

Construction of Social Practice Bases for University Students Oriented to The Cultivation of Practical Skills

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Abstract: The social practice teaching base for college students oriented to the cultivation of practical ability is an important position for the cultivation of applied talents and an important guarantee for the realization of collaborative education between schools and enterprises. Schools set applied talents as the cultivation goal, in addition to fully ensuring the teaching activities of theoretical knowledge, it is more important to highlight the teaching practice links, and should pay much attention to the training and improvement of students' practical ability in the process of practical teaching, and explore the establishment of sustainable management mode and operation mechanism to achieve win-win situation. Combined with the characteristics of applied talent training, the training process of talents in business administration, marketing and other majors is constantly enhanced to cultivate the practical ability of talents. The aim is to train students' practical operation ability and cultivate comprehensive management talents who can adapt to the development of the times.

Keywords: Social Practice Base, Base Construction, Practical Teaching.

1. Introduction

In the process of building a university with the goal of cultivating applied talents, the social practice teaching base for university students is an important position for cultivating talents. In the process of cultivating applied talents in schools, it must be oriented towards practical ability cultivation, which is the direction in which applied talents are cultivated. Through the combination of theory and practice, the quality of talent training is improved, so that students can master theoretical knowledge and at the same time can better master practical skills, and cultivate students' ability to analyse and solve problems. Through the construction of social practice teaching bases for university students, the understanding of practical teaching, teaching level and quality of talent cultivation, students' social adaptability and employment rate will be continuously improved, which is conducive to the cultivation of a high-level teacher team. In order to effectively cultivate the application ability of college students, we should pay attention to the construction of social practice teaching bases for college students, increase the investment to guarantee the construction of practice teaching bases, regulate the construction and development of practice teaching bases, and realize the collaborative education of schools and enterprises.

Schools set applied talents as the training goal, in addition to fully ensure theoretical knowledge of teaching activities, more emphasis should be placed on teaching practice links, in the process of practical teaching should pay great attention to the training and improvement of students' practical ability. To achieve the goal of training applied talents is, in terms of practice base construction, take the combination of on-campus practical training bases and off-campus practice bases to systematically exercise and train students' practical skills and innovative practical abilities. Tourism management practice base construction should not only have professional characteristics to meet the requirements of training talents, but also reflect the spirit of service for enterprises and local communities, so as to combine the two aspects, and based on

the actual situation, to explore the establishment of sustainable development of the management mode and operation mechanism, to achieve a win-win situation.

2. Requirements for the Construction of Social Practice Bases for College Students

(1) Optimize the teaching system of the social practice teaching base for college students. The objective is to cultivate students' application practice ability and take practical ability cultivation as the orientation. While students grasp theoretical knowledge, they will be trained in their professional skills and their comprehensive quality will be improved through the social practice teaching base for college students.

(2) Establish the principle of co-construction of school-enterprise - social practice teaching base for college students. Through the principle of school-enterprise co-construction and collaborative education, the social practice teaching base for university students is established.

(3) Standardize the management of the construction of social practice teaching bases for college students. Establish the management mechanism of the social practice teaching base for college students, formulate and improve the responsibility system of teachers, teaching operation, student management system and safety guarantee system of the practice teaching base, etc., so that the construction work of the base can be followed by rules.

(4) Establishing social practice teaching bases for college students mainly with enterprise resources. The university and enterprises will work together to ensure that the funds needed to carry out practical teaching in the base are effectively guaranteed in place.

(5) Actively maintain and develop a win-win cooperation relationship with the social practice teaching bases of students. Give full play to the role of social practice teaching bases for university students in practical teaching and talent training.

3. Reform Objectives and Contents of Building Social Practice Bases for College Students

1. Reform objectives of building social practice bases for college students

Starting from the cultivation target of applied talents, the social practice base for college students is built on the basis of the existing operation mode of enterprises, and the practice platform of enterprise management is built to realize the construction of practical teaching faculty.

To build the social practice base for university students into a practical teaching base in line with the cultivation of applied talents in business administration majors and marketing majors; to meet the requirement of accepting 50 students for internship at the same time.

2. Reform content of building social practice base for college students

(1) Construction of social practice bases for college students.

Firstly, according to the needs of practical teaching, the training, seminar and meeting grounds of the social practice teaching base for college students are set up, making it a place for college students to conduct practical skills lectures, collective discussions and training in social practice.

