



# Research on the Construction of Off Campus Practical Education Base for New Commercial University Students

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## Abstract

The construction of the off campus practical education base for new business students has the significance of keeping pace with the times. Although some achievements have been made in the construction of the off campus practical education base for university students, there are still many problems. This paper innovatively proposes to establish a “1 + N” off campus practical education base construction mode through cooperation with enterprise management consulting companies, and establish a school enterprise cooperation alliance through cooperation with more enterprise management consulting companies, and the establishment of a win-win operation mechanism for the government, enterprises and universities to improve the effect of off campus practical education for new business students.

## Subject Areas

Entrepreneurship, Higher Education

## Keywords

New Business, University Students, Off-School Practical Education Base

## 1. Introduction

The off campus practical education base for university students refers to the teaching unit (college or department), political and legal institutions, scientific research institutes, enterprises, institutions, etc. of the university, which, based on the principle of mutual benefit and reciprocity, are jointly established outside the campus to form a relatively stable and large-scale place or unit that can provide university students with social practice, thesis writing, graduation design,

practical training, professional practice and other practical teaching activities.

The value of the construction of the off campus practical education base for new business students is mainly shown in the following three aspects:

Firstly, the construction of off campus practice education base for university students is the embodiment of quality education [1]. Zhou Ji, the former Minister of the Ministry of Education, pointed out that “knowledge comes from practice, ability comes from practice, and quality needs to be cultivated in practice. Various practical teaching links are particularly important for cultivating students’ practical ability and innovation ability”. The off campus practical education base for university students is the manifestation of quality education. First of all, the theoretical knowledge that college students learn in the classroom needs a process of chewing and digesting. The off campus practice teaching base for college students provides such a place. The knowledge imparted in the university classroom is theoretical and abstract, which is limited by the physical space of the classroom, and cannot have the characteristics of practicality. The off campus practical education base for university students provides students with specific jobs, as well as the work tasks brought by the jobs. With the professional knowledge learned in the classroom as a reserve, students have the opportunity to digest and chew the theoretical knowledge learned in the classroom and constantly improve their professional practice ability with the help of instructors and through the practice education base. Moreover, the training of the off campus practice education base for university students will help improve students’ all-round ability. The traditional teaching mode is dominated by classroom teaching, which is a single way of training and relatively rigid. The practical education base has built a complete practical teaching platform and professional training system, and has included the elements of innovation and entrepreneurship into the training process of students. Through diversified practical teaching, it has increased the ways to cultivate students’ ability, enriched students’ learning models, improved students’ ability to work in teams, analyze and solve problems, express language, think creatively, and innovate independently, and improved students’ competitiveness in employment and their ability to adapt to society. Finally, the off campus practice education base provides a relatively safe way for university students to leave the campus and move towards the society. University students will eventually go to the society, but because of the complexity of the society, whether students, parents, teachers, will worry about the safety of students going to the society. The off campus practical education base for university students is advocated by the national administrative department, and relevant enterprises, institutions, research institutes and universities sign agreements to guide teachers to arrange learning and provide help in the base, so that students have enough security in the base. At the same time, the off campus practical education base provides students with opportunities to contact the society, understand the society and integrate into the society, which helps students enrich their experience, temper their mind, broaden their vision, and

provide preview opportunities for going out of school and entering the workplace in the future. Therefore, when the safety of the base is guaranteed, students can also learn social practice, which is helpful to improve the comprehensive quality of students.

