

Exploration of Innovation Model of School-enterprise Cooperation in Colleges and Universities of Finance and Economics

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Abstract. School-enterprise cooperation is the effective way to help school cultivate applied talents, enterprises enhance the core competitiveness and students get the best opportunities. Jilin University of Finance and Economics has made great achievements. Combined with the school-enterprise cooperation case of our university, we analyze the factors that affect the school-enterprise cooperation. Then the innovative model and new thinking of the school-enterprise cooperation is given for colleges and universities of finance and economics.

Introduction

The development of school- enterprise cooperation in China is not satisfactory in recent years. On the one hand, it is hard to obtain employment for college graduates [1]. On the other hand, many small and micro enterprises in China cannot obtain needed talent. These enterprises lack independent innovation ability, and thus that they cannot overcome their technical difficulties. Considering the present situation, school cooperates with enterprise aims at expanding students' employment, and most of enterprises just provide internship positions [2]. School doesn't take the enterprise's demands into consideration in the process of personal training, enterprises also have no supports for school [3]. The goals of school- enterprise cooperation are establishing a true virtuous cycle of sustainable development, improving the overall efficiency of the school running and achieving the optimal combination of educational resources [4-5]. Now it's still far from the goals. Both parts should actively promote the process of cooperation. Good cooperation can help school cultivate high-quality and practical talents. Through school-enterprise cooperation, the levels of student's employment and school running get promoted [6]. At the same time, the enterprise obtains talents and achieves technological innovation. Combined with the example of school-cooperation in Jilin University of Finance and Economics, we analyze the factors affecting the school-enterprise cooperation. A new thinking of the school-enterprise cooperation's developments is given.

School-Enterprise Cooperation Typical Mode

Introduce Enterprises into School

Enterprises are introduced into school. Enterprises build a part of the production line in the campus. School adopts the model of the combination of "theoretical study" and "internship training" in the school running [7]. The model not only solves the problem of enterprise's lack of space, but also settles the problem of insufficient school training equipments. School and enterprise achieve resource sharing.

Labor Alternates with Learning

There are two ways to realize the model. One is the rotation between labor and study, the other is learning in the spare time after work [8]. Students with the same grade and profession are divided into two parts in the first way. A half of these students go to school, the others work in the enterprise or receive practical training [9]. The two parts of students alternate each semester or quarter. In the second way, students are full-time employment in enterprises, they only study in spare time. And the contents of study and labor are related by discussing and lecturing.

School-Enterprise Interaction

Enterprise provides school with practice base and equipment. Enterprise participates in the formulation of school teaching plan and assigns professional staff to participate the school teaching. At the same time [10], the school teachers give enterprise employees training. Then the school and enterprise form the employment with each other. Students get skill training and improve their profession abilities through this mode. Students will product products and create value for enterprise. And the model overcomes the problem of the lack of practical training cost. The model not only trains talents, but also creates value for enterprise.

Cooperation in the Form of Order

Students have jobs as long as they enter the school. Graduation means employment. Recruiting students and employing staff is synchronous. Lecturing and production is synchronous. Practice and employment are synchronous [11]. Students are divided into two parts. One part is students selected by school, the other part is from enterprise staff. School cooperates with enterprise to complete teaching. The contents of training and examination meet enterprise's demand. Courses school offer are profession skills and practice contents, which are needed by enterprise. Enterprise plays a more important role in vocational training [12]. After short-time skills training, enterprise organizes examination. If students pass the examination, they will be hired according to the contract. This model of cooperation has strong pertinence. It is full of flexibility and openness. The students trained through the model are adaptable. The employment rate is high. The employment stability is good. The disadvantage is that school is passive. The number of training students and training time are all decided by enterprise. School is lack of initiative.

