

On the Construction Mechanism of Practice Base Outside Campus for Economic College Students under the Development Strategy of "New Economy and Management"

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Abstract

In recent years, enterprises and institutions have continuously improved the quality requirements of economic management talents. The practice base outside campus of economics majors is an important platform for college students to carry out practical teaching and cultivate practical ability. However, at present, the off campus practice base mechanism of economics majors in colleges and universities in China is not perfect, which seriously restricts the smooth development of practical teaching activities. Based on the development strategy of "new economy and management", this paper first analyzes the necessity and current situation of the construction of off campus practice base for economic majors, then analyzes the problems and reasons existing in the construction mechanism of off campus practice base for economic majors, and finally puts forward countermeasures.

Keywords

Practice base outside campus; Construction mechanism; Development strategy of "new economy and management".

1. Introduction

In recent years, with the adjustment of industrial structure and the transformation of development mode, enterprises and institutions have continuously improved the quality requirements of economic management talents, but the practical teaching and training of economic management talents in Colleges and universities has not been implemented, and the students' social practice ability is not strong, which is difficult to meet the requirements of enterprise talents. Colleges and universities should attach great importance to students' practical teaching and improve students' practical ability. The off campus practice base of economic majors is a platform for college students to carry out social practice. It can cultivate college students' practical ability, enhance their sense of social responsibility and improve their professional quality. At present, there are few studies on the construction mechanism of off campus practice base of economic majors at home and abroad, and the basic theoretical framework is not complete.

In 2018, Anhui University of Finance and Economics put forward the development strategy of "new economy and management". The fundamental task of the "new economy and management" construction project is to meet the needs of putting forward new requirements for the knowledge, ability and quality structure of senior specialized talents in economic management under the background of new era, new technology and new changes. On the basis of respecting the law of educational development and the law of students' growth, taking students as the center, by adjusting the development objectives of discipline and specialty construction and the training objectives of discipline and specialty talents, We will reform and optimize the training program for discipline professionals, scientifically construct students'

knowledge structure, pay attention to cultivating students' special thinking and professional technology, as well as comprehensive qualities such as Internet, big data and artificial intelligence, and better cultivate high-level applied economic management professionals who can meet the new needs of regional and industrial economic and social development.

Taking the economic specialty as the object, this paper studies the necessity and current situation of the construction of off campus practice base of economic specialty under the development strategy of "new economy and management", analyzes the problems and reasons existing in the construction mechanism of off campus practice base of economic specialty, and puts forward countermeasures.

2. Necessity of Practice base Outside Campus of Economic Majors

The off campus practice base of economics majors not only provides an important platform for college students' practical activities, but also promotes industry university research cooperation to form a win-win situation between schools and enterprises.

2.1. Practice Base Outside Campus Is An Important Platform for the Cultivation of College Students' Practical Ability

As the main object of off campus practice base construction, college students can improve their practical ability in off campus practice activities. The improvement of College Students' practical ability is mainly reflected in three aspects. First, consolidate theoretical knowledge and combine theoretical knowledge with practice. In classroom teaching, college students passively accept theoretical knowledge and can not achieve the goal of cultivating practical ability. Colleges and universities actively seek enterprises and institutions to build off campus practice bases and provide stable off campus practice platforms for college students. With the help of off campus practice base platform, college students can apply the theoretical knowledge learned in school to work, consolidate theoretical knowledge and absorb new knowledge. The second is to cultivate students' innovative ability. In practice, college students cultivate the logical thinking of discovering, analyzing and solving problems, develop and cultivate innovative thinking and improve their innovative ability. Third, pay attention to quality training and strengthen the cultivation of team consciousness. The practical activities of the off campus practice base enable college students to understand the level relationship of enterprises and institutions and their social role. At the same time, in the off campus practice base, we can cultivate college students' team spirit and team consciousness, let them understand that work needs unity, obedience and communication, and form correct values [1].

