

Some Thoughts on The Education Policy of Integrating Industry and Education in Ordinary Colleges and Universities in The New Era

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Abstract: In recent years, China's higher education has developed rapidly, providing a large number of highly skilled personnel for China's socialist construction, making outstanding contributions to the economic construction, and accelerating the transformation and development of China's industrial system. However, we should also see that the contradiction between the supply side and the industrial demand side of talent training has existed for a long time. Whether it is the system or the mechanism, the degree and effect of the integration of industry and education are always unsatisfactory, the integration is not deep, and the phenomena of "two skin" still exist. To solve a series of problems of the integration of industry and education, make the integration of industry and education develop in depth, and improve the quality of talent training of colleges and universities of higher learning are the urgent requirements for our country to solve the transformation and development of human resources. Through the training of highly skilled personnel, innovative and entrepreneurial talents, it is of great significance to improve China's economic development and transformation.

Keywords: University, Integration of industry and education, Integration of industry and education.

1. Background and Policies Related to The Integration of Industry and Education in Higher Universities

1.1. The promotion of national policies

In recent years, the national policy attaches great importance to the construction of the integration mechanism of industry and education, and the integration of industry and education has become a "treasure" of the development of modern vocational education, and an important method of talent training [1]. In 2014, the Decision of The State Council on Accelerating the Development of Modern Vocational Education took the integration of industry and education as one of the basic principles for the development of vocational education, and put forward the guidelines for the synchronous development of vocational education and economy and society, the coordinated promotion of human resources and technology, and the connection between teaching reform and industrial transformation. In 2014, the Ministry of Education, the National Development and Reform Commission, the Ministry of Finance, the Ministry of Human Resources and Social Security, the Ministry of Agriculture and the Poverty Alleviation Office of The State Council jointly issued the Plan for the Construction of Modern Vocational Education System (2014-2020), which put forward the basic essentials of vocational education reform, among which the unremitting road of integration of industry and education is the first element.

At the same time, vocational education and economic and social development as well as reform and opening up are closely integrated together, to realize the seamless connection between major and industry, curriculum and occupation, teaching and production, and finally match the development of vocational education with the development of social

economy and social public services, to achieve the goal of rapid economic growth [2]. In 2016, the State Council on encouraging social forces to run education to promote the healthy development of private education several opinions put forward vocational colleges to clear technical skills personnel training orientation, to make use of teaching fusion, university-enterprise cooperation means to improve the quality of talent cultivation, to the local industry development and regional economic growth contribute their own strength.

1.2. Practical problems existing in the process of talent training in private colleges and universities

In the past 40 years of reform and opening up, under the promotion and support of national policies, private colleges and universities have developed rapidly and have become an important part of China's higher education. According to the education statistics of the Ministry of Education in 2021, there are more than 700 [3], which to some extent indicates that private universities play a decisive role in improving China's educational strength, promoting the popularization of higher education, promoting educational equity, and meeting people's diversified needs for higher education. However, in the current society with increasingly fierce competition, the development of private colleges and universities is facing great challenges, especially in terms of talent training and quality of running schools, the development of private colleges and universities has appeared "plateau period", "stagnation" period "or even" decline period " and other phenomena, and its reputation has also appeared a certain decline in the society.

1.3. The advantages of the integration mechanism of industry and education are increasingly highlighted

With the continuous attention to the integration mechanism of industry and education, its advantages have been highlighted, which has not only become the guiding ideology and basic principle of the development of modern vocational education and higher education, but also become an important mode and idea of modern talent training. Generally speaking, the advantages or value of the industry-education integration mechanism for the development of private colleges and universities are reflected in the two main aspects of private colleges and universities themselves and talent training. First, the research on the integration mechanism of industry and education is conducive to promoting the correct positioning of private colleges and universities and realizing the development of hierarchical classification. As an inevitable product of the development of higher education in China, private colleges and universities basically lie in the contradiction of cultivating application-oriented talents, serving the local social and economic development and regulating the development of higher education. Second, the integration mechanism of industry and education is the key path of modern talent training. The integration of industry and education is the reexpression and even the upgraded version of the education policy and theory of "combination of education and productive labor" under the background of the new era. It can be regarded as a manifestation of higher education's attention to labor education, which is conducive to promoting the development of people's comprehensive development of morality, intelligence, physique, beauty and labor.

