Table of Contents

The Problems Faced by Private Education at Present **1**

Jian Huang

The Status Quo and Thinking of Innovation and Entrepreneurship Education in Physical Education Colleges **5**

Yingsong Zhang, and Li Zhuang

Innovation of Engineering Project Management under the Background of Big Data **10**

Li Ma

Promotion Practice of Reading Foreign Literature Classics in Higher Vocational Students **14**

Jinxia Luo

Research on the Construction of Network Position of Ideological and Political Education in Colleges and Universities in the New Era **18**

Huaigang Liu

Innovative Trend of Statistics in Higher Education **23**

Chunfeng Liu, Chunwei Wang, and Peiluan Li

Research on the Evaluation System of "Computer +" Specialty Innovation and Entrepreneurship Education in Application-Oriented Universities Under the Background of New Engineering **27**

Kefei Wang, Ming Lu, and Geng Wang

Research on the Reform of "Introduction to E-Commerce" Course for Economics and Management Major under the Background of Job Seeking in the Era of "Internet Plus" **31**

Yuxiang Pan, and Jie Peng

College Fees Innovation under the Support of Mobile Internet Technology **37**

Yanling Shi

Application of AI in Engineering Management **43**

Chuanwei Li

Artificial Intelligence Landscape Design Application Based on University Management **49**

Xinling Liu

Research on the Application and Trend of Fabric Reconstruction in Contemporary Costume Teaching **55**

Yanan Sun

Innovative Thinking on Enterprise Management in the Age of "Internet +" **61**

Zhen Li

Research on Learning Evaluation Strategy in SPOC Teaching Mode **65**

Changlin He

Research on the Innovation of Bilingual Teaching Model of Finance Course **71**

Liduo Zhang, and Lina Zhang

How Do Contemporary College Students Inherit the Filial Culture **77**

Haisheng Chen, Lelin Zheng, and Jingchao Liu

Research on College Students' Aesthetic Education Based on the Background of Strengthening Morality **81**

Aiping Cao

Analyses and Solutions of Students' Reticence in New-Type English Listening and Speaking Classroom in China **86**

Haijun Wang, and Guangfei Feng

Research on the Integration of "Internet +" Platform into the Path of College Culture Education **91**

Chunmei Xue

Countermeasure Research on Practical Teaching of Ideological and Political Theory Course in Private Universities **95**

Huining Guo

Research on the Reform Path of Courses of Finance and Accounting Major in the Context of "40 Articles of Higher Education" in the New Era **100**

Rongbin Zhang

Urban Tourism Management and its Influence **104**

Suya Liu

Exploration to the International Talents Training Model based on Four in One Teaching Approach **111**

Haiying Ma, and Hua Liu

Research on the Chinese Learning Anxiety of Teenagers among New Thai Chinese Immigrants **118**

Zhongqiao Meng, and Tianyu Wang

The Development of the Blended Learning Program in College English Lesson Under the Field of Action Research **123**

Xiaolu Wu

Application of Problem-Oriented Teaching Method on College Education **127**

Xiu Sun

Practical Research on PAD class in College English Intensive Reading **132**

Hongyan Huang

Study on the Countermeasures and Causes of Occupational Burnout of English Teachers in Minority Preparatory School **139**

Hongxia Dai

Analysis of Scientific Research Projects in Newly Promoted Vocational Colleges--Taking a Health Vocational College in Northern Jiangsu as an Example **144**

Zhenzhen Zhang

Research on the Role of Skill Competition in Innovation and Entrepreneurship of Computer Majors in Higher Vocational Colleges **148**

Xuegang Zhang, and Qianwen Li

On the Integration of Innovation and Entrepreneurship Education with Excellent Medical Students **153**

Qianwen Li, and Xuegang Zhang

Discussion on the Feasibility of CET4 Guidance Infiltrating into English Teaching under the Background of College Entrance Examination Socialization **158**