2.2. Practice Base Outside Campus Promotes the Combination of Industry, University and Research to Form A Win-win Situation for Schools and Enterprises

The combination of industry, University and research mainly refers to the sharing of scientific research, talents, technology and other resources by enterprises and universities according to the agreement. The off campus practice base of Economic Majors is an important carrier to promote the combination of industry, University and research, and provides a guarantee mechanism for colleges and enterprises to cultivate economic management talents. Through industry university research cooperation, colleges and universities can strengthen the construction of disciplines and specialties and the construction of teaching staff, and improve the level of practical education [2]. At the same time, through the off campus practice base, colleges and universities employ qualified company leaders to teach economic students, so as to cultivate professional and practical applied professionals [3]. Through the link of off campus practice base, the enterprise absorbs some excellent economic management professionals and reduces the cost of talent recruitment and staff training. In cooperation with universities,

enterprises can also hire university teachers to train enterprise scientific research teams. In short, the construction of off campus practice bases for economic majors can promote industry university research cooperation, share talents and scientific research between universities and enterprises, and form a win-win situation for schools and enterprises for common development.

3. Current Situation of Practice Base outside Campus of Economic Majors

In order to improve college students' practical ability, economic majors have actively built off campus practice bases in recent years, but there are still many problems in the construction of off campus practice bases.

3.1. The Construction of Practice Base Outside Campus Does Not Have Professional Characteristics

At present, there are many economic majors in colleges and universities in China, but the number and type of off campus practice bases are limited, so it is impossible to assign professional corresponding posts to each college student participating in practice. In order to complete the off campus practical teaching plan, colleges and universities often only arrange a practical work for students, and will not fully consider whether the internship content can highlight the professional characteristics. When enterprises accept college students for practice, they consider more the enterprise's own benefits and less the school's talent training objectives. Therefore, when most college students majoring in economics participate in practical activities in the off campus practice base, they find that the work they are exposed to does not match their major.

3.2. Both Schools and Enterprises Have Low Enthusiasm for the Construction of Practice Base Outside Campus

At present, the off campus practice of some economic majors in China is compulsorily arranged by the University, and the form is relatively single. Most college students majoring in economics find enterprises and institutions for off campus practice. Due to the lack of consciousness and enthusiasm of college students, they will not complete off campus practice activities in accordance with the regulations of the University. For enterprises, in the process of accepting off campus internships, they need to provide some living and work subsidies, equip additional facilities and ensure the safety of students, which will lead to the increase of production costs. Enterprises are unwilling to provide more internship jobs to colleges and universities. The concept of school enterprise cooperation to jointly build an off campus practice platform has been rapidly weakened. At the same time, there are no laws and regulations to force enterprises to provide off campus practice bases for college students. Enterprises generally believe that the construction of off campus practice bases for Economic Majors brings low benefits to enterprises, hold a neutral or opposed attitude, and are not enthusiastic about the construction of college students' practice bases. Therefore, the construction of off campus practice bases cannot maintain long-term cooperation [4].

3.3. Colleges and Universities Have Backward Cognition of Off Campus Practice Base and Low Attention

At present, the cognition of economic majors on off campus practice base is not mature enough. Teachers still pay attention to classroom teaching and ignore off campus practice teaching. Unlike engineering majors, economics majors have strong practicality, and it is difficult to find off campus internships. Generally speaking, in the process of school enterprise cooperation, enterprises' acceptance of students' internship will produce certain expenses, which should be borne by colleges and universities. However, colleges and universities invest less education expenses in off campus practice, which shows that they do not pay enough attention to off

campus practice [5]. In addition, the number of out of school practice teachers of Economic Majors is insufficient and their practical guidance ability is not strong. However, due to cognitive reasons, there is less investment in the training of practice teachers. Colleges and universities have a backward understanding of the construction of off campus practice base, which seriously restricts the construction of off campus practice base for economic majors and the effective development of practical teaching activities.

4. Problems in the Construction Mechanism of Off Campus Practice Base for Economic Majors

Effective construction mechanism is an important guarantee for the construction and operation of college students' off campus practice base. However, at present, the construction mechanism of off campus practice base for economic majors is imperfect, which seriously restricts the effective construction of off campus practice base and the smooth development of practical teaching.

4.1. The Operation of School Enterprise Cooperation Mechanism Is Poor

School enterprise cooperation mechanism refers to the connection between colleges and enterprises through agreement to establish relevant systems, cooperation operation norms and cooperation methods. The off campus practice base of Economic Majors is generally constructed by universities and enterprises through agreement. As the responsible party for the construction of off campus practice base, enterprises also need to bear relevant expenses to ensure the safety of students. In the case of short-term cooperation between schools and enterprises, enterprises can not obtain more benefits without the help of the advantages of colleges and universities. Due to the shortage of educational funds, colleges and universities are unwilling to bear more off campus practice costs, which makes the school enterprise cooperation mechanism unable to operate for a long time. Finally, enterprises refuse to accept students for off campus practice. The long-term cooperative universities and enterprises maintain contact and interaction, but at present, the off campus practice bases of economic majors are basically a mere formality. In terms of universities, the capital investment is insufficient and there is a lack of professional instructors. In terms of enterprises, the internship posts arranged do not meet the purpose of practical teaching and can not provide real internship opportunities for college students.

