

Teaching Reform Of Independent College Of Business Administration along the Way Strategy

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Abstract. Taking training objectives independent college teaching reform ship as the main object of study, combined with "all the way along the" strategic demand for talent and independent college "to strengthen the practice, focusing on employment, taking into account development", curriculum, teaching material and teaching from methods and means three parts analysis, to explore ways and means of independent college teaching reform ship innovative talents applications, service-oriented specialty teaching how national strategies to provide a reference. In recent years, our independent institute for business management is developing rapidly, but in practice teaching weak, not yet established a sound practice teaching system. The system consists of practical ability system, practice content system, security system practice, practice evaluation system constituted for the training of social need of industrial and commercial management practices applied talents ability to provide useful lessons.

Introduction

Beginning of the 21st Century, our unique independent college has been rapid development, it is an important achievement of higher education reform and innovation for the development of private higher education in promoting popularization of higher education and make a positive contribution [1]. With the Independent College of Business Administration of the rapid expansion of the number of professional, how to improve the teaching quality and effectiveness, train qualified personnel to meet the social needs more attention [2, 3]. Since the Independent Institute for Business Management has its own characteristics and laws, develop practical ability of application-oriented talents, strengthen personnel training targeting advocate to improve the practice of teaching system and the establishment of experimental conditions has become a key issue [4-7].

On the training objectives, independent colleges should be based on this new type of higher education itself features uniquely positioned. Since the Independent College undergraduate three, we should find a relatively weak regular undergraduate institutions and personnel training in higher vocational colleges as independent college personnel training and focus breakthrough [8, 9]. From the current point of view, the theoretical basis of regular undergraduate institutions is relatively strong, practical ability is relatively weak, vocational colleges is the opposite. Thus, the focus of personnel training of Independent Colleges is that: Compared with regular undergraduate institutions, independent college-trained people should be more practical skills and ability; compared with vocational colleges, independent colleges trained people We should have a more solid knowledge base, stronger learning ability and adaptability. Independent Colleges to in-depth study of their clients, the level of positioning, different from the parent university training objectives and avoid "convergence", pinpoint their location [10].

Independent College Teaching Reform ship should be based on students' personal qualities, combined with "all the way along the" demand for talent strategy, design appropriate training programs, adjust the corresponding curriculum and teaching materials, enhance the training capacity of engineering applications. Through a combination of classroom teaching and practical activities, heuristic teaching becomes indoctrination, teachers play a leading role, at the same time reflect the dominant position of students. Entertaining, stimulate students 'interest in learning, curiosity, desire to create, to encourage students to create a hands-on, in order to cultivate the students' innovative

spirit and practical ability, and comprehensively improve the overall quality of students, for the country of qualified talents.

Construction Business Management Professional Practice Teaching System

Practice teaching plays in achieving training objectives in a very important position, is indispensable, irreplaceable. Relative theoretical classroom teaching practice teaching more intuitive, practical, exploration, inspiration and other characteristics, is a continuation of theoretical classroom teaching, supplement and deepen its students' innovative spirit and practical ability to improve the overall quality of students, training It has a special significance. Practice teaching system is an organic whole, the various aspects of the practice in their respective roles at the same time, to contact each other, cooperate with each other in order to achieve its overall effectiveness. Constructed in accordance with the characteristics of independent colleges of business administration professional practice teaching system was shown in Figure 1.