Junling Yan

Analysis of Chinese Practical Teaching Research in the Past Ten Years **163**

Jingdong Wang, Xixi Xiao, and Fanqi Meng

Present Situation Survey of Career Planning for University Students—For Example as Shenyang Aerospace University **169**

Suning Li

Research on the Adaptability of Nursing Freshmen in Higher Vocational Colleges and Countermeasures **173**

Huidang Xu, Duanrong Wu, Hongning Pan, and Youfeng Xu

Study and Practice of Product Design Course Construction **177**

Pengwen Wang, Yanan Hu, and Huiping Feng

Exploration of Current Situation and Strategies of English Education in Higher Vocational Colleges **182**

Chunmei Liu, and Ting Zhang

Exploration of Professional Ethics Education for Students in Higher Health Vocational Colleges **187**

Suqin Liu, and Huidang Xu

The Past and Future of English Language Teaching **192**

Ni Zhang

Current Situation and Reform Suggestions of Teaching Methodology Courses for Preschool Education Major in Colleges and Universities **198**

Sihong Zhao

Study on the Design of Situated Learning Oriented Enterprise E-learning Training Course **203**

Jihkuang Chen

On Postgraduates' English Teaching Status Quo and its Corresponding Strategies **209**

Chunmei Wu

Quality Monitoring of English Learning Achievements of International Cruise Students in the Background of "Integration of Production and Education" **213**

Yuan Gao

Research on the Management System of Imperial Kiln of Ancient China under Tang Ying **218**

Weifeng Huang

An Empirical Research on the Influencing Factors of College Students' Entrepreneurial Intention **222**

Yang Liu, Xiaoli Wu, Ziying Zhao, Mingru Zhu, and Chunyan Qiu

In the Perspective of Lifelong Education: Reform of China's Education Management System **230**

Changcheng Xin, Wenwu Hu, and Chaohu He

The Construction of Teachers' Team of Ideological and Political Courses in Private Colleges and Universities **236**

Aifeng Chong, Liang Fan, and Wenbin Liu

On the Remolding of Educational Beliefs of Young Teachers in Universities **240**

Gang Wang

The Importance and Application of Psychological Factors Training Based on Big Data Analysis in Volleyball Teaching **246**

Renchao Fu

Performance Management Practice Based on Information Environment **252**

He Ma

Design of University Teaching Resources Integration and Optimization Application System Based on Big Data Analysis Technology **258**

Ping Xia

Application of Case Teaching Method in Electrical Control Technology **263**

Limin Shao, Yuhong Zhou, Man Cheng, Dongming Li, and Hongbo Yuan

Exploring Vocabulary Knowledge of Chinese EFL Learners at Different Learning Stages **267**

Xiang Li, and Juan Liu

Research on Engineering Practice Teaching Model Based on the Combination of Professional Practice and Creative Training **274**

Man Cheng, Hongbo Yuan, and Limin Shao

Construction and Research of the Smart Classroom of Digital Electronic Technology Course Based on Rain Class **279**

Li Qiao, and Bingbing Wu

On the Popularization Education of Marxism in Colleges in the New Media Age **285**

Tianze Wang

Case and Task-driven Information Processing Technology Curriculum Reform and Exploration **291**

Lifen Zhou, and Xueli Ren

An Analysis of the Educational Path of Strengthening the Ideal Belief Education of Party Members in the New Era **295**

Yanling Su

Research on the Countermeasures of Effective Integration of Ideological and Political Education and Student Management in Colleges and Universities **299**

Wei Han

Value, Influence and Path: An Analysis of Ideological and Political Work in Universities under the Background of Microblog **305**

Xiaoping Xue

The Implications and Values of Studies on Risk Management for the Grant-in-Aid Programme to Students at China's Border Higher Institutions **312**

Yun Lu

Analysis on the Application of MOOC in the Teaching of Film and TV Art **317**

Chulei Zhang

The Concert of Humanities and Natural science—the Analysis for Essential Connotation of Science of Contemporar Design **322**

