

On the Educational Path of the "Triune Cooperation Mode" of University, Local Government and Enterprise

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Abstract — *Urban development requires industries, and industrial innovation requires high-end talents and scientific research, which are the basic functions of higher education. Therefore, higher education has become the adaptor and accelerator of urban development. The "Triune Cooperation Mode" of the university, local government, and enterprise have become the natural logic and internal driving force of a city's healthy development. Sichuan University of Science & Engineering (SUSE) is not located in the provincial capital city and has no rich educational resources and various development channels. Therefore, it sticks to the "Triune Cooperation Mode" as an impetus to create a distinctive industrial college, such as the Baijiu College of China. It has the milestone significance in higher education that combining with the characteristics of college and its location advantage, the Baijiu College of China chooses to cooperate with Yibin city (well-known as "the City of Baijiu") to serve for a national strategy and develop the Baijiu College of China itself at the same time. This paper takes the Baijiu College of China as a case to analyze the influence of the "Triune Cooperation Mode" on the development of university and city, to provide some reference for various related scholars whose research field is on the education policy, university's development and urban development, etc.*

Keywords — *university (college), local government, collaborative development, the Baijiu College of China*

I. TO DEVELOP ADVANTAGEOUS DISCIPLINES, COMBINE LOCAL CHARACTERISTICS, AND TRAIN HIGH-LEVEL APPLIED TALENTS

The construction of advantageous characteristic disciplines in colleges and universities must solve the major technical and practical problems in economic and social development. It must be related to its contribution to the transformation and upgrading of regional industries. Combining college's discipline construction with social

service and regional economic construction service is not only one of the important ways to promote the strategy of "strengthening integrative competence of a city by higher education," but also a new way to explore the capacity of characteristic discipline building of local colleges and universities. [1] The Baijiu College of China is established based on SUSE, an ordinary full-time higher education university with a history of more than 50 years. It has the coordinated development of many disciplines. The university is located in Zigong city, a famous national historical and cultural city in Sichuan Province, known as "the Salt City and the Lantern City of China."

To help readers understand the following content of the paper, it is necessary to introduce SUSE history briefly. In 1965, because of the need for a national strategy, "The East China University of Chemical Technology" (now East China University of Science and Technology, ECUST) was moved inland to Zigong city, Sichuan province. Then the southwest branch of "East China University of Chemical Technology" was established, whose code name was "652". In 2003, "Zigong Normal College," "Zigong College," and "Zigong Institute of Education" were merged to form the "Sichuan LiGong University." In 2018, it was upgraded to SUSE, which is short for the Sichuan University of Science & Engineering.

The university has such disciplines as foreign languages, mathematics, chemical engineering and technology, control science and engineering, mechanical engineering, management science and engineering, food science and engineering, and other first-level disciplines, as well as Sichuan Province Postdoctoral Innovation Practice Base (Solid State Brewing Postdoctoral Innovation Practice Base, SSBPIP). It is precisely because of SUSE's strong comprehensive strength and the core expertise and technical support to match the Baijiu



(Baijiu means Chinese liquor) brewing & production that SUSE has consciously placed on its development priorities on Baijiu brewing & production and Baijiu culture's international communication. The establishment of SUSE's SSBPIP is one of the main purposes of making great progress in Baijiu brewing and facilitating China's Baijiu industry's development. The university coordinates the SSBPIP, Engineering and Technology major, Management Science and Engineering major, Food Science and Engineering major, and Foreign Language major, etc., to escort the university's innovative development and the development of Chinese Baijiu.

Therefore, based on mutual promotion and coordinated development, SUSE chooses to cooperate with Yibin city, well-known as "the City of Baijiu and the First City on the Yangtze River," to create the "the First City of Baijiu in China, and the World's Top Baijiu Producing Region." Centering on the goal of "to be the leader of Baijiu industry in China and the first-class of Baijiu industry in the world" and taking "integration of production, study and research" as the development model, the cooperation between SUSE and Yibin city aims to build up a cradle for the cultivation of elite talents in Baijiu industry, to cultivate the most high-end Baijiu professionals for the world, and to contribute to the transformation and development of China's Baijiu industry.

