ABSTRACT

The collaboration between industry and university is an inexorable trend under the market economy conditions, which can realize resource sharing and mutual benefit of both sides. Firstly, the requirement of industry and university collaboration in continuing education is analyzed in the paper, and the possible cooperation field is discussed. The collaboration can be carried out in these aspects. The university regards the enterprise cooperated with it as a training base for the students, in order to make them become applied talents with professional knowledge, practical skills and occupation attitude. The university takes advantage of its subject predominance, and gives its full support to the enterprise staff's lifelong study and education. The enterprise can provide employment opportunities for the students graduated from the partner university. Secondly, a new teaching mode in the cooperation of Beijing Institute of Technology and the automobile industry is introduced, which combines the teaching mode of teachers to enterprises and of students to universities. Thirdly, the implementation scheme and process of the cooperation of BIT and the automobile industry is presented. The training programs reflect the university’s advantages in the academic field. Owing to the cooperation, an experienced teaching team and a professional training management team are set up. The training quality supervision and examination mechanism is established. Through the case of the collaboration between the automobile companies and BIT, the effective ways of industry and university collaboration is analyzed. This paper can provide a successful experience for the study of the cooperation mode.

Keywords

Industry and University Collaboration; Requirement Mechanism; Mode; Continuing Education

INTRODUCTION

Under market economy conditions, exploring the new mode of industry and university collaboration in continuing education is the need of national construction of learning society. In the speeches to the 17th national congress and 18th national congress, the development of continuing education was regarded as one of the national strategies. And it is one of the important form of continuing education for revitalizing the nation through science and education, establishing the learning society and lifelong education system. Its strategic,
foundational status is more and more prominent.

To explore a new mode of industry and university collaboration, is the internal needs of enterprise personnel training and the development of colleges and universities. With the development of information technology, knowledge and technology has become the main driving force for the development of enterprises. Thus, fundamental changes have occurred in the demand for knowledge and technology. The ability of self promotion, reconstruction and lifelong learning has become the basic requirements of enterprise employees. Therefore, the enterprise is a major ground for continuing education. To the colleges and universities, in order to perform the services for the social economy development function, promote their self-development, they will use their own advantages in education and teaching, and become the main force of continuing education.

With the demand of continuing education, continuing education for academic credentials education pattern has changed. Continuing education pays more and more attention to the universality of education object, the openness of the education field, the lifelong of the education process, richness of the education contents, and the diversity of education modes. Therefore, in the new situation, to explore new mode of continuing education, especially to explore new mode of industry and university collaboration in the continuing education, has very important and realistic meaning.

In this paper, the cooperation of Beijing Institute of Technology and the enterprises in the automobile industry is given as an example to analyze the effective ways of industry and university collaboration, and provide successful experience for research of the cooperation mode.

SECTION 1 Analysis of the Needs of Industry and University Collaboration in Continuing Education

With the promotion of enterprise technology and transformation of economic developing mode, the contradictory between the requiring and training of talents becomes very prominent. The enterprises gradually realize that continuing education of talents is the inner motive power of an enterprise’s development. The cooperation between Beijing Institute of Technology and the enterprises in the automobile industry, make full use of both advantages to build a new pattern of mutually beneficial win-win economic cooperation.

On the one hand, for the university, to carry out continuing education for the automobile industry can expand the scale of continuing education, and improve educational standards and enhance its social image. Through the cooperation, the university can obtain the first-hand information about the new ways and means of continuing education. Teachers can communicate directly with the first-line staff in the process of teaching, and can get in touch with the production practice, which provide a good opportunity and platform for the cultivation of double-position teachers. Due to the high level, creativity, novelty, practicality and other basic attribute unique to continuing education, the continuing education content must be the newest knowledge, the newest technology, the newest research achievements, and the newest teaching material, which is bound to play a huge role in boosting the teaching and scientific research.

On the other hand, for the enterprise, talent is the key for its development. The cooperation
with universities to develop continuing education, not only can improve employees' skills and professional knowledge, further promote the development of enterprises, but also through the education resources of the university and the teachers, can save the cost of training, improve the quality of training. At the same time, the mutual problems can be settled quickly through the academic exchanges and the activities of research and development.

Industry and university Collaboration can be carried out in the following aspects.

(1) The practice base can be established. The enterprise can be regarded as the students' practice base, and more applied talents are cultivated which have good professional knowledge, practical skills, and good professional accomplishment. At the same time, enterprises can also provide employment opportunities for students.