Hongyan Xue, Wen Sun, Yaru Li, Kun Wang, and Chen Zhang

A Brief Discussion on the transformation and Development of Private Undergraduate Colleges and Universities---Take a Private University in Shandong Province as an Example **328**

Cuimei Wang, and Yanguang Liu

China and Singapore Trade Index Analysis and Innovation-Driven Management **333**

Miaomiao Pei

Research and Practice of Computer Basic Course Reform under the Background of Emerging Engineering Education **338**

Weigang Guo, Jianqin Xie, Xiaohua Li, and Qiuming Lin

Influencing Factors and improving Strategies of Learning Adaptability in Tibetan Universities **345**

Yuehua Liu, and Xiaohui Yi

Xi Jinping's New Era of Party Building Thought Thoughts on the Construction of Evaluation System for Middle-level Leading Cadres in Universities **350**

Yunhua Zhang

Exploration on the Use of Modern Information Technology in College English Teaching **356**

Mingbo Yu

Exploration of the Curriculum System of Measurement and Control Technology and Instrument in Application-oriented Universities **361**

Yunhui Hao, and Congbo Luo

Teaching Reform and Practice of Electronic Information Majors Based on Engineering Professional Certification **366**

Yuhong Zhou, Limin Shao, and Liai Gao

Practice and Research on Cultivating the Innovative Ability of Higher Vocational Students with Professional Public Elective Course as Carrier **371**

Haokun Guo

Research on the Reflection of Green Building Education Thoughts in the Elements of Architectural Space **376**

Xiaomei Gao

On the Eco-Culture Teaching Model in School Education **381**

Na Long

Application of Online Micro-lecture in Case Teaching **388**

Yunchuan Zhang, and Yun Yuan

An Experimental Study on the Acquisition of the Relationship between Form and Meaning by Middle and Advanced Level International Students Based on the Chinese Character Grading Outline **393**

Jing Chu

Research on the Development Strategy of Young Teachers in Vocational Colleges under the Background of Professional Development **399**

Ning Wang

Research on Adult Medical Education Management Based on Information Technology **408**

Zhuang Wang

The Current Situation of Rural Vocational Education in Jilin Province **414**

Nuan Sun

Rediscuss the Entrepreneurial Awareness, Ability and Support Path of College Students in Jilin Province Under the New Situation **421**

Haijun Xu

Life and Education——Exploring the Dual Life Education of Human Beings from the Essential Dimension of Human Beings **426**

Weiguang Cheng

Research on Chinese Art History from the Perspective of Education Comparison between China and the Western Countries **432**

Xiaobo Sun

Innovation and Reform of Integrated Electronic System Design Course in Application Oriented Universities under the Background of New Engineering **438**

Hongdi Ke, Hong Yue, and Jinxia Qiao

Challenges and Strategies of Enterprise Financial Management under the Background of Big Data **443**

Guangli Wang

The Future Development Trend of Private Education **447**

Jian Huang

Theory and Practice of Oboe Teaching Methods **451**

Jiayin Li

Study on the Effectiveness of Answering Questions about College English Tutoring under the Condition of Joint Classes **456**

Shuai Yang, Yuzhen Zhao, and Yang Zhao

Research on Influencing Factors and Development Strategies of College Students' Mobile Learning **460**

Zhiming Li

Problems and Countermeasures of Network Ideology Security in Colleges and Universities under the Background of New Media **464**

Mingxu Zhao, and Jingchao Liu

Research on the Theme Education Theory and Practice of "Never Forget the Initial Mind and Keep the Mission in Mind" in Colleges and Universities **468**

Chunmei Xue

Research on Psychological Reading Fatigue of Intermediate and Advanced Chinese Learners **473**

Man Sun, and Tianyu Wang

The Influence of Entrepreneurship Education on the Entrepreneurial Intention of College Students **479**

Xiu Sun

Teachers' Professional Development and Improvement of University English Teaching Quality under the Trend of College Entrance Examination Socialization **484**