Analysis about the Case of School-Enterprise Cooperation in Jilin University of Finance and Economics

Jilin University of Finance and Economics applies school-enterprise cooperation into practice. The cooperation with AsiaInfo is a typical case. AsiaInfo has more than 12000 employees, more than 7000 technical personnel focus on the product development of telecommunications, software, and solutions project consultation, system implementation and on-site service. The company is headquartered in Beijing. It set branches in Shanghai, Hangzhou, Guangzhou, Chengdu, Fuzhou, Shenyang, Tianjin, Changsha, Hong Kong and the United States. And it has an oversea company in Singapore. Cooperation with AsiaInfo provides very good practice chance for Grade 3 college students. Students' profession skills are improved and eyes are opened up. The students entering AsiaInfo are excellent graduates. They have strong professional knowledge, passion of learning and comprehensive ability to deal with problems. They add fresh blood to the AsiaInfo. They bring sunshine for the AsiaInfo's development. From Table 1, we can see the condition of students' salary during the internship in AsiaInfo. AsiaInfo has become a very good employment platform for our school's students. As shown in Table 2, along with the school-enterprise cooperation deepened between our school and AsiaInfo, the site students work in has added to the main cities in the country.

Table 1. The conditions of students' wages during the internship.

Year	Average wages (Unit: Yuan)
2013	4200
2014	5030
2015	6500

Table 2. Distribution condition of students' work place.

Hangzhou	Shanghai	Zhengzhou	Nanjing	Hainan	Shanxi	Tianjin	Beijing
28%	20%	12%	8%	4%	16%	8%	4%

From this case, we can see the double wins of school-enterprise cooperation. When we are promoting the school-enterprise cooperation, at the same time, we should consider innovating the model. In order to achieve the win-win situation between school and enterprise, we should think of a better cooperation model, which can make enterprise find talent, students improve skills and school have a better development.

The Influential Factors of School-Enterprise Cooperation in Jilin University of Finance and Economics

Short of Pertinence in Teaching Plans' Formulation

School has the all right to make teaching plans. There is still a distance between the practical teaching and enterprise post's demand. Some courses made by school don't meet the actual need of enterprise [13]. For example, the textbooks used by students are old version and teachers don't take practical skills' need into lecturing. The knowledge students learn is not enough in the actual application. Talents that school trains are just meet the popular need. It is still far from the enterprise's talent need standard.

Narrowness of Facing Object

School-enterprise cooperation aimed at the Grade 3 and Grade 4 college students. It doesn't bring the cooperation achievements to freshmen and sophomores. The results of the school-enterprise cooperation do not be deepened. The potential talent is ignored. It is bad for the long-term talents cultivation and it cannot achieve the best effect of the innovative talents training.

The Difference of the Cooperation in Each Department at School

School-enterprise cooperation in some departments has been greatly promoting, the model is moving towards maturity. However in other departments it develops very slowly. These departments are lack of subjective initiative [14]. They cannot find enterprise to cooperate with. Some of them even don't take school-enterprise cooperation into their development plans. Some departments have discussed the related cooperation matters. However for some reasons, they don't form cooperation so far. Now the situation of college students' employment is severe, students face great employment pressure. These departments failed to provide students with the employment chance without school-enterprise cooperation. School did not offer funds support or enterprise information to balance this situation. School didn't promote the development of school-enterprise cooperation in the whole school. Departments' subjective initiative didn't be mobilized.

Lack of Legal Protection and Government

At present, the school-enterprise cooperation in our country is still in the folk state. Although the country has formulated relevant policies to support the school-enterprise cooperation, there is no real legal guarantee [15]. In some place, school-enterprise cooperation is only talked verbally. The school is active. However the enterprise is passive or even negative. School is lack of internal running power. Without funds guarantee, labor access system is difficult to be applied to practice. The policy and management mechanism of the government to promote the school enterprise cooperation is not sound. Governments don't provide projects and policy benefits. Governments don't play a role in guarantee and encouragement.

Lack of Feedback System

After students enter the enterprise to work, school didn't set up the related departments to pay attention to students' later work life. School didn't know the conditions of inters' actual salary, welfare, working hours and etc. So school cannot know whether the school-enterprise cooperation has achieved expected results or not. Students will not feel school's concern for them. Long-term stability of the cooperation between enterprises and school cannot be guaranteed. School didn't collect students' ideas and feedback.

