

# Research on the Construction of Practical Education Platform from the Perspective of Project Management

## —Take Shandong University of Finance and Economics as an Example

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**Abstract:** The construction of practical education platform is an important basis for colleges and universities to implement talent education, and an important means to achieve the goal of strengthening the country by talents. In order to further promote and strengthen the construction of practical education platform in Institutions of higher learning, this paper combines the project management theory of enterprises and the development characteristics of institutions of higher learning in China. On the basis of systematically analyzing the relationship between the construction and management system of practical education platform in Institutions of higher learning in China, it studies the theoretical model suitable for the construction of practical education platform in Institutions of higher learning in China, and on this basis, Suggestions are put forward to optimize the construction of practical education platform in China's colleges and universities. Under the guidance of the goal of strengthening China's talent power, colleges and universities must strengthen the construction of practical education platform, take the combination of in-school knowledge and out-of-school practice as the core content of training talents in the new century, actively construct practical education platform, and realize a new training mechanism based on platform and aiming at cultivating talents.

**Keywords:** practice education platform; project management; construction; mechanism

Since the reform and opening up in 1978, the cause of higher education in China has developed for more than 40 years, whether on the scale of running a school or on the quality of talent training (China has overtaken the United States to become the country with the largest number of doctorates in the world), and has already achieved world-wide attention achievements "under the great times, there will be hidden worries". Although China's higher education has trained many talents, the

lack of talent innovation and practice ability is still an important obstacle to the realization of the goal of strengthening the country by talent. It is also an unavoidable problem in the course of exploring the cause of higher education reform in our country. The report of the 19th CPC National Congress pointed out: "Socialism with Chinese characteristics has entered a new era, and the principal contradiction in our society has been transformed into a contradiction between the growing needs of the people for a better life and unbalanced and inadequate development. Building a powerful educational country is a fundamental project for the great rejuvenation of the Chinese nation. We must give priority to the cause of education, deepen educational reform, speed up the modernization of education and do a good job of education that is satisfactory to the people. "In the light of the present situation of higher education in China, the extensive cultivation of education and the diverse and personalized demands of the people on educational practice are contradictory. The idea of running a school in higher education must be changed to the direction of cooperation between schools and enterprises and the cultivation of students' practical ability. The construction of practical education platform in colleges and universities is one of the important measures, and it is also an important way to promote the reform of higher education in China. Under the current background, we should explore the construction of the platform of practical education in colleges and universities, and construct the mechanism of practical education, which can deepen the reform of higher education in China and train creative talents in practice. Therefore, it is of great strategic significance to further promote the goal construction of China's talent power [1].

**1. The Dilemma of Practical Education and Training in Colleges and Universities at Present**

1.1. The Practice of Educating People is Insufficient in the Idea of Cultivating People

In the tide of educational reform, the reform of higher education is undoubtedly one of the important links. Under the mode of innovative education training, the cultivation of innovative talents becomes the key to the reform of higher education. In the new era of mass entrepreneurship and innovation, college students undertake important tasks. At present, under the training mode of higher education in our country, we still pay more attention to the professional theoretical knowledge, mainly through the classroom teaching to enable students to master the basic knowledge points. However, in the characteristic, personalized teaching, colleges and universities should make innovative measures. Most teachers' teaching ideas are relatively traditional and their teaching methods are relatively single, which has a direct impact on the cultivation of students' creativity. At present, under the education mode of our country, the talent education pays too much attention to the specialized education, the teacher idea is solidified, the teaching process is programmed, and the communication is lacking after class, which leads to the general shortage of the innovative talent training idea in our higher education.

1.2. Lack of Teachers in Practice Education and Cultivation

Teachers have innovative spirit, innovative consciousness, innovative ability. They are the decisive factor in the cultivation of innovative talents. The limitations of the innovative lion team in higher education can be attributed to the following reasons: First, the current teacher management and assessment system hinders the growth of innovative teachers. At present, most colleges and universities implement quantitative assessment mechanism, which divides teachers' work into several modules: teaching, scientific research and so on. Under this mechanism, it is difficult for teachers to spend too much energy on the cultivation of innovative talents because of the lack of innovation motivation and the imperfect incentive mechanism. Second, the effective promotion mechanism has affected the formation of the teaching staff. The evaluation of the professional title of university teachers has a hard index on the scientific research level and teaching ability, but the concrete examination method of the training of innovative talents is still not perfect, which affects the establishment of the innovative teaching staff. Third, the solidification of teaching system has seriously affected the emergence of innovative teachers. Higher education teaching in the formulation of training plans, teacher selection and

recruitment still in accordance with the traditional model, indicating the degree of solidification of teaching in colleges and universities. At the same time, in the process of selecting and hiring teachers, colleges and universities pay more attention to teachers' academic qualifications and scientific research literacy, and lack of assessment of teachers' innovative ability. Many experienced talents' academic background may not meet the requirements of colleges and universities. This also to a certain extent denied innovative teachers to enter colleges and universities.

