence, are part of social morality.

### **2.3 The spirit of enterprise**

The spirit of enterprise is formed in the process of enterprise development, is the mental attitude held by unified enterprise employees, ideology and pursue the goal [3]. Well it reflects the spirit of enterprise culture and enterprise development staff mental outlook, an important component part of corporate culture. Many well known form of surface, any great team or a long period of institutional capacity and development of existence, the reason is not the structure, management and so on, but the business development of the faith, this belief inspired the members of the internal structure, so that employees holding a kinds of high spirit. The spirit of enterprise can take advantage of some form of expression, such as corporate logo, corporate instructed the like. Embodying the spirit of enterprise is the enterprise employees' psychological value to maintain the unity of the faith, to a large extent constrained the work of the staff, the staff also plays an educational role within the enterprise a tremendous cohesion, effective employee together, for the common goal of enterprises and struggle.

### **2.4 Enterprise Products**

For the definition of the enterprise product variety. Its definition of a well-known marketing experts hold the view: the product is anything that can be offered to the market can be supplied with consumption, enough to attract the attention of customers, and also to meet some people's needs. In the market, what products have influence, can fully attract people's attention, but within the industry get a good reputation. It is the corporate culture material composition, one can turn to the corporate culture has an intuitive understanding of the product by understanding.

## **3. Strategy and corporate culture into the path of vocational education**

In order to better development of vocational education, we must establish a modern system of vocational education, national vocational education system for the development of the core, to build long-term mechanism to run vocational education, to maintain the vitality of the development of vocational education, vocational education and further comprehensive guarantee lasting and stable development ( modern vocational education system schematic). New era of development of vocational education in the new requirements, while the background of great development of the Internet, information exchange gradually flattened, the role of corporate culture in the development of increasingly prominent, corporate culture increasingly competitive incentives [4]. Enterprise demand for personnel and vocational education overstating requirements. And finding the right export development, corporate culture and into organic vocational education is a key issue of the current education needs to be considered. During school, students receive vocational education, teacher education through vocational training of students, improve their professional ethics for students into the community, into the business, to be a qualified professional to lay a solid foundation. Corporate culture into vocational education can choose the following path undertaken.

### **3.1 Theoretical teaching**

Teaching process in theory, the corporate culture and the quality of school education combine to make the contents of the two fusion structure. Moral education on vocational, under normal circumstances, teaching methods adopted by teachers is teaching the theory. In carrying out moral education, teachers can be cleverly integrated into the corporate culture which can be very good to enrich the teaching content, making student learning theoretical knowledge, inadvertently also studied corporate culture, making it self-regulate and restrain behavior a rule, independent of the self-improvement of business resilience, improve their quality and better meet the needs of enterprise development.

### **3.2 Experiential learning**

You need to carry out practice teaching schools and businesses to strengthen cooperation, innovative education model, the organization "Work Integrated Learning" approach to learning, the establishment of practice base, to ensure that the "research" one-stop development, so that organic school-enterprise docking. The process of carrying out vocational education, teachers must strengthen students' practical abilities. In learning to guide students to learn the corporate culture. Give full consideration to the nature of vocational education, vocational education and professional development goals of both quality organic integration in the process of collaboration between schools and enterprises, the practice teaching mode combination of engineering, so that students come to realize and understand the corporate culture. In the subtle process of gradually correcting the mistakes in demeanor, cultivate good moral qualities, to form a good professional qualities to become highly qualified professional people, to better adapt to business development needs.

### **3.3 Field to observe**

Field to observe, that is to lead students into corporate learning, practical experience corporate culture. Past teaching model has been difficult to adapt to the current development needs, can not meet the requirements of human development. Therefore, we must change teaching model, organizational forms of teaching. Through field observation form, to narrow the distance students and enterprises, so that students a deeper understanding of enterprise products, and other cultural spirit.

### **3.4 Lectures Case**

In vocational education, case seminar is a very important tool. It plays an important role in the development of vocational education process. The case of import programs guide students thinking about inquiry, the answer is not fixed facilities, to maximize stimulate thinking, the ability to exercise their thinking. Integration of corporate culture in case, to improve the students' interest. In the enterprise development process, there will always be interests and moral disharmony occurs when students faced such issues, but also to think independently and properly handled.

### **3.5 Modeling activities**

Modelling activities create certain scenarios or work environment, requiring students into the role of workers involved in the practice, and then exercise the student's ability and psychological quality, improve their resilience and competitiveness, to better meet the requirements of social and business talent .

### **3.6 Business practices**

Now, the difficult employment has become a major social problem, which countries encourage students to entrepreneurship. In vocational education, encourage students to participate in practical activities. Involved in the process of practice, students gradually formed a scientific concept of talent, improve their comprehensive ability and competitiveness, promote their all-round development. Business practices require students into the community, into the market, understand the social development of the situation, in the process of professional people requires a clear understanding of, and create awareness of their various capacities and strengthening cooperation and exchange with others, to enhance professionalism, to better adapt to society and business development.

## **4. conclusion**

In short, corporate culture into the path of vocational education and the best strategy is to achieve the integration of school-enterprise culture, thus promoting schools and enterprises to achieve win-win situation, the corporate culture is essentially the same culture teaching profession is fit, which is the corporate culture and vocational education fusion provides a path. But there is a certain conflict between the two, which affects the spread of corporate culture to a certain extent. However, in the context of large-scale development of the Internet, schools must strengthen the corporate culture of education, improve students' awareness of the corporate culture. Therefore, we must adopt certain measures to be effective corporate culture and into vocational education, promote the

upgrading students' professionalism, establish a corporate culture consciousness, development of corporate culture demands on themselves, improve their business resilience.

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