Innovation and Practice Guidance and Training Pattern of the Modern Economic Management Specialty

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Abstract

In the face of the increasingly prominent problems in the practice of economic management, as well as the urgent employment situation, we explore a practical approach to the cultivation of entrepreneurial oriented talents in the field of economic management. In this paper, the author analyzes the characteristics and requirements of innovative and entrepreneurial talents with broad and solid theoretical foundation, multiple thinking ability, entrepreneurial spirit, and puts forward the mode of cultivating innovative talents. The traditional teaching evaluation of economic management emphasizes on the screening function of evaluation, leading to the evaluation of the content of knowledge, quantitative evaluation methods, evaluation of the subject and object simplification. To construct the teaching evaluation mode of economic management specialty, we must first establish the concept of evaluation focusing on the development of students.

Keywords: Economic management, innovation, entrepreneurship, talent cultivation

Introduction

The construction of practical teaching system in colleges and universities should take the initiative to adapt to the needs of society for talents, which is not only determined by the nature of education, but also the starting point and end result of talent training in colleges and universities. Economic management professionals should not only have a solid professional knowledge of economic management, but also should have the ability and skills to deal with practical problems in economic management; therefore, professional personnel training practice teaching system design is especially important. Economic management specialty practice system is the complex system engineering, the need for close coordination in order to play the effect, and design a perfect and effective economic management specialty practice system is the foundation of innovation is very important to cultivate entrepreneurial orientation talents.

A good economic management professional student should have the following abilities: independent learning ability, language and writing expression ability, cooperation and communication ability, professional practice ability and creative thinking ability. Therefore, economic management majors should have comprehensive knowledge, which involves economic, management, foreign languages and computer etc, also should have a strong sense of social responsibility, occupation morals level is higher and the lofty ideal, and good for the practical problems were analyzed and summarized and the spirit of struggle and strive to forge ahead. Professional knowledge of economic management professional training of students should not only have solid and systematic, but also have good occupation morals, spirit of innovation and teamwork good quality, students can grasp the need appropriate aspects of communication, communication, coordination, organization and leadership of the actual management ability in college, the only way to become as soon as possible innovation oriented talents social needs.

The innovation oriented talents training should take the social demand as the goal, take the student employment as the guidance and take the combination of production, learning and research as the foundation. The process of economic management specialty education must be practical and strengthen the practice teaching, on the one hand, it can help to deepen the students' understanding of the theoretical knowledge and the comprehensive quality training. On the other hand, it can also help the school to cultivate qualified innovative talents. Therefore, in the design of curriculum system, practice teaching should be integrated into the whole curriculum system.

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The Proposed Methodology

Characteristics of innovative talents. Innovative talents have a broad and solid theoretical foundation, innovation is the knowledge and skills on the basis of the original invention and creation. Many inventions are the first accumulated knowledge, open-minded, and accumulate steadily, mastery, learn widely from others' strong points, innovation will come. For example, apple founder Jobs, after dropping out of college, he went to the calligraphy class, so fascinated by calligraphy and fonts, then Jobs did not know what the future of calligraphy in the future can be of practical value. Innovation is the soul of a nation's progress and the driving force for national prosperity.

Innovative talents with the ability of multiple thinking, the thinking of innovative talents are diverse and dialectical, which not only has the direction of thinking, but also train the reverse thinking, divergent thinking and convergent thinking.

Practical teaching system. The experimental teaching system includes the practical teaching objectives, training contents, methods and so on. Is the practice teaching in general (experiment and practice, comprehensive training, curriculum design, graduation practice and graduation design, entrepreneurship courses, social practice etc.) through the rational allocation, to construct a system.

The first stage is the basic stage of economic management and professional knowledge and skills necessary for the accumulation of the stage, for the students to learn the practice of the following two years to
build a good foundation. This stage is mainly based on the accumulation of curriculum knowledge, for some, some or entrepreneurial innovation oriented talents necessary to enhance the focus of some of the capabilities, relatively decentralized. For example, in addition to the curriculum, political theory, basic computer and foreign language university, experimental center also opened a business negotiation, communication, trade management application writing language and cultural skills courses, basic courses of economics and management science, marketing, production management, human resources development and management, accounting and other professional theory and experimental foundation practice course. In student activities, activities through the EPR Association, business negotiation, management forum, quality, improve students' team spirit, organization and communication ability, innovation ability and willpower, training students, so that they learn in cooperation, grow in the competition, and create a good environment for the growth of the initial.

The second stage is the third year of undergraduate students, the main task is the emotional and rational understanding of the comprehensive use of the knowledge and business visit here, business simulation practice, grasp the connotation and extension of the enterprise from the enterprise overall. This phase of the course in addition to professional extra-curricular, as well as enterprise resource planning, financial accounting, simulation of securities and futures trading teaching, market research and forecasting. Experiment center through these courses allow students to put themselves on the accumulation of professional knowledge and thoughts into the preliminary practice, to strengthen the professional understanding of business processes through practice, through test students' practical knowledge and opinions.

