

ANALYSIS OF WAYS TO ENHANCE THE INNOVATION AND ENTREPRENEURSHIP ABILITY OF SCHOOL-ENTERPRISE COOPERATION IN TEA ART SPECIALTY DRIVEN BY THE INTEGRATION OF SCIENCE AND EDUCATION -- TAKING ZHEJIANG YUXIANG VOCATIONAL AND TECHNICAL COLLEGE AS AN EXAMPLE

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ABSTRACT

At present, college graduates are faced with employment problems, and the main factors affecting the improvement of college students' innovation and entrepreneurship ability are outdated teaching content, lack of communication between schools and enterprises, and few entrepreneurial practice bases. It is possible to establish a school-enterprise cooperation and co-management mechanism, build a "double-qualified" teacher team, improve entrepreneurial practice, train high-quality applied talents with vocational ability as the orientation through practice, improve the employment and entrepreneurial ability of college students, in order to realize entrepreneurship to promote employment, increase the employment rate, and promote the harmonious development of colleges and enterprises.

Keywords: Integration of science and education; School-enterprise cooperation; Innovation and entrepreneurship, Tea art major

INTRODUCTION

The integration of scientific research and education means the harmonious integration of the two missions of knowledge innovation and talent training, the close connection of the two tasks of knowledge discovery and cultural inheritance, and the effective unification of the two working modes of science and education, which can not only improve the quality of teaching, but also have important implications for the cultivation of high-end innovative talents. The quality of university training has become the focus of the world [1]. Since the 21st century, China's society, economy and higher education have developed rapidly, and the problem of education quality has become more prominent. We must constantly improve the quality of teaching and education, and the integration of science and education is an active attempt to realize the conformal development of higher education. The cultivation of innovative talents for agricultural majors in colleges and universities shoulders the important task of realizing beautiful countryside and rural revitalization, which requires profound professional knowledge, pioneering and

innovative consciousness and entrepreneurial ability [2]. At the same time, the quality of education also determines the future scientific and technological competitiveness of the country. Colleges and universities should build a complete and diversified practice platform, establish a mutually beneficial and win-win school-enterprise cooperation model, and actively cultivate innovative talents [3]. At present, agriculture and forestry graduates are faced with employment difficulties, unemployment after graduation, and enterprises are faced with recruitment difficulties, and it is more difficult to retain people. Through school-enterprise cooperation, strengthening the cultivation of innovation and entrepreneurship ability can improve the employment and entrepreneurship ability of college students [4]. By analyzing the factors that affect the improvement of college students' innovation and entrepreneurship ability in the process of school-enterprise cooperation of cha art major in local applied universities, this study explores ways to improve college students' innovation and entrepreneurship ability, in order to realize entrepreneurship to drive employment and increase employment rate.

1. Influencing factors of tea art professional innovation and entrepreneurship ability improvement

1.1 Lack of communication and exchange between the school and the enterprise

Driven by the integration of science and education, universities and enterprises cooperate to jointly cultivate innovative and entrepreneurial talents, forming a school-enterprise cooperation model of "enterprises employ people, universities provide people". In the formulation of horticultural professional talent training program, enterprises are in the position of bystanders, and the participation is very low, resulting in the tea art professional talent training program is responsible for the whole process by colleges and universities. However, colleges and universities lack the sensitivity to the market, and the professional talents trained are inconsistent with the scientific and technological talents urgently needed by enterprises, and even the situation of theory contradicts. This phenomenon is caused by the lack of communication between colleges and enterprises.

1.2 Old teaching content and lack of characteristics

Universities lack clear training objectives and systematic training plans for the cultivation of innovative scientific and technological talents [5]. Teachers are accustomed to transfer theoretical knowledge to students according to the content of textbooks, without advancing with The Times, the teaching content is boring. Secondly, they only pay attention to the imparting of theoretical knowledge, making "preaching, teaching and solving doubts" into lectures on courseware. College students lack scientific research awareness, do not understand the cutting-edge horticultural technologies and research hotspots, have low enthusiasm for participating in scientific research, and cannot make good use of the scientific research facilities and platforms provided by the school to improve their hands-on scientific research ability.

