

## Research on Vocational Education Strategies Based on Enterprise Demand

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### Abstract

In recent years, enterprises' demand for talents has undergone significant changes, enterprises not only require talents have professional skills, but also require talents have high overall quality, in order to meet the demand of high-quality development of enterprises. For vocational education colleges, in order to train talents to meet the demand of enterprises, they should constantly adjust and optimize the strategies of vocational education. This study first analyzes the content of vocational education value based on enterprise demand, then, the implementation principle based on the value of vocational education is pointed out, including the professional setting must meet the demand of the enterprise, improve students to adapt to the enterprise culture and create opportunities to improve students' technical skills. On the basis of meeting the demand of enterprises, vocational education colleges should devote themselves to improving skills training and comprehensive quality, strengthening the expansion of students' professional knowledge and attaching importance to the continuing education and sustainable development of students' vocational skills.

**Key words:** Educational services; Occupational demand; Innovation; Talent cultivation

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Since the late 1990s, Higher vocational education began to be popular. But also put forward higher employment

requirements. This requires that the setting of vocational education content should comprehensively consider the demand of enterprises and devote them to cultivating comprehensive talents that meet the demand of enterprises. Higher vocational education is an important part of higher education, and it also bears lofty educational mission and responsibility. It not only trains construction and production talents, but also shoulders the mission of management and service. Therefore, it is very important to improve the level and quality of vocational education. The purpose of vocational education is to cultivate qualified students, rather than eliminate the nature of education, which is the most important concept of vocational education.

## 1. THE VALUE OF VOCATIONAL EDUCATION BASED ON ENTERPRISE DEMAND

### 1.1 Based on the Basic Value of the Enterprise To Vocational Education

The connotation of vocational education lies in that the educational system and educational theory need to be combined with the adjustment direction of social system structure and the change of economic development mode. In order to fully reflect the concept of lifelong education, and then to achieve the social requirements of vocational education. Let students be in a practical working environment, communicate with their professional positions face-to-face, encourage students to practice, and train students to become "professional talents" as the ultimate goal, forming "school and enterprise integration, knowledge practice co-create progress" talent cultivation process.

Wolfgang Brechinka, a famous German educator, once pointed out that the essence of higher vocational education

was that it could lead people to distinguish and separate the thinking scholars from the ordinary members of society. If these scholars resemble the appearance in life, then they will have the true meaning of the connotation of vocational education. The famous American scholar Ron Ashkenas believes that: The boundaries between fields prevent them from communicating with each other and integrating with each other, school-enterprise cooperation should break the boundary and develop vocational education flexibly and innovatively. It can be seen that now, not only the combination of schools and enterprises is attaching importance to vocational education, but also the central government leaders and many educators are guiding the direction of vocational education students and creating a good environment for the healthy development of vocational education. In terms of educational concepts, they are committed to providing services to enterprises as the purpose and helping students to find employment as the orientation; In terms of cultivating talents, striving to be free from the influence of general education, these are the root causes of the large gap. In order to narrow the gap with the actual requirements, we should earnestly devote ourselves to the education catering to the demand of enterprises, develop in the reform, and make progress in the development, so as to make up for the shortcomings of colleges and universities, and develop vocational education steadfastly and steadily. In order to reflect the educational significance of the school, it is necessary to cater to the professional demand of the enterprise, and to better serve the enterprise, vocational education colleges must vigorously cultivate talents, the talents cultivated must cater to the demand of corporate services, strengthen the training and education of talents, form the strong combination of enterprises and colleges, to help students adapt to the requirements of the company's job position as soon as possible, and better integrate into the work environment.

### **1.2 The Value of Vocational Education Based on Sustainable Development of Enterprises**

Accelerate economic development, at present, the key lies in the deep integration of the digital economy and the real economy, and this kind of integration requires a special kind of talent, which is called "purple collar talent", this kind of talent has not only blue-collar operation ability, but also has white-collar management innovation ability. They are manipulative and brainy workplace generalists who thrive in their fields, known as "purple collars". As for the manufacturing industry, the so-called "purple collar talents" refer to the compound talents who meet the requirements of intelligent manufacturing, are familiar with the actual manufacturing process and understand the corresponding technical theory, and have the ability of hands-on operation and management innovation.

At present and for several years to come, there is a great shortage of purple collar talents in manufacturing

industry. Nationally, the shortfall in "next-generation information technology industries" is expected to reach 9.5 million by 2025. Such amphibious talents are in short supply, and there is no such thing as "purple collar talents" in the talent training program of the school. Therefore, vocational education should launch the "Purple Collar Project", the purpose is to train the manufacturing industry be different from the white collar, also different from the blue collar, but in the field of intelligent manufacturing urgently needed compound purple collar talents --They are the practitioners, beneficiaries and enablers of intelligent change.