In terms of talent training, combined with the regional and industrial advantages of Yibin city, SUSE intends to take the Chinese Baijiu brewing training base as the core platform, to carry out the base construction of talent selection and training for the various industries, to speed up the development of courses for the qualification recognition and certification for various technical talents, and to focus on building a talent training system that combines Baijiu industry chain, discipline chain, and cultivation chain. In terms of discipline construction, the university will continue to consolidate the leading position of advantageous disciplines such as biological brewing engineering in the industry, build a discipline system of coordinated development, and train more senior compound talents to develop the industry and the need of the society.

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II. TO BUILD AN INTERDISCIPLINARY INNOVATION PLATFORM AND ENHANCE THE INNOVATIVE ABILITY

SUSE is not located in the provincial capital city and has no rich educational resources and various development channels. Therefore, it sticks to the educational mission "to serve national strategy" and takes the social demand as the guide, the talent training as a fundamental, the soft power of culture as a link, and the "Triune Cooperation Mode" of the university, local government and enterprise as an impetus, to serve the local economic development, to lead the industry transformation and upgrading, and to create a distinctive industrial college. For example, one of the SUSE campuses is located in Zigong city (well-known as Colored-Lantern), Sichuan Province. Therefore, combining the university's professional advantages and the local characteristics of Zigong City, SUSE cooperated with Zigong Government and Zigong Colored-Lantern Making Group to build the Colored-Lantern College on December 21, 2018.

However, with the popularization of national education, the university enrollment rate has been increasing year by year, and SUSE is no exception. In recent years, the number of new students has increased dramatically, making the original Zigong campus unable to accommodate the university's potential enrollment, making SUSE consider how to expand the new campus. Located in the core land of Sichuan Province, SUSE has unique geographical advantages, with Yibin ("the City of Baijiu") in the southwest, Luzhou ("the Chinese Baijiu City") in the southeast, and Zunyi ("the city of China's Baijiu") in one hour's drive to the south. The two Provinces of Sichuan and Guizhou have established the well-known "golden triangle of Baijiu" -- Wuliangye in Yibin, Luzhou Laojiao in Luzhou Moutai in Zunyi (three famous Chinese Baijiu). Yibin, Luzhou in Sichuan Province, and Zunyi in Guizhou Province have formed a tripartite confrontation situation.

Under such a regional pattern, SUSE, with strong majors such as solid-state brewing, will naturally seize the opportunity to develop and strengthen relevant majors and Baijiu brewing disciplines. And the university's solid-state brewing major needs to combine enterprises and industries: on the one hand, it can let SUSE's technology patents to play a role; on the other hand, it can help SUSE's majors,

which have a strong academic and theoretical atmosphere to find problems and then to solve problems in practice, to make breakthroughs and progress. Therefore, the university needs to find a suitable partner to establish the Baijiu industry platform.

In the critical period of urban development, the Yibin city of Sichuan province also wants to find a partner to realize the city's cross-development. Before 2015, the educational strength of Yibin was relatively weak compared with that of other cities in Sichuan, and there was only one undergraduate university in Yibin, the number of universities ranking relatively low. However, as a city with such strong industries as agriculture and shipping industry, as a city with rich tourism resources and natural resources, as a city located in the transportation hub of south Sichuan province, and as a city with a GDP in the top three in Sichuan province, there is no reason for it to be stuck in the throat just due to the shortage of education. Therefore, Yibin city leaders realized that the goal of the leapfrog development of Yibin city requires a grand strategy and long-term vision. They realized that in addition to industry and agriculture's hard power, the accelerator of urban development should also lie in the soft power that makes a city attractive for a long time, namely the humanities. And the university is the place with the most direct embodiment of the value of the humanities. In addition, Yibin, ranking the top three in GDP of Sichuan Province, started large-scale urban construction in 2015, and urgently needed to introduce high-end public institutions, especially famous universities into the city, to increase the comprehensive competitiveness of the city, to achieve the ambitious goal of becoming the economic sub-center of Sichuan Province.

Therefore, in 2017, SUSE and Yibin city mutually chose to cooperate to build a Yibin campus of SUSE, which is located in the best position of "Baijiu Golden Triangle" that is the choice in the right place at the right time. On December 14, 2017, Wuliangye and SUSE jointly established Wuliangye Baijiu College. To develop better brewing education and integrate the superior resources of scientific research effectively, on December 18, the Baijiu College of China was established by the China Baijiu Association, Wuliangye, and SUSE coalition. Then the "Baijiu brewing training base of China" was built.

[3] The establishment of "the Baijiu College of China" has brought new vitality to SUSE development. Then, Baijiu brewing's knowledge and technology now have a bearing platform, and the theory can be put into practice in the real industry. Most importantly, the teachers' teaching and the students' learning are guided by real cases around them, making the course more specific.