Junling Yan

Research Hotspots and Frontiers of China's Higher Engineering Education Certification **488**

Jingdong Wang, Haitao Kan, and Fanqi Meng

Discussion on Quality Control of Underwater Bored Pile Top of Bridge under Engineering Education **493**

Chuanhong Li

Research on the Innovation Path of College Student Education Management Based on OBE Concept **499**

Jiangru Wang

Views on the Cross-Cultural Introduction of English Teaching **504**

Xiaoguang Chen

Research on the Response of Stress and Learning Needs of Senior Citizens **508**

Yen-Ni Tsai

Exploring the Teaching Mode of International Crew English under the Background of Integration of Production and Education **514**

Yuan Gao

Application of Higher Education Management Theory In University Innovation and Way Out **518**

Chaohu He, Changcheng Xin, and Wenwu Hu

Chemical Industry Principles Application Course Reform Implementation Plan **525**

Wei Xia

Healthcare Wrist Watch for Chronic Diseases Prevention as Part of Healthcare Management in China **531**

He Ma

Analysis on the Path of Innovation and Development of Teaching Supervision in Colleges and Universities **537**

Guoyong Liu

The Status, Influence and Optimization Path of Contemporary College Students' Family Education **543**

Xiaochuan Wang

Analysis on Spatial Distribution and Spillover Effect of Higher Education Resources in China **549**

Yuqin Jiang

Thoughts on Film and Television Education and Teaching Mode **557**

Mengrui Qi

The Value Orientation and Realization Way of the Comprehensive Coordination Work of Office Secretaries in Colleges and Universities in the New Era **562**

Xiaofang Wei

Guiding Mongolian College Students' English Teaching with the Theory of Trilingual Acquisition in College English Teaching **566**

Mingbo Yu

Countermeasure Research on the Cultivation of Cross-border E-Commerce Merchants in Higher Vocational Colleges under the Background of "Internet Plus" **570**

Xiong Zhong

An Analysis on the Storage Model of L2 Mental Lexicon for College Students **577**

Chunxia Zhang

A Teaching Research on the Course Introduction to Western Culture Based on the Multimodal Theory **581**

Huafang Hu

Research on University Open Laboratory Management System Based on "Internet +" **585**

Zhengbo Li, Zhihong Yin, and Feng Zhang

Research on the Innovation of "Computer +" Professional Training Mode in Application Oriented Universities under the Background of New Engineering **593**

Kefei Wang, Ming Lu and Geng Wang

Exploration on the Reform of Chemistry Experiment Course of Nursing Specialty in Higher Vocational Colleges **597**

Shuixian Ma

Research on the Importance of College Dance Theory Course in Dance Teaching **603**

Xuanlin Li

Research and Exploration on Ideological and Political Education of College Students in the New Era of Internet **607**

Peng Liu, and Jingchao Liu

The Construction and Models of International Talents Training: Taking Cooperative Academic Program as an Example **612**

Haiying Ma, Hua Liu

Research on College English Vocabulary Teaching from the Perspective of Multimodality **619**

Yueyue Wang

How to Finance for College Students Entrepreneurship under the Internet Finance? **622**

Xiu Sun

Research on College English Teaching Reform in Maritime Colleges Based on "BYOD+ Hybrid Learning Mode" **628**

Yuan Gao

Training Mode and Development Strategy of Amateur Gymnastics for Teenagers **632**

Wenwu Hu, Chaohu He, Changcheng Xin, and Yunyan Cui

Research on Vocational Strategy of Technical Education Promotes the Accurate Poverty Alleviation **638**

Chunqiu Xu

Cultivation of Contemporary College Students' Political Identity under the Internet Environment **643**

Maoyi Zhang, and Yong Zeng

Research on Practical Training Course Development of Tourism Management in Higher Vocational Colleges Based on Skills Competition **650**

Lan Chen, and Yanli Li

On the Professional Development of Teachers in Higher Vocational Colleges--Taking Accounting as an Example **654**