4.2. A unified and Coordinated Construction Management Mechanism of Practice Base Outside Campus Has Not Yet Been Formed

Management mechanism refers to the principle that enterprises, universities and students are connected with each other and ensure the normal operation of off campus practice base. Universities and enterprises cooperate to build off campus practice bases. Enterprises, as the responsible party for the construction of off campus practice bases, do not pay attention to off campus practice teaching of college students, and the management effect of off campus practice bases is poor. When students enter the practice base for practice, there will be short practice time, uncertain cycle and unreasonable personnel arrangement, and even the problem of missing students' work arrangement. Universities and enterprises did not coordinate students' internship arrangements in advance, which caused some confusion to students, indirectly led to students' low enthusiasm for off campus practice, excluded off campus practice bases, and failed to implement off campus practice teaching for economic majors.

4.3. Unclear Restraint Mechanism

Restraint mechanism refers to giving certain restrictions to the construction and management of off campus practice base. The constraint mechanism mainly includes three constraints. First,

power constraints. Generally speaking, enterprises determine whether to continue to accept students for practice according to the benefits, and the leadership of colleges and universities basically has no power to interfere with the construction of off campus practice base, which directly leads enterprises to grasp the initiative of off campus practice base construction. Due to the unclear right constraints on the construction of off campus practice base, enterprises, as the leading Party, do not consider the effect of off campus practice of students, resulting in enterprises being unable to provide a stable off campus practice platform for college students majoring in economics. Second, responsibility constraints. After college students majoring in economics enter the off campus practice base for practical activities, colleges and enterprises rarely provide professional guidance for students. Due to the low remuneration, some college teachers are perfunctory in their off campus practice teaching and are not responsible for students. Enterprises are unwilling to invest more relevant financial and human resources. The responsibility constraints are not clear and the responsibility implementation is not in place, resulting in the more lazy students who are not constrained and do not pay attention to off campus practice, which makes the off campus practice teaching not in place. Third, interest constraints. The construction of off campus practice base for Economic Majors needs certain capital and human investment. Capital is the basic guarantee for students to carry out off campus practice. However, in the process of off campus practice, students will practice at their own expense, or only subsidize the cost of accommodation, and colleges and enterprises are unwilling to bear additional costs, which greatly reduces the enthusiasm of students to participate in off campus practice. Enterprises will reduce the corresponding off campus practice expenditure, affect the quality and quantity of off campus practice base construction, and reduce the provision of relevant internships. Enterprises cannot obtain benefits, students' interests are damaged, and enterprises, universities and students lose confidence in the construction of off campus practice base [6].

5. Causes of the Construction Mechanism of Practice Base outside Campus for Economic Majors

There are many reasons for the formation of the construction mechanism of off campus practice base of economic majors, not only the reasons of colleges and universities, but also the reasons of enterprises.

5.1. Colleges and Universities Are Unwilling to Bear the Responsibility of Relevant Base Construction

As an important responsible party for the construction of off campus practice base for economic majors, colleges and universities should effectively arrange professional teachers and timely solve the problems existing in the construction mechanism of off campus practice base, but they believe that enterprises provide off campus practice base for students, and the problems existing in the construction mechanism of off campus practice base should also be solved by enterprises and be responsible for interns. Colleges and universities do not pay attention to the relevant expenses incurred in the process of students' internship. Students deal with them by themselves, and the safety problems of students are also handed over to enterprises. College instructors are basically some teachers with shallow qualifications, even led by teachers without any experience. They carry out simple practical activities in the off campus practice base, and the comprehensive quality of students can not be improved. There are more and more problems in the construction mechanism of off campus practice base, which can not be solved for a long time, resulting in the loss of the significance of off campus practice base construction.