### **1.3 The Elements of Training "Purple Collar Talents" Should Be Included in the Talent Training Program**

To implement the "Purple Collar Project" through the integration of industry and education. Fully integrate blue-collar and white-collar workers to create "purple-collar talents". As far as vocational education is concerned, the knowledge of optical books is not reliable, and the unity of knowledge and action is needed. The school should not only communicate and match with the enterprise, including the communication and match of majors and certificates, but also pay attention to the combination with practice. Faced with the status quo that "it is hard to buy purple-collar talents" in the transformation and upgrading of industrial digitalization and digital industrialization, vocational education colleges should fulfill their responsibilities and carry out the "Purple Collars Project", to provide "purple collar talents" for enterprises. The "Purple Collar Project" is not to educate for the sake of education, but to introduce technological innovation into the development of the real economy through the "bridge" of talents, and to promote the realization of science and technology.

Vocational education colleges should interact with enterprises in the cultivation of "purple-collar talents". Enterprises should implement more detailed technical training plans for front-line employees and encourage them to develop into "purple-collar talents" on their own technical path. With the application of 5G, artificial intelligence and other new technologies in the manufacturing industry, enterprises must further increase on-the-job training efforts to help new and old employees quickly learn new knowledge, get familiar with new processes and reach new standards, in order to tightly integrate the latest smart technology into daily business to achieve more efficient production. Companies should strengthen the training of recruits and on-the-job employees, hold various skill competitions, and set up a "purple-collar talent" club to let more employees become "purple-collar talents". At the same time, enterprises should reach cooperation with colleges and universities, let employees to study in colleges and universities, help more technical personnel to successfully realize the desire

of further study, obtain higher education and higher level certification, so that they become a worthy of the name of the “purple collar talents”.

## **2. IMPLEMENTATION PRINCIPLES BASED ON THE VALUE OF VOCATIONAL EDUCATION**

### **2.1 Specialties Must Be Set Up to Meet the Demand of Enterprises**

The establishment of higher vocational education should not only take students as the core and focus, but also meet the enterprise demand of modern vocational education. Make the education of students better meet the external services of the enterprise and its own needs. Various industries have special requirements and needs for work values. For example, the mechanical profession requires enterprising and innovative values, the hotel profession requires a sense of service, and the accounting profession requires honesty and integrity. In order to cultivate talents that meet the needs of enterprises, it is necessary to meet the demand of enterprises when setting up majors. When vocational education colleges set up majors, they should integrate with the needs of enterprises, which means that they should take the vocational demand of enterprises as the core and improve the rationality of specialty setting. At the same time, the results of specialty setting should reflect the authenticity of enterprise needs, requiring vocational education colleges to constantly innovate majors, and ensure that the changing needs of enterprises “keep pace with the times”. At the same time, vocational education colleges should set up professional courses based on the needs of enterprises, and reflect the contents of teaching, hands-on, learning and other aspects in the improved education system. As for students, they should also be given more autonomy to choose their courses according to their specialties in a variety of ways. It reflects the advantages and characteristics of humanized education management in the vocational education system, and on this basis stimulates the intrinsic personality of students. In addition, vocational education colleges also need to pay attention to improve the diversity of curriculum types, to a greater extent to improve the learning enthusiasm and initiative of students. The professional talents needed by the enterprise should fully reflect their own characteristics, combine the practical demand of the work, give play to their own advantages and strength, take service as the center, to achieve the primary purpose of improving the quality of students. The combination of the school’s teaching philosophy and the enterprise’s service spirit reflects its absolute advantage in educating talents and lays a good foundation for the enterprise’s future demand for professional talents and technical needs.

### **2.2 Comprehensively Improve Students’ Adaptability to Enterprise Culture**

At present, more companies enhance their core competitiveness by building corporate culture, in order to ensure that vocational education meets the demand of enterprises, vocational education colleges should also comprehensively improve students’ ability to adapt to corporate culture in the process of developing vocational education. As the disseminator of corporate culture, vocational education colleges should start from a new perspective, grasp the requirements of corporate culture on vocational education, innovate the education environment on this basis, and realize the sustainable development of vocational education. Therefore, vocational education should reflect the requirements of enterprise culture, and the construction of campus culture should also absorb the excellent cultural components of enterprises, and absorb value elements from advanced corporate culture concepts. Therefore, the campus culture can be expanded and enriched so that the culture of vocational education institutions can also reflect the corporate culture. The basis for modern enterprises to select talents is not only whether students have obtained technical certificates or diplomas, but also their professional qualities and operational skills. This is also the main reason for vocational education institutions to implement the combination of work and study and school-enterprise cooperation in running schools, and in school-enterprise interaction, enterprise culture has a strong ability to promote. In this regard, vocational education colleges should provide students with more opportunities for practical training in enterprises, combine vocational education with practical operation, and emphasize the feasibility and importance of practical operation, adjust the time allocation between practical operation and classroom learning, improve students’ practical operation ability, and also help students to have a deeper understanding of the actual needs of enterprises for employees. Before students graduate and take up their posts, vocational education colleges should organize student training in many ways, so as to achieve the goal of jointly cultivating social talents by schools and enterprises. In the classroom, the teacher can also interact with the students, mutual exchange of problems, mutual discussion of problems, through the teacher’s guidance and guidance, so as to achieve the “win-win” purpose.