Kai Liu, and Yumei Wang

Exploration on the Teaching Practice of British and American Literature of College English Major Assisted by Multimedia **660**

Yunsheng Song

Exploration on the Path of Innovation and Entrepreneurship Education in Colleges and Universities **664**

Yuzhen Zhao, Jinshan Xiang, and Chenxi Zhao

Analysis of Higher Vocational Education **668**

Jingchao Liu, and Yanxin Wei

Preliminary Study on Management of Fire Safety System on High-Rise Building Construction Site **673**

Xiyang Feng

Research on the Influence of Information on the Education Management of Art Design Major **677**

Jing Xie, and Junxiong Yang

Research on the Cultivation of College Students' Innovative and Entrepreneurial Ability **683**

Chuan Tian

Research on the Reform and Innovation of College Students'Ideological and Political Education under the Background of Innovative and Entrepreneurial Education **688**

Yao Yao

Analysis of Common Problems and Solutions in Saxophone Teaching **695**

Xi Xu

Teaching Design of "Food Nutrition and Safety" Public Elective Course Based on "Internet +" **701**

Zhun Guo, Yuzhen Zhao,Yang Zhao, and Dong Zhang

Research and Analysis on the Source Quality of Postgraduates in Colleges and Universities **705**

Mingxu Zhao, and Jingchao Liu

Instructional Design and Application of Command Course based on Intelligent Classroom **711**

Dexin Yu, and Baolin Zhou

The Reform and Analysis of the Education System in the Age of Big Data **716**

Qi Huang, and Liheng Shi

Discussion on the Archives Management Mode in Colleges and Universities Based on Information Resources Sharing **721**

Yanhong Yang

Research on Application Mode of WeChat Public Platform in Teaching of Higher Vocational Colleges **725**

Wen Zhou

Research on Adaptability of College English Teaching and Learning Based on Multimedia Technology Environment **731**

Ye Yu

Reflections on "Double-Professionally-Titled" Teachers in Higher Vocational Education **737**

Jingchao Liu, and Fan Zhou

A Study on the Financial Management of Small and Medium Enterprises in Jilin Province **741**

Qian Zhang

Research on the Practical Teaching Model of Internet + 3D Printing Technology **746**

Peng Chen

Reform and Exploration of Physical Education Management in the New Era **750**

Cunxing Su, and Wenjun Yu

How to Cultivate Students' Humanistic Literacy in Modern Chinese Teaching? **756**

Yan Li

Research on Teaching Strategies of College English Listening and Speaking based on Education Informationization 2.0 **760**

Li Zhang

A Brief Analysis of Ideal and Faith Education in Colleges and Universities **765**

Juan Zhao, and Jingchao Liu

Research on Enterprise Management Informatization with ERP **770**

Li Mu

Reflections on the Construction of MOOCs in Chinese Universities: Taking the Public Course of Literature as an Example **776**

Ji Li

Application and Innovation of Using Virtual Reality in Art Education **779**

Xiaoran Chen, and Yu Gao

Research on Talents Training Model and Course System Construction of Preschool Education Major in Five-year Consistent Higher Vocational Education **785**

Bo Yan

Exploration of College Art Education Based on Design Thinking **790**

Yimeng Du

Education of Themed Class Meeting for College Students **794**

Na Li, and Jingchao Liu

Practice and Exploration of Chinese Teaching and Teaching Strategies **799**

Yan Li

Research and Exploration of Music Education in Higher Vocational Colleges **805**

Yichen Xie, and Jingwen Yan

Analysis on the Development of Education Management and Informatization in China **809**

Wenjun Yu, and Cunxing Su

Research on the Development and Management of Private Kindergartens **814**

Wenli Zhong

Analysis of Multimedia Teaching Reform in Higher Vocational Education **820**

Yu Song, Fan Zhou, and Jingchao Liu

The Application of Formative Assessment in College English Writing Teaching——Taking Nanchang Institute of Science & Technology As An Example **824**

