

School Enterprise Cooperation in Health Services and Management under The Background of Industry Education Integration Exploration and Reflection

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Abstract

As a highly applied health service and management major, continuously deepening school enterprise cooperation is an important way and method to improve the quality of talent cultivation. We must fully leverage the role of relevant government departments in promoting school enterprise cooperation and do a good job in the top-level design of school enterprise cooperation. Universities should establish a sense of reform and brand awareness, adopt various school enterprise cooperation models according to local conditions, continuously improve their technical service capabilities, and promote the connotative development of health services and management majors. By establishing a school enterprise cooperation guarantee mechanism, improving the quality of talent cultivation, and continuously improving the long-term operation mechanism of school enterprise cooperation, we aim to continuously enhance the quality of health management talent cultivation and achieve true mutual benefit and win-win between both schools and enterprises.

Keywords

Health Service and Management major, School enterprise cooperation; Quality of Education.

1. Introduction

With the development of aging population and the increase of chronic non communicable diseases, the Central Committee of the Communist Party of China and the State Council issued and implemented the "Healthy China 2030" plan outline on October 25, 2016. The pace of reform and innovation in the health management industry has accelerated, and the development of the big health industry has entered a new stage. In this social context, strengthening and promoting the training of professional talents in health services and management in China, and creating a large-scale health industry that is in line with China's local conditions, has become an important part of achieving the goal of "Healthy China 2030". In September 2016, the undergraduate program of Health Service and Management at five universities including Chengdu Medical College began nationwide enrollment. As of 2024, nearly 200 universities have started the Health Service and Management program. Due to significant differences in the foundation and development direction of each school, as well as the lack of national standards for the teaching quality of Health Service and Management programs, universities are constantly exploring talent training models, The quality of education varies greatly.

In the process of deepening the cultivation of applied talents, the Health Service and Management major effectively eliminates the inherent drawbacks of traditional teaching models through deep integration of industry and education, collaborative education. Continuously deepening school enterprise cooperation has become a key path and important means to improve the quality of talent cultivation. Establishing an effective cooperation

mechanism between universities and enterprises, and expanding school enterprise cooperation in depth, not only reflects the mature experience of developed countries in education, but also an effective strategy to solve the problem of unclear employment directions for health service and management professionals. In 2016, the Central Leading Group for Deepening Reform put forward an important suggestion, which is to formulate a series of policies aimed at promoting school enterprise cooperation. The proposal is made to further strengthen the connection between education and industry, and promote the effective docking of educational resources with enterprise needs. By 2017, the report of the 19th National Congress of the Communist Party of China further emphasized the importance of deepening the integration of industry and education and school enterprise cooperation, clearly stating that this cooperation model is of great significance for cultivating high-quality talents and promoting economic and social development. The introduction of these policies and opinions has greatly promoted the acceptance and recognition of the concept of school enterprise cooperation by all sectors of society. They not only provide policy guarantees for school enterprise cooperation, but also promote innovation and development of cooperation models. For health services and management majors, school enterprise cooperation is particularly important. This major is closely related to the practical needs of the healthcare industry. Through school enterprise cooperation, students can be exposed to the latest industry knowledge and practical skills during the learning process, thus better adapting to the future work environment. At the same time, school enterprise cooperation also provides valuable practical teaching resources for universities, which helps to improve the quality of education and cultivate more high-quality applied talents that meet social needs. Therefore, deepening school enterprise cooperation not only helps to improve the quality of education, but also cultivates more high-quality talents with innovative and practical abilities for society, promoting the sustainable and healthy development of the social economy.