Secondly, according to the needs of practical teaching, practical posts are set up to make it an appropriate place for students to apply their practice and a platform for skills transfer

Thirdly, a practice platform for enterprise management is opened in the social practice base for university students, who are responsible for the operation of each post, making it a practice platform for students to fully grasp the operation of each department of the enterprise.

3. Establishing a team of teachers for social practice teaching for college students

Build a team of practice instructors. It is composed of young and middle-aged teachers and enterprise managers. The social practice base for university students takes effective measures to mobilize the enthusiasm of instructors, improve the structure of teachers, improve and enhance the professional structure of teachers, and establish a high-level team of double teachers jointly organized by the university and enterprises.

4. Problems to Be Solved and Analysis of The Construction of Social Practice Base for College Students

1. Problems to be solved in the construction of social practice base for college students

Cultivating management professionals according to the needs of cultivating applied talents requires solving the following problems:

Firstly, to establish a social practice teaching base for college students;

Secondly, to form a double-teacher talent team combining school and enterprise;

Third, to meet the practical teaching of applied talents cultivation;

Fourth, to meet the requirements of simultaneously accepting the practical teaching of college students.

2. Analysis of the construction of social practice bases for college students

The construction of social practice bases for college students should initially form good conditions, modes and mechanisms for practical teaching of college students' social practice teaching bases. Based on the construction of a new model and mechanism for the integration of industry and education and collaborative education between the two partners, a distinctive and long-term sustainable cooperation model will be formed.

The university will mainly provide theoretical teaching and on-campus experimental (practical training) conditions, while the partner will mainly provide high-level, high-quality off-campus practical teaching conditions; the university will allocate sites and build a social practice teaching base for students with the partner enterprise. A "double-teacher and double-competent" teaching team should be trained. A joint training platform for "two-teacher" teachers is set up in collaboration with schools and enterprises to form a high-level teaching team. Through research and practical application, cultivate applied talents.

5. Conditions to Be Met by The Social Practice Base for University Students

1. The conditions of resources required by enterprises in the process of construction by both schools and enterprises

(1) Use the resources of the enterprise where the social practice teaching base for college students is built to set up the conference room required for practical teaching and seminars.

(2) To set up social practice teaching positions according to the collaborative education plan and practical teaching needs of the university and enterprises.

(3) Reasonable planning of existing positions and adjustment to a platform suitable for training and practice shared by student simulations.

2. Construction of the teaching staff for practice teaching

Construct a team of practice instructors. A dual-teacher team is formed by school teachers and enterprise managers. The social practice base takes effective measures to mobilize the enthusiasm of instructors, improve the structure of teachers, improve and enhance the professional structure of teachers, reasonably allocate the ratio of teaching and practice-oriented teachers, strengthen the cultivation and training of the practical ability of enterprises for teachers in school, increase the number of teachers, pay attention to the construction of talent echelon, vigorously introduce the leaders of disciplines, and continuously improve the overall level of the instructors' team.

6. Construction Results

Expected results of building the social practice teaching base for college students: building a social practice teaching base for college students for management majors such as business administration and marketing and meeting practical teaching; building a double-teacher teacher team jointly built by the university and enterprises and collaborating to educate people; effectively enhancing students' social practice ability and significantly improving the effect of practical teaching; publishing research and application papers related to practical teaching. The experience of the social practice teaching base for university students will be promoted through research reports and research papers to expand the social benefits. Promote the construction results to help the cultivation of

applied talents.

In a word, through the construction of social practice base for college students, through the mode of school-enterprise cooperation and collaborative education, the social practice teaching platform for college students is built.

In the process of the construction of the social practice base for students, a "double-teacher" teaching team is formed, and according to the requirements of the cultivation of applied talents, a double-teacher teaching team with strong practical ability is built through the cooperation between schools and enterprises. According to the goal of cultivating applied talents and the requirements of the talent training program, through the school-enterprise collaborative education mechanism, establish a social practice teaching platform for college students in management.

Build a social practice teaching platform for college students and a practical teaching system for management classes to form the characteristics of talent cultivation. Combining the characteristics of training applied talents, the training of practical ability of talents is continuously enhanced in the process of training talents in business administration, marketing and other majors. The aim is to cultivate students' practical operation ability and cultivate comprehensive management talents who can adapt to the development of the times.

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