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## Research on Students' Satisfaction with Enterprises under the Mechanism of School-enterprise Collaborative Education

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### Abstract

In order to improve the quality and level of personnel training on the supply side and the industrial demand side, colleges and universities have implemented a school-enterprise collaborative education mechanism. Based on the students' satisfaction with the enterprise, this paper investigates the students who participate in the school-enterprise collaborative education in Heilongjiang Bayi Agricultural University, and analyzes the factors affecting the satisfaction of the enterprise scale, enterprise demand, training and employment opportunities. The analysis draws relevant conclusions, rationally locates according to the students' own quality and development needs, selects the appropriate school-enterprise cooperation enterprise internship, so that the school-enterprise collaborative education mechanism plays a better role in the talent cultivation supply side and the industrial demand side.

### Keywords

Satisfaction; school-enterprise collaboration; gardening major ; internship.

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### 1. Introduction

Under the needs of the national education system and educational forms, colleges and universities actively carry out educational reforms. In order to improve the quality and level of the talent supply and supply side of the talents, the university has implemented a school-enterprise collaborative education mechanism. Although the cooperative education mechanism of colleges and universities in colleges and universities has played a very good role in personnel training, there are still some shortcomings in the implementation process. Mainly manifested in the following two aspects: Firstly, the enthusiasm of colleges and universities is high, but the management of students in the internship stage is lacking. Some enterprises are not very motivated. During the internship, the profits of enterprises are very small. Training interns not only consumes manpower and material resources, but also can not bring benefits to enterprises. This greatly reduces the cooperation enthusiasm of enterprises and brings difficulties to the development of collaborative education mechanism. Secondly, the internships of college students in some enterprises can't get the professional knowledge to learn and exercise, let alone the cultivation of innovative ability, which not only causes the waste of teaching time, but also makes students feel the practical teaching. significance. As a result, the school-enterprise collaborative education mechanism is not running smoothly, and the gains are minimal.

Although a lot of research has been carried out in the school-enterprise collaborative education mechanism, it is mainly concentrated in schools and enterprises. From the perspective of students, this paper studies the school-enterprise collaborative education mechanism, which promotes the school-enterprise collaborative education mechanism. Based on the students' satisfaction with the

enterprise, the four factors of the scale of the enterprise, the demand for the enterprise, the training and the employment opportunity are investigated. The students who participated in the school-enterprise cooperation in the gardening of Heilongjiang Bayi Agricultural University were investigated. The analysis draws conclusions and studies the corresponding countermeasures.

## **2. Students' satisfaction survey on school-enterprise collaborative education enterprises**

The research team conducted a survey of 80 students from the gardening major of Heilongjiang Bayi Agricultural University, which participated in the school-enterprise collaborative education, and recovered 74 valid questionnaires.

### **2.1 Analysis of students' satisfaction with enterprise scale**

The scale of enterprises is divided into three sizes: large, medium and small. Less than 10 people are small businesses, 10 people-30 are medium-sized enterprises, and 30 or more are large enterprises. 90% of students who are internships in small businesses are satisfied. 95% of students who are internships in medium-sized companies are satisfied. Student satisfaction in large companies is only 67%. This is because small and medium-sized enterprises have relatively low requirements for students in large enterprises, and it is more suitable for ordinary college students from the requirements of the entry qualifications. Ordinary colleges and universities enter the big enterprises to have fewer opportunities for internships, and more work is less relevant to the profession. Poor practice results, so satisfaction is low. Small and medium-sized enterprises, especially small enterprises, urgently need staff to give real internship opportunities to the interns. Students can really get in touch with the professional work and have high satisfaction.

### **2.2 Analysis of students' satisfaction with enterprise practice demand**

The needs of enterprises are divided into three types: large, medium and small. Less than 3 people are small enterprises in demand, 3 to 5 people are enterprises in demand, and 5 or more are large enterprises in demand. 70% of students who are internships in demand for small businesses are satisfied. In the demand, the students who are internships in the enterprise are satisfied with 85%. 93% of students who are internships in demand for large companies are satisfied. Enterprises with large demand can solve the problem of insufficient staff for the internship stage. Small and medium-sized enterprises have a large demand because of the shortage of staff.

### **2.3 Analysis of Students'Satisfaction with Enterprise Training**

In the process of internship training, whether the company is trained, the satisfaction among different enterprises in large, medium and small is 85% of the students who are internship in small enterprises, 92% of students who are internships in medium-sized companies are satisfied. Students who are internships in large companies account for 65% of the students. Medium-sized enterprises can better carry out productive internship training in the process of school-enterprise collaborative education. Advantageous enterprises should jointly build a productive production training base with schools. Small and medium-sized enterprises rely on the school construction industry or regional training bases to improve the student-to-enterprise internship training system, promote the standardization of internship training, and ensure that students enjoy reasonable compensation.

### **2.4 Analysis of Students'Satisfaction with Employment Opportunities Provided by Enterprises**

In terms of employment opportunities, 92% of students who are internships in small businesses are satisfied. 96% of students who are internships in medium-sized companies are satisfied. Students who are internships in large companies account for 60% of the students. It is difficult for small and medium-sized enterprises to recruit students from two-tier colleges. Even if such students are internship training in enterprises, it is difficult to form employment intentions with employers. They are more willing to provide employment opportunities for intern students in ordinary universities.

Therefore, ordinary Students in colleges and universities can form stable employees in SMEs. Ordinary colleges and universities should improve the classification system of higher education academic talents and applied talents, and increase the proportion of applied talents to meet the needs of the employment market for this level of talent. Therefore, students are more satisfied with SMEs.

### 3. Conclusion

It can be seen from the analysis that students are more satisfied with small and medium-sized enterprises than large enterprises. The satisfaction of enterprise students with high demand for enterprises is also high, the satisfaction of enterprises with many training opportunities is high, and the satisfaction of enterprises that can form employment intentions is high. Under the existing school-enterprise collaborative education mechanism, the cultivation program for garden students in ordinary colleges and universities has always been guided by the needs of enterprises, to meet the needs of enterprises and society, and to determine the training objectives of talents according to the needs of enterprises. This paper takes the student's satisfaction as the starting point to study and concludes that the small and medium-sized enterprises with high internships and high opportunities for internships are more suitable for students, and their satisfaction is higher. According to the students' own quality and development needs, rational positioning, select the appropriate school-enterprise cooperation enterprise internship, establish a school-enterprise collaborative education mechanism suitable for ordinary colleges and universities, clearly distinguish between the two-class universities and vocational colleges and ordinary undergraduate colleges and gardens Professional training objectives, so that the school-enterprise collaborative education mechanism of ordinary colleges and universities will play a better role in the talent supply side and the industry demand side.

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