5.2. Enterprises Pay Too Much Attention to Benefits

Interest is the fundamental driving force to promote the cooperation between enterprises and colleges and universities. Enterprises are willing to provide colleges and universities with off campus practice bases, absorb talents, resources and information, and enhance the popularity of enterprises through cooperation with colleges and universities. However, once there are problems in the construction mechanism of off campus practice base for Economic Majors, colleges and universities do not actively solve the problems and leave the problems to enterprises. Enterprises will invest financial and human resources to solve relevant problems, generate relevant costs and reduce enterprise benefits. In order to ensure benefits, enterprises are unwilling to solve the problems of college students' practical activities in time, resulting in the problems existing in the construction mechanism of off campus practice base can not be solved, and the students' practical problems continue to accumulate, which will eventually lead to the termination of school enterprise cooperation.

6. Countermeasures to Optimize the Construction Mechanism of Practice Base outside Campus for Economic Majors

Based on the basic requirements of the development strategy of "new economy and management" and the problems existing in the current construction mechanism of off campus practice base, this paper puts forward countermeasures and suggestions to optimize the construction mechanism of off campus practice base from the aspects of strengthening the effect of school enterprise cooperation, establishing the evaluation system of off campus practice base and establishing the student feedback mechanism.

6.1. Strengthen School Enterprise Cooperation and Maintain Emotional Ties

School enterprise cooperation is contacted by both parties through an agreement, and both parties build an off campus practice base according to the requirements of the agreement. In addition to the off campus practice base, the two sides can also hold some academic exchanges for Economic Majors on a regular basis, so that students can have a certain understanding of the off campus practice base. Colleges and universities can hire experienced employees of enterprises to teach students, combine the classroom with off campus practice, and let students know the operation and process of off campus practice base as soon as possible. College teachers can also provide theoretical knowledge training for enterprise employees, make up for relevant theoretical knowledge, and let employees have a certain knowledge foundation, so that their work will be more smooth [7]. Universities and enterprises can jointly complete a scientific research project, led by professional teachers, assisted by experienced employees, and share talents and resources. The relevant expenses shall be borne by both parties to reduce the scientific research expenses of schools and enterprises. Universities and enterprises strengthen school enterprise cooperation through exchange activities, strengthen emotional ties, and maintain bilateral cooperation for mutual benefit [8].

6.2. Establish the Evaluation System of Practice Base Outside Campus and Strengthen Supervision and Management

There are many problems in the construction mechanism of off campus practice base for Economic Majors, mainly due to the lack of third-party supervision and management. Both enterprises and universities want to maximize their own interests and ignore the problems existing in the construction mechanism of off campus practice base. A third party is required to establish an evaluation system to evaluate the performance of both universities and enterprises. It is mandatory for the government to play the role of third-party monitoring. Taking the construction of off campus practice base as one of the teaching evaluation indexes of colleges and universities, it will also become the teaching evaluation index of teachers, so that colleges

and universities and teachers can actively participate in the construction of off campus practice base of economic majors, so that the leaders of the administrative class of colleges and universities gradually pay attention to the construction of off campus practice base. Enterprises focus on interests. The government can give corresponding honors, rewards and penalties according to the evaluation results, stipulate that scientific research projects in individual countries must be jointly completed by enterprises and universities, promote enterprises to actively cooperate with universities to build off campus practice bases, promote the combination of industry, University and research, and achieve common progress.

6.3. Clarify the Responsibilities and Obligations of Schools and Enterprises and Establish A Student Feedback Mechanism

The quantity and quality of off campus practice bases for economic majors are limited. The main reason is that both parties do not clarify their responsibilities and obligations and shirk their responsibilities for off campus practice teaching. As the organizer of the construction of off campus practice base for economic majors, colleges and universities must clarify the responsibilities and obligations of both sides [9]. Colleges and universities have the responsibility and obligation to ensure that students successfully complete off campus practice, ensure the safety of students during internship, and consider the interests of students. The biggest dispute over students' participation in off campus practice is the cost. Colleges and enterprises must clarify the expenses required for students' participation in off campus practice, determine who should bear the accommodation expenses and travel expenses, and who should bear the additional expenses incurred by students' participation in off campus practice. During the implementation of practical activities, enterprises must also provide guarantee for the safety of students. Enterprises should actively arrange experienced employees to guide the problems existing in students' work. The team leader must lead the students to participate in some high-level practical activities and guide the students to practice on site, rather than leaving the students' work problems to the enterprise for solution. After students participate in practical activities in the off campus practice base, students evaluate the off campus practice work arrangement of enterprises and universities, feed back the results to a third party for evaluation, establish a student feedback mechanism, and students supervise the quality of the off campus practice base construction mechanism [10].

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