Secondly, the construction of the off campus practical education base for university students will help deepen the reform and transformation of the new business major. For example, with the change of the external environment, namely the adjustment of the industrial structure, the supply side reform, and the transformation of the development mode, the society has put forward new requirements for the knowledge, ability, and quality structure of senior economic management talents; changes in the internal environment, that is, the enhancement of school teachers and students' familiarity with computers and the Internet. Anhui University of Finance and Economics has put forward the strategy of "new economy and management", that is, to take students as the center, adjust the development goals of discipline and specialty construction and the training goals of discipline and specialty talents, reform and optimize the training program of discipline and specialty talents, scientifically construct the student knowledge structure, and focus on cultivating students' specialized thinking, professional technology, Internet, big data, artificial intelligence and other comprehensive qualities. It can be said that the wide application of big data, artificial intelligence, mobile Internet, cloud computing, Internet of Things, blockchain, informatization and other technologies has forced traditional business practices to actively transform to intelligent commerce. However, the current training mechanism and mode of new business talents in colleges and universities are slightly behind the development of business practice and technological progress. By building and operating an off campus practice education base for university students, we can better understand the real situation and urgent needs of enterprises, and provide more accurate scientific basis for colleges and universities to revise the talent training program, optimize the curriculum system, and build a teaching team that meets the requirements of the times.

Thirdly, the construction of off campus practical education base for university students is conducive to improving students' employability and employment quality. The digital era has come, and the social production, management, finance, commerce, organization, etc., have undergone great changes. The talent training mode of colleges and universities also needs a revolution. The elements of the new era are integrated into the business curriculum, and the concept of "new business" arises at the historic moment. But at the same time, with the number of university graduates increasing year by year, the social demand has become saturated, so the employment of students has become a problem for universities. The off campus practical education base for university students has played a role in promoting students' employment, helping students to understand the forefront of application more quickly and effectively, improve core skills, enhance the spirit of innovation, establish social responsibility, and strengthen profes-

sional ethics, thus improving the employment rate and employment quality of university students.

In view of the significance of the construction of the off-campus practical education base for new business students, this paper conducts in-depth research on the construction of the base, trying to explore a valuable and promotable operation mechanism of the new business professional practice base and an effective new business school enterprise association and education system. The research results have far-reaching practical significance for comprehensively improving the quality of education and teaching, establishing a new mechanism for joint training of talents, and deepening the construction and reform of the new business specialty.

## **2. The Current Situation of the Construction of off Campus Practical Education Base for New Business University Students**

Firstly, all parties attach importance to the construction of the base [2]. University education not only needs to impart students' theoretical knowledge, but also should focus on improving students' practical ability. Only by effectively combining theory with practice can students truly master knowledge and apply knowledge. One of the important places of practical education is the off campus practical education base. Therefore, from the national level to the university level, great importance is attached to the construction of the base. Under the guidance of the Ministry of Education of the People's Republic of China, colleges and universities will actively establish cooperative relations with enterprises, institutions, scientific research institutions, political and legal institutions, etc., in combination with the actual situation of the university, and jointly promote the construction of practical education bases.

Secondly, both the government and universities have issued documents to provide guarantee [2]. The Notice of the Ministry of Education on Carrying out the Construction of the Off campus Practical Education Base for University Students of the "Undergraduate Teaching Project" (JGH [2012] No. 7) not only provides directional guidance for the construction of the off campus practical education base for university students, but also serves as a guarantee system for the construction of the base. Colleges and universities have also formulated relevant policies to jointly escort the construction of the base from different levels.

Thirdly, the base construction has sufficient financial support [2]. The funds provided by the central finance, local finance, and enterprises and institutions that independently raise funds for colleges and universities, and jointly build practice bases, together meet the funding needs for building off campus practice education bases for university students.

Fourthly, the base construction has achieved preliminary results [3]. Specifically, the basic framework has been formed, which provides practical opportunities for practical teaching in colleges and universities, the full-time and part-time

guiding teachers have taken shape, and the comprehensive quality of university students has been improved.

### 3. Problems in the Construction of off Campus Practical Education Base for New Commercial University Students

Firstly, the base lacks excellent teachers with practical experience [4]. Most university teachers are scholars. They have a doctor's degree or master's degree and the title of associate professor. Their scientific research ability and teaching research ability are outstanding, but their enterprise practical ability is weak, and there is almost no relevant enterprise work experience. This has caused that not only the number of teachers engaged in off campus practical education for university students is insufficient, but also the quality is difficult to guarantee, and they cannot provide valuable guidance and help to students who practice. Thus, practical education becomes a mere formality.