1.3. The System of Practical Education and Cultivation is not Perfect

Colleges and universities are important bases for national talent training, but the innovative talent education system is still not perfect. The first is that the innovation system is not perfect, and the cultivation of innovation ability is mainly based on the entrepreneurial tutor of colleges and universities. Enterprises, scientific research platform can provide a more specific goal for the cultivation of innovative talents in colleges and universities, but has not yet achieved a good docking. Second, the innovative knowledge education system is not perfect. In the course of curriculum teaching reform and the transfer of innovative knowledge in colleges and universities, there will be a lot of resistance. Because of the traditional educational system content and innovative knowledge education content to achieve effective docking and integration development, most of the knowledge courses are still taught in a more traditional way, and some of the reform and innovation courses may not be popular with students. Therefore, there are still some deficiencies in the cultivation of students' innovative ability and individualized teaching.

2. The Characteristics of Practice Education in Colleges and Universities

In the process of cultivating practical education in colleges and universities, we must cater to the needs of the times and society, and cultivate the "Mouth Model" talents with comprehensive quality, professional accomplishment, practical ability and innovative ability to develop in an all-round way [2]. "Mouth Model" talent is the first choice for talent training in the new era. The four strokes of the "Mouth Model" look simple and independent, but each is inseparable from each other's support. It only makes sense to put four strokes together. This also indicates that in the process of talent training, we should not just pay attention to one aspect of training and give up all-round development (Figure 1).

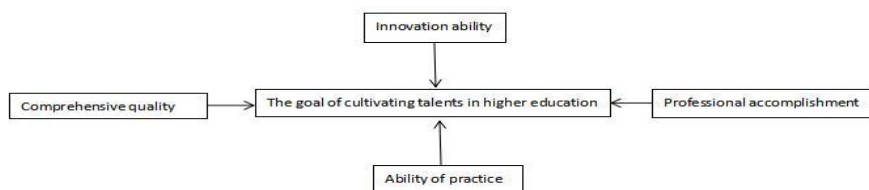


Figure 1. Training talents Model of higher Education departments in the New period-"Mouth Model".

2.1. Practice Education and Cultivation Goal Docking Social Needs

The university-enterprise cooperation educates the person through the docking social demand, for the colleges and universities clear innovation talented person’s training goal. The motivation for innovation stems from the needs of society, only by cultivating talents to adapt to the development of society can colleges and universities continuously transfer high-quality innovative talents to the society. In the final analysis, the 21st century is the competition of science and technology, the competition of talents. The traditional mode of talent training has been difficult to meet the needs of social work. The mode of school-enterprise cooperation is beneficial to combine the goal of talent training with the knowledge and skills of the actual post of the enterprise, and to realize the effective docking between the training of talents and the needs of the society. Through multi-argument, each university finally chooses the school-enterprise cooperation development mode which is suitable for its own characteristics of running a school, its own specialty characteristics and students’ adaptive ability.

School-enterprise cooperation units make full use of the resources of both sides to achieve a new level of talent training.

2.2. Practice Education and Cultivation Achieving Win-Win Results between Schools and Society

School-enterprise cooperation is the product of the new era, strive to achieve a win-win situation, can become a long-term cooperation mechanism. Under school-enterprise cooperation mode, colleges and universities, enterprises and society achieve maximum benefits. For colleges and universities, the mode of cooperation between schools and enterprises has not only changed the original single teaching method, rationalized

the introduction of enterprise resources into the curriculum system, but also provided opportunities and platforms for students to innovate and practice. Promote innovation ability to further enhance. For enterprises, the advantage of talents and high-quality scientific research platform can find a new growth point for enterprises. For the society, through the cooperation between universities and enterprises, the seamless connection between talent training and social needs can be realized. It further improves the quality of transferring talents to the society, enhances the social competitiveness, and at the same time increases the employment rate of college graduates to a certain extent, and lowers the social pressure. The talent training in colleges and universities will also become the potential talent reserve power of enterprises. In a word, the school-enterprise cooperation model has achieved multi-win-win cooperation.