2. The Integration of Industry and Education in Local Ordinary Undergraduate Universities

In 2015, the Ministry of Education, the National Development and Reform Commission and the Ministry of Finance issued the Guiding Opinions on Guiding Some Local Ordinary Undergraduate Universities to transform into Application, which opened the prelude to the change of the homogenization of colleges and universities and the transformation and development of a large number of local colleges and universities. In the process of the transformation and development of local colleges and universities, the integration of industry and education plays an extremely important role. For local ordinary undergraduate universities, the integration of industry and education is not only the main support for their transformation to application-oriented universities, but also an important sign of their transformation. However, as far as the current situation is concerned, the overall effect of the integration of industry and education is not satisfactory, and a series of disadvantages of professional homogenization, "two skins" of production and education, and low employment quality of college students have not been cured. Although there are various reasons for this situation, the key reason is that the basic theoretical research of the integration of industry and education is not sufficient, especially the lack of depth of the mechanism of the integration of industry and education. Compared with public local colleges and universities, private colleges and universities are more closely connected with the local

economy in terms of enrollment, training and graduate employment, and have higher expectations and dependence on the integration of industry and education, which can be called a typical sample in the transformation of local colleges and universities.

3. Thinking on the Importance of The Integration of Production and Education

In recent years, the country has been advocating deepening the integration of industry and education, which shows the importance of the integration of industry and education. The integration of industry and education has become a national education strategy in China, which is an inevitable way to train applied talents. The integration of industry and education can be traced back to the educational policy of the Marxist educational theory that "education must be combined with productive labor". At the same time, the new development under the new social-cultural background, in terms of industrial transformation, the coordinated development of education and industry, and serving the local and regional economy, the integration of industry and education highlights the realization path from "integration" to "integration". From the simple combination of education and industry, developed into a deep integration, the macroscopic integration of education and industry, talent training and the production of enterprises need micro integration, the trained talents can eventually combine theory with practice and at the same time transform the theoretical and scientific knowledge into the productive forces that can directly serve the production [4]

4. The Current Situation of The Integration of Industry and Education

At present, the integration of industry and education in China has achieved fruitful results both in both theoretical research and practical exploration. For example, in recent years, colleges and universities have been exploring various modes of the integration of industry and education. The most primary transportation practice and training mode of the integration of industry and education has risen to the mixed ownership mode, and the level and effect of the integration of industry and education have been continuously improved. But there are still many practical problems in the practical operation. The beginning of the integration of industry and education is good, but the outcome is often "nothing", many of the integration of industry and education "thunder and little rain" phenomenon, and even many of them have become the political achievements of the relevant departments. The country has issued many relevant policies, but the real integration of industry and education will face many practical problems in the operation of the organization. At the enterprise level, participation enthusiasm is not high, lack of effective communication with schools, and industry association is absent; at the school level, double-qualified teachers are extremely scarce, many university teachers graduate from one school and enter another school, without industry experience, unable to smooth industrial communication with enterprises, it is difficult to connect with enterprises [5].

To study the integration of industry and education, to study

how to form a benign interaction between education and industry, can provide intellectual support for China's industrial upgrading and transformation, and promote the substantial improvement of labor productivity. The interaction between industry and education can be divided into two levels. On the one hand, education drives industrial transformation, education provides human support and intellectual support for enterprises, improves the technological innovation ability of enterprises, transforms production lines and products, and innovates high-tech products. On the other hand, the industry promotes the development of education. The improvement of industrial level can promote the transformation of teaching content and system in colleges and universities. In the process of industrialization, more new technology systems emerge one after another, which can also promote the continuous change of internal organizational mechanism and teaching mode in colleges and universities.

5. Thinking on the Integration of Industry and Education in Private Colleges and Universities

In recent years, under the guidance of national policies and the full support of relevant functional departments, the number of private institutions of higher learning has developed by leaps and bounds. At the same time, the education quality of private colleges and universities has also made great progress, and the development scale and quality of private colleges and universities are gradually improving. In private colleges and universities, the orientation and goal of running schools are the foundation that every private colleges and universities pays great attention to, which determine the development direction of private colleges and universities. Due to the private university school time is short, most of the private universities so far no master's point, so cultivating talents target mainly applied technical talents, various private colleges and universities on the educational goal most tend to the construction of applied technology in colleges and universities, the "local", "applied" two characteristics is the most obvious.

Private colleges as a powerful supplement to higher education in China, at the beginning of the construction and industry, social and economic development has a natural link, and industry has part of the same "gene", itself in the cultivation of applied talents should have unique advantages and sensitive sense of smell for industrial economy, in

professional Settings, teaching resources, curriculum development, teacher training, etc, have different ways and methods and public colleges and universities. But the reality is very strange, the development of private colleges did not dig deep into their own advantages, although in the determination of target direction should realize in the direction of applied talents and public colleges "differentiation" education, realize corner overtaking, but in the actual operation process, how to cultivate applied talents, how to develop fusion, how to play their own industry advantages or industrial advantages, etc., most of the private universities are in touch the stone across the river, no in-depth research and excavation, no theoretical thinking and refining [6]. As a private university with congenital industry and industry advantages, it should deeply study the relevant theories and practices of the integration mechanism of industry and education, extract the relevant theoretical guidance and practical cases, and provide guidance and help for the characteristic education of private universities in China.

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