

## **Research on the promotion of Vocational College Students' vocational quality through the integration of school enterprise culture**

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**Keywords:** Higher vocational education; School enterprise cooperation; Professional quality

**Abstract:** The enterprise culture stereoscopic fusion have a positive significance for important occupation quality of college students, how will the enterprise and school culture organically, Stereoscopic fusion, and better in higher vocational college students occupation accomplishment, The current school, parents, and students in a direction of enterprises are very concerned. This article embarks from the cultivation of Higher Vocational Students' occupation quality situation, put forward the strategies of improving occupation literacy of vocational school enterprise solid under the background of the integration of students.

### **1. Higher vocational students' professional quality training status analysis**

#### **1.1 The importance of Vocational Education in vocational colleges is not enough**

Once the Mycos college graduates were tracked, the survey results show that the flow rate of vocational students in the employment market is greater than the ordinary college graduates, in-depth analysis of the survey data can be found in the process of employment showed a lack of awareness of integrity of vocational students, occupation career planning and fuzzy self positioning deviation and some other phenomenon, the direct cause these phenomena are missing. Occupation accomplishment of Higher Vocational Education in China starts relatively late, especially some of the emerging professional appeared much later, from the current education practice process, although many of the results achieved, but the higher vocational education in China The body is still in the stage of development of an early, the mode of education, teaching contents and curriculum system and other aspects of the need to continue to improve. In Higher Vocational Colleges of our country, the student management system and teaching management system is relatively independent, not the intrinsic link between the two, which makes the only occupation literacy education to achieve through the curriculum or stage of social activities, the whole process of this model can not be effective throughout the whole education, schools must fully realize the importance of occupation literacy training.

#### **1.2 Teachers in Higher Vocational Colleges to occupation literacy training consciousness is not strong.**

Because of Higher Vocational Education in China starts relatively late, so the construction of system of teachers has not been perfect, higher vocational teachers' occupation literacy awareness is not strong, the occupation education for vocational college students it is difficult to have good results. In our country, higher vocational education has been the lack of teachers this makes a lot of teachers, at the same time to two or even to teach several different professional in the field of curriculum, this will greatly increase the workload of teachers in the premise of limited energy, for the quality of their professional courses in the field of non fundamental no guarantee. With the advancement and development of society That higher vocational colleges need to set up the new professional according to market demand, and in these new professional teaching, teachers are not well understood in its new professional essence under the condition of ensuring the teaching quality is even more impossible. In addition, the current vocational college teachers generally lack professional background and experience and this would lead to the lack of occupation education consciousness, not really aware of the importance of higher vocational college students occupation

accomplishment, which will lead to occupation education will be long-term lack of specific teaching activities.

### **1.3 Occupation literacy education is not included in the evaluation system of Higher Vocational College Students**

Higher vocational education from the aim of school and the teaching target, occupation, skills should be the most prominent feature of this request for higher vocational talents training should adopt the theoretical knowledge and practical skills combined with the model, the only way to make vocational college students have higher occupation accomplishment. The evaluation of Higher Vocational Colleges in China in the system, without introducing the concept of occupation accomplishment evaluation, there is no practical skills specific evaluation index, but only for basic and professional courses for students' evaluation, such a system is not really real occupation literacy ability of vocational college students. The evaluation system in higher vocational education will play a very important The guiding role of the students in the school values and evaluation standards are directly related to the only curriculum theory examination scores as evaluation standard, which is not conducive to the students and teachers' occupation literacy training consciousness is established.

### **1.4 The interaction mechanism between school and enterprise is imperfect**

For the line of business management training, production and technical aspects of talent, is the teaching goal of higher vocational education is the most direct, from this point of view, schools and enterprises to assume social responsibility for the training of students in higher vocational colleges should be enhanced, the interaction mechanism of university enterprise, strengthen the three-dimensional integration of enterprise of two kinds of culture, is very meaningful for vocational college students to enhance the ability of occupation accomplishment. "School enterprise cooperation mode in the current higher vocational education has been generally try to develop the combination of" talent, from the current practice of results, there are some results for the cultivation of Higher Vocational students occupation promotion, but also show a lot of problems in professional courses About enterprise culture teaching, occupation standard some aspects involved, students still can not understand the connotation of occupation accomplishment fundamentally. Overall, the school and enterprise interaction in teaching activities is not enough, only just stay on the surface, the need for further in-depth, find the best combination between school and enterprise two different styles of culture, school enterprise interaction mechanism to build long-term stability, in order to fundamentally promote the occupation accomplishment of higher vocational students.

## **2. The strategy of Cultivating Higher Vocational Students' professional quality under the background of school enterprise cultural integration**

### **2.1 Establish professional literacy training system on the school level**

The school is the site for education of higher vocational students, can be regarded as the main position of occupation literacy training, higher vocational colleges should play a leading role in the reform of training mode in higher vocational education, fully aware of the importance of higher vocational college students occupation quality, take training of talents for the society. Social responsibility training for construction management. Skilled personnel, need service and the production line is the aim of higher vocational colleges, only pay attention to the training of theoretical knowledge and professional skills of traditional higher vocational education, but often overlooked for occupation literacy education, to the overall social development form, just by their own job Industry skills can not guarantee competitiveness on the job market, comprehensive occupation quality higher talent is the business and social needs. Higher vocational colleges should strengthen the internal relations of teaching and student management department, and actively take the initiative to continue to deepen the cooperation between enterprises, from the standard, content, way and evaluation construction a comprehensive training system of occupation literacy of students

in higher vocational colleges, the system is able to meet the needs of students' personal occupation development, and enterprise and the need of social development.

