



Research on Innovation and Implementation of Guidance Model for Joint Graduation Design of Property Management Major

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Abstract. This article explores and studies the innovative guidance model of joint graduation design between schools and enterprises as well as among multiple disciplines for the property management major under the policy guidance of the Ministry of Education on cultivating high-quality and new productive forces in line with the industry characteristics, the actual regional economic development and the requirements of enterprise development. This paper specifically analyzes and summarizes the innovative achievements made by the first-time adoption of the "Full-process Planning of Property Management Project" joint graduation design guidance model for the 2024 graduating class of the Property Management major in our school. These achievements are reflected in the adjustment of the discipline and major structure, the innovation of the graduation design guidance model, the reconstruction of the graduation design content, the innovation of teaching methods, the construction of the guidance teacher team, and the establishment of the collaborative education mechanism.

Keywords: Property management, graduation design guidance, whole process planning, innovation mode implementation

1 Introduction

As an important stage in the teaching process of colleges and universities, graduation design is a key link to complete the teaching plan, realize the training goal and test the teaching quality. It is a comprehensive summary and comprehensive training for students to apply the theories and knowledge they have learned, and it is also an overall inspection of the training effect of students' professional quality and vocational ability. It is the most important content to evaluate students' exercise and enhance their professional business ability. Since the 14th Five-Year Plan, high-quality economic development has become an important feature and focus of work at the present stage of China's economy and society. Building a high-standard market system is the key content to meet the requirements of high-quality economic development, promote the modernization of economic governance system and economic governance capacity,

and building a high-standard property service market system and adapting to the "new quality productivity" high-quality talent team is also imminent [1].

The major of Property management in the School of Civil Engineering of our University relies on the major of Civil Engineering, water supply and drainage science and engineering, water conservancy and hydropower engineering, water engineering, engineering cost, engineering management, architecture and other relevant majors of the school and a series of experimental and practical training platforms. Formed a good property management professional wide foundation, the whole system support, multiple application scenarios; Signed industry-university-research cooperation agreements with provincial and municipal property industry associations, several leading and characteristic property service enterprises and technology enterprises related to the industrial chain, built a platform for the integration of production and education to jointly train talents, providing conditions for teachers and students to implement practical teaching, understand the development and application of cutting-edge property management technologies, timely grasp the industry dynamics, grasp the talent demand standards, and refine scientific research materials; For several years, the students participated in the national Property management competition under the guidance of teachers, which exercised the scientific research ability of teachers and students to find, analyze and solve problems.

Under the above background and conditions, through the guidance mode of "whole-process planning of property management project", we explore the possibility of cooperating with enterprises to sign school-enterprise, industry-university-research and application cooperation agreements in the early stage and establish a platform for the integration of industry and education to educate people [2]. It is feasible to guide students to comprehensively apply the theoretical knowledge of professional disciplines and marginal interdisciplinary disciplines in practice to study and solve the focus problems of the key links of real project property management. This model can cultivate students' ability to integrate and comprehensively apply the knowledge of economy, management, engineering, technology, market, law, society and artificial intelligence, self-learning ability and teamwork ability, make full use of the ability of computer-aided chart preparation, and form the basic adaptability of all aspects of the whole process of property management project. It is of great significance to become a versatile, application-oriented professional with a correct outlook on life, values and social outlook. At the same time, the school-enterprise joint graduation design mode can not only improve and optimize the long-term closed-door, divorced from social practice, solidification, single, separate, local fragmentation, decentralized guidance mode, but also provide experience for the graduation design of this major and related majors, and for property management enterprises to train talents needed for the development of "new quality productivity". In response to the requirements of the development and change of the social environment for new talents, we can advance on common basis, shorten the distance between schools and enterprises, and cultivate high-quality talents required by society and the industry.

2 Research on the Innovation and Implementation of the New Model of Joint Graduation Design Guidance for Property Management Majors

The new model of "Whole process planning of property management project" joint graduation design guidance has carried out innovation in the aspects of graduation design guidance mode, graduation design teaching method, graduation design content reconstruction, graduation design guidance teacher team construction and collaborative school-running mechanism.

2.1 Innovative Implementation of Graduation Design Guidance Model and Teaching Methods

The guidance mode of school-enterprise joint graduation design follows the principle of combining production, study and research, the principle of practicality, the principle of exploration, and the principle of operability. It adopts professional theory + cross theory + practice method + real problem method + case analysis method + SWOT analysis method + comprehensive evaluation method... For the whole process of a property management project, the key links, the focus of hot issues in the development process of property management, etc., the whole process planning and research are carried out. The specific approach follows a "general - detailed - general" pattern: The overall planning topic is broken down into N sub-planning topics. Students are divided into N groups, with each group responsible for one sub-topic (solving one problem), and they form research results for the sub-topics. Then, the project is summarized to complete a comprehensive "Overall Planning for a Certain Property Management Project" with unified planning content, rigorous logical connections, and a combination of theory and practice.

