

## **“Four Practice” Suggesting the Content “Four Whole” Being the Way “Four Innovation” Being the Goal**

----- Practice Teaching of the School of Management of the Anhui University of Architecture

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**Abstract**—Anhui University of Architecture reconstructs management practice, and integrates the teaching contents, and constructs practice teaching system of "four in one"-----“four practice” suggesting the content, “four whole” being the way, “four innovation” being the goal. This paper proposed that the new ideas of teaching reform practice characteristics of practice teaching system of "four in one", and "four whole" is the way to the realization of management specialty practice teaching.

**Keywords**- *four practice; four whole; four innovation; practice teaching*

### I. INTRODUCTION

The 21st century is the era of knowledge-driven economy. Knowledge innovation is the foundation of technological innovation, the source of new technologies and inventions and the driving force to promote the development in science and technology, economic growth and social progress. The new "higher education law" defined that talent of cultivating is technical innovative ability and practice ability. Speech of Hu Jintao, in celebration of 100 anniversary of Qinghua University, pointed out that science and innovation comes from practice, and serves practice in turn. Now days, with the development of high education, more and more students and schools face the fierce competition. Only guarantee the quality of teaching, can we remain invincible in the competition. In order to improve the quality of teaching, we must strengthen the practice of teaching research and innovation. Practice teaching is an important part of high education. It is developing and fostering subject in the 21 centuries. Not only is it a basic trend of human history development, also is one of basic trends of development of practice teaching education. Innovation is the soul for a race to progress, the inexhaustible motivation for a nation to flourish. Universities and colleges are the main forces to rejuvenate China with science and technology as well as the important component part of the system of scientific and educational innovation.

Based on our school's seven management personnel training objectives and requirements, and according to the characteristics of the management practice teaching, Anhui Univercity of Architecture reconstructs management practice, and integrates the teaching contents, and constructs practice teaching system of "four in one"-----“four practice”

suggesting the content, “four whole” being the way, “four innovation” being the goal. The breakthrough is realized as the following aspects. First, collaborative management thought is the theme of professional practice teaching system. Collaborative innovation is as a pawn to train high quality talents. School internal and external cooperation of teachers and students, inside and outside class and internal and external coordination is the key of the "four innovation". Second, professional practice teaching system of the school of management of The Anhui Univercity of Architecture compromises the merits of management content and engineering courses, and the merits of demonstration experiment and design of experiments is the essence of "four practice ". Third, we construct the content of “four practice”, which “four whole” being the way, “four innovation” being the goal of management specialty practice teaching system, and the definition of "four practice " such as experiment, training, practice, real duty, "four whole " such as the whole teacher, the whole student, comprehensive curriculum, the whole practice, " four-innovation " such as creativity, innovation, entrepreneurship and creation .

At present, it has already been applied to seven undergraduate professions in school of management for three years. Not only applied in business management, marketing, financial management, accounting, engineering management, economic management, real estate economics, but also applied in the accounting college, engineering management. Nearly 3600 students benefited from it. At present, it is widely communicated and highly evaluated by experts in some colleges.

### II. THE NEW IDEAS OF TEACHING REFORM PRACTICE

*A. The view of practical education of “four practice” , “four whole” , “four innovation” and the orientation of talent cultivation is the key to improve the quality of talent cultivation*

To cultivate creative talents, the first thing is to change the teachers' and students' ideology. The key point is to bring up creative teaching groups, and the guarantee is to establish creative system, then it can enhance the teaching creativeness and practice creativeness, bring up the talents who are equipped with creative spirit, creative ability and creative quality in order to keep abreast of the times.

At present, education in China has entered a new stage of new development. As an important component of the teaching of engineering education, practice teaching has become an important approach to cultivate the students' application ability of professional technology and the ability of analyzing and solving problems. It is the key to achieve the objective of cultivating talents of engineering education and the key link of training the applied talents.

We are focused on the training of industrial and commercial management and engineering management, and develop graduate education. We try to make our school's management better than others. Based on Anhui, faced the country, combined the construction industry with real estate closely, served for the national and local economic construction ,we set up the view of practical education of "four practice" , "four whole" , "four innovation" and the orientation of talent cultivation. Constructing practice teaching system of "four in one" to enhance cultivation of innovation and practice ability. Realized that the practice teaching has been a weak link in the teaching, especially since the popularization of higher education, we propose explicitly that "we must vigorously strengthen the practice teaching, improve practice ability of college students effectively and so on.

