Research on the Establishment and Development of Sports Economics and Management Specialty (Equestrian and Management)—Take Wuhan Business University as an Example

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Abstract. By the methods of literature review, experts interview and analogue, the paper analyzed the current situation, features, establishment and development model of equestrian and management in the sports economics and management specialty. Then, several theoretical opinions on reforming curriculums, innovating teaching mode, strengthening practical teaching reform, enhancing regulation institutions of the joint teaching base outside campus for the existing problems are raised and recommended in order to deepen the reform and innovation of the training mode for equestrian specialty, and enhance applicability of equestrian talent development.

Introduction

The International School of Equestrian was emphatically established in Wuhan Business University in order to meet the creation of the plans for new strategic industries in China, and promote the rapid growth in regional equestrian service industry in 2015. In 2008, the criteria with Wuhan Jockey Club Co., Ltd. were standardized in the Department of Physical Education of Wuhan Business University and the horse racing industrial management in the social sports specialty was initiated in China. On this basis, the first national Equestrian College was built in Wuhan Business University in 2009. Sports Economic and Management was one of the first six undergraduate majors in Wuhan Business University in 2012, and increased Equestrian and Management in 2013, which was served for Wuhan Business University taking "business" as the characteristics, and management disciplines as the backbone of the school philosophy and school ideas.

At present, as an applied undergraduate major, the specialty inherits and develops the tradition of cultivating applied talents for adapting to the region, the economy and the social development. Wuhan Business University persists in the service of the region, the economy and the social development and self-management facing to the market and industry. The university fully demonstrates the strengths of teaching team, perfects curriculum systems, optimizes teaching contents, enriches teaching methods and means, continues to push the reform of teaching mode, and improves teaching quality.

Research Purpose

The traditional advantages of cultivating applied talents should be inherited and developed and equestrian industry professionals should be foster to accommodate the local regional economy in Wuhan Business University

The development trend of equestrian industry should be closely tracked, the individual teaching and the relevant services for students should be provided, expertise and professionalism enlargement of
students should be insisted on, the students' specialized reform guides of integrated practical skills and creativity should be emphatically cultivated, the regional economy and the social development should be served, the needs of the market and industry should be catered to run the school, and equestrian performance industry, equestrian intermediary service industry, equestrian training industry and other fields should be mainly served in Wuhan Business University. Moreover, the high hopes for the students to be competent for the jobs, such as the administration of enterprise and public institution, the operation of sports industry, the development and promotion of sports market, etc. and become applied quality professionals should be offered in Wuhan Business University.

**An excellent teaching team with innovation spirit, reasonable structure and higher quality instruction should be built in Wuhan Business University**

The existing professional competencies of discipline leaders should be given full play, high quality personnel who are strong reforming consciousness in the professional fields of economics and management should be introduced and absorbed, improving the academic structure, age structure, professional title structure, and academic structure of the teaching staff, constructing an interdisciplinary education resources sharing service platform, and the outside specialists and experts from related fields to give useful suggestions, aiming to establish a dynamic teaching team with solid theoretical knowledge and practical experience should be invited in Wuhan Business University.

**Optimizing the practice education, deepening the reform and innovation of the talents training mode, and enhancing the applicability of talent development in Wuhan Business University**

Wuhan Business University should meet the needs of equestrian industrial development, innovate personnel training mode, continue to open up public resources of professional development, inherit and carry forward the tradition of cultivating applied talents, insist on developing college-enterprise cooperation, perfect the talent training plan, optimize curriculum system, boldly use modern information technique, enrich means and method of practice teaching, strengthen contents of professional fulfillment and professional innovation, build training mode of practice teaching under the new situation, play a full role of production of practical bases inside campus, construct the platform of practice and teaching, standardize cooperation direction and model with market and society further, consider about foreground of professionals, make the trained students to meet society and market demands, and heighten social adaptation and feasibility of talents cultivation.

**Research Methods**

**The Methods of Literature Review**

According to the research demand, the paper searches journals and literatures of Wuhan Business University library, Chinese periodical full text database, Chinese periodical full text database of excellent Doctor Students' theses, (EBSCO) SPORTDiscu database of sports science, collects and refers to many literature information of related researching books, theses, guidance document, policies and regulations about the configuration of equestrianism teaching system in China, and sorts through the literature information in order to provide theoretical basis and documents support for further study.

