

Multivariate College-enterprise Collaborative Education Platforms: A Study on the Improvement of Japanese Talent Cultivation

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Abstract: In the course of Japanese talent cultivation in GUT, there has carried out multivariate collaborative education platform construction of “Joint Training Platform with Japanese Universities”, “Internship Platform for Japanese Enterprises” and “Cross-border E-commerce Talent Cultivation for Colleges-Enterprise Platform”. The study finds that it has played a great role in promoting students’ learning motivation, students’ Japanese practical application ability, students’ employment competitive capacity, enrollment scale expansion and enrollment level promotion, and also played a more obvious role in the improvement of Japanese talent cultivation.

Keywords: Multivariate collaborative education platform; Japanese study; Improvement

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1 Introduction

In the research process of “Build a Multivariate College-enterprise Collaborative Education Platform and Cultivate High-quality Applied Japanese Talents”, a Guangxi province education reform project approved in 2017, high-quality cooperative enterprises and colleges are selectively introduced in order to meet the diverse needs of the society for Japanese talents and the needs of students’ personalized learning. After nearly two-year training, some good practices and experiences have

been accumulated and some achievements have been achieved in the process of Japanese talents cultivation.

2 Introduction of Multivariate College-enterprise Collaborative Education Platforms

It mainly carried out the following three ways of education platform construction with domestic and foreign companies and universities, namely “Joint Training Platform with Japanese Universities”, “Internship Platform for Japanese Enterprises” and “Cross-border E-commerce Talent Cultivation for Colleges-Enterprise Platform”. Firstly, during the construction of “Joint Training Platform with Japanese Universities”, overseas collaborative education activities such as “Online Chinese-Japanese Oral Training Camp”, “Japanese Students’ Education Practice to GUT”, “Short-term Summer Camp in Japan”, “One-year Exchange Study in Japan” and “Direct Promotion to Graduate School in Japan” were held with Ehime University, Kyoto Women’s University and other Japanese universities to promote the external training mode and improve students’ oral expression competence and adaptability to different cultures. Secondly, the construction of “Internship Platform for Japanese Enterprises” aims to improve students’ business ability and achieve high-quality employment by launching a five-month internship project with Japanese holiday hotels and other enterprises with the help of Asia Association for Exchange Promotion. Thirdly, the purpose of “Cross-border E-commerce

Talent Cultivation for Colleges and Enterprises” is to cultivate high-quality cross-border e-commerce talents and address the employment needs of most students through cooperation with cross-border e-commerce talent training institutions such as Wuhan TA Partner E-Biz Co.,Ltd.

3 Practice and Features

The following is brief introductions to the practice of the three platforms.

3.1 Joint Training Platform with Japanese Universities

The projects of “Online Chinese-Japanese Oral Training Camp”, “Exchange and Study Abroad”, “Summer Camp” and “Japanese Corner” have been carried out systematically, organically and step by step in order to cultivate high-quality Japanese professionals. In the process of talent cultivation, it has played a multiplier effect, and made a significant contribution. Through the cooperation with six Japanese universities, like Kumamoto University, Ehime University, especially in the cooperation with Shukutoku University and Tokyo Keizai University, innovative projects have been carried out to receive students majoring in education from the former to GUT for educational practice. Another project cooperated with the latter that provides the undergraduates with interview and recommendation for further education. These projects can send one teacher and about 20 students to Japan for further study every year. “It involves teachers and students, combines long-term and short-term, conducts in multiple forms, and penetrates into students’ daily learning.” The three-dimensional and all-round Chinese foreign cooperative education project is a major feature.

3.2 Internship Platform for Japanese Enterprises

Through in-depth enterprise production practice, students go from “classroom” to “extracurricular” and from “theory” to “practice”, which deepens the understanding of theoretical knowledge of books, enhances the ability of practical cognition and hands-on operation, increases the ability of applying knowledge and solving practical problems, and stimulates students’ innovative thinking, consciousness, enthusiasm and spirit. In this regard, it is useful to improve the integration of ability of students’

language application competence and social production, and realize graduates’ Japanese skills socialization of production. In the stage of on-site practice in the hotel, in addition to the practice of daily business in the hotel, students are also required to strengthen their study and summary of Japanese expression, business habits, hospitality service concept, lifestyle and customs, *etc.* through the life in Japan^[1]. Additionally, they are asked to complete the practice report in stages and fill in comments by the relevant leaders. This kind of strict management of the practice process not only ensures that the practice activities can be carried out smoothly and orderly, but also ensures that the practice in Japan as a practical teaching activity can achieve all-round teaching effect. In the summary and evaluation stage of the internship results, the students submit the results of one-year internship in the form of reports. The instructors of both the school and the internship unit make a comprehensive evaluation of the students’ one-year internship.