2. Relevant Government Departments Actively Promote the Deepening Cooperation Between Applied Universities and Enterprises

Although significant achievements have been made in China's applied undergraduate education, it has successfully cultivated a large number of talents with practical skills and professional knowledge, making important contributions to social and economic development. However, this field of education still faces many challenges and biases that urgently need to be addressed and improved. There is still a common misconception in society that applied undergraduate education is a "second rate education", and that entering a research-oriented comprehensive university is seen as an ideal life plan. This concept, such as "poor enrollment in applied universities" and "low comprehensive quality of applied major students", to some extent limits the deepening cooperation between applied undergraduate education and enterprises. There are still shortcomings in the work of relevant government departments in guiding, promoting, supporting, regulating, and supervising the development of applied undergraduate education.

Currently, due to insufficient support from the government for the integration of industry and education policies in applied universities, cooperation between universities and local enterprises relies more on personal relationships, lacking long-term sustainability guarantees. Changes in leadership may make it difficult for the original cooperative projects to continue. Some local governments only play the role of bystanders in the cooperation between vocational colleges and enterprises, failing to play their due promoting role, and even hindering the progress of school enterprise cooperation to some extent. In response to the shortcomings of current government departments in promoting policy support for the integration of applied universities and industries, we deeply recognize that the deepening of cooperation between

universities and local enterprises not only relies on the maintenance of personal relationships, but also requires the construction of long-term cooperation mechanisms and sustainable development guarantee systems, all of which require policy guarantees from local governments. School enterprise cooperation is crucial for promoting local economic development and enhancing the level of applied higher education. Local governments should change their mindset, actively create conditions to introduce policies to support school enterprise cooperation, and promote the formulation of the "Measures for Promoting School Enterprise Cooperation in Applied Undergraduate Colleges". The State Council and local governments need to establish support policies, service platforms, and guarantee mechanisms to promote school enterprise cooperation, which will be coordinated and managed by the education administrative department. Local government departments should actively play their functional roles in fulfilling their responsibilities. Utilize the advantage of government credibility to promote the advantages of applied higher education in official media, guide the public to build confidence, and create an environment for school enterprise cooperation. At the same time, the government needs to support applied undergraduate colleges in terms of funding, land, and teacher benefits, and strengthen the foundation of cooperation. In addition, the government should establish a sound legal and regulatory system, eliminate cooperation concerns, and build a platform for school enterprise communication. Finally, innovate incentive mechanisms, combine local industry trends, release cooperation projects, guide cooperation between universities and enterprises, implement special policies for applied universities, and enhance cooperation enthusiasm.

3. Promote the Connotative Development of Health Services and Management Majors, And Enhance the Effectiveness of School Enterprise Cooperation.

After eight years of unremitting efforts, the health service and management profession in our country has achieved significant development achievements. However, we still need to be aware that this profession still faces many challenges in its development process. Specifically, there is a lack of innovative awareness in the education and teaching of health services and management majors, a lack of integrated education models between industry and education, and professional training directions that cannot meet the market demand of the health industry, which cannot reflect the advantages of applied majors. This to some extent restricts the healthy development of health services and management majors. The key to the effectiveness of school enterprise cooperation lies in whether enterprises can take this opportunity to achieve a leap in their own business development. Therefore, it is necessary to steadfastly advance along the path of specialized development, actively promote the connotative development of health services and management majors, and fundamentally enhance the charm of school enterprise cooperation, laying a solid foundation for the long-term development of China's health services and management industry.

3.1. Colleges and universities related to health services and management should firmly establish the awareness of deepening reform

Universities related to health services and management majors should firmly establish that with the rapid and healthy development of higher education in China, especially the increasing emphasis on cultivating applied, skilled, and composite talents in undergraduate education, applied undergraduate majors have sprung up like mushrooms after rain. In this context, if we cannot carry out timely innovation and reform in our professional field, we may face a severe situation of being replaced by emerging medical specialties. As the saying goes, 'without reform, there is no survival'. Therefore, the school enterprise cooperation in the field of health services

and management must undergo comprehensive and in-depth reforms in multiple dimensions, such as talent cultivation mode, construction of dual teacher teaching staff, and close integration of teaching content with the actual needs of industry enterprises. Only by continuously promoting innovation in school enterprise cooperation can we meet the continuous needs of social development.

