

# Research on Development and Application of University Students Off-campus Internship Management Platform under Mobile Internet

Shangbao Huang

Gansu Normal University for Nationalities, Hezuo, Gansu, China

**Key words:** Mobile Internet, University students, Off-campus internship, Management platform, Development, Application

**Abstract.** In recent years, Chinese mobile Internet technology has developed rapidly. Mobile Internet has had strong influences on development of various industries and improvement of people's life and it has been applied in Chinese higher education. This paper takes university students' off-campus internship management platform under mobile Internet as an example. Firstly, it analyzes characteristics of university off-campus internship and problems in it; then, it studies development and application of university students' off-campus internship management platform comprehensively. After researches, it is found out that interactive functions of mobile Internet are embodied sufficiently and it is of active significance to improve management of university students' off-campus internship.

Since Internet technology has been developing rapidly, it has proposed higher demands on higher education. Therefore, education should fit with mobile Internet—the rapidly developing high technology, transform teaching methods, teaching content, teaching goals and management methods actively so as to adapt to the time better. Based on mobile Internet, universities should attach higher importance and using intensity of smart phones. It is well-known that smart phone has convenience of communication, safety and stability and easy access to Internet. Practices prove that under mobile Internet background, completing off-campus internship management platform is an effective way to improve quality of off-campus internship management.

## Characteristics of university off-campus internship

As an important constituent of high education quality-oriented education, practical teaching is of great importance to the comprehensive and healthy development of students. To practical teaching, university students' off-campus internship plays a critical role. Through internships, students' real operational abilities can be strengthened and it is better for them to adapt to demands of social job market quickly. Normally, university internship is divided into on-campus internship and off-campus internship. To regular higher educational institutions, their internships are divided into production internship, graduation internship and so on. To vocational colleges, especially engineering colleges, off-campus internship are mostly substituted post exercitation.

According to investigations, off-campus internship in universities is mostly in enterprises and public institutions. From some sense, enterprises and public institutions have established vivid, lively and complete laboratories for higher institutions and broad practical space, which are of active influences to improve students' application techniques. The existence of off-campus internship has strengthened cooperation between schools and the society and is beneficial to improving education quality. Compared with on-campus internship, off-campus internship is hugely different in teaching purpose, teaching environment, teaching subjects and teaching sites and so on,

and they have their unique characteristics, which are of long-lasting strategic significance to development of higher institutions. Characteristics of university off-campus internship are represented as:

**Students' principal status is established.** The ultimate goal of education is to serve students. Therefore, no matter it is teaching or internship, they should respect students' principal status. While in off-campus internship, students' principal status is established. Off-campus internship values students' independent abilities, knowledge-application abilities and technology-application abilities; also, students' working enthusiasm and initiative can be strengthened so as to better integrate in various specific jobs of enterprises and public institutions. In the internship process, students' specific units are established according to their own abilities, habits and professional knowledge and so on. According to investigations, off-campus internship can provide free space for students to exert their abilities.

**Off-campus internship sites are scattered.** Different from on-campus internship, off-campus internship sites are scattered and the sites are difficult to be unified. In real investigations, the author finds that in substituted post exercitation and production internship of vocational colleges, most students are likely to choose enterprises and public institutions and they are willing to engage in work of different properties; the autonomy of determining the internship unit is handled to students completely, which might result in scattered off-campus internship sites; it might involve more units and fields, thereby creating certain difficulty for teachers to tutor.

**Off-campus internship time is long.** Throughout all higher institutions, they vary in their off-campus internship time. However, generally speaking, their time is prolonged each time than the last time. Normally, graduation training program regulates that the internship can fluctuate from 2 weeks to 4 weeks. However, production internship of most colleges fluctuate from 3 weeks to 8 weeks, while substituted post exercitation time in vocational colleges might be even longer.

**Off-campus internship management methods are varied.** Currently, basic management methods are quite common in Chinese off-campus internship management. The so-called basic management means in the early stage of off-campus internship management means school management is student-centered and schools conduct autonomous management and conscious management on students' daily life; in specific internship stage, working content and working methods are managed uniformly and intensively by enterprises and public institutions rather than unified management of schools; instead, it is enterprises and public institutions that implement separate management. Therefore, off-campus internship management methods are varied.

## **Problems in university off-campus internship**

Every coin has two sides, so does university off-campus internship. Practices prove that university off-campus internship has irreplaceable roles in improving students' application abilities, comprehensive qualities and society-adaptation abilities. Therefore, Chinese higher institutions should attach more importance to management of off-campus internship. However, there are a lot of differences between off-campus internship and on-campus professional course learning, and off-campus internship has complicated element influences. According to real investigations, the author summarizes problems in off-campus internship as follows:

**Weak supervision [2].** In off-campus internship, most students are spread in various enterprises and public institutions in various fields and industries and the internship sites are quite scattered. Therefore, the number of students in off-campus internship is large, the internship lasts for a long time and it is difficult to adopt various management methods. Therefore, it is quite difficult to implement practical and efficient supervision on off-campus internship. In other words, supervision

on off-campus internship is weak.

**Insufficient management teaching resources.** Higher institution students cultivation program points out that certain amount of teaching resources should be allocated to off-campus internship to guarantee off-campus internship to proceed stably and orderly and further promote students' comprehensive and healthy development. However, it is less so in specific off-campus internship. In recent years, since enlarge enrolling policy has been implemented in universities, university teaching resources are in severe shortage. In addition, many teachers are burdened with onerous teaching and scientific research tasks. The above situations result in the small number of teachers allocated to off-campus internship management. In actual investigations, the author finds that many teachers only have nominal responsibilities in off-campus internship management, but do not implement management practically. In the meantime, quite a lot of universities use young teachers, who lack qualifications to manage off-campus internship management and their guidance on students' internship is not strong enough.