3. The Construction of Practice Education Platform from the Perspective of Project Management

The profound connotation of project management mainly focuses on its system and perfection, as well as the service nature of management. In the process of building a platform for practical education in institutions of higher learning, the aim should be to maximize the fundamental interests of students. In order to train innovative and practical talents in the service industry society as the starting point and ending point, and make great efforts to do a good job of student service based on the platform of practical education. The practice of education platform construction should be built and operated by the concept of Project Management. Alfred D.C. [3] in Strategy and structure pointed out the organization structure diagram provides theoretical support for the construction analysis of the practical education platform from the perspective of project management (Figure 2).

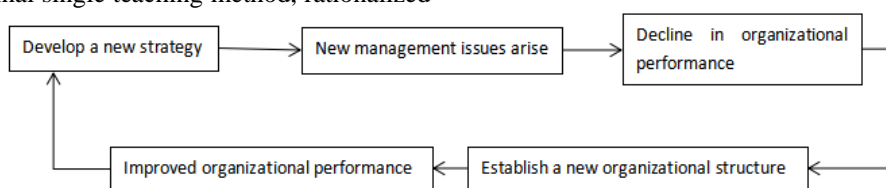


Figure 2. Organization structure diagram---Alfred D.C.: ( strategy and structure).

3.1. Organization Mechanism of Practical Education and Training from the Perspective of Project Management

The establishment of perfect organizational mechanism is the premise of carrying out school-enterprise cooperation in training and educating people [4]. From the perspective of cultivating innovative talents, it is necessary to set up schools, colleges and departments at three levels to promote the healthy operation of school-enterprise cooperation. At the school level, a special, committee is set up by school leaders, enterprise leaders and the principal persons in charge of various departments of the university and the enterprise to grasp the overall situation and formulate feasible training programs. The college shall establish a professional steering committee together with the

specific person in charge of the enterprise, which shall be responsible for the connection of enterprise work, the determination of teachers from both sides, the refinement and standardization of training programs and other issues. At the department level, specific curriculum and training objectives and plans are formulated by professional teachers. At the same time, communicate more with enterprises to further understand the specific position needs of enterprises. According to the different characteristics of students, recommend them to suitable positions for internship training. The basic organization construction of school-enterprise cooperation is completed through the effective connection between the university, the college and the department with the specific person in charge of the enterprise, which also

provides the basic guarantee for the cultivation of innovative talents.

At present, many colleges and universities implement this training mode: to serve the national and regional strategic needs as the guidance, to innovation and entrepreneurship as the leading, driven by scientific research projects, to order training as the goal, vigorously promote the “double certificate” system, establish a variety of employment channels, to ensure high-quality employment of students school-enterprise education mode. As a relatively mature talent training cultivation mode, it provides experience for school-enterprise cooperation in cultivating application-oriented talents [5].

### 3.2. Institutional Mechanism of Practical Education and Training from the Perspective Management

New talent cultivation is a major breakthrough in the current educational concept and the system construction of school-enterprise cooperative education is conducive to the standardized and procedural management process. In the process of system construction, colleges and universities should, in accordance with the concept of innovative talent training and the characteristics of their own majors, have an in-depth understanding of the business philosophy and management system of the cooperative units, and at the same time, consider the acceptability of students, formulate a set of relatively perfect cooperative education and training plans. The university should provide strong support for school-enterprise cooperation, such as human resources (selecting suitable entrepreneurial mentors to lead the team), financial resources (providing special funds for efficient operation of school-enterprise cooperation institutions) and material resources (establishing special training bases for innovative talents). Institutions rational allocation of resources to ensure that various issues tend to standardize, to provide institutional support for school enterprise cooperation in education.

A number of systems for school-enterprise cooperation to build a good operating platform to ensure that the cooperation between the two sides to achieve win-win cooperation purposes. The main performance is the following three aspects:

First, the whole process of employment management. In the school official website to establish a comprehensive, three-dimensional student employment management system, mainly including online recruitment, double election meeting, unit special job fair and employment and entrepreneurship guidance. A comprehensive information employment system helps graduates to timely understand the recruitment information of enterprises, and at the same time to establish more, excellent enterprises link to ensure that graduates enjoy timely and convenient employment information.

