



# Research on Strategies for Promoting the Reform of Industry-Teaching Integration in Higher Vocational Colleges and Universities in the Context of High-Quality Development

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**Abstract.** In the Greater Bay Area, which is at the forefront of reform and opening up, high-quality development has become a distinctive banner leading the region's economic and social progress. In the face of the vigorous rise of new quality productivity, the reform of industry-teaching integration has become an important way to improve the quality of education in higher vocational colleges and universities, promote the employment of students and serve the regional economic development. This paper discusses the practical path of industry-teaching integration reform, builds a new model of closer school-enterprise cooperation, enhances students' practical ability and employment competitiveness, and realizes multiple benefits. It allows schools to realize the double enhancement of the employment rate and employment quality of graduates, and allows enterprises to obtain high-quality technical and skilled talents, while promoting the high-quality development of the regional economy.

**Keywords:** High-quality Development, New Quality Productivity, Industry-Education Integration, Higher Vocational Education

## 1 Introduction

Taking the reform and construction of our school as an example, in the context of high-quality development and in accordance with the requirements of relevant national, provincial and municipal tasks, the construction of high-level professional group projects has been carried out, among which computer application technology has been selected as a provincial project in 2021. During the implementation of the computer application technology high-level professional group project, the professional group improved the quality of education and teaching by optimizing the curriculum system, strengthening the construction of teaching staff, and promoting school-enterprise cooperation. It also introduced advanced industry technologies and real corporate projects. , students' practical ability and innovation ability have been significantly improved. In 2023, relying on the construction foundation of high-level professional

groups and related majors, apply for a provincial-level open regional industry-education integration practice center. The construction of the practice center not only provides a broader platform for school-enterprise cooperation, but also provides strong support for students' internship practice, teachers' temporary employment in enterprises, and technology research and development. Through the operation of the practice center, the connection between schools and enterprises has become closer, and the cooperation between industry, academia and research has become more in-depth, effectively promoting the organic connection of the education chain, talent chain, industry chain and innovation chain.

In the field of vocational education, the advancement of industry-education integration has promoted the development of vocational education, enabling it to better serve the needs of economic and social development. Vocational colleges cooperate with enterprises to update teaching content and teaching methods, enhance the practicality and applicability of teaching, and cultivate more application-oriented talents with practical skills and innovative ability. This talent training model not only meets the needs of industrial development, but also improves the attractiveness and influence of vocational education and promotes the benign interaction between education and industry[1-2].

At the same time, through the integration of industry and education, vocational education can more closely meet the needs of the industry, improve the employment rate and quality of graduates, and thus enhance the attractiveness and social recognition of vocational education. This will help attract more students to choose vocational education and provide more high-quality technical and skilled talents for economic and social development [3].

## **2 The Contemporary Value of Industry-Teaching Integration Reform**

### **2.1 Fitting in with the Task of the State to Promote the Reform of the Construction of Modern Vocational Education System**

In order to accelerate the construction of a new mechanism for the high-quality development of vocational education with central-local interaction, regional linkage, and synergy between government, industry, enterprises and schools, and to promote the reform of the construction of modern vocational education system in an orderly and effective manner, the state has carried out a series of key tasks for the reform of the construction of modern vocational education system. Taking the construction of municipal industry-education consortium as an example, the Greater Bay Area, as an important engine of China's economic development, has significant advantages in the fields of high technology, manufacturing and service industry, etc. The industrial development has provided a broad practice platform and rich resources for vocational education, and at the same time, it also puts forward higher requirements and expectations for vocational education [4-5].

## **2.2 Promote the High-Quality Development of Vocational Education**

As a key part of the deepening reform of the vocational education system, the integration of industry and education is not only a necessary way to improve the quality of vocational education and enhance the effectiveness of education, but also a powerful engine to promote the high-quality development of the economy and society. In today's increasingly competitive globalization and accelerated industrial upgrading, the in-depth integration of vocational education and industrial development not only concerns the quality of cultivating skilled talents, but also directly affects the improvement of the country's innovation ability and the sustainable development of the economy [6].

## **2.3 Enhance National Competitiveness**

The competitiveness of the country in the global economy can be significantly enhanced by cultivating a large number of high-quality technical talents with innovative and practical abilities. Such technical talents not only master solid theoretical knowledge, but also have rich practical experience and innovative thinking, and are able to quickly solve problems and promote technological progress in complex working environments, so that enterprises can have stronger advantages in technological research and development, production management and market development, greatly improve production efficiency and product quality, and enhance international competitiveness. At the same time, the innovation ability of talents also promotes the development of new industries and the upgrading and transformation of traditional industries, enabling the country to occupy a favorable position in the global competition in science and technology. Their innovations can be transformed into new products, processes and services, promoting the optimization of the economic structure and enhancing the endogenous momentum of economic development. By continuously cultivating and absorbing such high-quality technological talents, the country can continue to enhance its position and influence in the international economic arena [7-8].