Secondly, the assessment mechanism of practical education is not sound enough [4]. At present, for students, the assessment of the off campus practical education base for university students is mainly to complete the corresponding credits and report materials. The content of the report materials is limited to the description of the signing base, base operation, department summary, supporting materials, etc. For the evaluation of the report materials, it is simply divided into excellent, good, medium, pass, fail according to the grade, lacking detailed description, this will cause most students to complete the after-school practical education curriculum with a coping attitude.

Thirdly, the management framework structure of the practice education base is not reasonable [4]. At present, the management of the off campus practice education base for university students mainly includes establishing a relatively stable off campus practice teaching base, reasonably arranging students and teachers to enter the off campus practice base to carry out professional training and practice teaching, formulating corresponding plans for the off campus practice teaching base, and investigating the base. On the whole, the tasks of the base construction are relatively simple, the management system is not clear, the division of functions is not clear, and the management coverage is limited, resulting in the various tasks of the off campus practical education base becoming a mere formality, affecting the process and effect of the off campus practical courses.

Fourthly, Lin Fengsen and Zhou Jie pointed out that [5] there is still a lack of long-term mechanism to promote the balanced and sustainable development of the university students' off campus practical education base, which is mainly reflected in the geographical distribution of the base, which is not balanced and concentrated enough; from the distribution of disciplines in the base, there are still some specialties that have not built off campus practice bases, and the quality of the off campus practice bases is mixed; some bases carry out talent training cooperation with universities only out of gratitude or in response to the government's call. Once personnel changes or policies change, the off campus training

base will exist in name only. Because of low enthusiasm, there is a possibility that it cannot last long and cannot cooperate in depth. The off campus practical education base for university students still lacks a quality assurance system throughout the whole process of base construction and development, which is mainly reflected in the emphasis on evaluation but lack of rectification, the emphasis on input but neglect of output, the emphasis on form but lack of connotation, and the emphasis on quantity but neglect of quality. The off campus practical education bases for university students also lack a resource sharing mechanism to promote complementary advantages and cross integration, which is mainly reflected in the low degree of resource sharing and openness between enterprises that have established cooperation with universities, the insufficient degree of sharing and openness between majors and disciplines, and the insufficient degree of sharing and openness between bases of colleges.

#### **4. Countermeasures for the Construction of off Campus Practical Education Base for New Commercial University Students**

In view of the problems existing in the off campus practical education base for new business students, many scholars have put forward targeted suggestions. For example, Zheng Tie pointed out that both schools and enterprises should clarify the construction goals and strengthen communication, stimulate the enthusiasm of various parties through win-win cooperation, improve the management system of the base, strengthen the construction of the system, and implement safeguard measures to promote the benign development of the base [6]. Dong Weizhi and others pointed out that we should optimize the talent training program and practical teaching system, and create a team of tutors with a dual tutorial system [7]. This paper puts forward the following innovative suggestions.

Firstly, enterprise management consulting companies mainly provide consulting services for enterprises. The consulting services involve a wide range of management, including information management, human resource management, project management, financial management, warehouse management, quality management, procurement management, sales management, production management, planning management, etc.; the consulting services involve various levels, including staff level, implementation level, decision-making level, business level, operation level, etc.; the project process of consulting services is significant, including project research, project design, project construction, project operation, project evaluation, etc.; the consulting service involves many specialties, including enterprise management, financial management, financial engineering, marketing, legal affairs, e-commerce, economics, investment, trade economy, logistics management, etc. In addition, high-quality management consulting companies have a large number of enterprise customer resources, including private enterprises, state-owned enterprises, central enterprises, listed companies, etc., and also involve a wide range of industries, including manufacturing, construction,