Second, application-oriented innovative personnel training system. In the last two teaching achievement awards. We have won 34 teaching research achievement awards at or above the provincial level. She has won

many awards in national and provincial “challenge cup”, “innovation youth”, mathematical modeling contest, academic paper contest and CCTV English speech contest. In 2016, won 3 gold awards in the national entrepreneurship competition of “Chuangchun youth”, ranking first among the top universities in China and Shandong province. Won the first prize and the first prize in the national innovation and entrepreneurship competition of financial and economic institutions. In 2016, the college student entrepreneurship park was awarded the “national innovation and entrepreneurship demonstration base for practical education in colleges and universities” by the ministry of education. Over the years, the employment rate of graduates and the quality of employment have remained high. “2016 graduate employment competitiveness report” released by Boss Zhipin. In the report, the university ranked among the “top 100 universities in 2016 in terms of the employment competitiveness of fresh graduates” ranking 74th and 71st in 2017. The university implements dual certificate teaching, requiring each student to develop at least one skill and obtain at least one core vocational qualification certificate upon graduation. Nearly three years, more than 90% of the graduates to obtain professional qualification certificate, schools with a number of enterprises established long term stable relations of cooperation between colleges and sign the training contract with students, open “e commerce” class, class “taobao”, such as business class, organization graduates will choose, establish lifelong education service system, provide students with a good platform for employment.

Third, the discipline construction and scientific research promote the cooperation between school and enterprise to a higher level. In the past three years, it has undertaken 368 research projects at or above the provincial and ministerial level, including 48 projects funded by the national social science foundation, 32 projects funded by the natural science foundation, 39 projects funded by the ministry of education and 249 projects at the provincial and ministerial level. Won 51 national and provincial scientific research awards: 294 papers indexed by SCI, EI, ISTP and SSCI; for scientific research funds of 677.23 million yuan, annual research budget of 22.574 million yuan, with government regulation and economic and social development research base in Shandong province, Shandong regional economic development soft science research base, the finance research base in Shandong province, Shandong first public fiscal system and research base of social security system, service innovation and the development of soft science research base, Shandong soft science research base and so on 20 provincial public policy research base (research center): In 2016, the school’s “Shandong institute of financial and economic strategy” was selected as one of the first batch of scientific research institutions in Shandong province, the king of the school of economics and management review and the journal of Shandong university of finance and economics, public offerings at home and abroad, is the Chinese core journals in the humanities and social sciences, the

national top ten urban economy journal, journal of east China excellent, excellent journal of Shandong province. The economic and management review in 2017-2018 Chinese social science citation index (CSSCI) extended version of the source journals. 2017 school a total of 25 items annual national social science fund project, youth project to project, ranked the 45th of colleges and universities, business colleges and universities across the country was ranked no.2, the first among the provincial colleges and universities. In the approval project, the number of economic research projects ranked first in China, management science ranked first, and applied economics ranked second, making a historic breakthrough.

### 3.3. Management Mechanism of Practical Cultivation from the Perspective of Project Management

Management mechanism of school-enterprise cooperative development and joint cultivation of innovative talents [6], mainly centered on curriculum teaching, including the formulation of talent cultivation objectives, selection of cultivation mode, reconstruction of curriculum system, implementation of cultivation program and evaluation of teaching quality. To ensure the quality of talent training, colleges and universities need to establish a more scientific and reasonable talent training teaching management system in the management mechanism. To be specific, the curriculum teaching management system of colleges and universities should cover the following contents: first, establish reasonable training objectives, set out from the school's characteristics and professional characteristics, and set up various professional training objectives according to the needs of enterprises and society. Second, according to the training objectives to determine graduation requirements. School-enterprise cooperation should be implemented effectively and the objectives of professional training should be transformed into professional knowledge and skills. Third, set up the curriculum system. From theoretical knowledge to practical courses, and finally into professional skills; constantly guide students to develop professional skills and innovative abilities. Fourth, have a good faculty. Taking the school-enterprise cooperation as an opportunity, I employed senior management and senior engineers of the enterprise as my entrepreneurship mentors or practical instructors, striving to build a double-tutor teaching team [7].