**The Methods of Experts Interview**

The authors work out half opening outline of interviews on professional settings of equestrian and management in the sports economics and management specialty by themselves, visit and investigate the Wuhan education bureau, and make interviews with several leading cadres in order to dissect the setting issues of equestrian and management in the sports economics and management specialty and ask for their advice of the thesis.
The Method of Analogue

The authors have access to first-hand information of equestrian and management specialty in Royal Agricultural University directly to infer organization system of equestrian and management specialty which adapts to our country's situation, aiming to know more about the installing condition of this specialty.

The Results and Analysis

Equestrian and management specialty in Wuhan Business University has cultivated applied talents with adapting demands of emerging equestrian industry and development in moral, intellectual, physical and aesthetic aspects, having systematic theories and knowledge of economics, management and equestrian, mastering practical abilities of equestrian operation, management, scheme and market development, abounding in theme of contemporary age and innovative spirit, and engaging in work of equestrian operation and management as needed in the stepwise rise of equestrian industry for Hubei province and national regions.

Directed by modern education ideas and teaching theories, Wuhan Business University has made the best of production-study-research cooperation base and professional resources, paid much attention to link some sports enterprises and administrative departments of physical education, such as Wuhan city sports bureau, East Horse Industry (Wuhan) Co., LTD., Global Leading Equine Sources Co., LTD. in Hubei province. Wuhan Business University has launched the perspective of training jointly specialized talents in the country at the same time, adopted training model of the Order Type on mutual aid and cooperation with the school-enterprise and school-administration, put emphasis on targeting top sports service sectors such as equestrian performance industry, equestrian intermediate service industry, and equestrian training service industry improved constantly the talent training plan focused on the need for cultivating the qualified personnel, consolidated the theoretical basis and the cultivation of humane quality, created professional disciplines and cross-promote modules, and highlighted the cultivation of students' comprehensive qualities and practical skills.

Cooperating Educational Model of the Firms, Universities and Research Institutes has been Built

In recent years, Wuhan Business University has carried out long-term and deep cooperation of production-study-research with significant influence in the government and businesses such as Wuhan city sports bureau, East Horse Industry (Wuhan) Co., LTD., Global Leading Equine Sources Co., LTD. in Hubei province. Training the talents together and strengthening practice education with off-campus practice bases through the production-study-research cooperation of diversification mode such as “tackling key technical problems”, “building teaching site” and "two-way part-time intern” is the key feature of Wuhan Business University. Wuhan International Horse Racing Festival, National Modern Pentathlon Championship, the survey of horse data measurement in Wuhan and many other sports activities both domestic and abroad has become an important platform for the cooperation of the school-enterprise and school-administration. With the gradual improvement of cooperative level, Wuhan Business University has deeply combined with the training scheme of specialized personnel and work arrangement of cooperation units, put directly the second class into operation, production and service activities with cooperating organizations, put also students' graduation practice and employment-related activities into the cooperation process, implemented “the entire double-certificated system” to supervise jointly research works of practice and graduation dissertation.

Order Model for Talents Training System has been Unfolded

The students have been proposed to sign the contract of the two-way choice with the enterprise during the period of school in Wuhan Business University, which has carried out order model of localization and orientation for talents training system. Excellent students have also been chosen to work in the relevant units of the equestrianism industry, especially in important cooperating organizations, in order to enrich research and development resources of the unit, raise independent innovation ability of
the units, and provide human resources and security for the units. Meanwhile, Wuhan Business University has actively organized the unit of society to set up education grants in the university so that they have awarded the students who are great at learning and dedicate to work in equestrian industry.

**The Construction Project of Teaching Faculty has been Established**

A leader of the teaching staff has been regarded as a responsible individual, the construction of the major curriculum has been deemed as a guide, the systematic inspection mechanism to ensure the education quality has been considered as the guarantee in Wuhan Business University. According to the general principles of multiple pathways, multi-context, training teachers in all directions, the system plan of teachers' development has been formulated and executed, an excellent teaching team of strong reforming consciousness, rational construction and high teaching level has been established, the cultivating aim of excellent teachers and a series of policy incentives and measures have been drew up, further study and research mode of regular teacher have been improved, moral style education of teaching staff has been emphatically spread, teachers' sense of quality competition and responsibility has been reinforced, the teachers' criterion of dedication has been observed in Wuhan Business University.