After establishing "the Baijiu College of China," the disciplines' development and the teaching reform of SUSE had a new perspective and approach. For example, the school of foreign languages of SUSE took the opportunity to the strategy of "Chinese culture going abroad." It then carried out the international sommelier major with the guidance of Baijiu culture's publicity. The goal of the international sommelier program is to cultivate outstanding international sommelier talents with international vision and practical ability, solid bilingual foundation, Baijiu knowledge foundation, and cross-cultural communication ability, to open up a road of "Chinese culture going abroad" for the internationalization of Chinese Baijiu and help enhance the international influence of Chinese Baijiu culture. And therefore, "the International Communication Research Center of Sichuan Baijiu Culture" was established accordingly. Taking "Baijiu culture going abroad" as the starting point and serving the sustainable development of local economy and society as the purpose, through the comparative study of Chinese and Western liquor (wine) culture from multiple perspectives, the Research Center of the International Communication of Sichuan Baijiu Culture analyzes the cultural differences, characteristics, and connections between China and foreign countries, which were reflected in the production, sales and consumption of liquor (wine). It provides cultural support for the international communication and promotion of Baijiu. It makes Sichuan Baijiu the "international promotion carrier" of Sichuan culture, promotes the sustainable development of Sichuan Baijiu, and contributes to the further development of the Sichuan economy. [4] Therefore, the enlightenment of "Triune Cooperation Mode" on university and city development is, with the help of the unique regional advantages, to build an interdisciplinary innovation platform for Baijiu and enhance the innovative ability in science, technology, and humanities.

III. TO EMBODY THE SOCIAL FUNCTIONS OF UNIVERSITY, TO INTEGRATE THE ADVANTAGES OF RESOURCES

With the influx of a large number of the labor force into urban, social contradictions are becoming increasingly apparent, the relationship between universities and society is changing, and the market demand promotes the role of universities to change -- with the continuous expansion of the scale of colleges and universities, higher education develops rapidly towards the direction of popularization. The university scientific research activities are increasing rapidly to meet the actual needs of the society. [5] The functions of universities have undergone changes from internal and external functions, from medieval universities to the University of Berlin, and then to the University of Wisconsin. From the teaching function of medieval universities to the unification of teaching and research in the period of Wilhelm von Humboldt, and then to the promulgation of the Morrill Act and the implementation of the education concept of the University of Wisconsin, the social service function was formally introduced into the university functions, forming the "trinity of teaching, research, and service to the society" of the university. The transition from elite education to mass education of university is a choice of society and history, and it is inevitable.

For a city, every mayor and government leaders are making careful plans for its development. And the important parts of his plans should be about the major industries that play a decisive role, such as tourism, finance, industry, agriculture, new energy, new materials, energy conservation, environmental protection, biology, high-end equipment manufacturing, and other emerging industries. The innovation and development of these industries all require high-end talents and scientific research, which are the basic functions of higher education. Therefore, higher education has become the adaptor and accelerator of urban development. The trinity cooperation mode of the university, government, and enterprise has become the natural logic and internal driving force of healthy development. Local colleges and universities are closely connected with regional economic and social development: the development of a regional economy cannot be separated from the scientific and technological support and talent support of local colleges and

universities. Local colleges and universities' counterpart service for social and economic construction can also promote their innovation ability and provide a steady stream of power for talent training. Only actively integrated into the regional economic construction, local colleges and universities can realize their own healthy and fast development.[6] Located in the southwest of Sichuan Province, and in the new era of accelerated leapfrog development of Sichuan province, SUSE plays an important role in facilitating the coordinated development of various regions in Sichuan province and breaking the unbalanced pattern of "only the provincial capital City Chengdu being the dominant city." Therefore it has the milestone significance in higher education that combining with the characteristics of college and its location advantage, the Baijiu College of China chooses to cooperate with Yibin city (well-known as "the City of Baijiu") to build the base of Baijiu research and technological innovation of Baijiu industry, and then to establish the cradle of talent training of Baijiu industry, and therefore to serve for a national strategy and to develop the Baijiu College of China itself at the same time.

To embody the university's social functions, integrate the advantages of resources, and consolidate the "Triune Cooperation Mode" of university, local government and enterprises can form a virtuous circle that promotes universities' sustainable development and enterprise.

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