

Practice and Thoughts on School-Enterprise Co-operation to Promote the Professional Curriculum Construction of Vocal Performance in Colleges and Universities

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Abstract: This article provides an in-depth analysis of the key role of school-enterprise cooperation in the curriculum construction of vocal performance majors in colleges and universities, including its practice cases, core elements, dilemmas and challenges encountered, as well as coping strategies and suggestions. By elaborating the advantages of school-enterprise cooperation, such as deepening practical experience, optimising curriculum content, improving teaching quality and enhancing students' competitiveness in employment, the article vividly demonstrates the successful example of school-enterprise cooperation and its remarkable results by taking the cooperation between Guilin Institute of Tourism and Guangxi Culture Industry Co. At the same time, the article reveals the challenges of school-enterprise cooperation in terms of mechanism, curriculum, faculty and practice opportunities, and puts forward countermeasures and suggestions to optimise the system, meet the market demand, strengthen the quality of faculty and broaden the practice path. Finally, the article looks forward to the future development trend of school-enterprise cooperation in promoting the curriculum construction of vocal performance majors in colleges and universities.

Keywords: School-Enterprise Cooperation; Vocal Performance Major; Curriculum Construction; Employment Competitiveness; Teacher Strength; Countermeasures and Suggestions

1. Introduction

1.1 Background Overview

With the rapid development of China's social economy, higher education has become a core

area of national strategic development. Vocal performance major, as a discipline integrating multiple art forms, its education quality and talent training level are directly related to the prosperity of China's cultural and artistic undertakings. However, in the curriculum construction of vocal performance major, Chinese colleges and universities generally face problems such as irrational curriculum, single teaching content, and weak teachers. In order to enhance the educational level of vocal performance majors and promote the innovation of curriculum construction, the school-enterprise cooperation model has emerged as a new direction for exploration.

In recent years, school-enterprise cooperation has been more and more widely used in the curriculum construction of vocal performance majors in colleges and universities. On the one hand, enterprises provide colleges and universities with rich practical resources and cutting-edge information of the industry, so that the curriculum is more in line with the actual needs; on the other hand, colleges and universities cultivate professional talents with practical operation ability and innovative spirit for enterprises. The purpose of this paper is to discuss the practice and thinking of school-enterprise cooperation in promoting the professional curriculum construction of vocal performance in colleges and universities, with a view to providing useful reference for the educational reform of vocal performance in China.

1.2 Research Value

Firstly, school-enterprise cooperation helps to improve the teaching quality of vocal performance majors. Through cooperation, colleges and universities can more accurately grasp the needs of the industry, optimise the curriculum, enhance the practicality and relevance of the teaching content, and thus

significantly improve the educational quality of vocal performance majors. Secondly, the cooperation helps to cultivate high-quality music talents. School-enterprise cooperation provides students with more practice opportunities, helps students master professional skills and enhances employment competitiveness. In addition, school-enterprise cooperation can also promote the mutual benefit and win-win situation between colleges and universities and enterprises, realise resource sharing, complement each other's advantages, and promote the integration process of production, learning and research. Finally, school-enterprise cooperation can help to promote the reform and innovation of the curriculum construction of China's vocal performance majors, learn from the successful experiences at home and abroad, and explore the effective mode of curriculum construction of China's colleges and universities' vocal performance majors, so as to lay a solid foundation for the development of China's vocal performance majors.

2. The Key Role of School-Enterprise Cooperation in the Curriculum Construction of College Performance Majors

2.1 Deep Implications and Unique Qualities of School-Enterprise Co-Operation

School-enterprise cooperation, a strategic alliance between colleges and enterprises, aims to share resources and complement each other's strengths, and jointly shape high-quality vocal performance applied talents to meet the needs of the society. In the construction of college vocal performance professional curriculum, school-enterprise cooperation presents the following core connotation and significant characteristics:

2.1.1 Connotation

The core of school-enterprise cooperation lies in the close cooperation between colleges and universities and relevant enterprises, industrial organisations or individuals, and their joint participation in the all-round process of curriculum planning, teaching implementation, practical operation and talent cultivation.