information service, wholesale and retail, catering, finance, real estate, service, education, etc. Colleges and universities and enterprise management consulting companies can jointly build practice bases. With the advantages of enterprise management consulting companies in terms of management universality, level diversity, process significance, professional diversification, resource diversification, industry enrichment, etc., enterprises can use enterprise management consulting companies as a bridge to transport interns to their client enterprises, and establish a “1 + N” off campus practice base construction mode. “1” refers to the enterprise management consulting company that has established the partnership, and “N” refers to the customer of the enterprise management consulting company. After the university and the enterprise management consulting company jointly build a practice base, the enterprise management consulting company can place university students in their client enterprises, which not only helps students to match their majors in practice, but also solves the problem of fewer internship posts for new business majors.

Secondly, set up a school enterprise cooperation alliance to jointly build the base. Taking the off campus practice base construction model of an enterprise management consulting company driving N enterprise units as a sample, it gradually developed to cooperate with M enterprise management consulting companies. With the increase of the number of enterprise management consulting companies, the number of enterprises served also showed a geometric growth trend. On this basis, the university enterprise cooperation alliance is established, which is composed of government agencies, industry organizations, scientific research institutes, enterprises and institutions, and various enterprises. With technological innovation as the link and contractual relationship as the guarantee, the alliance integrates resources in production, education, research and other aspects, gives play to its own advantages, builds a comprehensive management service platform, provides more internships and employment opportunities for students of new business majors, and promotes successful experience, gradually radiate to the surrounding universities and other universities in the city and the province to achieve talent training, practical teaching, base co construction, etc.

Thirdly, we should establish a win-win operation mechanism for the government, enterprises and universities, and form a win-win cooperation mechanism to help each subject generate long-term and eternal momentum. In the traditional school enterprise cooperation, the government plays a one-way guiding role. In the school enterprise cooperation under the new business background, the role of the government in the construction of the off campus practical education base should be accurately positioned. The role of the government should be the coordinator of the game of interests of all parties, the guide in the school enterprise cooperation, the behavior constraint in the process of students' internship, and the evaluator of the performance of the school enterprise cooperation. When universities and enterprises do a good job, the government should



also take an active part in it. For example, the education department should play its policy oriented macro guidance function, coordination and cooperation function, research service function, supervision and control function, and the human resources and social security department should play its planning function, coordination function, supervision function, management function, and service function. In the process of cooperation between universities and enterprises, the government should restrict, coordinate, and guide the behavior of both sides, so that both sides can cooperate more harmoniously, give full play to the unique role and ability of the government to promote the cooperation between universities and enterprises to a higher level. It can not only help students to complete extracurricular activities, but also improve the employment rate of the whole society and promote the harmonious development of society.

## 5. Conclusions

At present, some achievements have been made in the construction of the off campus practical education base for university students, such as attaching importance to the construction of the base, issuing documents to provide security, adequate financial support, and achieving initial results in the construction. However, there are still many shortcomings, such as the lack of excellent teachers, the inadequate assessment mechanism, the unreasonable management framework, the lack of a long-term mechanism to promote the balanced and sustainable development of the base Lack of quality assurance system throughout the whole process of base construction and development, lack of resource sharing mechanism to promote complementary advantages and cross integration, etc. In order to effectively solve the current problems, this paper proposes that colleges and universities can cooperate with enterprise management consulting companies to establish an off campus practice base, promote its achievements after success, and cooperate with more enterprise management consulting companies to establish a school enterprise cooperation alliance. In this process, it is necessary to establish a government the win-win operation mechanism of enterprises and universities, especially the role of the government, will ultimately improve the effectiveness of off campus practical education for new business students.

However, due to the author's personal ability, there is not enough market research on the off-campus practice base of university students, and there is not enough in-depth understanding of the current situation of the operation and management of enterprise management consulting companies. This study also has many shortcomings, which also points out the direction for the following research.

## Project

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university students' off campus practical education base based on the triple helix model" (project number: acjydz2022008).

### Conflicts of Interest

The authors declare no conflicts of interest.

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