### **2.3 Create Opportunities to Improve Students’ Technical Skills**

Students’ professional skills can be cultivated in vocational education colleges, but the cultivation of students’ method ability, accumulation of operating experience, formation of a good working attitude, and comprehension of corporate culture are all inseparable from a real professional environment. Therefore, the cultivation of students’ technical skills also needs to be realized in actual vocational activities through the completion of vocational

work tasks, and this needs to create more opportunities for students. For vocational education colleges, it is an important talent training goal for students to finally enter the enterprises with the corresponding majors and get the satisfaction of the enterprises and meet the needs of the enterprises. Therefore, only by forming a seamless cooperative relationship with enterprises and striving for more opportunities for students to participate in vocational activities from enterprises, vocational education colleges can improve students' technical skills and thus cultivate talents suitable for the needs of enterprises. While paying attention to students' vocational skills, we should also pay attention to students' physical quality. In physical training, professional teachers should use correct methods to guide and inspire students reasonably. In extra-curricular activities, the organization of physical competition can not only enhance the physical condition of students but also mobilize their thinking activity. A range of physical training exercises, such as running in the morning, can also be carried out in vocational education colleges to increase vital capacity; In the daily teaching, we should pay attention to reducing students' pressure by increasing the opportunity of aerobic exercise. Long-distance running training will be carried out after evening self-study.

### 3. THE IMPLEMENTATION OF STRATEGIES OF VOCATIONAL EDUCATION

#### 3.1 Improve Skill Training and Quality Level

In the process of implementing the vocational education strategy, comprehensively consider the needs of the enterprise, establish a curriculum standard with this as the core, provide students with more professional training opportunities, and improve their comprehensive quality. Enterprises and schools should take training professional services as the purpose of running schools and work, earnestly pay close attention to the training of various professional services, improve the efficiency of service running schools, and attribute training to the two aspects of professional vocational technical training and operational practice vocational technical training. According to the demand of enterprises and talent training requirements, professional skills certificates that students need to obtain during the school period are sorted out, the content of skills training is improved, the key points of skills training are highlighted, and professional skills training credits are taken as the criteria for students' evaluation and award evaluation, so as to stimulate the enthusiasm of students to participate in skills training. In terms of operational practice vocational technical training, play a leading role in skills competition, improve the skills competition and training system of vocational education colleges. In the operation practice vocational

technical training, according to the demand of enterprises and the requirements of competition projects, standardized training content, and carry out regular skills operation guidance and training. At the same time, all students are required to participate in the skills training to ensure that the skills training covers every student. Let every student understand the actual situation of their own skills through training, and understand the real needs of enterprises for professional skills. In the process of improving the quality of students, vocational education colleges must continue to explore, innovate, and develop better brand services that can better meet the needs of enterprises. To guide students to meet the brand service of enterprises without arrogance and rashness, but also to keep pace with the times and know how to innovate. Enterprises' requirements for talents' quality level directly affect the cultivation direction of students' quality in vocational education colleges. Therefore, vocational education colleges should regard enterprises as a resource with long-term cooperation value, and really put the starting point of student quality training on the service demand of enterprise brand. This enables the quality training program of vocational education colleges to be well integrated with the company's brand service needs to find the best balance. To build professional talents required by enterprises, vocational education colleges should not only make students adapt to enterprises, but also make enterprises integrate students. Only when the internal stability is achieved, can the potential of students be better stimulated, and the advantages of the enterprise be highlighted to drive the common development of students and the enterprise.