In terms of teaching methods, the original closed, scattered, independent, single, and unsystematic guidance methods were improved to include school-enterprise association, multi-specialty collaboration, centralized guidance teachers, centralized students, centralized planning projects, centralized time + decentralized, on-site + online guidance forms, and connected guidance methods for each sub-topic of the planning group.

The advantages of the teaching mode and method of school-enterprise joint guidance are: the planning project comes from the enterprise, and the sub-topic setting comes from the industry and the problems that the enterprise needs to solve, which effectively improves the disadvantages of graduation design, such as working behind closed doors, separating theory from practice, weak application of theory, paste and copy.

The advantages of multi-specialty collaborative guidance teaching mode and method are: The whole process planning involves the whole process of property service, and requires teachers of property management, project management, project cost, and even teachers of architecture, civil engineering, water supply and drainage science and engineering, water conservancy and hydropower engineering, economic

management, law and other majors to give full play to their professional knowledge and problem-solving skills, and guide teachers to establish a holistic and systematic view from it, so as to give full play to their professional advantages. It can also learn from each other's strengths and make up for their weaknesses, and ensure that the N sub-topics related to the whole planning can get professional guidance and efficient promotion.

The advantages of the guidance mode and teaching method of centralized guidance teachers, centralized student planning groups and centralized planning projects are: for the projects provided by enterprises, the graduation guidance teachers and students are concentrated on site reconnaissance and research. Weekly instruction time, guide all teachers and students to concentrate on explaining the requirements and purposes of planning, the ideas of sub-project research and the content of key research analysis, the correlation effect of the results of each sub-project on the link between the previous and the next, the process and difficulties of each sub-project research. In the centralized guidance, all students need to understand the planning project situation, understand the research problems and research methods of other sub-topics, and better understand the effect of their research results on their own sub-topics, so students directly study and solve specific problems, and directly and indirectly understand the whole process of property project service, management, operation and maintenance. Apply the professional knowledge learned in university throughout.

The advantages of the guidance teaching mode and method of centralized + decentralized in time, on-site guidance + online guidance are: taking into account the time conflict problem of enterprise tutors and professional tutors, the special difficulties of departmental research groups and related problems. In the established graduation design guidance group, students can communicate the progress of planning work in a timely manner, consult the difficult points of sub-topics, and the content of consultation can be understood and cleared by the whole planning group. In this process, the guidance efficiency is improved, the process of students' graduation design is guaranteed, and the teamwork spirit and collaborative striving effect are remarkable.

2.2 Reconstruction and Implementation of Graduation Design

The joint graduation project of the major of property management specifically selects a specific and representative project managed by a property service enterprise as the planning object, as the general topic of "whole process planning of a property management project". Through literature search, field survey, investigation, interview, student internship intervention and other methods, the first and second hand information needed for planning was collected. On the basis of in-depth analysis and collation of project, customer, market, policy, economic environment and other information, the planning of the following sub-topics was completed in groups.

- (1) Property customer demand positioning planning [to solve the demand problem]
- (2) Property project management standard planning [to solve the problem of service standards]
- (3) Property special service, contract service planning [to solve business problems]

- (4) Intelligent property management mode planning [Solve management mode problems]
- (5) Property management financial planning [to solve the cost problem]
- (6) Property management risk assessment [to solve conventional risk problems]
- (7) Comprehensive feasibility planning of property project takeover [To solve the problem of whether the takeover project is feasible]
- (8) Property management crisis public relations planning [to solve the social image problem]
- (9) Property market development planning [to solve the problem of market size]
- (10) Property bidding planning [to solve compliance problems]
- (11) Future big asset management planning [to solve the future direction problem]
- (12) Integrated development planning of community governance and property management [to solve policy-oriented problems]

According to the scale and complexity of the project provided by the enterprise, the requirements of the economic policy environment for the development of the industry, the future trend of the development of the industry, the number of students and the practice situation, the actual needs of the internship enterprise, etc., the above sub-topics can be adjusted, increased or optimized, or merged or reduced.