1.3 Students lack innovation and entrepreneurship ability

Innovation and entrepreneurship are one of the career choice types of college students, which mainly consists of their basic ability, vocational ability and comprehensive ability. Due to the imperfect training mechanism of innovative scientific and technological talents in colleges and universities, college students lack enthusiasm for innovation and entrepreneurship, lack of innovation and entrepreneurship experience and limited innovation and entrepreneurship ability. By improving the curriculum system of innovation and entrepreneurship ability training, integrating innovation and entrepreneurship ability and

quality training into practical activities, establishing, and improving effective information feedback and diagnosis mechanism, cultivating college students' comprehensive innovation and entrepreneurship cognition and increasing their emphasis on process evaluation [6]. As universities only attach importance to the teaching of theoretical knowledge and neglect practical education, college students lack experience, which is also a key factor for the success of college students' innovation and entrepreneurship. Contemporary college students are immersed in their own ideal world, lack of understanding of the real society, lack of courage to face difficulties and setbacks, and cannot bear the failure in the process of innovation and entrepreneurship and cannot look at it objectively.

1.4Lack of entrepreneurial practice base

Under the background of the integration of science and education, the students cultivated by the traditional training mode of horticultural talents can no longer meet the needs of the rapid development of contemporary agriculture. Colleges and universities should adjust the traditional teaching mode and constantly expand their own advantages. However, there are endless problems in the training of tea art professionals in colleges and universities, which leads to the confusion and even boredom of tea art students, which is not conducive to the training of talents. There are few practice bases on campus and off campus. Even if the tutorial system is implemented and students join the tutor scientific research team through two-way selection, due to the lack of scientific research projects and limited scientific research funds, the students who join the research team fail to carry out scientific research as expected, resulting in insufficient practical ability of students, reduced opportunities to contact with society, and the scientific research team that they join is virtually useless. Therefore, students at different stages can arrange corresponding practical practice, production practice or graduation practice to improve practical ability.

2. The way to enhance the innovation and entrepreneurship ability of horticulture professional cooperation between university and enterprise driven by the integration of science and education

2.1Establish school-enterprise co-management mechanism

In the cooperation between universities and enterprises, the establishment of a co-management mechanism between universities and enterprises is a major contribution to the cultivation of tea professionals. The co-management mechanism is crucial in the training of tea professionals, and colleges and universities should formulate talent training programs based on evidence and in an orderly manner, rather than developing a series of plans unrelated to the training of employment and entrepreneurial ability. Under the background of "integration of science and education and cooperation between schools and enterprises", the development needs of enterprises should become the cornerstone for schools to build new teaching plans. They should actively go out of campus and discuss with the management personnel of enterprises a set of training modes that meet the development needs of enterprises, so as to enhance the sense of participation of enterprises in the training of tea art professionals. Professional mentors and enterprise mentors discuss the appropriate horticultural talent training program together, integrate the needs of major enterprises, and develop a talent training program suitable for tea art. In order to enable universities and enterprises to achieve a better win-win situation, it is necessary to train and provide talents needed for enterprises according to the needs of enterprises and establish a long-term cooperation mechanism of "enterprise VIP, university for people" to realize the exchange and interaction between enterprises and universities, and achieve mutual benefit and win-win situation between

enterprises and universities [7]. Universities and enterprises adopt the model of joint professional talent training, which can enhance students' subjective initiative and improve students' hands-on ability.

In today's era of rapid development, on the one hand, it can strengthen the connection between universities and enterprises, and students have more opportunities to train themselves in enterprises, accumulate work experience, and better integrate with the society; On the other hand, it can achieve a win-win situation for enterprises, schools and college students. Enable students to transform their roles into innovative scientific and technological talents and become innovative scientific and technological talents who truly adapt to the society and the market, so as to enhance their employability and create employment opportunities. According to the actual situation of colleges and universities, school-running concepts and the needs of enterprises, scientific development of horticultural professionals training programs, the development of school-enterprise cooperation and win-win mechanism, analysis of the current situation of school-enterprise cooperation, development planning, development of cooperation objectives, in order to achieve a "win-win-win" scene; Establish a school-enterprise cooperation organization, take the lead in promoting the integration of science and education and school-enterprise cooperation, and build a "hub" for school-enterprise cooperation; When formulating systems and future plans with enterprises, colleges and universities need to combine the future employment intentions of tea art major students and establish a student-centered school-enterprise cooperation system and school-enterprise cooperation plan from the perspective of practical talent training, with a view to forming a school-enterprise community with a shared future of "mutual benefit, interdependence and common development" [8]. It promotes the improvement of the education quality of students majoring in tea art.

