

# Operation of Ceramic Translation Companies Through College-Enterprise Cooperation

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**Abstract:** College-enterprise cooperation is a good means for the college to solve the problem of lacking training base, thus making the students have the opportunity to practise their theoretical knowledge. Meanwhile, the enterprise can find the most appropriate employees in advance and save the time, efforts, and money to train the new employees. Through college-enterprise cooperation, the quality of graduates can be enormously elevated.

**Keywords:** College-enterprise cooperation; Talent cultivation; Ceramic; Translation company

## 1. Introduction

Good education is supposed to cultivate talents to meet the demands of society and job market. Unfortunately, many colleges in China still emphasize too much on theoretical study and neglect the vocational practice, producing graduates that cannot do practical jobs the moment they graduate from college. The companies have to train the new graduates and waste too much time and money on this.

In order to realize the ideal of full-scale quality education, the educational mode should focus more on practice and less on theory. It is suggested that practise should take up 70% of students' study time, so 30% of their study time should go for theory. Therefore the college should seek to cooperate with enterprises and provide more chances for students to practice. College-enterprise cooperation is a good solution to work out the problems of students' lack of practice.

As its name suggests, college-enterprise cooperation refers to the co-work between colleges and enterprises. In contemporary society, competition is becoming more and more fierce, and it is difficult for new graduates to find the appropriate jobs immediately. If the colleges adopt the mode of college-enterprise cooperation and cultivate talents according to the need of the enterprises, the graduates will encounter much less difficulties in finding their dreamed jobs.

Chairman Xi Jinping points out that China will perfect the vocational education and the corresponding training systems, deepen the combination of teaching and industries, and develop vigorously the cooperation between colleges and enterprises. College-enterprise cooperation is a win-win mode to enable students to acquire both college study and enterprise practice, and to make college

education take the advantage of both college and enterprise resources. College-enterprise cooperation is a call from society, job market, and enterprises. It is a brand-new notion and is bound to take bright prospects for Chinese college education.

## 2. The Research Status of College-Enterprise Cooperation

College-enterprise cooperation is now under research both home and abroad, as it is helpful for producing skilled and applied talents. If the college aims to elevate the quality of talents and makes them adapted to the need of human-resource market, college-enterprise cooperation is the best alternative.

### 2.1. The research status of college-enterprise cooperation abroad

In Western developed countries, college-enterprise cooperation can be classified into three categories[1]. The first is the American mode of college-enterprise cooperation. In the United States, taking Harvard University as an example, the college will invite the enterprise experts to act as the counselor of education, who participates in the teaching management and professional construction, and provides suggestions about training objectives, talent specification, curriculum setting, teaching contents, laboratory construction, etc. Besides, the enterprise provides funds for the college and the college produces talents for the enterprise, thus perfectly combining teaching with industry. The second is the Germany dual-element mode. In Germany, college education is directly aimed to practical application of the knowledge, therefore teaching is carried out in colleges and enterprises alternately, and the talents are cultivated by both the colleges and the enterprises. The government's task is to coordinate be-

tween the colleges and the enterprises. The third is the Swiss three-element mode. In Switzerland, vocational education is conducted in three places, namely the college, the enterprise, and the training center. The training center provides the introduction training for graduates to work smoothly in the enterprise. As a result, the college can save the cost of purchasing working equipment and the enterprise can recruit the desired employees.

### **2.2. The research status of college-enterprise cooperation in China**

The research of college-enterprise cooperation in China can be dated back to the year of 2006 when China's Ministry of Education issued a document to innovate the mode of cultivating talents. The document asked the college to make prominent the student's practical ability and implement work-integrated learning. In August 2015, China's Ministry of Education issued another document to enhance the quality of talent cultivation, especially to improve the quality of skilled and applied talents. Presently, the mode of college-enterprise cooperation in China is mainly employed in vocational colleges, not universally in all colleges. Colleges and universities should try to adopt the mode of college-enterprise cooperation to overcome the employment difficulty as soon as possible. In order to adapt to China's national conditions, the colleges can reform and change the Western modes and make them suitable for Chinese education.

All in all, the mode of college-enterprise cooperation for higher education can take the advantages of both the college and the enterprise, and realize the optimal allocation of resources for cultivating talents.

## **3. The Advantages of College-Enterprise Cooperation**

Results have proven that talent-cultivating mode of college-enterprise cooperation is beneficial for the student, the college, and the enterprise. Therefore, it is a "three-win" mode of talent cultivation[2].

### **3.1. The benefit for the student**

College-enterprise cooperation is an indispensable need for students' future career. In present days, it is rather hard for students to find jobs that are closely associated with their majors, the main reason of which is that the knowledge students acquire in college is not directly related to their future working environments. However, through the means of college-enterprise cooperation, students can contact the real working environment in advance in college. Some colleges even cultivate the students through real production lines, so the students can do the job together with workers in the enterprise. In this way, college-enterprise cooperation provides the connection between students' graduation and employment, and the students' employment competitiveness is greatly en-

hanced. During the practice in the enterprise, the students also develop the right attitude towards work, discipline, team, and life. Besides, the students can make a sum of pocket money to lessen the burden of their parents.

### **3.2. The benefit for the college**

College-enterprise cooperation meets the inner law for the college to cultivate vocational talents, which is good for the development of vocational education in China. During college-enterprise cooperation, the college is sure to enormously enhance the teaching quality. Hence, college-enterprise cooperation is a win-win educational mode for both the college and the enterprise. Moreover, through college-enterprise cooperation, the college can select its appropriate partner to establish a fixed practice base for students. Later on, the college will extend the cooperation with the enterprise to teaching reform, academic research, talent training model, etc., thus to promote the development of both the college and the enterprise.

