

Study on the Cultivation of Practical Abilities of Administrative College Students---Based on the Survey in Wuhan Donghu University

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Abstract—With the development of Internet economy and the continuous promotion of the concept of "mass entrepreneurship and innovation" in China, cultivating talents with innovative spirit and practical abilities has become the common goal of various colleges and universities. Compared with other majors, economics and management majors are more closely related to the market. This paper first summarized the elements of the practical abilities of students majoring in economics and management through literature review. Then, by taking the school of management of Wuhan Donghu University as an example, this paper analyzed some problems existing in the cultivation of practical abilities of students majoring in economic management through interviews. On this basis, it attempts to put forward feasible suggestions to improve the practical abilities of students majoring in economic management, including: changing the traditional education concept, optimizing the faculty and course structure, establishing a diversified system of practical activities, setting up the college student inside and outside two-way cooperation practice platform and so on.

Keywords—students majoring in economics and management, practical abilities, problems, Suggestions.

I. INTRODUCTION

Students in economics and management are education students who receive systematic specialization in management and economy in institutions of higher learning. According to the regulations of China's ministry of education on the setting of undergraduate majors, the students of the school of economics and the school of management in colleges and universities are all students of economics and management.

In the current era of rapid economic development, the country increasingly needs economic management talents with strong comprehensive quality to build a socialist economy with Chinese characteristics. China's higher education also aims to enhance students' practical abilities and innovation abilities. Among them, practical ability is an important part of comprehensive quality, a bridge connecting college students with the application of off-campus knowledge and an important abilities for college students to realize their value in society.

The ministry of education issued "several opinions on strengthening higher school undergraduate teaching work", pointed out clearly in the file administration practice training and education of college students is apart from the required requires a larger gap, so this paper, taking university students as the research object of administration, through literature retrieval, sorting, combined with field investigation, carried out research on college students' practice abilities of administration.

II. THE CONSTITUENT ELEMENTS OF THE PRACTICAL ABILITIES OF STUDENTS MAJORING IN ECONOMICS AND MANAGEMENT

By referring to relevant literature, we believe that college students' practical abilities refers to their general practical abilities, professional practical abilities and comprehensive practical abilities when they use professional knowledge to solve various practical problems in the course study in campus, community activities and off-campus practical activities. Combined with analysis, this paper believes that the practical abilities of economic and administrative college students mainly consists of the following elements:

A. Strong Learning Abilities

Students majoring in economics and management need to have comprehensive abilities such as learning abilities, communication abilities and computer application abilities. According to the survey, we found that because of the wide range of social knowledge involved in economics and management, college students in economics and management should constantly expand their knowledge by learning. In the process of practice, some knowledge of administrative college students may not come from books or may come from people's practical experience. Therefore, in the process of practice, students should have the abilities of communication so as to be able to consult experienced people at any time so as to avoid the detours of practitioners. Since it involves economic management, it will inevitably involve the calculation of data. Therefore, in the process of practice, practitioners must master the application of various computer software, such as Excel.

B. Flexible Thinking Abilities

This kind basically means that the practitioner needs to have the development abilities the innovation abilities the logic abilities the external performance abilities. In the 21st century, the world is changing under the Internet technology, and

students in economics and management need to have good innovation abilities. Only in this way can they constantly adapt to the development of society and make better practice exploration. At the same time, we also need to have logical abilities to handle things according to logic, so that we won't be in a panic, and we will be more secure in doing things so as to avoid making a mess of the simple things that are illogical. Things are constantly changing, and the society we each face is also constantly changing, so it is necessary to have a good ability to respond calmly and actively to all the events. This is the ability to think flexibly.

C. Strong Social Abilities

This is the quality that every Chinese should have, it is very important to the university students of economics and management. Good moral qualities include the abilities to be physically healthy, to bear hardships and stand hard work, to be honest and diligent, to be professional and ethical. Needless to say, have good moral character is based on the fundamental, in this world to only one person have good moral can someone willing to interacting with you and your common progress and common to assume corresponding responsibility and obligation, especially in today's society people are very advocate group action, the subject must can only go in small groups, if a person with bad conduct that will cause no one is willing to team up with him; There are also those (among college students of all kinds, the most intolerable) who are not responsible for research results and data, that is, to tamper with others' research data and steal others' research results, which is not only a moral issue but also a legal issue.

III. THE PROBLEMS EXISTING IN THE CULTIVATION OF STUDENTS' PRACTICAL ABILITIES IN ECONOMICS AND MANAGEMENT

Wuhan Donghu University, located on the bank of the Tangxun lake, is an applied private university, of which the school of management and the school of economics are the two largest colleges. In order to deeply understand the problems in the cultivation of practical abilities of students majoring in economics and management, this paper conducted field interviews with some students and teachers from the school of management in Wuhan Donghu University, and found the following problems:

A. Problems in Conceptual Issues

1) Students of economics and management have some deviations in the understanding of practice.