2.1.2 Characteristics

The characteristics of school-enterprise cooperation in the construction of vocal performance professional curriculum include: firstly, resource sharing, through the sharing of resources such as teachers, facilities, practice bases, etc., to significantly improve the quality

of teaching and practice effect of vocal performance courses. Secondly, complementing each other's strengths, combining the academic research and theoretical system of universities with the rich practical experience and social resources of enterprises, so as to cultivate vocal performance talents who are both innovative and good at practical skills. Furthermore, the integration of industry, academia and research promotes the close integration of vocal performance teaching with scientific research and production practice, and enhances students' practical ability and innovative thinking. In addition, market orientation ensures that the curriculum closely matches the market demand and enhances the employment competitiveness of graduates. Finally, diversified forms of co-operation are achieved through the construction of internship bases, project co-operation, curriculum co-research, lectures by enterprise experts and other ways.

2.1.3 Enhancing Students' Competitiveness in Employment

School-enterprise co-operation plays a crucial role in enhancing students' competitiveness in employment. This impact is analysed in depth from five dimensions below:

Firstly, the introduction of practical teaching significantly improves students' professional skills. School-enterprise co-operation allows real work scenarios to be integrated into the classroom, and through practical courses and internship bases, students are able to learn in a real-world environment and master the practical skills of vocal performance. This teaching method enables students to quickly adapt to the demands of the industry, thus enhancing their competitiveness in employment.

Secondly, school-enterprise co-operation enriches teaching resources and broadens students' horizons. Resources such as lectures by enterprise experts and sharing of industry dynamics enable students to gain a deeper understanding of the current situation and development trend of the industry, thus enhancing their competitiveness in the job market.

Again, school-enterprise co-operation helps to improve students' comprehensive quality. Teamwork, communication ability, innovative thinking and other qualities are particularly important in the vocal performance industry, and school-enterprise cooperation can effectively cultivate these abilities of students, making them

more competitive in the workplace.

In addition, school-enterprise co-operation builds a good network bridge for students. Through the co-operation with enterprises, students have the opportunity to establish a stable partnership, laying a solid foundation for employment after graduation. Outstanding students are more likely to get internships, employment opportunities, or even be recommended to other co-operative enterprises, which greatly enhances the competitiveness of employment.

Finally, school-enterprise cooperation helps colleges and universities adjust their curricula according to industry needs and cultivate high-quality talents that meet industry demands. Enterprises involved in the construction of the curriculum, timely understanding of industry dynamics, to provide students with more targeted teaching, and further enhance the competitiveness of students' employment.

3. The Practice Model of School-Enterprise Cooperation to Help the Curriculum Construction of Vocal Music Performance in Colleges and Universities-A Case Study of Guilin Tourism Institute and Guangxi Cultural Industry Co., Ltd

3.1 Case Study: Analysis of School-Enterprise Co-Operation Mode Between Guilin Tourism College and Guangxi Culture Industry Co.

The school-enterprise cooperation between Guilin Tourism College and Guangxi Culture Industry Co., Ltd. has become a model in the field of curriculum construction for vocal performance majors in colleges and universities. The following is an in-depth analysis of this case:

3.1.1 Background Overview:

With the rapid development of China's cultural industry, there is a growing demand for high-quality vocal performance talents. Guilin Institute of Tourism, a special undergraduate institution that cultivates high-quality applied talents needed by the culture and tourism industry and the regional economic and social development, responds positively to the call of the development of the national culture industry and devotes itself to cultivating high-quality vocal performance talents to meet the needs of the society. Guangxi Culture Industry Co., Ltd, as an important force of culture industry in Guangxi region, has rich resources and practical experience. Based on the common vision and

demand, the two sides opened a new chapter of school-enterprise cooperation.

3.1.2 Analysis of the Content of Cooperation:

(1) Co-construction of internship training base: Guilin Institute of Tourism and Guangxi Culture Industry Co., Ltd. jointly build an internship training base to provide students with a practical platform and help improve their professional skills. The base is equipped with advanced facilities such as vocal rehearsal halls, recording studios and musical theatre rehearsal halls.

(2) Sharing of curriculum resources: the two sides jointly research and develop the professional curriculum of vocal performance, integrating the cultural industry resources and practical experience of Guangxi Culture Industry Co. At the same time, Guangxi Culture Industry Co., Ltd. provides Guilin Tourism College with high-quality teaching resources, such as musical scripts and performance tickets.