In the past, the graduation project, or the students' own internship, or the guidance teachers set up, the common feature is independent, fragmented, fragmented, difficult to pull through the application chain of professional knowledge, difficult to include the whole process of project operation and maintenance. Combined with the development trend of science and technology society and the cultivation trend of property management talents, the future property management needs to adapt to the new round of scientific and technological revolution and industrial transformation represented by big digital, cloud computing, Internet of Things, artificial intelligence, etc. under the background of the development trend of smart city and intelligent construction. Talents who have been trained in the professional learning structure of intelligent management and the ability of execution, management, coordination and power adjustment. The "property management project planning" joint graduation design guidance mode solves these problems and can meet the requirements of talent training corresponding to "new quality productivity". In addition, the model can also flexibly combine the current property management industry in China, which has developed for more than 20 years, in the face of "the world is in a century of great changes", and many opportunities and challenges in the process of China's transition from middle-income to high-income country, focusing on hot issues and trends [3-4].

2.3 Innovative Implementation of Teacher Team Construction, Collaborative School-Running Mechanism and Ideological and Political Curriculum Construction

(1) The whole-process planning and joint graduation design guidance, the combination of the faculty team with the university and enterprise, promoted the application ability of the theoretical knowledge of the instructors in the school, enhanced the theoretical sublimation of the practical experience of the instructors in the enterprise,

and strengthened the depth of the integration of production and education. A school-enterprise coordination mechanism has been established [5-6].

(2) During the guidance process, professional ethics, workplace literacy, correct outlook on life, values, social outlook, knowledge literacy, and scientific research literacy were combined into the whole process of project planning, which promoted the improvement of each student's moral literacy and knowledge literacy.

(3) Guide the school and enterprise guidance teachers to integrate different professional knowledge and social resources, and run through applied professional and cross-theoretical knowledge, such as engineering technology, management, economy, finance, market, law, etc., in the project planning, so as to achieve the goal of cultivating comprehensive and high-quality talents who keep pace with The Times and adapt to the needs of "new quality productivity".

(4) Through the whole-process planning and joint graduation design guidance, establish the overall view and practical view of school-enterprise guidance teachers, students and property practitioners engaged in property service, management, operation and maintenance, further understand the significance of the property management major, and fully understand the key links of the whole process of property management [7].

(5) Through the whole process planning of specific property projects, from point to point, from school to enterprise, from project to industry, to correctly understand the vitality of property management, the wisdom of property management, and the direction of large asset operation of property management, laying a foundation for future research on hot issues such as red property mode, digital property mode, large healthy life destination management mode, and talent training mode.

(6) Through the whole-process planning and joint graduation design guidance, the cases provided by enterprises are theoretically sublimated through systematic research and analysis, forming important case materials for school-enterprise curriculum construction.

(7) The "Topic Selection Report", "Sub-project Planning Outline", "Planning Guide" and so on formed in the whole planning process. It can not only provide ideas for the industry and enterprises to solve the property problems, but also provide a basis for the government to formulate industry policies.

(8) Innovate and form a continuously available graduation guidance template.

3 Conclusion and Extension Value

3.1 Conclusion

(1) The innovation and implementation of the guidance mode for joint graduation design of the property management major has the support of the talent environment needed for the development of the property management industry, and the support of the conditions owned by engineering colleges.

(2) The innovation of guidance mode and teaching method, the reconstruction of graduation project content, the construction of graduation project guidance teacher team, the establishment of school-enterprise cooperative school-running mechanism,

and the construction of ideological and political courses have achieved remarkable results.

(3) After the graduation design course, through the questionnaire survey of the whole class, the following main comments are obtained: 94.45% of the students think that "the whole process planning of a property management project" covers the whole process of property management work or most of it; 88.89% of the students believed that, under the guidance of the instructor, the relevant knowledge and scientific research methods were extended and applied; 94.44% of students believe that the guidance effect of multi-professional guidance is good in the whole-process planning mode. It shows that this innovative model has a significant effect on improving the quality level of graduation design.

3.2 The Promotion Value of Innovative Model Results

After the completion of the "Property Management Project Whole-process Planning" joint graduation design guidance course, the "Property Management project whole-process planning Collection" and the property management professional joint graduation design practical data series (hereinafter referred to as "data") were formed. The collection will be the result of the joint graduation design of the first "whole process planning of Property management project" of this major for reference in subsequent graduation design and for reference in practical work of property service enterprises; "Data" highlights the systematic and cutting-edge theory, the comprehensiveness and execution of the ability, and the operability and feasibility of the graduation project. It will be used as standardized guidance materials for the graduation design of undergraduate students majoring in property management, as well as a guide for the joint guidance and innovation of graduation design of related majors, and as a reference manual for the training of talents by property industry associations and enterprises.

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