*B. Training of management professions should follow the practice of teaching, and stimulate students' initiative and creativeness.*

We must build up a new mechanism applicable to the development of creative talent, to scoop out people's creative thoughts, creative abilities, creative personalities and frontier spirits to a maximum by adopting scientific and efficient education methods and means.

We believed that the student not only is professor's object, but also is the teaching main body. The rapid development of the information age has changed the teaching of education. The relationship between the traditional student teaching is difficult to adapt to the needs of development, which requires a new teaching to the development trend of the times. It is a practice that has intention to educates, trains and promotes person's subject. Valuing and developing the person's subject is to arouse, to the most degree, the enthusiasm, activeness and creativeness of the educators and learners, particularly to pay attention to the development of the independence and abilities of activeness for the learners, to further to strengthen the directions and effectiveness of the practice teaching education, and that motivate and the ability to tap the potential of students, active learning students the ability to self-adapt to the pace of the rapid development of new era. We take the student as the center of the teaching, and train the ability of active learning. The methods of learning, inquiry learning and experiential learning were used in the teaching process, to stimulate students' creative thinking and creative ability, and cultivate students' interest in learning, which promoting the active practice of students .We must

initiate the student main body status in the classroom instruction activity, effectively transfer the student to participate in the teaching process, increases the student to begin, and cause the student to obtain the knowledge simultaneously the development various aspects ability, the academic society studies and is glad the study.

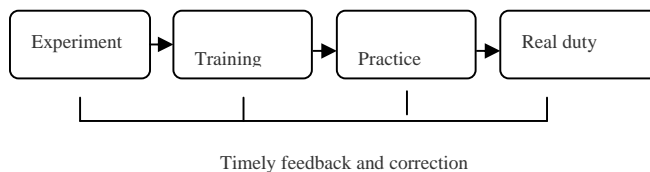
*C. Collaborative innovation is the breakthrough to improve the management of the "four innovation" talent*

Cooperative is means, and innovation is the objective. Collaborative innovation effects coordination of university and the development of the social economy. The innovation education has already become the focal point which the people pay attention to in the 21st century. In order to keep the independent innovation path with Chinese characteristic, developing the innovation education vigorously and fostering innovation talents are the object of the higher education. In the era of knowledge-driven economy, facing to the uncertainty of external competitive environment and the complexity of innovation activities, discipline should have knowledge storage, distribution and integration capabilities to maintain and improve its core competitiveness and innovation advantages, so as to successfully achieve knowledge innovation.

Starting point and foothold in higher education is the cultivation of talents. And training management "four innovation" talent is inseparable from the support of scientific research. Universities should promote the combination of education and science with technology, improve the students' practical ability and innovation ability, stability and formation mechanism of interaction between research and teaching, encouraging students' participation in scientific research in learning, and deepen learning in scientific research. Culture management professionals focus on collaborative innovation.

### III. CHARACTERISTICS OF PRACTICE TEACHING SYSTEM OF "FOUR IN ONE"

Practical teaching plays an important role in the school of management of The Anhui Uninvercity of Architecture, it's an important way in developing practical talents in each fields. Practice teaching system of management talents should be a system of the teacher and students, internal and external coordination. It is focus on the "experiment, training, practice, real duty" of "four in one", which is a combination of distribution and centralization, from basic skills training to the professional skill training. Practice teaching model of " four practice" is as follows.



#### A. Collaborative innovation of practice teaching system and the practice teaching for civil engineering specialties

Relying on the advantage of civil engineering specialties of the Anhui Uninvercity of Architecture, we realized that it is important for the integration of management and civil engineering specialties. It is about 15% in the training of engineering course of all courses. In order to make the students understand the general development of civil engineering specialties and architecture ,management majors also offer courses such as" curricula design of housing architecture ", " curriculum design of project management ", " curriculum design of building economics ", " practice of measurement".

#### B. Collaborative innovation of demonstration experiment, testing experiment and design or comprehensive experiment, training

Experiment courses include "Statistics", "accounting", "management information system", "e-commerce", "securities investment", "project management ", "project cost" and other professional basic courses, which is the demonstration experiment and verification experiment, and the experimental course must be at least one to two design and integrated experiment.

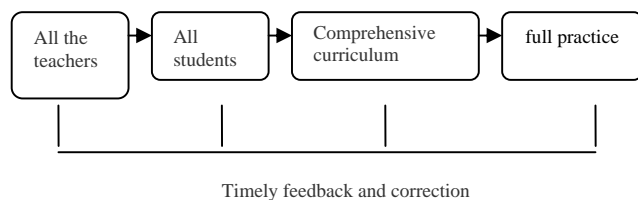
#### C. Collaborative innovation of practice and internship positions

Realizing the practice can promote the theory teaching, which is connected with practical teaching. We collaborate innovation of practice and internship positions .For example, from the beginning of 2007, we changed the cognition practice, production practice and graduation practice into professional practice, so that the students can put the knowledge of theory into in practice through the guidance of teachers and enterprise application guidance.

