

# Research on Practical Teaching Strategies of Applied Undergraduate Universities under the “Innovation and Entrepreneurship” Context -- Course Case Based on Decision-making of Project Investment and Financing

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**Keywords:** "innovation and entrepreneurship", applied undergraduate universities, practical teaching, decision-making of project investment and financing.

**Abstract.** Xuzhou Institute of Technology national characteristic specialty with the construction and development of practice of brand-specialty of Jiangsu Province, course case based on decision-making of project investment and financing, analyses the practical teaching reform direction of the applied undergraduate colleges, think that should adopt reverse lively case method, MOOC flipped fusion method, virtual reality simulation method, and training in combination with practice method, the multi-participation interaction method of "five petals system type" practical teaching reform strategies, and cultivate applied talents with "innovation and entrepreneurship" consciousness and practice ability.

## 1. Introduction

China launches the times melody of "mass entrepreneurship and innovation", "Outline of National Medium and Long-term Program for Education Reform and Development (2010-2020)" clearly proposes: strengthen the practice teaching link, promote entrepreneurship education. 2017 "National Education Cause Development (13th Five-Year Plan)" clearly put forwards that practical teaching as the key step in deepening the teaching reform, focus on enhancing the students' practical experience, strengthen the experiment, training, internship links. Higher education should not only encourage students to innovate and start a business, but also grasp and think about the objectives and functions of higher education, change the only score theory, reverse the rigid teaching tradition, form a clear and innovative top-level design [1], update the education concept of university, improve and perfect teaching methods [2]. China's economy has entered a new normal, which proposes higher requirements for the professional judgment ability and the knowledge renewal ability of investment and financing management personnel, If the traditional big and small, well-rounded classroom cramming teaching are adopted, it can only be counterproductive, students cannot really learn practical skills. Financial management specialty in Xuzhou Institute of Technology was approved as the characteristic specialty construction of high school of Ministry of Education in 2009 [3], it acquired "construction project item of brand specialty of Jiangsu universities (PPZY2015A076), "decision-making of Project Investment and Financing" course as one of financial management major courses, make a useful exploration in the cultivation of applied undergraduate talents with innovative spirit and entrepreneurial thinking, continue to strengthen the students' social practice ability in the teaching practice process face the "innovation and entrepreneurship", and meet the enterprises' practical talent needs with decision-making investment and financing in the transformation, upgrading, innovation and development process.

## **2. The Project Investment and Financing Practice Reform Direction of Applied Undergraduate Universities under the Background of the "Innovation and Entrepreneurship"**

The characteristics of different types and levels of higher education are embodied in different school-running characteristics, applied universities must obey and serve the local economy and adapt to new normal requirements of industrial transformation and upgrading, which must be different from knowledge system and ability structure of the research university and vocational college[4], the trained applied talents should be able to apply mature technology and theory into the actual production, build around the front-line production and practice, pay attention to the master and flexible application of basic knowledge[5]. The traditional teaching methods have not been adapted to the social environment and the market demand for the training of university talents, curricular educational reform must be done, the diversity of teaching methods is emphasized, ability-oriented talent training mode are implemented [6] [7]. It is very important for practical teaching to cultivate the practical skills of applied undergraduate talents. The social practicality of applied undergraduate financial management specialty is strong. After many years of exploration, the theoretical teaching system is relatively perfect, but the practice teaching system is still lacking [8]. The practice teaching quality of financial management specialty should be improved effectively, and constantly explore the effective practice teaching system, combined with "3+1" training mode, through innovative and entrepreneurial ability-related practice training, so that make students master all kinds of knowledge points of the main specialty courses, and combined with the reality of enterprise, proficient in the financial operations of enterprise, enhance the handling ability and comprehensive ability of financial practice[9] [10]. Therefore, this project investment and financing decision-making curriculum practice teaching reform should be based on the "innovation and entrepreneurship" needs, highlight aim of target and systematic coordination. The aim of target is that goal is clear, direction is clear, that is to train practical skills needs for meeting the social investment in the project and financing decision-making through the learning of course", for investment and financing professional ability standard, based on " innovation and entrepreneurship" practice organization teaching; systematic coordination is constantly to adjust and revise the practice teaching content by combining the country's latest investment and financing policies and the latest development trends, so that students master the latest knowledge content, systematic practice teaching methods, content with the times, fully arouse the students' enthusiasm and creativity, promote the enhancement of the "innovation and entrepreneurship".

## **3. The Practical Reform Strategy of Project Investment and Financing of Applied Undergraduate Colleges under the Background of " Innovation and Entrepreneurship"**

Foreign countries attach great importance to practical teaching and have their own characteristics, for instance, Germany is co-guided by the professor and enterprise; the United States to carry out such as interviews, experience learning and business practice and other practical links; the United Kingdom is characterized by alternating work and learning [11]. Domestic universities by using the experience of other countries for reference, focusing on linking theory with practice, this exploration form localized practical teaching theory, method and way, and the applied undergraduate and actively exploring ways and means to strengthen the college students' practical ability construction and teaching effect evaluation. Enhance the quality of personnel training [12] [13] [14] [15]. "Project Investment and Financing Decision-making" is one of the specialized courses of financial management students, which have an important position in the whole curriculum system, integrates theory and operation, and focuses on the particularity of practical operation. According to "project investment and financing decision" syllabus requirements, various teaching methods and forms are used to teaching, fully understand and master the basic theory of project investment and financing, basic knowledge and basic skills, and on this basis the students achieve the general practical ability of solving problem on investment and financing, and have initial ability that the investment and financing risk identification, relieve, take countermeasure. This course is closely related to mathematics, accounting, financial

management, statistics, finance, banking management, business management, marketing, international trade, production operations management and other courses. Under the traditional teaching conditions, basically using teacher-speak, student-listen mode, there is phenomenon that focus on theory, neglect practice. In accordance with the requirements of "innovation and entrepreneurship" times, the teaching of "project investment and financing decision" curriculum must pay more attention to the transformation of practice teaching. Through the reverse case method, MOOC flipped fusion method, virtual reality simulation method, training and practice binding method and diversified practice teaching methods, "five-petal system" practical teaching reform strategy diagram are formed.