School enterprise cooperation and the integration of industry and education are fundamental to the development of health services and management majors. We must continue to strengthen our awareness of reform, deepen the connotation of school enterprise cooperation, expand the breadth and depth of school enterprise cooperation, to ensure the quality of talent cultivation and maintain the important position of health services and management majors in the professional system.

3.2. The health service and management profession needs to further establish brand awareness

After in-depth observation, it has been found that some educational institutions still follow the traditional education model when carrying out health service and management education, resulting in significant deficiencies in students' practical application abilities. Students have neither mastered the medical service skills possessed by medical students nor developed the comprehensive management abilities required for management majors. If this path continues to develop, it will inevitably lead to the decline of the profession. Therefore, relevant universities must combine local development realities, deeply explore and utilize local characteristic resources and advantages, innovate and explore a school enterprise cooperation development path that is in line with the actual situation of the university, and gradually shape an education brand with local characteristics. Only through a clear brand effect can we raise the banner of applied undergraduate education and form strong competition with research-oriented undergraduate education. In the process of building the brand of applied universities, there may be many misunderstandings and disagreements, and even resistance from some enterprises. Relevant universities specializing in health services and management must take a proactive attitude to communicate deeply with enterprises, analyze the advantages of health services and management majors. When the willingness of enterprises to cooperate is not strong, they should strengthen publicity efforts, actively guide, and ensure the smooth progress of school enterprise cooperation.

3.3. Colleges specializing in health services and management should carry out school enterprise cooperation in various forms according to local conditions

Due to the differences in the development level, industrial structure, and growth stage of the major health industry in various regions, as well as the diversity of professional characteristics, teaching staff, educational experience, and practical experimental equipment unique to health services and management majors, it is obvious that various educational institutions cannot adopt a unified model when implementing school enterprise cooperation, which is also unrealistic in practice. Therefore, it is necessary to follow the principle of adapting measures to local conditions, combining the advantages of different enterprise resources, enterprise scale, enterprise business models, as well as the development stage and professional situation of the university itself, innovate and actively explore and implement various school enterprise cooperation models such as "part-time work and part-time study", "order based training", "school enterprise interaction", "dual system", "cooperative education", "enterprise cup professional skills competition", "entrepreneur report meeting", etc., in order to promote the integration of industry and education, improve the quality of education, and meet the needs of society and enterprises for high-quality skilled talents.

3.4. Strengthening the construction of teaching staff and enhancing the practical application ability of students majoring in health services and management

As guides for students and disseminators of knowledge, teachers play a crucial role in bridging the gap between universities and enterprises in the context of school enterprise cooperation. Although the construction of the teaching staff in the field of health services and management has made some progress in the past few years, there is still a severe shortage of excellent teachers. Specifically, some teachers still adhere to traditional teaching methods and overlook the importance of practical teaching, which leads to their inability to effectively combine theoretical knowledge with practical operation in the teaching process. In addition, these teachers have low enthusiasm for school enterprise cooperation and lack the willingness and ability to engage in in-depth cooperation with enterprises, which further limits the development of school enterprise cooperation. At the same time, although new teachers have certain theoretical knowledge, they often cannot meet the specific requirements of enterprises for talents when cooperating with them due to a lack of practical work experience and practical experience. The lack of practical experience not only affects teaching effectiveness, but also restricts the further development of school enterprise cooperation.