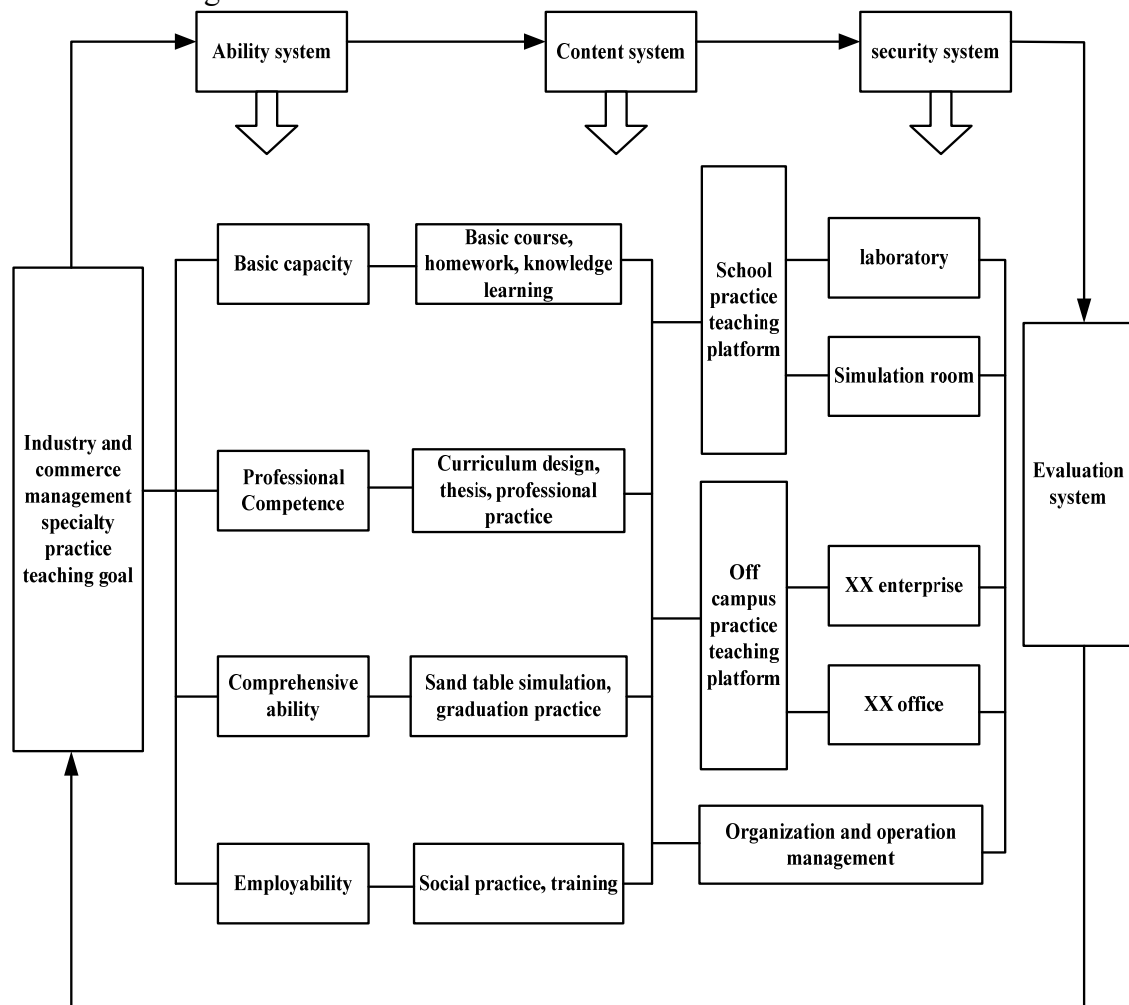


Figure 1. The characteristics of independent colleges of business administration professional practice teaching system

As can be seen from Figure 1, business management class professional practice teaching system is in a basic objective of the system the ability to practice, practice content system, security system practice, practice evaluation system 4 system, the basis of practical layer, layer of professional practice, comprehensive practical level, innovative practice layer, layer 5 level employment practices, 16 constituting the content of teaching practice closed-loop system.

Hands by computer courses, case management, economics, finance, finance analysis practice, practice in the form of large-scale job primary financial accounting, statistics, comprehensive training, as well as to the corporate site visits cognition practice, students basic Skills and professional

knowledge of computer application ability and other basic capacity for specialized courses of study to lay a good foundation.

Existing Professional Training Model

Jointly organized by the Institute of Independent Colleges and Universities and in accordance with the new mechanism and social forces (investors), and therefore subject to the parent school and investors double impact. On the one hand, very difficult to disengage the shadow of Independent Colleges parent school, in many ways the traditional transplant and experience accumulated parent school, inevitably draw even copy the parent institutions of training model, targeting personnel training, personnel training aspects of programming, management and evaluation of teaching quality, with teachers and other school model mostly by the parent operation. Independent College of Business Administration building, too, was copied from this model, students do not pay attention to the characteristics of independent colleges, they can not claim to cultivate applied talents; on the other hand, the influence of pursuing the interests of investors, independent hospital behind school teaching conditions, but also highlight the existing independent College of Business administration Training mode of applied talents weakness and pale. Business administration professional (Multi-National Corporation management direction) credit distribution was shown in Table 1.

Table 1. Business administration professional (Multi-National Corporation management direction) credit distribution

Teaching Arrangement			Compulsory	Elective	Subtotal
In-class Teaching	Classroom Teaching	Foundation Courses	37	6	43
		Major Foundation Courses	29	8	37
		Major Courses	25	8	35
		Subtotal	91	22	113
	Out-of-class Teaching	Self-practice	2	-----	2
		Other Practice	4	-----	4
		Subtotal	6	-----	6
Final Year Project			6	-----	6
Extracurricular Teaching			10	-----	10
Total			135		

Update teaching content has become a constraint professional education in business administration a "bottleneck." Although Chinese universities have advanced foreign economic management theory and practical experience, combined with China's actual conditions, set a number of new courses to enrich the content of teaching business administration, business administration to improve the professional level of teaching, however, with domestic and foreign profound changes in the economic situation, China entered the social and economic restructuring, industrial upgrading new stage of development of private enterprises, science and technology enterprises, the market intermediary organizations, the increasing number of multinational companies, business administration functions of the corresponding change a lot change, which requires business administration curriculum system and teaching content should be substantive updated to meet the needs of social and economic development. Independent College of Business Administration curriculum transplanted to the parent school, teaching content reform and renewal also follow the parent school, teaching content out of touch with the actual work, the lack of practicality phenomenon is even more pronounced.