2.2 Build a "double-qualified" teacher team

The professional ability of college teachers has a significant impact on the talent training mode of "integration of science and education and school-enterprise cooperation", and the professional teacher team will also affect the development of a school, but also affect the direction of school-enterprise cooperation. Under the talent training mode of "integration of science and education and cooperation between schools and enterprises", colleges and universities should strive to build a "double teacher" type team, that is, colleges and universities have their own horticultural professional teachers and relevant experts provided by enterprises, so that the talent training of colleges and universities has professional guidance, but also has contact with society and enterprises, breaking the traditional "closed-door" education. College teachers are the implementors of the school-enterprise joint talent training mode, and the flexible application of practice and teaching mode, as well as the understanding of professional social needs, are related to the training quality and professional skill mastery of tea art professional talents. Therefore, in the training of tea art professionals, it is not only necessary to strengthen the training of innovation and entrepreneurship, but also to strengthen the construction of teachers, increase the introduction of talents, and set up a team of teachers with rich teaching experience and strong practical teaching ability, so as to carry out teaching activities efficiently. At the same time, the cultivation of college teachers' ideological and moral accomplishment is as important as the cultivation of their professional ethics. College teachers are the leaders of students, and their professional accomplishment will influence their students imperceptibly. Therefore, it is necessary to improve teachers' professional accomplishment, cultivate teachers' ethics, take teaching and educating people as an internal quality, and realize the integration of moral and erudite knowledge and practice. Let themselves become the benchmark of students, for the country to cultivate high-quality, high-quality tea art professionals. In the process of building a "double-skilled" team, colleges and universities seek the guidance of relevant

experts from enterprises, and enterprises provide technical support and guidance to colleges and universities, both of which jointly promote the long-term and efficient development of the "integration of science and education, school-enterprise cooperation" talent training model.

2.3 Deepen theoretical cognition through practice

Universities mainly imparting theoretical knowledge should also realize the importance of practice. The college has organized students to go to Yulin Shengyuan mulberry planting base for professional practice, so as to combine theory with practice. Local staff introduced the students to agricultural production, and guided the participating members to pick orchard products, learn professional knowledge during the practice, and help agricultural production. In practice, the staff solved the questions for the students one by one, so that the students had a deeper understanding of professional knowledge. The consciousness of innovation and entrepreneurship is the driving force of entrepreneurs, which is slowly formed in practice, rather than theoretical talk and imagination. Therefore, under the integration of science and education, universities and enterprises should work together to strengthen students' innovation and practical ability. Through practical training and application of skills, it can effectively make up for the blind spot of the first classroom teaching, enhance college students' innovation and entrepreneurship literacy, and improve the training quality of applied talents.

2.4 Improve the construction of entrepreneurship and practice platforms

Universities should realize the importance of improving the scientific research platform, strengthen communication with enterprises, create more training bases, and improve students' practical ability and innovation ability. Zhejiang Yuxiang Vocational and Technical College and Zhejiang Songming White Tea Co., Ltd. jointly built the "Songming White Tea Industry College", with tea art training room and tea review room two practical training bases. In addition, it also established an off-campus practice teaching base with Zhejiang Songming White Tea Co., LTD., and established a good cooperation between school and enterprise joint training. The relatively perfect teaching facilities and practical teaching base provide a good practical skills training platform for cultivating students' practical ability, "mass innovation" ability and employability. In order to better cultivate the practical ability of students majoring in tea art, so that students have the opportunity to apply the theoretical knowledge to the actual production and life, we should vigorously establish a teaching system of "leading factories into schools". "Leading the factory to school" allows tea art students to "zero distance" contact with the process of tea production, processing and sales, "zero distance" experience and feel the social production and lifestyle, and then distance themselves from the basic practical training of the school, so that they can personally experience the agricultural production environment. At the same time, the enterprise capital, technology and management can be introduced into colleges and universities to solve the problems such as the imperfect construction of practical training bases in colleges and universities, so as to achieve the purpose of resource sharing and talent joint training and promote the organic integration of colleges and enterprises.

CONCLUSION AND FUTURE WORK

Under the strategy of combining scientific research and education, how to arrange practical teaching scientifically and reasonably, how to build a double-qualified teacher team, and how to strengthen school-enterprise cooperation are all factors that affect the improvement of college students' innovation and entrepreneurship ability. The integration of science and education is an inevitable choice to promote the implementation of teaching reform in Chinese colleges and universities. Under the background of "mass entrepreneurship and innovation", colleges and universities should think about how to train students so that students can be closer to the employment needs of enterprises, and how to provide talents for China's agriculture, tea science and beautiful countryside. How to formulate a suitable talent training program according to "cultivate the talents needed for China's development", how to use the integration of science and education and school-enterprise cooperation to build the application-oriented talent training mode of cooperation between universities and enterprises in tea art, and achieve resource sharing, talent co-education and talent sharing through cooperation between universities and enterprises? Present the win-win situation of university students, universities and enterprises effectively. The College actively explores the teaching system and personnel training model with the characteristics of "integration of science and education, school-enterprise cooperation", and trains innovative talents with both morality and intelligence.

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