To address this challenge, it is particularly crucial to enhance teachers' technical service capabilities. Specific measures include but are not limited to the following aspects: firstly, short-term training, organizing teachers to participate in various short-term training programs, and through special lectures, workshops, and other forms, enabling teachers to quickly grasp the latest industry trends and technological developments, thereby improving their practical teaching abilities. Secondly, it is recommended for teachers to participate in on-the-job training in relevant enterprises through actual participation in their work processes, understanding their needs and operational models, thereby enhancing their practical experience and application abilities. Once again, it is about improving academic qualifications: supporting teachers to enhance their academic level and professional competence through pursuing master's or doctoral degrees or participating in further education courses, in order to better adapt to the needs of school enterprise cooperation. Finally, there is the exchange between universities: strengthen communication and cooperation with other universities, share successful experiences of school enterprise cooperation through mutual visits, seminars, and other forms, and learn from effective practices of other universities in teacher team building. Through the above measures, the technical service capabilities of health service and management teachers can be effectively improved, thereby better meeting the needs of school enterprise cooperation and promoting the development of professional education. To lay a solid foundation for cultivating more high-quality professionals in health services and management.

4. Improve the Long-term Operational Mechanism of School Enterprise Cooperation and Enhance the Internal Driving Force for Big Health Enterprises to Participate in School Enterprise Cooperation

According to research on universities offering health services and management majors, some enterprises hold a reserved attitude towards deep cooperation with related health management enterprises in their school enterprise cooperation practices, and even experience interruptions in the early stages of cooperation. The main reasons for this can be summarized as follows: firstly, the recognition of health services and management majors in society is relatively low, leading to unclear job requirements; Secondly, the economic benefits obtained by enterprises in school enterprise cooperation projects are limited or have not generated significant economic benefits; Again, without corresponding legal guarantees, the participation

of enterprises in the process of talent cultivation in schools often becomes a formality; Finally, the social responsibility of enterprises to participate in talent cultivation has not been fully stimulated. These factors working together have led to a lack of intrinsic motivation and enthusiasm for cooperation among enterprises in school enterprise cooperation, which has had a negative impact on the talent cultivation of health services and management majors. Therefore, it is necessary to further improve the operation mechanism of school enterprise cooperation and enhance the motivation of enterprises to participate in school enterprise cooperation.

4.1. Further improve the legal mechanism to ensure the participation of enterprises in school enterprise cooperation

School enterprise cooperation is not a charity, assistance, or support from one party to the other, but a responsibility and obligation jointly fulfilled by both parties. Therefore, both universities and enterprises must be bound by laws, systems, and ethics. The fundamental purpose of educational institutions is to cultivate outstanding talents, who will ultimately play their roles in enterprises. From this perspective, as beneficiaries of professional education in health services and management, large health enterprises need to bear certain responsibilities and obligations in cultivating health management talents. From the experience of developed countries, countries such as Germany, Japan, and France have legislated the obligation for enterprises to participate in vocational education. China can refer to and learn from the experiences of these countries, clarify the responsibilities and obligations of enterprises in school enterprise cooperation through legislation, and establish legal responsibilities to ensure the mandatory participation of enterprises in school enterprise cooperation, stimulate their cooperation motivation, and jointly promote the rapid and healthy development of the health service management education industry.

4.2. Improve the quality of talent training in health services and management, and enhance the attractiveness of enterprises to participate in school enterprise cooperation

In the process of promoting school enterprise cooperation in running schools, we must position the starting point of cooperation as starting from the actual needs of the cooperating enterprises and further deepen the innovation of talent training models. Given the comprehensive challenges faced by students majoring in health services and management, they not only need to master multidisciplinary knowledge such as medicine, management, psychology, nutrition, sociology, but also possess a firm belief in professional ethics. Therefore, we should strengthen the cultivation of vocational skills and regard professional ethics education as a key link to enhance the core competitiveness of students majoring in health services and management. In the process of further deepening the integration of industry and education, efforts should be made to enable enterprises to fully recognize the practicality and stability of students majoring in health services and management, enhance the attractiveness of high-quality health services and management talents to enterprises, and promote the deepening of school enterprise cooperation.