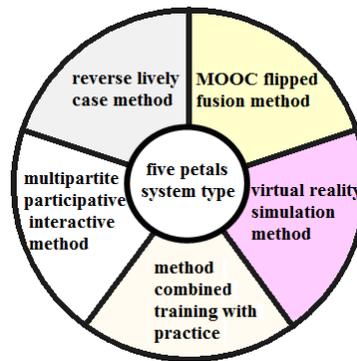


Fig.1 "five-petal system" practical teaching reform strategy diagram under the "innovation and entrepreneurship" background

(1) Reverse lively case method. Pay attention to the basic theory and content of investment and financing closely, select proper lively case in the practice of investment and financing, through "project investment theory and practice" teaching materials that apply to the region characteristics, put forward decision analysis, financing program design and optimization of key sections project investment program, discussing-type reverse methods are used to organize teaching in implementation, the reverse method is to reverse the teaching order of traditional cases, reverse analysis method from the result to reason is adopted, how the investment and financing results-oriented project make decisions? What are the risks? How to control the risk? Therefore, the combination of the lively case and the reverse method is particularly suitable for the study of boring theory, which can effectively compress the theoretical teaching hours and increase the discussion time of case analysis, encourage students to actively participate in learning activities, cultivate students' mastery, use the basic knowledge of learning to analyze, creatively study and apply ability of solving the investment and financing problems.

(2) MOOC flipped fusion method. Making full use of the existing MOOC resources, relying on elite school' completed course of teaching courses, teachers by issuing the related activity topic on investment and financing courses knowledge points, which as a starting point guide student learning resources and knowledge, and combined MOOC resources and flipped classroom organic, interactive training that MOOC platform provide are used, MOOC micro-experiment, other micro-material resources and MOOC micro "homework practice", flipped classroom pre-class online exchange, classroom discussion activities, effectively broaden the students' knowledge, make full use of students "Fragmentation" time, provide the rich content of infinite knowledge, improve students to the ability of exploring new areas and knowledge. The flipped classroom increases the interaction between teachers and students, and the interaction among students, thus improving the students' cognitive ability, communication and cooperation skills, so that the classroom becomes a place for students to do investment and financing project , decision analysis and problem solving.

(3) Virtual reality simulation method. The application of 3D virtual reality technology can create a vivid and realistic learning environment, make students' emotional activities participate in cognitive practice activities, activate students' situational thinking, and acquire knowledge, cultivate ability and develop intelligence in situational thinking. Project investment and financing courses involve a large number of quantitative analysis, it is difficult for students to master the essence by simply relying on

classroom teaching, it is necessary to make students experience the essence of project investment and financing, practical problems of investment and financing can be simulated with computer technology in the classroom, through the formation of 4-6 project investment and financing group, confrontational or collaborative simulation training are carried out, analyze and calculate determination indicators NPV, IRR and so on of investment projects to under the actual environment of computer simulation, put forward the feasibility of project investment and obtain optimal decision plan.

(4) The method combined training with practice. The school training by improving the school hardware and software facilities, strengthen the simulation mode, integrated specialized laboratory construction, make professional job simulation operation of investment analysis evaluation; outside the school can strengthen the practice base construction integration of school-company, arrange students to work in internship, schools and enterprises on the basis of win-win situation, establish long-term cooperation, the in-depth cooperation mechanism.

complete the construction of serialization of investment and financing teaching resources from the school internship, practice place to the enterprise site, improve students ability of understanding the practice, finding problems in the process and problem-solving, but also can exercise the student's work skills, team service awareness, management ability and so on. Teachers carry out various types of teaching activities in accordance with the actual situation of the practice base, so that the school practical teaching system and the practical teaching system outside the school coordinate, Aspect of quality.

(5) The multipartite participative interactive method. Investment and financing teaching involves the interdisciplinary knowledge and knowledge points, multipartite participation can be avoid defects due to difference of the teachers' knowledge structure, practical ability, the latest investment and financing practice knowledge that meet the social requirements are instructed to students. The borderless integration of "factory in school" and "school in factory" are achieved with the help of "Internet+", politics-industry-learning-research parties participate in each other and cooperate deeply, "bringing in" and "going out", social elites as mentors give a lecture to school regularly or concurrently as internship teachers, organizes the students to his work unit to visit, cooperation, investigation, etc..

#### **4. Conclusion**

Applied undergraduate universities should obey and serve the local economy and adapt to new normal requirements of industrial transformation and upgrading. "Project Investment and Financing Decision" as one of the specialized courses for students majoring in financial management, which plays an important role in the whole course system, it integrates theory and operation, more focused on the particularity of practice, should be based on the times background of the "innovation and entrepreneurship", and explore effective teaching methods. This paper through the analysis of practical teaching reform direction of project investment and financing, think should according to the chapter key use negative lively case method, MOOC flipped fusion method, virtual reality method, practice method in base, multipartite participative method and other diversified practice teaching methods, form the "five petal system type" practical teaching reform strategies, and foster applied talents with "innovation and entrepreneurship" consciousness and practice ability.

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