

Research on Training Recruitment Mode based on School Enterprise Cooperation

Feng Li, Jinya Sun, Hean Liu

College of Science, Hunan City University, Yiyang, 413000, China

Abstract: This mode combines the innovation of school-enterprise Cooperative Talent Training Mode with the popular network talent recruitment mode to form a training-type recruitment mode. The training recruitment model aims to build a bridge between employers and students, and to enhance the accuracy of personnel docking, personnel training and the flow of talent. At the same time, it provides guarantee for college students' life career planning and accurate employment, and achieves the effect that they can be employed after graduation.

Keywords: School enterprise cooperation; Training talent recruitment ; Training precise; Flow direction

1. Introduction

With the rapid development of network recruitment and the contradiction between the supply and demand of University graduates, the employment of university graduates is difficult, and the enterprises are also in an awkward situation of "talent shortage"^[1-3]. At present, the university-enterprise cooperation mode based on the integration of production and teaching also urgently needs to explore new forms of innovation. College students cannot find jobs, enterprises cannot recruit suitable talents, employment structural contradictions are prominent, and the subsequent development of the network recruitment platform, for college students and more job seekers brought a lot of convenience, but still did not solve the problem of professional quality and enterprise needs do not match, "difficult employment, talent panic" question. The problem has not been effectively alleviated^[4-6].

As the main force of China's higher education, Newly-built Local Undergraduate Colleges and universities are positioned to cultivate applied talents and serve the development of regional economy and society. However, the situation of convergence of disciplines and specialties, homogenization of personnel training, weak ability of serving regional economy and poor employability of students is obvious, which promotes the emergence and development of school-enterprise cooperation model.

2. Raise the Question

2.1. Summary of employment situation of university

With the expansion of College enrollment, the number of college graduates is increasing year by year. In 2018, the number of undergraduate graduates has reached 8.2 million. The increasing number of graduates brings about the employment problem of College graduates. The difficulty of employment has become a social problem. Every

year seems to be the "most difficult employment year". Relevant reports show that by the end of April 2017, the rate of undergraduate students signing contracts was 39%, the rate of non-signing was 59%, and another 2% of undergraduate graduates had signed but were dismissed by their employers. The reasons for the difficulty of College Students' employment lie in two aspects: first, the stage social phenomenon caused by the outstanding structural contradiction of employment, the dislocation of specialty settings and rapidly changing market demand, the imbalance of talent structure; second, the disconnection between university training and enterprise demand, and the inability of university training mode to meet enterprise talent. Demand for graduates is low.

2.2. Overview of school enterprise cooperation

The cognition of the concept of school-enterprise cooperation in China's educational circles started at the beginning of the 21st century, and it mainly came into being in the neighborhood of Vocational education. In 2005, the State Council proposed engineering education to explore the educational guiding policy of joint training of school enterprise cooperation. It is pointed out that a new school-enterprise cooperation system should be established, which includes "active participation of industry enterprises, talent service of University think tanks, mutual benefit and win-win between University and enterprise, and adapting to the needs of social economy", so as to form a school-enterprise cooperation mechanism jointly responsible for the construction of universities and enterprises. With the transformation of society and the transformation of the mode of economic development, colleges and universities have begun to transform onto the path of integration of production and education. In 2017, general secretary Xi Jinping pointed out in the nineteen major reports: "we should deepen the integration

of production and education". In the Opinions on Deepening the Reform of Educational System and Mechanism, the General Office of the Central Committee and the General Office of the State Council put forward that higher education should insist on innovating the personnel training mechanism, promote the integration of production and education, and promote the institutionalization of personnel training. From the integration of production and education, school enterprise cooperation and collaborative education form transformation is the trend of development.

However, whether it is integration of production and education or school enterprise cooperation. In this process, the main body is still universities and enterprises, thus ignoring the existence of students as more important subjects. At the same time, under the current education system, the characteristics of training modern engineering talents in local colleges and universities have not yet formed, and the advantages are not obvious enough. In the short term, enterprises cannot see the hope of obtaining talent dividends directly from colleges and universities. Both will lead to less effective results.