3.3 Cross-border E-commerce Talent Cultivation for Colleges-Enterprise Platform

With Wuhan TA Partner E-Biz Co.,Ltd, we have jointly established a “Cross Border E-commerce Class” to train and deliver outstanding Japanese graduates for enterprises. The main approach is to integrate cross-border e-commerce related content into the talent cultivation program. First, introduce the training course system of enterprises: basic knowledge of cross-border e-commerce, practical operation knowledge of Amazon and other platforms. Second, on the basis of solid theoretical knowledge and Japanese language, further develop the practical training course system, so that students can help enterprises carry out cross-border e-commerce practical operation in school. Finally, the system of intensive training courses is set up to guide the students to operate on multiple platforms and cultivate the working ability required by the post after graduation. In addition, a cross-border e-commerce platform operation training base shall be established in the school, and leaders above the middle level of the enterprise shall be employed as enterprise mentors, so that students can carry out platform simulation operation under the mechanism of dual mentors in the university and enterprise.

4 Advantages of Multivariate College-enterprise Collaborative Education Platform

4.1 Improvement of the Overall Cultivation Effect of the Japanese Major

Under the joint influence of the three platforms, it has also played a positive role in promoting the overall effect of talent cultivation of the whole Japanese major. Its role is mainly reflected in the following aspects.

4.1.1 Increase of Students' Learning Motivation

The lack of learning motivation and the slow improvement of Japanese ability after entering the middle and senior grades are the problems that have been puzzling Japanese talent cultivation in our university. In the second and third year of university, the programs of studying abroad in Japan and the internship programs of enterprises in Japan stimulate students to further study and improve their Japanese proficiency. These two projects have put forward the level requirements of Japanese N2. In order to study in Japanese universities or enter Japanese enterprises, experience Japanese life, improve professional quality, students have a clear goal and motivation support in study. Furthermore, the number of people who change majors has greatly decreased, and the number of students who choose Japanese as the second degree has increased sharply. Nearly two years have witnessed remarkable. Most obviously, the number of students who want to change majors has been greatly reduced, from more than 10 to less than 5 each year. For example, in 2018, two students applied to transfer to Japanese major. Under the influence of overseas collaborative education platform, the influence of Japanese major in GUT has gradually expanded, and the number of second degree students is increasing year by year, for instance, the number of Japanese second degree students in 2016 has reached 39.

4.1.2 Enhancement of Japanese Practical Application Ability

After the improvement of Japanese comprehensive ability, students have a comparative advantage in the job market. Then through the school enterprise collaboration platform of cross-border e-commerce talent training, "Japanese + α " is realized, that is to

say, using Japanese as a tool, mastering the knowledge and ability of platform operation and becoming an interdisciplinary talent. The employment rate of graduates has been guaranteed, over 96%, and the quality of students has been affirmed by the employing enterprises.

In June 2018, our school issued the Employer Satisfaction Questionnaire to relevant personnel of 13 household units, and collected 13 valid questionnaires. The analysis shows that: Firstly, the employer has a high degree of satisfaction (very satisfied, satisfied) with Japanese graduates, of which the satisfaction in terms of job competence, professional knowledge and skills is more than 90%, but the professional quality (85%) is slightly inadequate compared with the other two. Secondly, in terms of specific ability, more than half of the employers consider Japanese graduates outstanding study capacity and Japanese ability. And nearly half of employers hold that they have a better English proficiency and written expression, which shows that the professional skills of students in this major are generally recognized by employers.

4.1.3 Enrollment Scale Expansion and Enrollment Level Promotion

Due to the improvement of the overall level of students and the employment rate, the Japanese major has been greatly improved from the penultimate in 2017 in the University's professional ranking, and increased by 6 places in 2019. And in the situation of National College Japanese major recession and shrinking enrollment scale, the number of Japanese Major Undergraduates in 2019 in our university has increased from two classes in the past to three classes, a total of 90.

