

The Problems and Countermeasures of the Production - Education Integration in Universities

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Abstract: The production-education integration deeply integrates industry and education, overcoming the drawbacks of traditional education being detached from society, market, and industry, and promoting the common development of education and industry. The implementation of production-education integration mainly involves three aspects: enterprises, universities, and policies. This article analyzes the main problems and improvement measures in the practice of production-education integration from the perspective of universities, aiming to further promote the effective implementation of industry education integration.

Keywords: *Production-Education Integration, University, Countermeasure*

The production-education integration is achieved through cooperation between schools and enterprises, as well as the combination of industry, academia, and research, to achieve resource sharing and complementary advantages between industry and education, thereby promoting the common development of education and industry.

The production-education integration has overcome the drawback of the disconnect between traditional education and industry demand. It closely links education and industry, aligning the training goals of schools with the needs of enterprises. This model helps to enhance students' work adaptability, hands-on practical ability, and innovation and entrepreneurship ability, enabling them to better adapt to market demand and become excellent talents with high-quality technical skills. At the same time, it can also promote the transformation of scientific research achievements, provide strong support for local economic development, and promote economic prosperity and development.

The implementation of production-education integration mainly involves three aspects: enterprises, universities, and policies. This article analyzes the main problems and improvement measures in the current practice of production-education integration from the perspective of universities, in order to promote the implementation of industry education integration.

I. MAIN PROBLEMS IN UNIVERSITIES

When implementing the production-education integration, universities mainly face the following problems.

1). Information asymmetry. There is an asymmetry between industries and universities in terms of information acquisition and transmission, resulting in the output of universities not meeting the needs of the industry.

2) The university system and industry mechanisms have not developed in a coordinated manner. The traditional education system is often rigid and difficult to keep up with the rapid changes and innovations in the industry. This limits the flexibility and innovation of universities in the

production-education integration, making it difficult to deepen the integration.

3) There is a shortage of experienced teachers in the industry. The production-education integration requires teachers to have industry experience and practical abilities, but in reality, the industry background and practical experience of teachers are often relatively weak. This makes it difficult for teachers to play an effective role in the production-education integration, which affects the quality and effectiveness of talent cultivation.

4) The scarcity of educational funds and resources. Effective production-education integration requires a significant investment of funds and resources, including the construction of practical bases, updating of teaching equipment, and teacher training. However, due to the imbalance in resource allocation between the education sector and the industry, there is a widespread problem of insufficient investment, which limits the development speed and level of industry education integration.

5) There are certain limitations in the majors and course. The unreasonable course design makes it difficult for some students in certain majors to find suitable internships or job positions. Even if they find cooperative companies, there is often a phenomenon where the internship content does not match the major they are studying. This makes it difficult for the production-education integration to achieve the expected results, and also affects the career development of students.

In order to promote the development of production-education integration, universities need to actively update management concepts, strengthen cooperation with enterprises, improve teaching staff, and optimize curriculum settings to meet the development needs of the market and industry.

II. IMPROVEMENT STRATEGIES FOR UNIVERSITIES

In order to further deepen the production-education integration, and solve the main problems in universities, corresponding mechanisms can be established or improved from the following aspects:

1) Update educational management concepts and establish a collaborative education mechanism

Universities should transform traditional management concepts, adjust and optimize the allocation of educational resources based on market demand and industry development trends. Establish a collaborative education mechanism with enterprises to promote deep cooperation in technology, talent, projects, and other areas.

2) Strengthening the construction and training of teaching staff

Increase the training of industry teachers, enhance their practical abilities and industry awareness, support their participation in industry training, industry exchanges and other activities, and broaden their horizons and knowledge.

3) Optimize the curriculum system and teaching content

According to market demand and industry development trends, universities actively adjust and optimize the content of professional courses, and increase the proportion of practical courses..

4) Establish an evaluation and feedback mechanism for the production-education integration

Universities should establish an evaluation system related to the integration of industry and education, regularly evaluate and provide feedback on the effectiveness of cooperation, in order to adjust cooperation strategies in a timely manner.

5) Incentive mechanism

Establish a reward mechanism to commend and reward teachers and students who have demonstrated outstanding performance in the production-education integration, and stimulate the enthusiasm and participation of students and teachers at the university level.

CONCLUSION

The implementation of industry education integration is not only the responsibility of universities, but also requires the joint efforts and support of the government, enterprises, and all sectors of society to form a joint force to promote the development of industry education integration to a higher level.

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