2.3. Network recruitment situation overview

With the popularization and development of the Internet for more than ten years, China's network recruitment has also been rapid development, more and more enterprises choose the form of network recruitment, the current network recruitment has become the main way for enterprises to recruit. Network recruitment has the advantages of flexibility, strong pertinence, abundant resources and wide coverage. Compared with the traditional offline recruitment model, it has a certain convenience and promotion effect on the employment situation, and the information volume of network recruitment is larger and more comprehensive. But at the same time, there are some limitations of online recruitment, for example, online recruitment reduces the cost of enterprise recruitment, but still cannot reduce the cost of post-employment training, cannot improve the employment rate of counterparts, professional quality of talent cannot match the needs of enterprises.

3. Summary and Construction of the 3. Mode

Based on the employment problems of College students, the recruitment problems of enterprises and the school-enterprise cooperation model, this paper builds a bridge between employers and students, improves the traditional shallow recruitment network platform, forms a training recruitment model, greatly strengthens the accuracy of the joint between employers and talents, personnel training and the flow of talent. Sex, the school enterprise cooperation mode under the line is optimized and innovated for online school enterprise recruitment mode.

The main recruitment mode of school enterprise training is enterprises, universities and students. Firstly, the mode is based on the online talent recruitment network, which integrates and innovates the school-enterprise cooperation mode in the off-line talent training program of colleges and universities. Enterprises are no longer simply based on large-scale job fairs or one-sided resume recruitment, but will put the enterprise talent reserve in the learning stage of College students, the graduates will be in advance training, and the reserve of talent and technology in advance training and understanding, so as to accurately grasp the talent. Under this mode, enterprises first develop in their own enterprises.

We plan the demand for talents and positions, provide job information on the online platform, and provide training courses and guidance on the demand for positions, talents and professional qualities. For the students who participate in the training of the enterprise, the enterprise can carry on the examination of their achievements and the examination of their achievements in school, and interview and employ the students who meet the requirements of the enterprise. Through this process, we can get satisfactory talents.

This model can give students the opportunity to know the position information in advance, grasp their professional knowledge in advance, and improve their enthusiasm for learning. It has a positive impact on students' self orientation and employment planning. Students get jobs through online recruitment platform and take part in vocational skills training provided by enterprises. Through training, students can expand their new skills in the direction of their major. Finally, they can take part in performance appraisal and interview in the whole university learning stage. They can choose to take up jobs after graduation.

4. Mode Innovation and Its Significance

Training recruitment model is different from the traditional recruitment website recruitment model, only to provide employment opportunities, but by enterprises, schools, students jointly cultivate students' employment ability, to meet the needs of enterprises for practical talents. Combine network recruitment with school enterprise cooperation, first cultivate and then recruit.

Training throughout the whole process of university can be done after graduation. Student learning and training in the whole university period is conducive to students' stronger professional awareness, better self-positioning, understanding of the needs of enterprise employment, do a good job of career planning, reduce the time for graduation practice training, early entry into the workplace role, so that graduation can be on the job.

Accurate training and tracking of talents. Training recruitment can basically meet the requirements of the employing units for directional training of talent, making the flow of talent more accurate; to meet the requirements of

students' learning and school situation more clearly, more conducive to the selection of talent and post distribution. The significance of this model lies in optimizing the recruitment process of enterprise personnel, reducing the cost of enterprise personnel, and improving the quality of enterprise personnel. This model simplifies the traditional recruitment process, bans the online work directly off-line cumbersome process, saves time and costs, and improves work efficiency. Online training before recruitment, sending resume after passing the test and participating in further training not only saves the cost of off-line training after recruitment, but also guarantees the quality of personnel recruited by employing units, and provides students with the opportunity to learn and gain experience, thus greatly reducing the cost of employing units. It enables students and employers to win mutually beneficial results. Secondly, students can strengthen their professional cognition and improve their learning enthusiasm. It is conducive to college students' self-positioning and employment planning, and can complete the training of employing units ahead of time, so that students in school goals are more clear, learning enthusiasm is higher. This model is not only the development of integration of industry and education and cooperation between schools and enterprises, but also the organic combination and innovation of school-enterprise cooperation and talent recruitment.

5. Conclusions

The training recruitment model based on school-enterprise cooperation combines the traditional off-line recruitment with the school-enterprise cooperation, and innovates on the basis of the combination. It is an innova-

tion of the school-enterprise cooperation model as well as the recruitment model. Career planning, career needs more intuitive, in-depth into the perspective of College students, to provide more opportunities for college students to learn, explore, but also for enterprises to provide more accurate talent.

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