(3) Teacher team construction: Guangxi Culture Industry Co., Ltd. selects excellent employees to be guest professors of Guilin Institute of Tourism to teach practical working experience. Guilin Institute of Tourism also selects and sends teachers to Guangxi Culture Industry Co., Ltd. for job attachment and training, in order to improve teachers' teaching and practical ability.

(4) Industry-academia-research co-operation: the two sides jointly carry out research on vocal performance professional topics, apply the research results to actual teaching, and promote professional construction. Guangxi Culture Industry Co., Ltd. also provides Guilin Tourism College with internship training programmes to enhance students' competitiveness in employment.

3.1.3 The Effectiveness of Cooperation is Obvious:

(1) Significant improvement of teaching quality: school-enterprise cooperation has significantly improved the teaching quality of vocal performance professional courses in Guilin Institute of Tourism, and the students' professional skills and comprehensive quality have been comprehensively developed.

(2) Enhanced employment competitiveness: School-enterprise co-operation enables students to gain practical work experience, enhances employment competitiveness, and lays a solid foundation for the smooth employment of graduates.

(3) Professional construction meets the social demand: school-enterprise cooperation promotes

the reform of the curriculum system of vocal performance, which makes the professional construction closer to the social demand and enhances the competitiveness of the school in the field of cultural industry.

(4) The reputation of the school is constantly improving: the successful practice of school-enterprise co-operation expands the influence of Guilin Institute of Tourism in the field of cultural industry and significantly improves the social reputation of the school.

4. The Analysis of the Core Elements of School-Enterprise Cooperation in the Construction of Vocal Performance Majors in Colleges and Universities

4.1 Policy Leadership and School Support: Solid Cornerstone of School-Enterprise Cooperation

The effective promotion of school-enterprise cooperation depends on the firm support and scientific guidance of school policies. Schools should formulate targeted policies to clarify the goals, tasks and guarantee mechanisms of school-enterprise cooperation to ensure smooth cooperation. Specific measures include: setting up special funds to help the implementation of school-enterprise co-operation projects; setting up a school-enterprise co-operation office to coordinate and supervise the progress of the projects; and constructing an evaluation system to assess the co-operation projects on a regular basis.

4.2 Shared Vision: the Key Link to the Success of school-Enterprise Co-Operation

The success of school-enterprise cooperation depends to a large extent on the joint efforts of both schools and enterprises. Colleges and universities should take the initiative to seek to join hands with enterprises to gain insight into their needs for vocal performance professionals, while enterprises should also pay attention to the quality of education in colleges and universities and take an active part in the construction of curricula. Both sides can deepen the cooperation through the following ways: setting up school-enterprise cooperation committees, meeting regularly to promote the cooperation process; organising exchanges and interactions to enhance mutual trust; signing cooperation agreements to clarify the rights and responsibilities.

4.3 Curriculum Adjustment and Setting: the Core Link of School-Enterprise Cooperation

Curriculum adjustment and setting is the core link of school-enterprise cooperation to promote the professional curriculum construction of vocal performance. Colleges and universities should follow the market demand and industry dynamics, adjust the curriculum at the right time, and ensure that the teaching content matches the actual demand of enterprises. Specific strategies include: inviting enterprise experts to participate in curriculum design, providing cutting-edge information of the industry; co-developing the curriculum to achieve a close match between teaching and enterprise demand; strengthening practical teaching and enhancing students' practical skills.

4.4 Teachers' Strength Construction: the Basic Support for School-Enterprise Cooperation

Teacher strength construction is the key to promote the construction of vocal performance professional programme. Colleges and universities should strengthen the construction of teachers and improve their practice and teaching level. Specific implementation strategies include: hiring enterprise experts as part-time teachers to provide students with practical guidance; encouraging teachers to participate in enterprise practice to enhance their practical ability; strengthening teacher training to improve teaching quality.