## **2.2 Strengthen departmental communication and participate in professional quality education**

We should actively mobilize schools in various departments to participate in Vocational College Students' occupation literacy education work in higher vocational colleges, and strengthen communication and contact between the various departments, the occupation literacy education in the teaching activities to carry out normalization. In daily teaching activities in the past, to abandon the traditional teaching and management concepts, the teaching and learning management department Department of organic link, for the occupation education penetrated into every aspect of students' daily activities, can regularly carry out according to the student's behavior quality, moral quality and personal accomplishment and other basic occupation accomplishment training activities, and institutionalized, law, strengthen students' occupation accomplishment fundamentally Consciousness. As for teachers, public basic courses, specialized courses and elective courses between teachers to build an effective communication system, strengthen mutual cooperation, at the same time, the school shall organize the related occupation literacy training and lectures on Teachers' occupation literacy conception to strengthen the ideology.

## **2.3 Integrating enterprise culture into campus culture**

The behavior of enterprises is taking economic benefits as the basis, so the culture refers to all the internal staff in the form of common activities in the long-term behavior norms and humanistic idea, this is very different with academic knowledge as the foundation and gradually formed the campus culture, the foundation is not the same so together is very difficult. School as the main body of Education Act, should take the initiative to build a platform to actively introduce the enterprise culture in the teaching activities, and to explore the effective way of campus culture and enterprise culture, occupation culture for students. The campus culture to have the most direct impact on students' values and outlook on life, more is to learn The direct embodiment of school civilization, the campus culture activities of school enterprise culture integration, and the enhancement of professional literacy consciousness by cultural influence, will be a very effective way to improve professional quality

## **2.4 To enhance teachers' occupation accomplishment**

At present, in the industry of higher vocational education teachers are young, and the lack of training experience, professional knowledge and practical ability is limited, the school should be strengthened and interaction and the relation between enterprises, using the "to send" the mode of cooperation, to improve teachers' occupation literacy. First of all, the school should regularly employ enterprises the senior technical personnel or management personnel to the school to give a lecture, the effective occupation literacy education into the teaching process, this is the so-called "bringing in" strategy. Secondly, the school should appoint full-time teachers have certain professional knowledge to the enterprise in the attachment, attachment not only the surface In order to promote the professional quality of teachers fundamentally, we should have practical work content to ensure that teachers can get real career experience in the enterprise

## **2.5 Improve the vocational education quality training system from the professional teaching level**

### **(1) perfect teaching plan**

The current practice of our country occupation education, occupation literacy education is usually by setting a few course to reflect, this model makes the occupation literacy education work only stay on the surface. Objectively speaking, the reform of the teaching plan there will be no small difficulty in reality, due to China's current education system the teaching plan is very difficult to limit, a wide range of adjustment, at present only the best way is to step on the teaching plan system in teaching practice to improve. The school should actively consider the strategy of teaching plan system in the system within the scope of related industries can hire business leaders or experts,

and then combined with the teaching. Domain experts and professors in the relevant professional, from the system to set up a committee to professional teaching guidance, the design of curriculum system and teaching plan into full occupation literacy training programs.

(2) The reform of teaching methods

"Listen to the students in the traditional teaching mode of our country, the teacher" is the most commonly used teaching methods, educational activities from the view of practice, the traditional teaching method has been difficult to arouse students' interest in learning, the classroom teaching quality of nature there is no way to guarantee that it is difficult for students to master professional knowledge and skills. For the occupation education is more difficult to achieve. Teachers should actively explore and try new teaching methods in teaching practice, to improve students' occupation literacy as the core task driven teaching, case teaching and teaching methods to try to guide the heart, to find the best way to adapt to the curriculum and professional field, the post Industry education and professional knowledge and skills education of organic integration, so as to improve the quality of the whole teaching and learning activities.

(3) The system of occupation accomplishment evaluation 3. establishment of school enterprise combination

Provides a level of consciousness platform integration of enterprise culture for Higher Vocational College Students Occupation literacy training, "school enterprise cooperation, combination" is a model of talents cultivation at present has been widely applied in higher vocational education, this model are consistent with the people from all walks of life, but the higher vocational colleges and enterprises can not be satisfied to be the construction of enterprise culture based stereo fusion platform, and actively explore more effective mode of cooperation. The combination between school and enterprise as the basis for the establishment of vocational college students occupation accomplishment evaluation system is an effective way to enhance the students' occupation literacy, establishing this system from the common design evaluation standard, common Develop and implement training programs and participate in the three aspects of evaluation. In the implementation process of evaluation system, both sides must effectively fulfill their responsibilities, is responsible for students to be responsible for the society, the real for the evaluation of occupation quality of college students are carried out, and resolutely prevent the past in the form of cooperation of a more serious problem the phenomenon appears again.

### **3. Conclusion**

With the popularity of China's occupation education improved, began to enter into the market of human resources among college students more and more, occupation literacy problem has been widespread concern in the community. From our higher vocational college students occupation literacy training in the current situation, there are many problems in the reform of higher vocational colleges, to actively explore the teaching mode campus culture and enterprise culture are two mutually independent cultural system, both the intrinsic link between small, so the stereo fusion is difficult. But with the social progress and development, the development of Internet has brought the era of big data, people access to information is becoming infinite, this Provides a good opportunity for the three-dimensional integration of enterprise culture, which requires schools and enterprises should grasp the historical opportunity, actively explore more effective cooperation mode, of course, occupation accomplishment training of higher vocational students is a systematic project, not only schools and enterprises, also need to students, parents and the joint efforts of all sectors of society.

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