### IV. "FOUR WHOLE"BEING THE WAY TO THE REALIZATION OF MANAGEMENT SPECIALTY PRACTICE TEACHING

Practical teaching system of "four facts" management talents reflects the teacher student collaboration inside and outside class, collaborative, internal and external coordination. Through the "all the teachers ", "all students", "comprehensive curriculum ", "the whole practice ",which the "four whole " is the path to the realization of management specialty practice teaching.

"Four whole " practice teaching mode is as follow.



Management specialty practice teaching is a systematic project. The realization of "four practice" required the path "four whole ", and should focus on a "whole" word, which is full of teachers, full of students, comprehensive curriculum, full practice. "All the teachers" refers to the practice of teaching is not only includes the teacher of experiment, training, practice and real duty, but also includes the management of all professional course teacher, which include case teaching in theory course.

As is well known, compared with cultivation of academic talents, cultivation of innovation talents emphasizes practicability, applicability and technical ability. It not only has to create and constantly improve its major course system concentrating on developing students' practical abilities, but also has to develop a practical teaching team grouped by teachers with double professional qualifications. These teachers have both rich theoretical knowledge and high level of professional practical skills, and their practical teaching capability is crucial in guaranteeing the quality of applied talents cultivation.

"All students" refers to the students must participate in the practice of teaching learning. For example, each student needs to write thesis in the fourth semester.

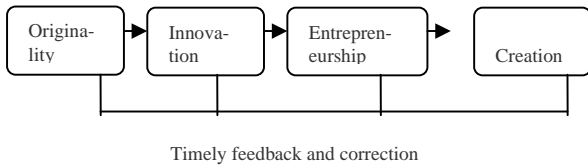
"Comprehensive curriculum" refers to practice teaching has penetrated into theory teaching. Theory teaching can be advanced theory to understand through the case teaching, such as "operation management", "principles of management", "strategic management", "organizational behavior" and other courses.

"Full practice" refers to the whole process of practice teaching. For example, in 2009, students have to sent to the professional practice from July 8, 2009 to January 8, 2010, a period of 6 months. In practice, teachers guide students to practice by telephone, network and other means. Zhu Suyuan teacher guides students to participate in the competition of ERP, and Qiang Qunli teacher guides students to participate in the competition of the national management decision simulation contest. In 2012, six students were sent to Taiwan Yuanpei university for a six-month study. Three students of the graduation thesis is completed in the cross-strait common under the guidance of the teacher, and three students were sent to Taiwan business. "Four fact" "four whole" " four innovation" practice teaching extends across the strait of our country .

We encourage students to participate the research, social investigation of the teacher. For example: director Duan Zongzhi leads the students to do energy consumption research in Tongling, Hefei, Mount Huangshan and other places, and won the three prize of Anhui humanities and Social Sciences; Li Guochang teacher lead students to Ma'anshan, Wuhu, Hefei to take part in the real estate market research. Professor Chen Li guiding students to apply their science and technology competition subject etc..

## V. TRAINING STUDENT OF "FOUR-INNOVATION" IS THE OBJECTIVES OF PRACTICAL TEACHING

Management talent "four -innovation" practice teaching mode is as follows.



Cultivation of "originality", "innovation", "entrepreneurship", "creation" of the "four innovation" student is the objective management of practical teaching. Practice teaching of the school of management of The Anhui Univercity of Architecture emphasizes the training of creativity and practical ability. For example, the competition of western economics knowledge, encourages teachers to lead students to participate in extracurricular science and technology project. In recent years, the ability of pioneering and creating of the students have been on the rising. Liu Xianlei, Majiaolong and Lverwei are succeed in independent business, opened more than a certain scale of the shop on the net.

Liu Bing, Han Hongji two students awarded the three prize in Anhui province and the Gold Award in the competition of fourth national "Challenge Cup" business plan in 2010. Wangqing, Sun Wei, Zhu Chuanjun won a prize in the competition of the national management decision simulation contest in 2010, and our school won the outstanding organization award, and Qiang Qunli teacher has won "the title of outstanding teachers". The students in

our school of The Anhui Univercity of Architecture won the national first prize of competition of "the fourth 'Yongyou Cup' national university students design and Simulation of business in 2008.

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