# **3 Strategies for Promoting the Reform of Industry-Education Integration**

## **3.1 Perfect Policy Support and Institutional Guarantee**

In the context of the era of high-quality development, higher vocational colleges and universities, as an important part of vocational education, shoulder the important task of cultivating high-quality technical and skilled talents. As a key path for higher vocational education to improve teaching quality and serve industrial development, the integration of industry and education is facing the demand for deepening reform and innovative practice. Therefore, the government level should formulate special policies in a timely manner to support the reform of the integration of industry and education in higher vocational colleges and universities, and provide preferential policies such as tax breaks and financial subsidies. Higher vocational colleges and universities should

also establish and improve the relevant systems for the integration of industry and education, including the cooperation agreement, benefit distribution mechanism, quality assessment system, etc., to ensure that the cooperation between schools and enterprises has rules and regulations to follow.

### **3.2 Create a Multi-Dimensional Cooperation Mechanism and Build a Perfect Practical Teaching System**

Actively explore and establish long-term and stable school-enterprise cooperative relationships, and cooperate to build training bases, R&D centers, innovation platforms and studios, etc., so as to realize resource sharing and complement each other's advantages. Encourage industry associations to participate in the integration of industry and education, provide industry standards and demand information, and promote the seamless connection between teaching content and industrial demand. At the same time, it innovates the cooperation mechanism, cooperates with scientific research institutions, carries out applied scientific research projects, promotes the transformation of scientific research results, and enhances the technological innovation ability.

### **3.3 Promote the "Three Education Reforms"**

The professional course system should update the course content in a timely manner according to the latest trends and technological dynamics of industrial development to ensure that the teaching content keeps up with the needs of the industry. Innovate teaching methods, promote diversified teaching modes such as heuristic, discussion, and case-based teaching, stimulate students' interest and initiative in learning, and improve teaching effects and quality. In the teaching process, promote modular and project-based teaching design of courses, and flexibly combine them to facilitate students to choose learning content according to their own interests and career plans, and enhance students' ability to solve practical problems.

In terms of teacher construction, actively improve teachers' professional quality and teaching ability, and build a high-quality and professional teaching team through training, introduction and incentive mechanisms. At the same time, encourage teachers to go deep into the front line of enterprises, conduct on-the-job training, and improve their practical operation ability and industry background knowledge. Increase the training of "dual-qualified" teachers, and improve teachers' professional quality and practical ability through further training, enterprise practice, etc. Hire enterprise experts and engineering and technical personnel as part-time teachers to enrich teaching resources and improve teaching quality.

In terms of teaching materials, we should closely combine the industrial development trend and talent training needs, optimize the teaching material system, develop high-quality teaching materials that meet the requirements of the new era, and ensure the cutting-edge and practical nature of teaching content.

### **3.4 Coupling New Quality Productivity**

In the process of industry-education integration, coupling new quality productivity is the key to achieving high-quality development. New quality productivity includes innovations in new technologies, new industries, new formats and new models. These innovations not only change the traditional production methods, but also put forward new challenges and requirements for talent training. In the implementation of the reform of industry-education integration, by coupling new quality productivity, vocational education can better adapt to and lead the development of the industry, and enterprises and colleges and universities can jointly carry out technology research and development and innovation projects to promote the transformation and application of scientific and technological achievements. For example, enterprises can open their production lines and technical platforms, and colleges and universities can provide advanced scientific research facilities and technical support. Both parties can jointly solve technical problems in industrial development and promote technological innovation and application. At the same time, vocational education should focus on cultivating students' innovation and practical abilities so that they can adapt to the development needs of new quality productivity. This coupling of new quality productivity not only improves students' professional skills and comprehensive quality, but also enhances the technological innovation ability and market competitiveness of enterprises, and realizes the organic connection between the education chain, talent chain, industrial chain and innovation chain.

## **4 Conclusion**

Under the background of high-quality development, the reform of integration of industry and education has important requirements and significance in improving the quality of talent training, promoting industrial upgrading and innovation, optimizing the allocation of educational resources and enhancing the attractiveness of vocational education, etc. Through the aforementioned promotion strategies, higher vocational colleges and universities can better adapt to the needs of industrial development, improve the quality of education, and cultivate more high-quality technical and skilled talents for the society. In the future, with the further promotion of national policies and the joint efforts of all parties, the reform of industry-teaching integration will achieve more remarkable results.

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