

Design of Practice Teaching Guide Book under the Mode of Work Study Combination —— for example of Management and Shopping Mall Design Course

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Abstract— This paper mainly takes the example of market operation and management of modern teaching practice to guide the design, study the instructions in the practical teaching process, which plays an important role in making the practice of classroom teaching management more standardized, teaching content and structure of practice has been further optimized, in order to effectively solve the problem of students in innovation and brings significant effect of improving the skills of practice.

Keywords- *Work-integrated learning, Mode, Practical teaching, Store operations, Management courses*

1.INTRODUCTION

College of Management at the mall, chain, retail industry related professions, operation and management of shopping centers has become an important course, practice teaching is an important part of the process of teaching course, which focuses on students mall operations, management theoretical knowledge and learning ability of the comprehensive application ability, the two important teaching objectives will strictly require students to master the mall business, sale, display of goods, and tally the cash register, and many other standard operating procedures and let them target on locate stores business objectives, product structure adjustment according to the

needs of consumer group through good store layout, merchandise display and sales promotion to enhance profitability efficiency commodities. This course requires students to have solid theoretical knowledge and practical skills. Training students professional quality at the same time, strengthen the practical ability and innovative spirit, but also promote students to form good learning habits and working attitude, for their future study and work to lay a solid foundation.

2.Shopping mall operation, management overview

At present, marketing talent shortage phenomenon is more and more serious, which makes the enterprise sales in the recruitment process. Even candidates unable to meet job requirements, but many sales companies in order to meet the business demand for talent, had frequently reduce recruitment standards, which is of great significance for improving the efficiency of retail. The operation management of the mall is an indispensable at present and in the future of marketing management skills, its own development, reform and speed is also quite rapid. Today, major colleges and universities heavy theory light practice teaching model makes the vast most of the students practical ability is generally low. In such a grim situation, learning how to work effectively in the binding mode of

operation and management of shopping malls courses has become the main problem of this course.

3. Requirements on the preparation of practical instruction

Practice is a very important link in the teaching of higher vocational education. It can not only strengthen the students understanding of the theory, but also strengthen the knowledge of the courses they have learned in the past. Students actively participate in various aspects of the practice teaching system, theory and practice can be combined with each other, complement each other, set management and implementation, to become a professional post skills. Thus it can be seen that the experience of middle school students in higher vocational colleges is the necessary condition of practical teaching.

In practice and theory of the combination of practical teaching, teaching form, requirements, the implementation of these three is a great difference. In the process of design training guide book must be the reasonable arrangement to the training project, and full use to the function of teaching practice, let the students truly realize effect theory and practice with each other in the process of practice, thus fully understand, commercial operation and management procedure.

The preparation of training guidance should meet the following points:(1) Guide book writing should be clear to training the students vocational ability, innovation ability. The whole practice teaching has been carried out on the purpose of the teaching, and finally, the students have innovative thinking and practical ability.(2) Training guide book content should include several large point, that is, to clear practical teaching to achieve the effect, made it clear that students need to master the skills and technology,

clear student project content, clear distribution and method of training teaching hours, clear students practice results of test kernel methods such as and in accordance with the instructions of the content to arrange project practice teaching hours and order, and properly handle the relationship between theoretical courses and practical courses.(3) Training guide book written: It is necessary to pay attention to comprehensive training, the proportion of basic training and special training class, as far as possible to control the comprehensive practice courses in 20%, the basic training course control in 50%, special training is 30% and in the links in practice for students of the flexible and comprehensive application and innovation and development give attention to.

4. Design store operation, management training guide book

This research mainly in the four projects: statements related to the production, analysis and management training and project six: store merchandise display and tally as an example.

4.1 Production, analysis and management of related reports

4.1.1The teaching purpose of the project

(1) To help students understand the data in the operation of the report.(2) To cultivate and strengthen the students' ability to make and analyze the related statements such as operation, management and so on.

4.1.2Training content, teaching requirements and matters needing attention

(1) Training content: The guidance of teachers in accordance with the theoretical teaching of various types of related data statements, to provide students with material information. The students are grouped in the training room to complete the report production, including the

report of the preliminary report and statistical work.(2) Teaching requirements: students in the form of homework to complete and Excel format of the form, and then in the class to explain in groups.(3) Note: all forms of production to meet the requirements of teaching, must be carefully analyzed, after the discussion to determine the final data.