4.5 Improvement of Students' Practical Ability: An Important Goal of School-Enterprise Co-Operation

The cultivation of students' practical ability is an important goal of school-enterprise cooperation to promote the construction of vocal performance professional curriculum. Colleges and universities should take advantage of school-enterprise co-operation to provide students with rich practical opportunities and improve their practical skills. Specific initiatives include: cooperating with enterprises to carry out internship training, so that students can exercise their skills in real work; organising activities such as campus culture and art festivals to build a platform for students to show their talents; encouraging students to participate in various vocal competitions to comprehensively improve their overall quality.

5. Difficulties and Challenges Facing School-Enterprise Co-Operation

5.1 School-Enterprise Cooperation Mechanism Needs to be Optimised Urgently

School-enterprise cooperation, as the core link of college vocal performance professional curriculum construction, the unsoundness of its mechanism has become a problem that needs to be solved urgently. On the one hand, school-enterprise co-operation often lacks a long-term and solid co-operation framework, and its co-operation relationship is mostly dependent on specific projects, lacking forward-looking long-term planning. This model often leads to short-term behaviours in the implementation of cooperation projects, making it difficult to build long-term and solid cooperative relationships. On the other hand, school-enterprise cooperation lacks an effective communication platform and poor information exchange, making it difficult to form a synergistic effect. At the same time, the imperfection of the evaluation system also makes it difficult to get an objective and comprehensive assessment of the effect of cooperation, which in turn affects the enthusiasm and initiative of cooperation.

5.2 Misalignment Between Curriculum and Market Demand

The disconnection between the curriculum of vocal performance majors in colleges and the market demand is another problem that cannot be ignored. On the one hand, part of the curriculum content is outdated, failing to keep pace with the times and unable to keep up with the development of the industry. On the other hand, the curriculum lacks relevance and fails to give full consideration to students' personalised development and market demand. This misalignment phenomenon makes it difficult for graduates to adapt quickly after entering the workplace, affecting the quality of training professionals.

5.3 Weak Teaching Staff

Insufficient teacher strength is a common problem in school-enterprise cooperation. On the one hand, teachers of vocal performance majors in colleges and universities generally lack practical experience, making it difficult to combine theoretical knowledge with practical operation. On the other hand, the degree of

participation of enterprise experts in teaching in colleges and universities is insufficient, resulting in the lack of practicality and relevance of teaching content. In addition, there is an imbalance in the structure of the teaching team, with an over-representation of young teachers and a lack of professional guidance and experience transmission from middle-aged and old-aged teachers.

5.4 Lack of Practice Opportunities for Students

The limited practice opportunities for students in school-enterprise cooperation have become a major challenge for vocal performance majors in colleges and universities at present. On the one hand, the number of school-enterprise co-operation projects is insufficient to meet students' practical needs. On the other hand, the organisation and implementation of practice sessions are not standardised enough, resulting in poor practice results. In addition, the opportunities for students to participate in practice are often linked to academic performance, comprehensive quality and other factors, and some students have difficulties in practice due to various reasons.

6. Countermeasures and Suggestions

6.1 Optimise the School-Enterprise Cooperation System

In order to deepen the construction of vocal performance professional courses in colleges and universities, the first task is to optimise the school-enterprise cooperation system. This initiative involves building a long-term solid partnership, clarifying the rights and responsibilities of both parties, and guaranteeing the smooth advancement of the cooperation project. Specific strategies include: firstly, compiling guiding documents for school-enterprise cooperation to regulate the process of cooperation; secondly, setting up a school-enterprise cooperation coordination committee, which is responsible for communicating, coordinating and supervising the implementation of the cooperation projects; and furthermore, holding joint meetings of the school-enterprise cooperation on a regular basis to exchange cooperation experiences and solve problems encountered in the process of cooperation.

6.2 Strengthening the Integration of

Curriculum and Market Demand

The curriculum should closely match the market demand and cultivate vocal performance talents who can adapt to the industry demand. The following are specific suggestions: firstly, invite industry experts to participate in curriculum design to ensure the predictability and practicability of the curriculum content; secondly, evaluate and adjust the curriculum on a regular basis, and update the teaching content in time to adapt to the evolution of the market demand; furthermore, carry out market research to gain insights into the industry trend, so as to provide a scientific basis for the curriculum.