4.3. Realize a win-win situation between schools and enterprises, further ensuring the sustainability of school enterprise cooperation

Given that the recognition of the health service and management profession in society still needs to be improved, how to stimulate the enthusiasm of enterprises to participate in school enterprise cooperation has become an urgent problem to be solved. It is necessary to ensure that enterprises achieve practical results in school enterprise cooperation, which is the key to achieving sustainable development of school enterprise cooperation. In the process of school enterprise cooperation in the field of health services and management, the main task of

universities is to cultivate high-quality talents that meet the needs of society. To ensure that enterprises achieve results in school enterprise cooperation, we believe the following measures can be taken: firstly, prioritize recommending outstanding students to cooperative enterprises, so that enterprises can obtain a large number of high-quality talents for the development and operation of the health industry; Secondly, teachers with high demand in health management, enterprise management, and health resource development should be selected to work in relevant enterprises for training, in order to enhance the management ability, operational level, and social influence of health and wellness enterprises; Once again, provide vocational skills training for various types of employees according to the needs of the enterprise, further reducing the training costs of cooperative enterprises for employees; Finally, encourage highly educated and professional title teachers to collaborate with enterprises in developing new products, continuously enhancing the market competitiveness of enterprises. Through these measures, we are confident that we can further deepen school enterprise cooperation and jointly promote the prosperous development of the health industry.

5. Conclusion

At the current stage, the social influence of the Health Service and Management major is relatively small, and even many enterprises are unaware that universities currently offer such a major. Therefore, school enterprise cooperation in the Health Service and Management major cannot be achieved overnight, and both schools and enterprises need to explore and innovate in specific cooperation practices. Based on the current practical experience in the field of school enterprise cooperation in health services and management, applied universities or departments that are part of the cooperation need to strengthen visits and communication with relevant enterprises, and should not passively wait for enterprises to actively seek cooperation. After all, cultivating high-quality talents is the fundamental task of universities, and school enterprise cooperation is the key link to achieving this goal. Only when universities take the initiative can they find cooperative enterprises that are more in line with the development of their own universities, thus avoiding the adverse consequences of blind cooperation.

In the context of deeply implementing the spirit of the 19th National Congress of the Communist Party of China and implementing the Healthy China strategy, strengthening and innovating school enterprise cooperation in health management majors has become an important way to promote the deep integration of education and industry, and to facilitate the precise matching of talent cultivation with social needs, in response to the current development status of health services and management majors and the vigorous development needs of the big health industry. Both schools and enterprises should gradually deepen cooperation based on the principles of mutual trust, mutual benefit, and common development. Firstly, establishing a foundation of trust between schools and enterprises is a prerequisite for deepening cooperation. Both parties should reach a consensus on the goals, significance, and expectations of school enterprise cooperation through frequent visits and in-depth exchanges. On this basis, by signing a formal cooperation agreement or letter of intent, the rights and obligations of both parties are clarified, providing legal protection for the cooperation. Secondly, universities should actively organize students to participate in internships and practical training in cooperative enterprises, so that students can exercise their abilities in real work environments. Enterprises can then discover and attract outstanding talents through the assessment of interns. At the same time, both parties can jointly invest project funds to support the research and development innovation of enterprise products and services, and promote industrial upgrading. In deeper cooperation, enterprises should deeply participate in students' professional education and curriculum design, while schools adjust their teaching plans and talent development plans according to industry trends to ensure that students' knowledge and skills

meet the needs of future social development. Professional teachers should utilize their expertise to provide training services for enterprise employees and enhance the overall quality of the enterprise. At the same time, teachers should also delve into enterprise practice, grasp the latest developments in the industry, transform practical experience into teaching content, and improve teaching quality. Finally, to ensure the long-term stability of the school enterprise cooperation mechanism, both parties need to continuously explore and innovate the content and mode of cooperation, bridging the gap between professional construction and enterprise development. The key to the success of school enterprise cooperation lies in the high attention and careful management of both parties. Through continuous efforts and effective communication, mutual benefit and win-win results can be achieved. Only in this way can school enterprise cooperation truly play its due value, cultivate more outstanding talents for society, and promote the sustainable and healthy development of the big health industry.

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