And in the level of enrollment, Japanese major used to be enrolled in the second batch of undergraduate students. The overall quality and study competence of students cannot be compared with the English majors enrolled in the first batch of undergraduate students. As a result of the construction of collaborative education platform, the overall training effect, including award-winning and student employment, has been affirmed by the school and society, so the scores of admitted students have been improved. The university has also given the policy of large-scale enrollment of Japanese and English Majors in 2020, so as to improve the Japanese major to the first batch of undergraduate enrollment sequence.

4.2 Respective Advantages of Multivariate College-enterprise Collaborative Education Platforms

Each collaborative education platform has made a distinctive contribution to promoting students' Japanese learning in their respective fields.

4.2.1 Advantages of Joint Training Platform with Japanese Universities

Firstly, it brings the increasement of the Number of Students Studying in Japan and Development of Intercultural Communication Competence. Among the cooperative education activities, there are not only long-term exchange and study abroad programs for about 10 students each year, but also open-ended short-term spring camp, summer camp and winter camp for 2 to 1 month. After a one-year exchange study abroad, the students' oral Japanese expression has been significantly improved, their comprehensive qualities such as personal cultivation have also been improved, and their entrance examination for postgraduate education and study in Japan have also increased. Through the summer camp and other projects, students have experienced Japanese culture, opened up an international perspective, and greatly promoted professional learning after learning. So far, 32 students have been offered the opportunity to study in Japanese universities, and 23 students have participated in various forms of summer camp, spring camp and other exchange activities in Japan. Students' cross-cultural understanding and communication competence have been greatly improved^[2].

Secondly, it brings the Improvement of Teachers' Teaching Effect. Through the overseas cooperative education program, teachers were sent to Japanese universities for a one-year study of Japanese pedagogy. Through on-the-spot experience of Japanese society and culture, it enables them to broaden the research vision and deepen the understanding of Japanese social characteristics and cultural knowledge, which plays a good role in promoting the quality of professional teaching after returning home.

4.2.2 Advantages of Internship Platform for Japanese Enterprises

For one thing, it is effective to solve the problem that practical courses are difficult to get out of school, and promote the high-quality employment of students in Japan. Because the service positions of Japanese chain

hotels can accept a large number of Japanese major students as interns in Japan, breaking through the problem of limited number of professional practice in domestic enterprises in the past. Students who participate in the program have the opportunity to go to Japan for internship in Japanese enterprises, and students with excellent performance can also be employed in the internship enterprises after graduation, which is undoubtedly the improvement of students' social competitiveness in the future. For another thing, it is a opportunity to study Japanese universities and pave the way for further study in Japan. After graduation, students who are willing to go to Japan for further study can go to Japan in person and learn about the higher education system of Japan after living and working, so as to lay a solid foundation for further study in Japan in the future. At the same time, the organization will give full assistance to the interns who intend to apply for the master's degree in Japanese university, including language, school information, professional selection, tutor contact, application writing, Chinese Alumni Association recommendation, etc.

4.2.3 Advantages of Cross-border E-commerce Talent Cultivation for Colleges-Enterprise Platform

Through the learning of the platform, "Japanese + α " has been realized. With Japanese as a tool, students have mastered the knowledge and ability of platform operation and become a interdisciplinary talent. The jobs related to cross-border e-commerce are those in which Japanese majors have been employed for nearly 2 to 3 years. Through the collaborative training with the company, the employment competitiveness of students has been improved. Through the recommendation of e-commerce training enterprises, students are sent to foreign trade enterprises and e-commerce companies, which greatly improves the employment rate of students. In 2018 and 2019, more than 15 people were employed through the collaborative cultivation platform every year.

5 Conclusion

The present study shows that the construction of this kind of platform has played an obvious role in the cultivation of professional talents and the improvement of students' comprehensive Japanese competence. However, there still exists some problems, for example, the construction of each platform is not very perfect

but extensive, so the future study needs to dig deep into the promotion role of the platform. In addition, the integration of the three platforms has not yet been done in place. It is necessary to clarify their hierarchical relationship, organically combine them, and play a role in promoting each other. Moreover, the guidance to students is not enough, which leads to some deficiencies in students' ability evaluation and understanding of the

platform when they choose a proper platform.

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