### **3.3. The benefit for the enterprise**

College-enterprise cooperation also satisfies the need for the enterprise to recruit their desired employees, and is thus advantageous for carrying out the enterprise's talent strategy. On the one hand, through college-enterprise cooperation, the enterprise can use the in-college students to participate in its production work and find the most suitable employees beforehand, so it can lower the cost of labour. On the other hand, through college-enterprise cooperation, the college makes its teaching objectives connected with the need of the enterprise, so the enterprise can entrust the college to train their workers in the college, thus to reduce the enterprise's cost of vocational training and human resource. In addition, as every enterprise now has its unique culture, the enterprise can convey its culture to the teacher and student, so as to make known their brand and develop its potential partners and customer groups.

## **4. The Problems of College-Enterprise Cooperation**

Although college-enterprise cooperation has been developing and advocated for more than ten years in China, there are still many problems waiting for the colleges and enterprises to solve. Firstly, the attitude towards college-enterprise cooperation needs to be renewed. Many parents look down upon the work in enterprises, so they will not let their children choose vocational colleges, they want their children to choose the colleges that involve literature, art, science, and so on, because they hope their children to be government clerks or teachers, or do other office work after graduation. And some colleges still focus only on theoretical teaching, neglecting students' practice. Secondly, there is no sound mechanism to guar-

antee college-enterprise cooperation. Presently, although Chinese government support college-enterprise cooperation, there is no government policy and law to guarantee it; as a result, some colleges take no real steps for college-enterprise cooperation. And though some colleges are active for college-enterprise cooperation, the enterprises take no interest in it. Besides, there is no funding to ensure the operation of college-enterprise cooperation; consequently, college-enterprise cooperation cannot run healthily. Thirdly, the talent-cultivating system in colleges does not emphasize on practical training. The cultivating objective, cultivating means, teaching scheme, teaching staff, etc. all need improving.

## **5. Operation of Ceramic Translation Company Through College-Enterprise Cooperation**

In recent years, with the strategy of Maritime Silk Road implemented, the society and enterprises need more and more ceramic translation talents, and many ceramic translation companies have been set up. However, there is no enough ceramic translators to work for those companies. To solve the problem, it is advised that the ceramic college, such as Jingdezhen Ceramic Institute (JCI), should cooperate with ceramic translation companies to cultivate ceramic translators.

### **5.1. Mutual construction of training base for ceramic translators**

Both the college and the enterprise have their advantages: the college has the professional teaching staff to teach students knowledge, while the enterprise provides the opportunities for students to practise the knowledge. Jingdezhen Ceramic Institute, known as the birthplace of worldwide ceramic talents, has the capacity to teach the students, especially the English major students, abundant knowledge of ceramics. But the English major students have no way or place to practise their “English-plus-ceramic” translation ability, and the ceramic translation company is the most appropriate place for those students. The ceramic translation company can provide the practice of translation project management, translation quality control, software-aided translation, translation career planning, etc. Therefore, JCI should seek means to cooperate with the ceramic translation company, and both of them ought to establish mutual training base to benefit the students, the company, and the college.

### **5.2. Mutual employment**

In order to improve the efficiency of education and lower the cost of labour, the college and the company can share mutual employment. Jingdezhen Ceramic Institute has the outstanding teachers of English and ceramic, so the college can send those teachers to the ceramic translation

company to direct the translation practice, the company thus can save the time and money to employ a director. Accordingly, the ceramic translation company can appoint its translation technicians or manager to JCI to train the students about how to do practical ceramic translation efficiently. As a result, through mutual employment, JCI improves its talent cultivation and the ceramic translation company makes profit with less efforts.

### **5.3. Custom tasks from the ceramic translation company**

College-enterprise cooperation makes it possible for the college and the ceramic company to accomplish certain translation tasks by joint efforts. Jingdezhen Ceramic Institute can take the opportunity of annual Ceramic International Expo to cooperate with the ceramic translation company. JCI sends the students to work as volunteers for foreigners, and the ceramic translation company provides the counselors and translation software needed. Another way to cooperate is that the ceramic company seeks to find the custom tasks, and JCI appoints teachers and students to accomplish the tasks. For example, the ceramic translation company finds a task to make an English pamphlet for the Royal Kiln Factory as a means of advertisement to foreigners. The company negotiates with JCI and decides to let JCI students to do the task. After the students have finished the task, JCI gives the pamphlet to the company and the company submits the pamphlet to the Royal Kiln Factory. Both JCI and the company benefit from the custom tasks and translation service charge is shared by them.

## **6. Conclusion**

College-enterprise cooperation is job market oriented, and it is an educational mode to cultivate applied talents with the co-work of the college and the enterprise. Although college-enterprise cooperation now has some defects, it is a better way to for the college to cultivate graduates that can grasp both theory and practice.

Operation of ceramic translation company through college-enterprise cooperation is helpful for students of Jingdezhen Ceramic Institute to apply their ceramic theory and enhance their ability to do practical ceramic translation tasks. On the one hand, the ceramic translation company supplies ceramic translation base for the college, so as to enhance the students’ practical translation ability and prepare in advance the students’ future career. On the other hand, the company can find their desired future employees in the college and save time and efforts to train its new employees. College-enterprise cooperation is indeed a win-win mode for both the college and the enterprise.

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