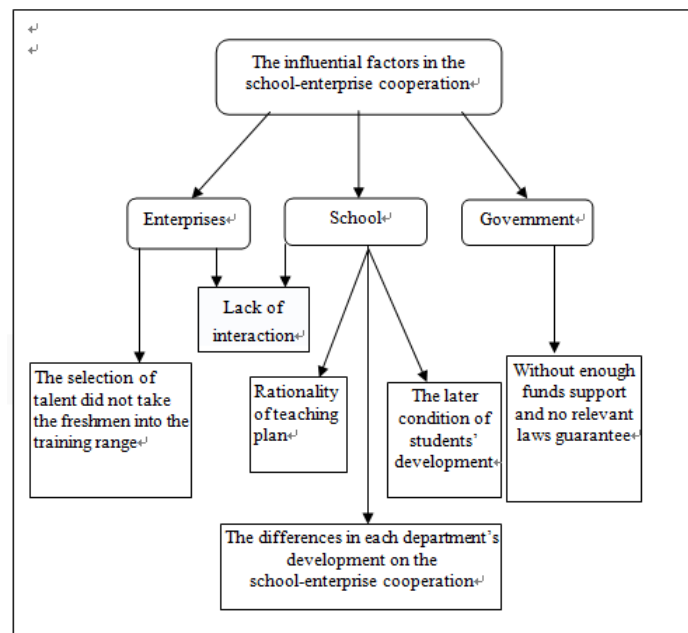


Figure 1. The main influencing factors in school-enterprise cooperation.

Innovation of School-enterprise Cooperation Model

Enhance the Interaction between Enterprise and School

School and enterprise should communicate with each other regularly. They should realize both parts' demand and enhance interaction to achieve cooperation model innovation and win-win goal. As shown in Figure 2, course setting, teaching contents and performance evaluation should be based on the enterprise and market demands, talent specifications and the required knowledge of skills structure. School should open the profession and practice courses which enterprises required. Students can be divided into different groups, and then the school makes the pointed training for students. That will help students with different advantages confirm their development direction. It's a good way to cultivate different kinds of talents that the enterprise needs. Enterprise understands school's demand and student's quality level, and then offers support as much as possible. Enterprise

can invest funds to establish talents training laboratory with school. And enterprise is expected to provide more adaptive job for students. Enterprise should expand the crowd that cooperation is facing. Grade 1 and Grade 2 college students should be included in the training range too. Enterprise can hold the introduction of enterprise business and training of related posts to attract potential talents to know more about the enterprise. And all is for achieving the depth and fusion between school-enterprise cooperation.

Develop a Training Program for Junior Students

For freshmen, some of them are not interested in their profession. School can form a more interactive and deeper cooperation with enterprise. That's to say, enterprise provides students with a visit to it and even the weekend practice chance. That will help students deepen the understanding of professional knowledge and direction, establish goals and form professional interests gradually. For sophomores, they have learned certain professional knowledge and have some realization for their profession. But they lack the opportunity to experience the company and the understanding of workplace. If enterprise can provide them with the short-time training and practice chance, they will be more competitive in the future.

Introduce Enterprise's Objects into School

Enterprise's related projects maybe face problems of no fresh and no originality and the lack of market surveys. Enterprise can develop some related objects at school. It means giving all students practice chance. Enterprises will have a wider way to understand the market needs and customer psychology. Enterprise absorbs the good ideas and gets innovative talent. Meanwhile enterprises' object gets the best program. Enterprise will improve core competitiveness.

School Pays Attention to the Process of Each Department's Cooperation and Students' Feedback

School should pay attention to each department's process of school-enterprise cooperation. For departments which have formed the well school-enterprise cooperation, school should support them strongly to help them achieve more developments. For departments which develop slowly in school-enterprise cooperation, school should be initiative to provide funds support, project support and enterprises' information to encourage them to form cooperation with enterprises actively. Departments should enhance connections with each other. Departments which developed fast can provide experience for other departments. Each department shares information and resources with other departments. They help each other and develop school-enterprise cooperation together continually.