(2) Academic exchanges and the activities of research and development are carried out. Combined with the actual needs of the enterprise development and university teaching and scientific research, cooperation in the field of key technology can be carried out, which is based on superior discipline group in the university. The mutual problems can be settled quickly.

(3) Personalized training can be provided. The university can provide a support for enterprise staff's lifelong learning.

SECTION 2 The Teaching Mode of the Cooperation of BIT and the Automobile Industry

A new teaching mode is adopted in the cooperation of BIT and the automobile industry, which combines the teaching mode of teachers to enterprises and of students to universities.

In order to reduce the burden of enterprises and employees, solve the growing conflict between working and learning, save learning costs, the teaching mode of centralized instructions is adopted, and most of the courses proceeded in enterprises, instead of all the courses proceeded in a university. More flexible teaching places and time make the process of instruction going more fluently. So the new difficulties and new problems met during working can be solved on time. Aim at the different nature and characteristic of the students’ work, targeted and various teaching modes are used. The university sends teachers team to the enterprise, and this fully embodies the "active service" principle, and embodies the flexibility and specificity of the continuing education.

At the same time, some staff are assigned to the school to study. They are the staff selected by the enterprise through various test, just graduated from college, technical staff with sufficient spare time, non professional but on-the-job business backbone, etc. In the process of studying at school, some full-time teachers are appointed to the class to management the trainee, timely communicate with the employer, and help students solve the practical problems in the learning process. The enterprise also can delegate human resources managers to school to spot check what students are learning, to participate in management regularly.

SECTION 3 The Implementation Scheme and Characteristics of the Cooperation of BIT and the Automobile Industry
(1) The planning and shaping training programs reflects the subject characteristics. Continuing education for the automobile industry adheres to the principle of service for students, combines with their research work closely, shapes training programs with internal and external experts, designs and selects the training content, highlights the key training, reflects the characteristics of occupation education training, and highlights the case teaching. The courses are tailor-made for the senior managerial personnel and key technicians, aim at the actual problems in the enterprise management, production and scientific research. Rich materials are presented. Professional skills are held by the students for immediate use through the analysis and practice.

(2) An experienced teaching team is set up. To meet the characteristics and requirements of the automobile industry, the best classrooms, the best teachers and the best headmasters are provided. Before each training class, the students’ demands are investigated. In order to ensure the sustainable development of the joint training project, the quality and effect of the training is put in the first place. The construction of teachers is very important. Usually the training personnel have higher professional level and academic level, and work in the frontline of scientific research and production over a long period of time, so the teachers must have high academic attainments, forward-looking view, and the experience to solve the practical problems. Beijing Institute of technology takes full advantage of its subject predominance, gathering domestic well-known professors in the field and the leaders in the industry.

(3) A professional training management team is set up. In order to ensure the training effect, the project plan, implementation, supervision and assessment are performed by some professional personnel. In the stage of project planning, a training supervisor is in charge of the tasks such as analyzing demand, determining the theme, setting the training goals and standards of evaluation, designing and implementing the teaching plans. In the stage of project implementation, training assistants are responsible for the arrangement of the lecturers, courses, venue and cost, but guided by a training supervisor. In the stage of project supervision, a set of consummation rules and regulations are used to guarantee the quality of training. In the stage of project evaluation, a series of evaluation criteria are executed.

(4) The training quality supervision and examination mechanism is established. A training quality supervision and examination mechanism is necessary to guarantee the quality of training. During each training process, BIT selects training teachers strictly, works out teaching plans, improves teaching means and methods to ensure the quality and effect of each training item. In addition, seminars of training teachers, students’ feedback, and teacher-student association are held regularly. The corresponding assessment system is drawn up, and the examinations for both the teachers and students are carried out to ensure the students’ attendance rate and the training’s qualified rate.

CONCLUSIONS

Beijing Institute of Technology makes full use of its subject characteristics, and several
training courses have been held for the professional and technical personnel, management in the automotive filed. In this paper, through the case of the collaboration between the automobile enterprise and BIT, an effective ways of industry and university collaboration is analyzed. In the collaboration of industry and university, the university regards the enterprise cooperated with it as a student training base, in order to make them become applied talents with good professional knowledge, practical skills and occupation attitude. The enterprise receives the students graduated from the partner university. The university takes advantage of its subject predominance, and gave its full support to the enterprise staff's lifelong study and education.

REFERENCES