In the area all the way to guide strategy, the state of ship positioning professionals, needs and direction of development have put forward higher requirements, independent college to professional ship "Strengthening the practice, focusing on employment, taking into account the development" as the goal of cultivating innovative application-oriented talents, its teaching reform long way to go, the

results achieved so far is still the foundation of the research stage, many problems such as the teaching staff, the effect of promotion content requires further study and discussion. Business management talents process was shown in Figure 2.

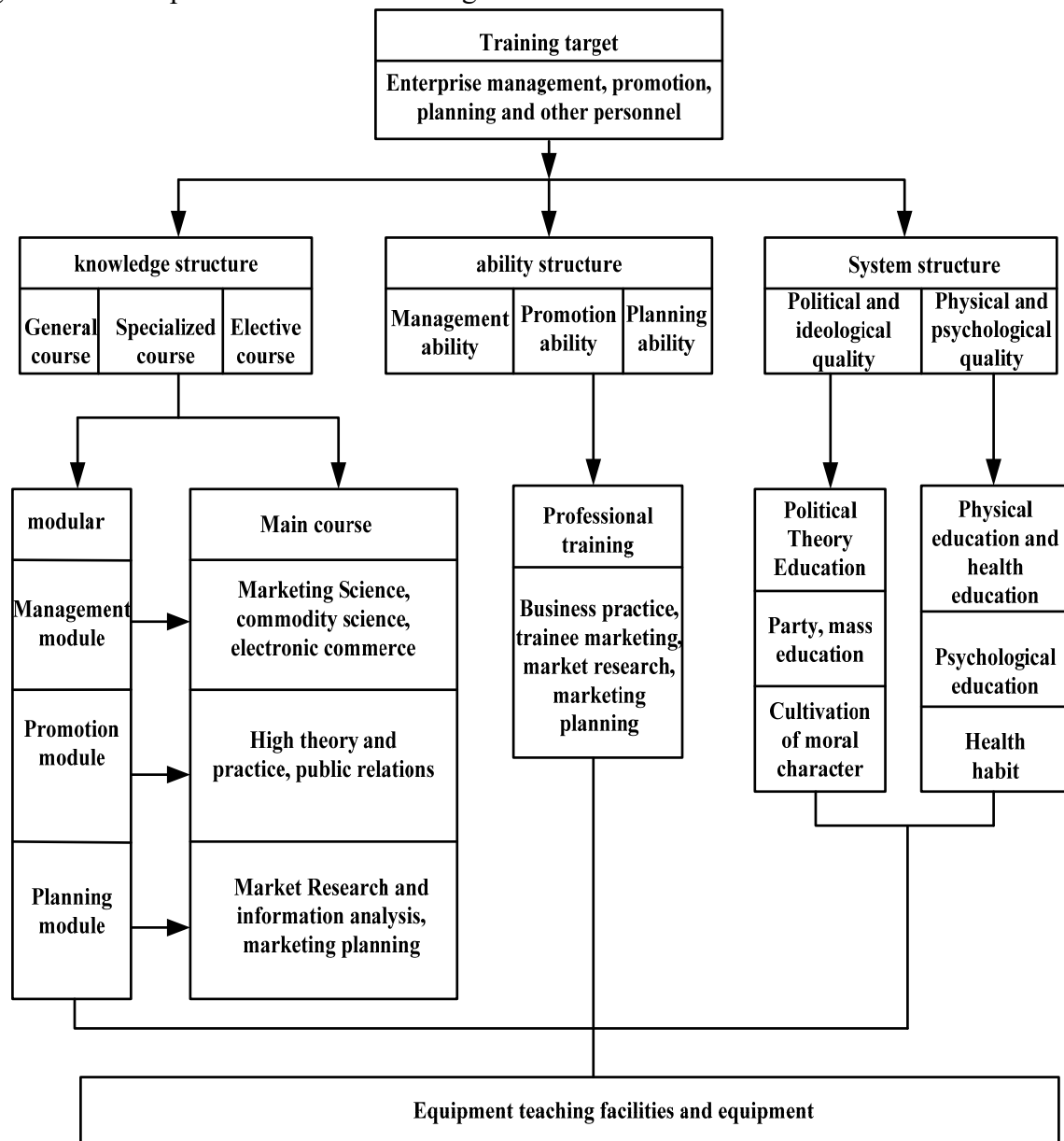


Figure 2. Business management talents process

Summary

Most colleges and universities in the evaluation of student learning and teaching effectiveness, is focused on student achievement, students lagging indicators classroom teachers final score, etc., are often the evaluation results came out, the course has ended. For the course has ended, standing on the perspective of students, this effect is almost zero evaluation methods for teachers is not lack of timely improved in the teaching process. Therefore, building from the lagging index evaluation system independent college teaching of business management to focus on the current index up, that is based on the existing evaluation system to enhance the monitoring of students' classroom performance and student satisfaction with the two aspects, the use of students, teachers, teaching supervision three teaching evaluation, counselors assist with the monitoring of the multi-level evaluation system, normal supervision and control of the entire teaching process, continuous improvement and improve teaching effectiveness.

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