After students enter the enterprise, school should set up related departments to survey students' salary, benefits, working hours and etc to know whether or not accord with the standard signed. School should see students' development opportunities after their internship period. At the same time, school should remember to collect students' opinions and feedback about school-enterprise cooperation. If the real situations don't develop as the signed contract, school will communicate with the enterprise to adjust the cooperation direction for students' profits and the cooperation effects.

Complete Relevant Laws and Provide Guarantee

Our country should formulate relevant laws and regulations as soon as possible to ensure the implementation of related policy and laws. Government promotes the process of school-enterprise cooperation's optimistic development. That will enhance cooperation confidence of both sides. Government can set up the correspondent guidance department to help school adjust the profession direction. Government should play an active leading role in the cooperation between school and enterprise.

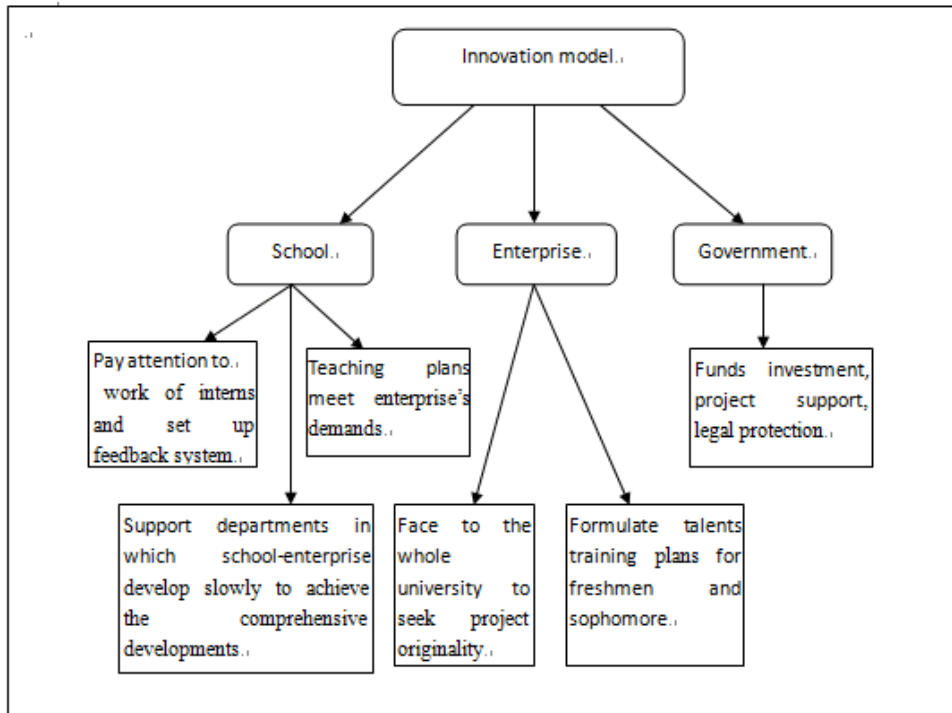


Figure 2. The elementary thinking in model innovation of school-enterprise cooperation.

Conclusions

School-enterprise cooperation is a win-win project. We should continue to promote and stick to it. There are many factors affecting school-enterprise cooperation. The basic of the realization of cooperation is to meet the needs of both parts. Degree of cooperation between school and enterprise should be deepened and fused. Thinking of the innovative model of cooperation between enterprises and school, we explore the new ideas for the development of school-enterprise cooperation. In the innovative model, school's teaching plans meet enterprise's actual needs. School cultivates applied talents and pays attention to the real results of school-enterprise cooperation. School establishes the students' feedback system. Enterprise provides funds, objects and more employment opportunities. Enterprise should be the strong support for school's talent training. At the same time, government improves the legal system to provide guarantee for both school and enterprise. In the future, the innovation of school-enterprise's model will continue to be explored. We will continue to practice and explore to achieve more results in the school-enterprise cooperation.

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