Meanwhile, Wuhan Business University has created the conditions and provided opportunity for young teachers to study and exercise in equestrian enterprises, and encouraged the young, educated teachers to be the senior visiting scholars. Wuhan Business University has also built up strategic cooperative coalition of industry-university-research with specialized corporation of equestrian industry, hired managerial talents with practical management experience in enterprises and institutions to teach or guide the students in the process of actual operation.

When the condition is ripe, Wuhan Business University has actively promoted the depth cooperation between the specialty and enterprise, vigorously established cooperation platform of industry-university-research, effectively advanced the teamwork of teachers and the industry, sped up the construction of double-qualified teachers, and energetically employed famed specialists and scholars from outside the school to be part-time professors.

**Conclusions and Suggestions**

**Curriculums Should be Increasingly Reformed**

In the construction of curriculum system, Wuhan Business University should pay attention to select course content, divide course arrangement into theory, practice and the second class activities, arrange the lecture series of humanities and social science, and the learning practice in the domestic academic forum of horse racing and equestrian, put emphasis on various of practical activities to cultivate students' performance ability and fundamental scientific research ability, attempt to implement undergraduate tutor system, and hold the research and teaching activities, such as “the university students' innovation and Pioneering”, “Internet +”.

Wuhan Business University should set up teaching materials selection mechanism, try to choose teaching materials from the approved Ministry of Education list and the 13th Five Year Plan, guarantee teaching quality, impart timely the latest knowledge, actively create conditions to compile the characteristic course books, handouts and experimental instructions adapted to cultivating target and teaching program, develop various video teaching resources, design endlessly the computer aided instruction courseware with equestrianism features, make audio-visual resources on internet, and strive to draw up several high-quality textbooks and monographs.

**Teaching Mode Should be Dramatically Innovated**

In Wuhan Business University, the usage proportion of online video and multimedia teaching in teaching methods should be enlarged; multimedia teaching mode should be adopted for classroom
teaching as much as possible; the usage frequency of blackboard teaching should be decreased; and the supplementary effect between two different instructional styles should be taken seriously.

Then, teaching mode of equestrian professional courses should be innovated from instilling the theory knowledge for students to the form which relies on student independence study. In this transformation process, discussion-based, heuristic and systematic teaching methods should be regarded, and the individual diversity character and cognitive property should also be noted.

Simultaneously, curriculum evaluation mode should be enriched and perfected. In accordance with the teaching of the course, thesis defense, thesis writing and practical operation should be incorporated into appraisal mechanism to cultivate and strengthen each student’s ability of arranging information, analyzing problems, inducting language and writing the paper.

The Practical Teaching Reform Should be Strengthened
Judging by the training objective and actual demand of equestrian specialty, and regarding employment practice as the guidance, teaching approaches and contents of experimental lessons and practicing courses should be innovated and reformed in Wuhan Business University.

Moreover, the current conditions of experimental lessons and practicing courses should be continuously improved, and practical teaching course should be instituted for each excellent course, accounting for over 30% of equestrian specialty.

Currently, 3 multifunctional experimental and training centers on campus, more than 5 off-campus professional practice bases, and 7 long-term employment practice base, at all of these with three levels, have been initially built in Wuhan Business University. In the next few years, we will continue to expand the quality of extracurricular practice training base 3-5 to ensure that the employment base is stable at 5-10 or above through the construction of the training base and the results of the trainees.

The Regulation Institutions of the Joint Teaching Base Outside Campus Should be Enhanced
Firstly, committee on the professional cooperation practice which is composed of college leadership, enterprise managers after school and relevant experts should be established. Secondly, the full-time practice faculty adviser should be designated to undertake routine matters of the bases and bilateral communication. Thirdly, the cost of base construction should be charged by coordinating between the schools and enterprises, and the special fund must be expended on structure and regulation of training base. At last, equestrian specialty teachers should act as the advisors of practice, regularly temper themselves through titular position in relevant enterprises, and track students’ dynamic state.

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