4.1.3 Evaluation standard and method of practical training teaching

Training teaching evaluation criteria to guide the teacher scoring, included in the assessment results, assessment methods to the quality of the student job completion as a reference.

4.2 Store display and tally training

4.2.1 The purpose of practical teaching

(1) Let the students know the display method of the goods and according to the actual situation of the store, adjust the position of the merchandise display, and finally achieve the sales goal. Understanding the tally method, method to make students master and use the display of goods, skilled in the use of the main equipment, for the right price and right replenishment of goods. (2) Training and strengthen the students on the display of goods, and other skills.

4.2.2 Training content, requirements

The first thing is the display of goods. Grouping students to the mall or supermarket commodity display method investigation of the use of, and then analyze the commodity display the advantages and disadvantages of, research report, and report in a PPT, finally by the teacher to carry out class review, and summarize the commodity display principle and displays them. Second, tally work. Through simulation training students in training room, among the students were playing customer and tally clerk, then goods picking, commodity price appraising and replenishment, to cultivate students' ability of strain.

4.2.3 Assessment criteria

(1) Commodity into a column: the purpose of the research is clear, and be able to carry out a survey around the theme, object, content detailed statement; conduct investigations within the specified range, no investigation can be extended space; The data analysis is rational, and the conclusion is correct. Reported to have a sense of hierarchy, the paragraph is clear, fluent language, spelling, and consistent with the format. To meet the above requirements for the best, the lack of appropriate division

(2) Tally standard: Responsible for the area clean and tidy shelves, packaging clean, walkways clean, smooth; Responsible region, each commodity price tag, name of commodity, price and specifications; Be familiar with the product price, shelf life.

(3) Commodity display: To ensure that the students themselves are responsible for the goods display a neat appearance and timely inventory of all goods, found that reduce the quantity of a commodity when it is necessary to timely replenishment. Among them, for drinks and water and other goods to ensure row face plump degree reached more than 80 percent, to treat customers to with standards of politeness, and strengthen between the customer and communication, understanding of customer needs and on to the recommendation of needed goods, as far as possible to meet customer demand.

5. Store operation, management training guide application effect

5.1 Make the talent training and the development of social talent requirements to achieve unity

Compile training instruction book and reasonable application, the design of teaching content to social enterprise and job requirements comply

with each other, so as to better will practice teaching of harmony to the needs of social development, completion and classroom teaching related project allows students to have more new knowledge and experience of theory knowledge. Enabling learning in a limited time to learn more knowledge, training students to solve practical problems and ability, and always get more and enterprise management related knowledge and methods in this process, students hands-on ability and ability to innovate, and help students to accumulate more experience, to lay a solid foundation for future employment.

5.2 contribute to the construction of practical training more standardized

In some vocational schools, while emphasizing the importance of practice teaching, but still difficult to avoid the phenomenon of too much emphasis on the form of teaching, so that teaching specific content difficult to be implemented. Especially in the market operation, professional management, the professional is very strong, whether it is for students or teachers have very strict requirements. Teacher training teaching in some schools, most of them belong to a part-time teacher or a double qualified teacher, teaching is superior to the lack of rationality and normative, often cannot give full play to the misuse of training guide book. Therefore, through the preparation of the guide book can effectively make up for the teaching of randomness and non-planning and other defects, so as to strengthen the teaching of standardization, making practice teaching more standardized, unified.

6. Conclusion

At present, vocational education goal is to cultivate more in line with the needs of society

all-round, technical talents, scientific, reasonable, standard set practical teaching system, can provide a powerful guarantee for the realization of talent training. And training guide book preparation and use of an important part of the professional teaching system, the preparation of the guide book can be directly to the training teaching mode, the quality of training teaching and the realization of teaching goals and so on. Therefore, teachers should actively social requirements for talent into practical teaching. The two mastery, helping the students to gain more useful experience, better cultivate students' vocational skills to meet the needs of corporate social, for their own future job to lay the foundation.

Acknowledgement

Fund project: This is the topic name is < explore interior design education training method > based on.

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