6.3 Enhance the Quality of Teaching Staff

Faculty is the key to teaching quality. To enhance the quality of teachers, we can start from the following aspects: firstly, strengthen the training of teachers to improve teaching and practice ability; secondly, motivate teachers to participate in academic exchanges to improve academic quality; furthermore, introduce industry experts with rich practical experience to serve as visiting professors or part-time teachers.

6.4 Broaden Students' Practice Channels

Practice is the touchstone for testing the truth. Broadening students' practical channels helps to improve their practical skills. Specific measures are as follows: firstly, build school-enterprise cooperation practice bases, join hands with enterprises to establish stable practice bases to provide students with a real practice environment. The practice base should have a certain scale and facilities to meet the students' practice needs; secondly, regularly organise school-enterprise cooperation practice activities, such as performances, competitions, internships and so on, so that students can improve their professional skills in practice. At the same time, students are encouraged to participate in social practice projects to enhance their sense of social responsibility and teamwork ability.

7. Conclusion

7.1 Far-reaching Impact of School-Enterprise Cooperation in the Construction of College Performance Major Courses

School-enterprise cooperation has promoted the curriculum construction of vocal performance majors in colleges and universities in the following five dimensions: firstly, it

significantly improves the quality of talent cultivation, and through the introduction of actual cases and project practice in the enterprise, the curriculum content is closer to the industry demand, which effectively enhances the students' professional skills and comprehensive quality. Secondly, university-enterprise cooperation optimises the curriculum. Enterprises participate in the construction of the curriculum and can adjust the content according to the development trend of the industry to ensure the forward-looking and practicality of the curriculum. Furthermore, it strengthens the teachers' strength, and the participation of enterprise experts brings rich practical experience and industry perspectives to the vocal performance majors of colleges and universities, which enriches the teachers' team and improves the quality of teaching. In addition, school-enterprise cooperation promotes the combination of production, learning and research, helps vocal performance majors in colleges and universities to realise the integration of production, learning and research, accelerates the transformation of scientific research results, and expands the social influence of the majors. Finally, it broadens the employment channels of students, enabling students to contact enterprises in advance and gain insight into industry dynamics, laying a solid foundation for smooth employment after graduation.

7.2 The Remarkable Effect of School-Enterprise Cooperation in Promoting The Professional Curriculum Construction of College Vocal Performance

School-enterprise cooperation has achieved fruitful results in promoting the curriculum construction of college vocal performance majors. Firstly, the content of the curriculum has been continuously updated, keeping up with the development trend of the industry, and improving the sense of the times and practicality of the curriculum. Secondly, the effect of practical teaching is remarkable, and students' practical ability has been significantly improved through participating in enterprise projects, laying a solid foundation for their future career development. Furthermore, the construction of faculty has been strengthened, and the addition of enterprise experts has enriched the faculty and improved the teaching level. In addition, the integration process of industry-university-

research has been promoted, and the university-enterprise co-operation has facilitated the transformation and application of scientific research results. Finally, the employment rate of students has been significantly improved, and school-enterprise co-operation has broadened the employment channels of students and enhanced the employment rate and quality of employment.

7.3 Future Prospects of School-Enterprise Cooperation in Promoting the Curriculum Construction of Vocal Performance Majors in Colleges and Universities

Looking into the future, school-enterprise cooperation has a broad development prospect in promoting the curriculum construction of vocal performance majors in colleges and universities. Firstly, school-enterprise cooperation mode should be deepened and more flexible and diversified cooperation modes should be explored to achieve resource sharing and complementary advantages. Secondly, we should strengthen the construction of curriculum system, further optimise the curriculum setting, improve the quality of curriculum, and cultivate high-quality talents to meet the needs of the industry. Furthermore, enhance the level of practical teaching, strengthen the practical teaching links, and improve students' practical ability and innovation ability. In addition, strengthen the construction of teaching staff, introduce enterprise experts, and improve the practical ability and teaching level of the teaching staff. Finally, expand the cooperation between industry, academia and research, deepen the cooperation between industry, academia and research, promote the transformation of scientific research results, and enhance the social influence of the profession.

Acknowledgments

This work was supported by this paper is the research results of the 2024 Guilin Tourism University School-Enterprise Co-operation

Development Curriculum Construction Project 'Vocal Performance', Project No.: 2024XQHZ022

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