The third stage is the final year at the end of experiment center, students through graduation practice and design report, the graduation practice, makes students learn the combination of theory and practice completely, have the basic qualities of social practice, and formed its own unique potential and development planning.

Teaching mode of economic management. The change of technology and environment has a great effect on the teaching of economic management in colleges and universities. The new teaching mode and teaching method whether it can improve the effect of teaching and learning than the traditional teaching methods, teachers, students and parents to the school management personnel know teaching work has been successfully completed, the students how to know whether they reach the learning goal, which needs a reliable evaluation method of evaluation criteria and scientific measure.

The daily evaluation of teachers in the teaching process is an important part of the teaching work.

Teaching evaluation concept. The teaching evaluation of economic management course should embody the basic idea of promoting students' development. The concept of traditional evaluation also recognized this point, the connotation of the development of knowledge based on the development of student management capabilities. Under the guidance of the concept of development, but also for China's economic management training a lot of talent, however, with the deepening of economic reform, the understanding of the connotation of development has lagged far behind the practice of the times and reform, and promote the development of students, not only to grasp the knowledge, but also to cultivate innovation ability.

Teaching evaluation is not a one-way evaluation of teachers to students, but should be multi-faceted, not only to evaluate the level of student learning, but also to evaluate the level of teaching teachers to promote the growth of teachers.

Training is the training of students' occupation ability, practical ability, its purpose is for their future employment and life create conditions, which determines the practical teaching goal is to cultivate students' occupation quality based on skills, based on students' self employment, improve the employment rate of students, with students conducive to long-term development. The theory is important, the practical ability is useful, the practice without theory is blind practice, but the theory without practice proves that the theory is worthless. Theory comes from practice and practice development always walk in the front of the theory, only the combination of theory and practice, advocating training practice ability, students can become useful talents for the society, and it all cannot do without the practical teaching of enrichment and development.

The government should attach great importance to the construction of practical training base, which is related to the cultivation of the students' practical ability. In addition, to improve the employment rate of college students is also the responsibility and obligation of the government, because solving the employment of the people, promoting social development and maintaining social stability is the basic responsibility of the government for the people. The government should be conducive to the reform of people training institutions, clear responsibilities and requirements, establish a unified management and coordination of the training base,
training base to maximize efficiency, reduce or prevent the occurrence of multiple investment and repeated construction phenomenon.

The establishment of the educational administration department is the center of the school, department, classroom teachers in the trinity of practical teaching leadership management system is the key to carry out orderly training teaching. Change the registry focus on classroom teaching management and the teaching management training to improve the educational status of neglect, in the practice teaching of the leadership, organization, unity, coordination and supervision and evaluation and other aspects of management. Practical training, especially the training outside the school, the work is difficult, the school should be guaranteed in the teachers, funding and other resources. On the content of the training, the training of professional vocational skills is pointed out, and the specific way is determined according to the needs of the internship. On the evaluation of the practical teaching, the evaluation method is established, which is based on the teachers' evaluation and the students' self-evaluation and mutual evaluation and on the basis of the assessment, to take the actual operation and training effect, supplemented by other aspects of the overall performance of the way.

Practice system implementation. Experiment center trains students' ability in many aspects, for the purpose of improving students' comprehensive quality, follow innovative talents especially utility personnel training should adhere to the people-oriented, interactive, open, autonomous learning teaching philosophy, practice teaching system is divided into the class system and the system of the two most extracurricular.

Through the diversification of the curriculum system, teaching links and teaching methods, the experimental center set up a multi-level, characteristic, all-round, three-dimensional economic management professional practice curriculum system. In the curriculum system, combining with the basic curriculum, integrated curriculum system and characteristics of system, practice teaching and extracurricular teaching classroom teaching, business combination, case teaching method, multimedia teaching method and practical teaching methods combining the optimization design to fully protect the curriculum system of the management of the economy.

Using heuristic teaching, through the case teaching, the typical case analysis of class discussion, let students stimulate their thinking ability and each one airs his own views, innovation ability. Set up a special course of actual combat, for students to create a more close to the actual market environment, so that it can learn in the interaction between reality and theory, to achieve better learning results.

Conclusion

Students will be trained to apply the professional knowledge in the actual work, improve students' practical ability and the ability to analyze and solve problems. Graduation practice is the application of the theory and practice to the students majoring in economic management. Practice and training base is the basic conditions for cultivating applied talents, modern university combined with different types of enterprises as a long-term stable practice base, so that the students can practice in the stable practice base, familiar with economic management majors related work flow and characteristics of innovation oriented talents to adapt to the actual work needed by the society in order to cultivate.

Reference


