

Study on the Path of Multi-dimensional Construction of Characteristic Courses in Private Colleges and Universities from the Perspective of Applied Curriculum Reformation--Taking Commercial Specialty as an Example

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Abstract: Private colleges and universities face fierce competition, private colleges and universities need in-depth transformation and development in the new era. Combined with the orientation of technical application in private colleges and universities, this paper mainly looks for the thinking of the construction of applied characteristic courses in private colleges and universities from the factors that affect the construction of the course system of commercial specialty. Private colleges and universities need to keep up with the reform of talent training mode, according to the professional ability requirements of commercial specialty, decompose the professional ability into several competency modules, and set up curriculum group according to the ability module. It is helpful to realize the successful transformation of private colleges and universities by actively exploring the construction system of applied characteristic courses for commercial specialty, innovating the training mode of commercial talents, promoting the classroom revolution and improving the teaching quality of commercial specialty education.

1. Introduction

Minister of Education, Chen Baosheng, proposed to set off a classroom revolution in 2017, setting off a wave of curriculum reform. The classroom revolution impels the curriculum reform to be imperative. How do private colleges and universities adapt to the trend of classroom reform? What kind of curriculum reform mode do you follow? What kind of curriculum reform path should be constructed? Private colleges and universities need to actively adapt to the needs of social development, follow the educational reform principles and requirements made by the Ministry of Education, train applied technical talents for the society, and construct the applied characteristic curriculum system. Due to the overseas enrollment of commercial specialty and the overseas study of commercial specialty in higher education in recent years, although it is very mature in domestic colleges and universities, the characteristics of commercial specialty are gradually desalinated, and the phenomenon of homogeneity is more prominent. It is difficult to cultivate the necessary character and key ability to meet the needs of students' lifelong development and social development. Private colleges and universities are under great competitive pressure in running commercial specialties. Especially, it is necessary to speed up the reform of the training mode of commercial talents, attach importance to the construction of characteristic applied courses, and establish the index dimensions of the construction of characteristic courses. Through the multi-dimensional construction of applied characteristic curriculum system, we can realize the educational and teaching reform of commercial specialty in private universities, improve the construction level of commercial specialty in private colleges and universities, and condense the characteristics of running Commercial specialty in private colleges and universities, to build a high level of commercial specialty for private colleges and universities.

2. Current situation of characteristic Curriculum Construction in Private Colleges and Universities from the perspective of applied curriculum reform

Private colleges and universities have transformed from outward expansion to connotative

development in recent years, accelerated the construction of curriculum system of specialty with characteristics, paid attention to the construction of practical curriculum system and improved the students' ability of practical application of knowledge. This article mainly takes Xi'an Peihua University and Xi'an Eurasia University as the research object, explores the thought of the characteristic course construction of the private university. Xi'an Eurasia University of Commercial is mainly embodied in the Accounting College, the Logistics and Trade College, the Leisure Management College and the Finance College. They insist on the educational concept of application type, new experience, internationalization. It is committed to the cultivation of innovative production, college and research cooperation personnel training system, oriented to the industry and local economy, thinking, able to express, with strong practical ability of high quality applied talents. Commercial Specialty is a combination of the diversified application of talent training model, the establishment of Alibaba characteristic class, Baidu Internet marketing class, international order classes, schools and enterprises to jointly formulate talent training plans, to formulate teaching plans, in order to improve students' ability of knowledge application and to cultivate students' professional ability, the construction of applied courses should be carried out together.

Xi'an Peihua University has realized a professional concentration of Commercial Specialty's, mainly focusing on the College of Accounting and Finance, which is oriented towards serving the needs of local industry development talents, and promotes the reform of commercial talent training through the cooperation of schools and enterprises and the way of ordering classes. To speed up the construction of application-oriented courses, each course needs to be reformed according to the standards and indicators of the construction of application-oriented characteristic courses, and the high-quality courses at the school level and provincial level should be established. It is necessary to set up a group of common courses, basic courses, professional courses and professional courses, and hold a contest of applied courses every semester to encourage teachers to participate in the reform of application-oriented courses actively.

3. Dilemma of characteristic curriculum construction in private colleges and universities from the perspective of applied curriculum reform

There are many dilemmas in the construction of characteristic courses for commercial Specialities in private colleges and universities: insufficient construction funds, limited teachers' strength and mere formality of curriculum reform from the perspective of applied curriculum reform.

3.1 Construction funds is insufficient

The enrollment of private colleges and universities for commercial specialties has declined in recent years, with a large number of commercial specialties and small scale, fewer funds for specialty construction, and less funds for the construction of application-oriented courses. In the construction of commercial applied courses, a large amount of development funds are needed. Resource docking is limited etc.

3.2 Faculties are Limited

The commercial specialty of private colleges and universities is small, the matching of professional teachers is not sufficient, the construction of applied characteristic courses needs a lot of time and energy investment, and the daily teaching workload of teachers in private colleges and universities is large. Limited time is available for curriculum reform research and curriculum resource development for the teachers in private colleges and universities.