Weihua Xiong

On the Effective Implantation of Business Factors in the Construction of Business English Major in Higher Vocational Colleges **828**

Meilian Jiao

Study on Enterprise Logistics Management Performance Evaluation System **832**

Fang Fu, and Wanyang Zhou

Exploration on the Internationalization Model of Vocational Education in Yunnan under the Background of "One Belt and One Road" **837**

Meilian Jiao

Application of Interactive Teaching Method in College English Teaching **842**

Jingjin Wang

Analysis of Psychological State of Higher Vocational Students and Countermeasures of Mental Health Education in the New Era **847**

Xiaoli Yang

Innovative Application of Micro-media in Ideal and Belief Education in Colleges and Universities **851**

Huan Wu

Research on the Dilemma and Path of College Students' Internet Entrepreneurship under the Background of Mass Entrepreneurship and Innovation **856**

Fen Yang

Research on College Students' Mental Health Education in the Network Environment **861**

Bin Tan

Study on the Awareness Cultivation and Training Methods of the Volleyball Setters' Tactics **865**

Dupin Xie

On the Application of GIS Technology in the Construction of Smart Campus in Colleges and Universities **869**

Liping Huang

Research on the Teaching Method of Ideological and Political Practice Based on the Cultivation of Students' Employment View **873**

Chuan Wang

Research on Transformation of Visual Culture and Development Path of Art Education in Universities **879**

Shun Lv

Strategies for Improving Students' Dance Performance in Dancing Teaching in Colleges and Universities **885**

Rongrong Xu

Research on Accounting Education Based on New Accounting Standards **889**

Kangying Liu

The Status Quo of the Development of Ideological and Political Education in Private Colleges and Universities in Frontier Ethnic Areas **893**

Yao Yao

The Role of Cultural Construction in Hospital Management **899**

Jiajie He

T-Shaped Professionals: Music Computer Technologies and Music Education **905**

Irina B. Gorbunova

Assessment of Postgraduate Training Towards Professionalization **913**

Fuzhao Wang, Yi Liu, Shuangming Liu

Research on Evaluation Model of Postgraduate Training towards Professionalization **919**

Shuangming Liu, Yi Liu, Fuzhao Wang

Informationized Management of Deviation between Budget and Final Account in China's Universities **926**

Jianlin Zhang, Zixuan Kang, and Yang Yu

Human Resource Management and Employee Performance in New Ventures **936**

Hongying Li, Shufen Li, Qi Zhao

On the Integration of Moral Education Elements into the Course Construction of Women's Basketball in Colleges and Universities—Take Shanghai Lixin Institute of Accounting and Finance as an example **943**

Lu Di

Research on The Integration Path of Innovation and Entrepreneurship Education and Tourism Education Under The Background of Professional Certification -- From The Perspective of Synergy Theory **957**

Chen Jinhua, Wang Danfen, Yang Mengyuan and Yile Dong

On the Instructive Significance of Ideological and Political Education in University Cultural Values **966**

Yongqing Liu

Research on the Interactive Development of Classified Training of Undergraduate Talents Majored in Economics and Trade and Teaching Team Building **972**

Lingyan Meng

Research on the Regression Path of "Marginal People" in Higher Vocational Ideological and Political Courses based on Supply-side Thinking **977**

Li Xiaohua, Wang Wen

A Study on the Teaching of Furnishings Design Course under the Perspective of Artistic Micro-Construction **981**

Cui Shijin

The Effect of "web celebrity" Phenomenon on the Values of Chinese College Students and Its Countermeasure Analysis **986**

Xiaoling Ma, Hanbing Wei

On the Functions and Status of College Counselors in Campus Culture **990**

Cheng Guanghao, Lin Tian

Application analysis of Industrial Software in Training the Engineering Ability of Mechanical Professional Education **997**

Li Wang, Yihua Feng, and Peidong Yuan

Contrasting Industrial Design Education in the UK and China **1002**

Xiyin Gao, Huiqiang Wang, and Zhenjiang Cai