#### 3.2 Strengthen the Expansion of Students' Professional Knowledge

Vocational education colleges that don't inject fresh knowledge can't consistently produce high-quality talent, the teaching and research group should strengthen the research of professional knowledge, take the road of combining study and research, and look for the shortcomings and blind spots in teaching. The studio is developed around the key and difficult points of the enterprise, and investigation and research are carried out on it, and fresh knowledge and blood are successively instilled in the teaching program to help the enterprise win the victory of the service industry. The professional knowledge expansion courses developed by vocational education colleges should focus on improving students' abilities. To establish scientific vocational education for the quality, ability and knowledge required for enterprises' posts and occupations. Integrate vocational education content, so that students can quickly improve their ability to adapt to the demand of enterprises after completing modular learning. At the same time, vocational education colleges also need to ensure that each competency goal has a corresponding curriculum module, in daily study,

students can determine the goal of learning knowledge and what kind of work they can do with the knowledge they need. In the perfect vocational teaching program, it is also necessary to highlight students' hobbies, interests, ways and abilities to receive knowledge, thereby greatly improving students' initiative to participate in the expansion of professional knowledge. Vocational education colleges should strengthen the expansion of students' professional knowledge, and encourage students to improve their learning efficiency by taking into account the actual situation of the school, striving to actively participate in the research studio and contributing their strength to enterprises, so as to better reflect the demand of enterprises in modern vocational education, contribute to the promotion of enterprise development and reflect the vocational education strategy to meet enterprise demand. Scientific research is an important measure for vocational education institutions to improve their educational strategies. And in order to alleviate the problems of insufficient scientific research projects and lack of scientific research conditions, vocational education colleges can try to carry out in-depth cooperation with enterprises in scientific research, and make full use of the existing raw materials, equipment, laboratories, factories and so on. Carrying out scientific research activities that not only meet the actual production needs of enterprises, but also have the value of popularization and application. With the efforts of scientific research teachers in vocational education colleges, vocational education colleges can achieve remarkable achievements in scientific research. At the same time, according to the demand of strengthening students' professional knowledge expansion, vocational education colleges and enterprises can also carry out scientific research reform based on their own conditions, so as to achieve the goal of improving teaching quality and enhancing the effect of scientific research.

### **3.3 Attach Importance to the Continuing Education of Students' Vocational Skills**

Continuing education is an important part of lifelong learning and the main way for adults in society to receive education. Nowadays, various educational methods emerge in an endless stream, creating a variety of preferential policies for the professionals who have already worked, aiming to develop continuing education, so that adults can also improve their educational level, cultural quality and professional level. Adult continuing education can well improve the quality and professional ethics of employees, so that employees can realize a virtuous circle of "work" -- "study", "study" -- "work", while learning, while working, so that students can better integrate the knowledge they learn with work practice. Faced with the new demand of enterprises in the new era, we should also attach importance to continuing education of students' vocational skills, aiming at

cultivating dedicated talents and promoting the overall development of students, making full use of existing network information technology and so on, to promote continuing education of vocational skills. Strengthen the linkage between vocational education institutions and the demand of enterprises, take the initiative to promote the transformation and development of enterprises, and realize the mission of talent training through vocational skills continuing education. The development of students' vocational skills continuing education needs to connect the demand of enterprises with the needs of the industry, improve the function and status of non-academic education, take students as the core, innovate, think and practice continuously, and serve the lifelong education system. At the same time, in order to guide more students to participate in vocational continuing education, it is necessary to play the role of Internet technology, share quality education resources, actively apply the forms of flipped classroom and micro class, improve the imbalance and shortage of quality education resources, and promote the realization of fairness in continuing education. In addition, teachers in vocational education colleges are also required to attach great importance to students' vocational skills continuing education, constantly improve their professional knowledge and accomplishment, be familiar with the significance of continuing education, and take the initiative to understand students' personalized and diversified continuing learning needs, so as to ensure the quality of students' vocational skills continuing education.

## **4. CONCLUSION**

The combination of school and enterprise means that schools make use of social resources and job opportunities provided by enterprises to strive for more employment platforms for students and provide more practice and internship opportunities for students, laying a solid foundation for the improvement of vocational education policies. On-the-job internships not only allow students to broaden their knowledge, contact society, and improve their own qualities and abilities, but also enable students to develop good professional ethics, understand the laws of economic market operation, and help students cultivate a sense of social mission and responsibility. This combination is of great adjustment significance for students, schools and enterprises, and even the society, which provides a lot of help to improve the employment rate of vocational education college students and promote the stability of the society. In general, education services, vocational demand, continuous innovation and talent cultivation have become an important manifestation of the needs of modern vocational education enterprises. Service is the purpose between students, schools and enterprises. In the ever-changing modern era, vocational education colleges should constantly seek higher levels of

enterprise needs. According to the demand of enterprises for talents, vocational education colleges redetermine the talent training program, at the same time, according to the social demand for services, vocational education colleges provide services to meet the social demand and improve the quality of services, that is in order to train talents to meet the demand of enterprises and society, vocational education colleges need to constantly adjust their educational strategies.

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