Many students of economics and management have some deviation in their understanding of practice and equate practice with part-time work. However, the part-time jobs in and around the school are more inclined to physical activities and have little connection with the professional knowledge of economic management, which cannot play a role in cultivating the practical abilities of students majoring in economics and management.

2) School does not Pay Enough Attention to the Practice of Students in Economics and Management.

The investigation found that although the school set up a discipline competition association to exercise the practical abilities of our economic and management undergraduates, it organized the students majoring in economics and management to participate in professional competitions related to various majors. But its scope of promotion is not large, and the number of participation is not large. The vast majority of students majoring in economics and management have no access to such practical activities to exercise their professional abilities. Students are educated, and the school has the responsibility to guide and cultivate the cognition of students in economics and management about practical abilities. In this regard, the school should pay attention to it.

3) Social environment Makes College Students Pay Less attention to Practice.

Education in China is to a large extent an exam-oriented education. Examinations are necessary to test students' learning. Chinese society even uses examination results as a standard to assess students' ability. Both parents and teachers pay more attention to the theoretical knowledge in textbooks and neglect students' practical abilities. University should integrate with the society and pay more attention to the student's practice abilities and the beginning abilities which the enterprise needs. Under the influence of family and school, students naturally attach importance to theory rather than practice.

B. Problems in Practical Opportunities

1)There are few practical activities on university. The atmosphere of emphasizing practical abilities is not strong, and there are few practical activities for students majoring in economics and management who can exercise their professional knowledge. As far as Wuhan Donghu college is concerned, there are few practical courses for the major of economics and management. In the extracurricular practice activities, only the discipline competition association and the university student scientific research association were established to exercise the practical abilities of the university students in economics and management.

2) Construction of economic and management laboratories is quite difficult. Unlike science and engineering laboratories, economic and management laboratories can complete construction only by investing in hardware facilities. They also need to have a certain economic and social background to deal with economic problems encountered in reality in a way that simulating reality.

3) The Internship Rate of Students Majoring in Economics and Management is not High.

Since Most of the Time Students of economics and management are learning theoretical knowledge, they have less social practical experience and weak practical abilities. It is too risky for the enterprise to hand over some projects to the students incharge of economics and management. In addition, the interns are still in the internship period. Considering the protection of

business secrets, it is difficult for enterprises to accept college students in economic management for internship.

C. Problems of Teachers and Curriculum System

1) Practical abilities of university teachers needs to be improved. The quality and abilities of teachers greatly influence the quality and abilities of students. Therefore, the weak practical awareness and weak practical abilities of university teachers will restrict the development of university students' practical abilities. Most of the teachers majoring in economics and management are doctors with high diploma. They are knowledgeable and have rich theoretical knowledge, but their practical abilities is relatively weak. To some extent, this limits the development of the practical abilities of students majoring in economics and management.

2) Unreasonable course system design for economics and management undergraduates. Compared with other majors, the curriculum of economics and management majors have higher requirements in application, but the theoretical courses offered by the school are far more than practical courses, and the school has deficiencies in practical abilities cultivation and close connection with social demands. What the students of economics and management major need more is a wide range of knowledge and a broad horizon, and they need to be integrated with the international world, keep pace with the times, or even go to the next outlet. Specialized courses alone cannot meet the needs of contemporary society and students in economics and management, and the establishment of a reasonable curriculum system is imminent.

3) The teaching mode of cultivating practical abilities is single. At present, the teaching mode of economics and management majors in many universities in China still adopts the traditional way, that is, the teacher-oriented classroom teaching mode. In the process of teaching cultivation, teachers often instill knowledge into students, leaving less time for discussion. In the process of learning, students are in a passive position and do not give full play to their subjective initiative. In the long run, students' self-regulated learning abilities is difficult to maintain at the original level, which is likely to decline, and it is easy to develop the habit of sitting and enjoying their achievements, laziness or other habits, which is harmful for cultivating the practical abilities of students majoring in economics and management.

IV. SUGGESTIONS ON THE CULTIVATION OF PRACTICAL OF COLLEGE STUDENTS

A. Change the Traditional Education Concept and Strengthen Students' Practical Consciousness.

To strengthen the practical consciousness of college students needs two requirements. On the one hand, the standards for college students' evaluation, rewards and punishments are still students' scores. However, such education concept cannot reflect the importance of students' practical abilities, and it also limits the cultivation of students' practical abilities. Therefore, we need to change the "Only Achievement Theory" in traditional education thought, and cultivate college students' practical abilities with an attitude of understanding, tolerance and support. Universities should clarify the education concept of practical personnel training and add practical abilities education to the teaching system of economics and management majors. Universities should offer specialized practical education courses to make students majoring in economics and management pay more attention to practice, and encourage students to apply the knowledge they have learned into practice to create value.