3.3 Curriculum reform is a mere formality

Private colleges and universities attach importance to the construction of applied courses under the background of transformation and development. However, due to various reasons, the original intention of curriculum reform has not been realized, more perfunctory, and the comparison of curriculum reform tends to be formalized. The effectiveness of the curriculum needs to be improved,

and the goal of talent training has not been achieved effectively.

4. The path of multidimensional construction of characteristic courses in private colleges and universities from the perspective of applied curriculum reform

We should pay attention to the multi-dimensional construction of characteristic courses in private colleges and universities, pay attention to the selection of curriculum contents and take the job demand as the orientation, reform the curriculum model and emphasize that students participate in the whole teaching process as professional people from the perspective of applied curriculum reform. It is necessary to optimize the teaching process and innovate the teaching methods.

4.1 Paying attention to the selection of curriculum content, taking the job demand as the direction

It is necessary to determine the target post group, determine the competency model of the target post, and generate the corresponding indexes between the curriculum and the post ability according to the post task and the post technical condition from the perspective of applied curriculum reform. According to the professional process design, meet the professional standard, cultivate the students' vocational ability, help the students to obtain the vocational qualification certificate, realize the smooth employment of the students, and serve the regional economic development.

4.2 Reforming the curriculum model and emphasize students' participation in the whole teaching process as professional people

The project is introduced, the teaching task is made into work, the real working environment is created, the teaching process is combined with the work flow, and the teaching mode of teaching, learning and doing is established based on the work process. Change the past in the classroom fixed space curriculum implementation way, the school curriculum according to the career process design, the outside school implantation enterprise curriculum. The realization takes the student as the center body, pays attention to the theory and the practice unifies, lets the student walk out of the classroom, visits the enterprise, returns to the school to carry on the case speech; The Commercial knowledge simulation and practice gather mutually, the school and enterprise deeply cooperate, the school strengthens the theory knowledge system construction, the enterprise strengthens the vocational skill training, pays attention to the match teaching fusion, encourages the student to participate in the occupation skill or the specialized skill contest and so on.

4.3 Optimizing the teaching process and innovate the teaching methods

Based on the purpose of improving the interest, effectiveness and application of courses in private colleges and universities, innovating educational and teaching methods, such as situational, exploratory, discussion, case, and simulated experience, are the purpose of this course. It is important to stick to the idea of case-introduction-knowledge goal and competency goal-knowledge point decomposition-video data-classroom interaction. There are four links in the teaching process: the first link: task introduction. The second link is: teachers make clear the teaching goal, the teaching key point, the teaching difficulty; the concept explanation; the theory system; the teaching practice and application; the second link: the teacher definite the teaching goal, the teaching points out the key point and the teaching difficult point, the concept explanation, the theory system, the teaching practical operation and the application; The third link: student scene display; the fourth link: teacher-student interaction, interaction in a variety of ways: knowledge competition, debate issues, management games, role playing, and so on.

5. Safeguard measures of characteristic curriculum construction in private colleges and universities from the perspective of applied curriculum reform

The construction of characteristic courses in private colleges and universities needs to strengthen the organizational guarantee Under the background of applied curriculum reform,, establish a

long-term guarantee mechanism, increase the investment of funds and improve the enthusiasm of teachers in the reform of applied courses. It is important to pay attention to the construction of personnel team, and to enhance the team of application-oriented curriculum construction.

5.1 Organizational support

It is necessary to strengthen the organizational guarantee and establish a long-term construction mechanism for the construction of application-oriented courses in private colleges and universities in order to better guide the construction of characteristic applied courses.

5.2 Fund guarantee

It is necessary to increase the investment of funds and set up special funds for curriculum reform research and development, and for the establishment of curriculum reform teams in order to improve the quality of talent training and accelerate the reform and construction of applied courses,.

5.3 Personnel security

For the construction of applied characteristic courses in private colleges and universities, the docking of more social resources, it is important to establish a special and combined teaching team, the creation of a double-energy teaching staff, the promotion of the effective integration of the theory and practice of the commercial courses.

5.4 Technical and platform support

It is necessary to strengthen the support of technology and platform for the construction of applied characteristic courses for commercial specialties in private colleges and universities. Private colleges and universities need to speed up the informatization of teaching means, attach importance to the construction of network teaching platforms, and can share more curriculum resources.

6. Conclusion

In a word, applied technology undergraduate colleges and universities are the development orientation of local newly established undergraduate colleges and universities under the background of economic transformation and development, which is a new development concept for local newly-built undergraduate colleges and universities. It needs to have a supporting development model to support. The number of commercial specialty students in new undergraduate colleges and universities in various places is declining. In recent years, the number of commercial specialty students in new undergraduate colleges and universities in various places is declining, because the talents cannot be seamlessly connected with the market demand. Private colleges and universities are located in application-oriented colleges and universities. Therefore, the course reform of commercial specialties in private colleges and universities needs to be connected with the demand of market talents, their professional ability and entrepreneurial ability should be matched with the needs of local economic development, and the construction should follow the industrial chain, corresponding to the local industrial structure, occupation structure and employment structure, so as to strengthen the reform and construction of application-oriented curriculum, to construct a new system of application-oriented characteristic curriculum construction, and to realize the post requirements and professional standards of enterprises in regional development, so that the Commercial professional personnel training goals, to achieve the local economic development to provide effective wisdom support.

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