**Deficient communication between teachers and students.** Though higher institutions stipulate that teachers, students and internship units should keep close contact, in fact, it is not easy for them to contact too closely. During off-campus internship, students' addresses are scattered. When handling some matters, teachers need to spend large amount of manpower and material resources to contact each student. This interactive mode is not beneficial to promote management. In addition, teachers and students often need to ask for help from school leaders to handle the matter better and this is especially obvious in emergencies.

**Normally, teachers who are responsible for off-campus internship management have many shortcomings in timely guidance and evaluation of students' performance. Teachers are accustomed to putting assessment after off-campus internship and analyzing and assessing students' internship scores according to internship report [3]. This assessment method lacks scientificity and reasonability. Some students have fluke mind and goldbrick in specific internship process, or even leave their post arbitrarily. Even before their internship finishes, they may plagiarize others' internship report and catch up the schedule to make a short shrift. Since it lacks timely and scientific assessment, the internship result is not fair enough and cannot reflect students' actual internship effects.**

**Management methods do not advance with times.** After investigations and statistics, it is found out that most universities adopt paper office way to implement off-campus internship management work and they often adopt telephone interview ways to catch up with students' actual internship situation. This management method is mainly represented in static management and passive reflection and cannot reach the goals of dynamic management, let alone real-time supervision and control of internship quality. In actual investigations, it is found out that most universities have not established off-campus internship management platforms. Even if some universities have established management platforms, their mobile networks are wired. The premise of using this platform is that every student has a PC. However, to students in strange environment, it is not safe and convenient for them to take a PC with them. In addition, wired network has not covered compressively in a lot of enterprises and public institutions.

## **Development and application of university off-campus internship management platform**

**Functional design of management platform.** The research project has developed a set of university students off-campus internship management system based on mobile Internet, which takes advantage of PC and smartphones for management work. Practice proves that no matter it is in WIFI environment or Internet environment of mobile operators, smart phones or PC can connect

to the Internet anytime anywhere so as to realize the goals of searching, handling and managing off-campus internship matters.

Normally, university students off-campus internship management platform has several functions. For example: internship faculty advisers can rely on this platform to publish contents related to off-campus internship; it is convenient for teachers to search for personal information of specific internship student and launch material activities such as checking internship reports, internship journals and so on and save it in electronic editions; it strengthens communication and interaction between teachers and students and teachers can check students' internship materials and give feedback in time so that students can participate in internship better and realize expected internship goals [4].

**Realization of relative technology.** To university students off-campus internship management platform, visiting forms of client-side are mainly mobile terminal and PC terminal. From some sense, interface of university students off-campus internship management platform should be simple and friendly. When developing this management platform, designers should take into consideration users' using habits and pay attention to the operating methods and relative functions so as to design high-quality platform. What should be noted is that relationship between university students off-campus internship management platform and mainstream network should be strengthened so as to reduce users' manpower and material resources in learning.

When designing university students off-campus internship management platform, it should take B/S as design basis. The management platform relies on the browser to type in data and transmits it to the server; when the server finishes data processing, it gives the feedback to the browser and users receive the result from the browser. In addition, most users prefer to log in the database for target search directly and data of the management platform would be shown in real time, which is convenient for users to search quickly and make corresponding and suitable decisions. SQL Server.2005 is applied in constructing backend database and it enlarges storage capacity of the data so as to satisfy using demands of numerous users. Besides, university students off-campus internship management platform strengthens its attention and construction on security and has made backup, encryption and password reinforcement of the database. In the meantime, static web page document, dynamic ASP document and so on are applied in the management platform widely. As to setting of mobile terminal interface, designers should take into consideration cellphone's screen size, enlarge the pictures and titles and so on so as to create excellent reading interface and improve users' visiting efficiency.

**Characteristics of management platform and operation effects.** The research finds out that university students off-campus internship management platform has many incomparable characteristics, such as simple maintenance and so on. Under B/S working mode, users can skip the installation link and search for the needed data from browser and server; the user interface is quite simple and attracting and the operation is simple and direct; the security is high. As is talked above, the management platform adopts effective strategies such as encrypted database and backup and so on to guarantee its applications are in safe states.

**Conclusion.** It is necessary to develop and apply university students off-campus internship management platform under mobile Internet. Besides monitoring quality of off-campus internship in real time, it is also of active significance to improve internship management work and promote students' healthy development both in mind and body. The existence of off-campus internship management platform has strengthened communication and contact among students, teachers and internship units, thereby providing forceful guarantee for students off-campus internship. Hope

universities can strengthen forces of off-campus internship management platform construction to guarantee internship education achieve great effects.

## References

- [1] F. Gao, T. Zhang. Off-campus Internship Base College Students Management New Mode [J]. Management and Administration, 2015,01.(In Chinese)
- [2] X.Y. Chen, Y.F. Ye. Development and Application of University Students Off-campus Internship Management Platform based on Mobile Internet [J]. Information Technology and Informatization, 2015,03.(In Chinese)
- [3] X.Y. Chen, J. Pang. Construction and Application of University Students Off-campus Internship Network-based Management [J]. Scientific Vision, 2015,15.(In Chinese)
- [4] Y. Xiao. On Design of Off-campus Practical Teaching Management Platform of Tourism Major in Vocational College [J]. Guangzhou Radio and Television University Journal, 2015,05.(In Chinese)
- [5] Y. Zhang. On Problems of University Students Off-campus Internship Management [J]. Youth and Society,2013,09.(In Chinese)