On the other hand, cultivating college students' practical abilities is not only the task of school education. Parents as children's first teachers, shoulder more responsibility. Parents should not take scores as the only criterion to evaluate children. They should full realize the importance of practical abilities cultivation and learn to "let go "when necessary. Encourage college students to try their best, and offer support and help in physical and emotional aspects.

B. Optimize the Structure of teachers to Meet the Development Needs of Practical Education.

Traditional universities focus on theoretical teaching. In order to achieve the teaching effect of both theory and practice, we should cultivate and introduce practical teachers, and organize them to participate in off-campus activities. Teachers are regularly organized to take part in on-job training enterprises, to have in-deep understanding of business philosophy, development strategies and management models, which can accumulate practical experience in management. In addition, we also actively introduce the excellent talents with rich experience in enterprise production and management to teach in our school. We should start from the perspective of practical teaching and actively introduce the faculty practical talent cultivation in the way of "going out and bring in". In this way, the practical education system of universities can be constantly optimized, and the practical thinking mode of college students can be constantly expanded to increase their practical abilities. Teachers should resolutely avoid preaching teaching in accordance with the theory of the book, and ensure that practice education is interesting, empirical and applicable.

C. Optimize the Curriculum System and Establish a Multidimensional Practical Teaching System.

The cultivation of practical ability requires a perfect curriculum system. For students majoring in economics and management, they need a wider range of knowledge, good interpersonal skills and other comprehensive qualities. Therefore, the design of the curriculum system should not only pay attention to the cultivation of professional knowledge and ability, but also pay attention to the integration of various. Disciplines and realize the dynamic and diversification of theoretical courses and practice links.

1) In terms of professional theoretical knowledge, in order to consolidate students' professional knowledge, we should set up a variety of related professional courses to realize the vertical development of students' knowledge

.Pay attention to the combination of basic education and professional knowledge education, strengthen the integration of

natural science and social science, in order to adapt to the needs of modern society for interdisciplinary talents.

2) In order to broaden students' knowledge and broaden their horizon, the university introduced "Wisdom Tree" online sharing course as an elective course and launched a series of offline elective courses. This course guides students to study with interest. Students can choose courses freely, arrange study time independently and participate actively. Students who have successfully completed all courses and passed the exam will be granted credits for related courses, so as to encourage students to complete the optional courses and to meet the requirements of broadening their knowledge and mastering various skills.

3) In order to strengthen the better combination of theory and practice, relevant practical training courses should be offered for the major of economics and management to improve students' practical abilities.

Under the guidance of teachers, students can simulate the actual working conditions and processes of enterprises to improve their practical abilities. Guide students to participate in more practical activities on homework assignments. Homework is completed by means of literature review and field research. At last, students report the results of study and practice with a team to cultivate and improve their cooperative ability and practical ability.

D. Establish a Diversified System of Extracurricular Activities.

Diversified extracurricular activities are effective ways to cultivate students' personal interest and improve their practical abilities. The participation of student societies and social practice is particularly important. This school makes full use of the role of students' societies, closely around the characteristics of the major of economic and management, and establishes a community organization with professional characteristics. For example, the first university student scientific research association was established in September 2018 with the support of leaders and teachers of Hubei collaborative innovation center for agricultural e-commerce and the e-commerce society of Hubei province. The association has a strong atmosphere of academic. Research and conducts extensive academic research activities. It has really played the role of cultivating college students' interest and improving their practical abilities. In addition, we should strongly encourage college students to take an active part in social practice. Students can use their spare time to participate in social surveys provided by local enterprises, business groups, trade unions and other organizations, and participate in social labor activities to improve their practical abilities.

E. Set up the College Students' Campus and Off-Campus Cooperation Practice Platform.

In order to strengthen the combination of theory and practice, the cultivation of college students' practical abilities needs a corresponding activity platform. This school cultivates the practical abilities of college students through simulated practice activities such as University Challenge Cup and sandbox training course. On this basis, we also promote the transformation of the traditional simple campus practice platform into the school-enterprise cooperation platform and transform the theoretical results into the tangible results. Therefore, we strengthen school-enterprise cooperation, actively build practical project incubation platform, and promote the construction of practice bases inside and outside the university. The school has established long-term friendly relations with many enterprises in the society and organized students to do internship in enterprises. By practicing in the actual working environment students' understanding of theoretical knowledge is increased and practice is improved, which lays a good foundation for future practical work.

V. CONCLUSION

The major of economics and management belongs to soft science, lacks of technology and practicality. However, higher work experience is required in real work. As a result, graduates majoring in economics and management face more pressure to find jobs than students majoring in other engineering fields. How to cultivate the practical abilities of students majoring in economics and management has become a big problem of education in universities. Based on the field investigation of Wuhan Donghu University, this paper summarized the problem in cultivating the practical abilities of students of majoring in economics and management and put forward some tentative suggestion. However, the cultivation of practical abilities of college students is not accomplished overnight. How to solve the problem of cultivating practical talents in universities is also a process that needs long-term exploration.

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