

# Entire Cultivation of Talents Based on Personalized Platform Established By School and Enterprise

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## Abstract

**Deep cooperation between schools and enterprises has positive significance for better talent cultivation. This article conducts empirical research on joint talent cultivation. The role of enterprise participation in the entire process of talent cultivation is pointed out through case analysis. How to establish a personalized platform is also introduced.**

## Keywords

**Entire process, School enterprise cooperation, Talents cultivation, Personalized platform.**

## 1. Introduction

Small and medium-sized enterprises are the most important component of China's economy. The demand for talent in enterprises is dynamic at different stages of development[1]. For high-tech enterprises, they mainly rely on core technology for product development in the early stages of development. R&D staffs with industry experience account for the largest proportion in the company's personnel structure. In the mid-term of the company's development, products are forming and gradually expanding the market. At this time, product testing and industrial chain optimization are becoming increasingly important. When a company develops to a certain scale, its products tend to stabilize. Market and production capacity become more urgent.

The job positions which are urgently needed at each stage are different. The difficulty of talent recruitment also varies. In the early stages of development, the scale of the enterprise was relatively small. The demand for personnel was relatively simple, which resulting in relatively low pressure. In the middle stage of development, with the rapid development of the enterprise and the gradual improvement of new departments, the demand for talents recruitment has increased. However, the company's self-trained talents are not sufficient to support all categories. At this time, the company's brand is still being established and the market influence is not significant. The external talents recruitment is still difficult. Each position is rarely equipped with substitute personnel. Personnel turnover has a significant impact on the company. At this stage, the pressure on the company's employment is relatively high. After reaching a certain scale, the company becomes stable. The brand effect becomes prominent. The talents recruitment pressure will gradually decrease. Deep cooperation between schools and enterprises can solve the problem of employment in enterprises. A suitable talent joint training model plays an important role in reserving talents for enterprises. It can also provide support for enterprises to better maintain personnel stability. [2,3]

This article analyzes a typical case of school enterprise cooperation. By analyzing the specific practices of enterprises participating in the entire process of talent cultivation, effective paths for school enterprise cooperation have been summarized.

## 2. Typical Case Analysis

In the process of practice, a typical small and medium-sized enterprise was selected. Since its establishment, the company has developed rapidly, which was approved as the high-tech enterprises. In the process of rapid development, the pressure on hiring is also increasing[4,5]. Mainly reflected in the following aspects.

1. The company mainly focuses on industries such as intelligent manufacturing, new retail, and healthcare. Focusing on the reliable wireless networking, a series of key technologies are developed such as private protocols, low-cost control chips and IoT data security technology. This professional field is relatively new and technology intensive, which requires talents with strong professional knowledge and rich work experience. This type of high-level talent requires a good theoretical foundation and the ability to analyze problems. Few perfectly matched talents are available. A long period of time is needed to take over the work tasks for those talents with work experience.

2. Based on the core technologies mentioned above, products such as electronic price tags, wireless PTL, ePaper, wireless gravity sensors, and wireless base stations have been developed. These products have different application fields. All projects require personnel for coordination, engineering implementation, and etc. Therefore, there is a large demand for talents in the fields of engineering implementation, pre-sales and after-sales. These personnel also need to master the professional knowledge foundation in order to be well qualified for this position. In addition, the improvement of the original product and the development of new products require extensive testing. The quality assurance of the production process requires a large number of highly skilled talents with professional backgrounds.

The rapid development of the company has brought about a demand for talents. However, the company's is not large enough and its attractiveness to talents is not sufficient.

In response to the above issues, enterprises have established partnerships with different types of schools, aiming to solve the employment problems in the company's development process.

## 3. Practice and Process

Vocational colleges mainly focus on cultivating highly skilled talents. The students majoring in electronic and information engineering are very suitable for the job group represented by testing, engineering implementation, and etc. This article takes these talents as an example to introduce the specific methods of school enterprise cooperation.

### 1. Clarify cultivation goals

Before the cooperation, in-depth exchanges should be conducted between school and enterprise. The corresponding job positions and required abilities should be sorted out jointly.

### 2. Career enlightenment

Students should establish preliminary connections with the enterprises through naming classes during the first semester. In the daily teaching process, enterprises can send engineers to conduct lectures and courses. This is an effective method to provide students with professional enlightenment. This can also provide them with a certain understanding of the enterprise.

When the students have a certain foundation, part-time job positions can be provided. Students are allowed to practice in the simple job positions using their free time such as holidays. It is helpful to interact with enterprises and have a certain understanding of enterprise job positions, products, etc.

### 3. Internship

The internship stage is a crucial stage for enterprises to establish reputation and attract talents. Job rotation is adopted in this stage. Students are allowed to practice in several relevant positions. Dedicated personnels are assigned as guides.

#### 4. Employment

After the internship, the job position will be determined based on the factors such as students' performance in different positions, personal interests, and self-planning.

### 4. Effectiveness and Experience

In terms of talent cultivation, various forms such as teaching and apprenticeship have been adopted to cultivate a group of highly skilled talents. Since 2017, more than 60 students have participated in the project as an apprenticeship. The enterprise has provided 120 part-time job positions, 12 internships and 10 employment opportunities. Currently, four students have been directors in different department. The other students have also performed excellently.

After two years of practice, the following experiences have been summarized.

#### 1. Clear cultivation objectives

Based on the characteristics of vocational college students, it is important to clarify the corresponding job groups of the enterprises. After observation, students can perform outstandingly in the positions such as testing and engineering implementation.

#### 2. Full process participation and cultivation

A long process is required for the talents to accept the enterprises. Intervention in the early stages of talent cultivation can have a positive impact. Directly entering the recruitment process is not as effective as participating in the entire process of training. The forms of cultivation can be diverse. The three steps of enlightenment, exploration, and exploration are carried out step by step, which is more in line with the law of talent cultivation.

#### 3. Personalized offering platform

Each student has their own distinct characteristics. Helping students find their positioning and suitable job position is not only the task of the school, but also the responsibility of the employer. Establishing work interests is the most effective method to mobilize work enthusiasm. By rotating job positions, students can understand different job responsibilities. Better interdepartmental cooperation can be carried out in the later stage. By observing their performance, comprehensively analysis of their interests and strengths can be carried out to better arrange subsequent work.

Enterprises' participation in the entire process of talent cultivation is significant in talents cultivation. Through this approach, schools, enterprises, and students have achieved a win-win situation.

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