The cultivation of applied talents is a great transformation of educational reform. First, the university should make concerted efforts to carry out the reform and strive to be in the forefront of the reform of application-oriented personnel training. Meanwhile, in the process of practice, the university should summarize some experience and actively share it with other universities. Second, the reform mainly relies on the second-level colleges to realize the reconstruction of talent training system, and through the establishment of mechanism, some deficiencies in mechanism are found. In the later stage, all functional departments of the

university should focus on the reconstruction of the new application-oriented personnel training system, rationalize the mechanism, and improve the ability to serve the reform. Third, the reform mechanism of talent training mode should be established. College leaders should participate in the reform, and innovation and entrepreneurship tutors should be trained and taught in a centralized way to constantly strengthen the absorption process. Based on the action of reform, the school should implement the ability improvement project for all the staff in an all-round way. In the process of reform, we should constantly identify problems and solve them quickly. We should rely on actions to improve the abilities of all aspects, including the abilities of individuals and organizations.

### 3.4. Guarantee Mechanism of Practical Education and Training from the Perspective of Project Management

In recent years, school-enterprise cooperation mode has been further promoted, providing better cooperative learning platform for school students, which requires the university to increase investment in human resources, financial resources and material resources to ensure the basic work of school-enterprise cooperation. By thoroughly implementing the national spirit of innovation and entrepreneurship, colleges and universities should expand the scale of school-enterprise cooperation, establish talent cultivation bases, practice learning sites and other infrastructure construction, so as to provide a good material foundation for school-enterprise cooperation. By setting up special funds, the school provides reasonable remuneration for enterprise tutors, and sends professional teachers of the school to large and excellent enterprises for further study, so as to improve teachers' innovative ability. The university should provide students with institutional guarantees such as accommodation and safety for internship, and purchase internship insurance for students, so as to reduce the risk of students' travel management and safety, and promote the effective operation of school-enterprise cooperation.

The school holds on to the leading line of talent cultivation, updates the educational concept, and constantly promotes the cultivation of applied innovative talents with innovative spirit, consciousness and ability. The university adheres to the principle of taking talent cultivation as the center, improving the quality of education and teaching as the foundation, paying attention to the innovation of talent cultivation mode and method, sticking to the coordinated development of knowledge, quality and ability, and focusing on cultivating high-quality application-oriented talents. The university has established the enterprise informatization research center and the ERP laboratory together with many well-known enterprises. Together with research institutions and local governments, we have conducted comprehensive cooperation in discipline construction, talent training, knowledge innovation, social services and practical teaching.

School graduates social demand, wide employment channels, welcomed by employers. The university

deepens school-enterprise cooperation, realizes the practicality, openness and professionalism of the teaching process, and promotes the development of industry -university-research integration. The college is constantly committed to the creation and exploration of a new mode of running school. Based on industrial structure adjustment demand for high skilled talents, joint schools in Shandong province at the corresponding level of public training base and a national software industry base of Qilu software park, etc. The practice teaching platform, actively carry out university-enterprise cooperation personnel training plan, build the condominium and break the traditional theory of curriculum system in colleges and universities, setting up specialized teaching modules, strengthening practice teaching.

The university has established a training platform and a teaching base for enterprises outside the university, and has set up a simulation manual accounting simulation practice laboratory, an accounting simulation practice laboratory, comprehensive enterprise management training and statistical software practice. It is equipped with e-commerce laboratory, apple all-in-one machine, electromechanical integration training room, automatic production line training room, etc., to carry out practical teaching [8]. According to the joint training agreement, increase the enterprise scholarship. The university and the enterprise shall jointly establish a bonus to reward the students in the school- enterprise cooperation talent cultivation program and encourage the students to achieve achievements in professional quality, professional ability and team spirit.

Cooperative education between schools and enterprises is not only a new way of educational reform, but also an important measure to deepen the integration of production and education, cooperation between production and education, and collaborative education. This also provides a guarantee for schools to further promote industry-university cooperation, integration of production and education, and overall improvement of the quality of training of applied talents so that industry enterprises can really participate in all aspects of higher education teaching, promote the training of talents and industrial needs closely combined [9].

#### 4. Conclusion

With China's reform and opening into the deep water area, the reform of higher education is facing into the shackles of the dilemma. Under such circumstances, the construction of practical education platform in colleges and universities is an important opportunity to strengthen the innovative practice of talents in colleges and universities and promote the reform of higher education. The outbreak of the trade war between China and the United States has made China fully realize that innovation is the driving force for the continuous progress of a nation and a country. Training innovative and practical talents requires colleges and universities to further emancipate their minds. Boldly practice, reform the teaching-oriented talent training mode, increase the

coordination with enterprises, and improve students' practical and innovative ability after entering the society. The construction of practical education platform in colleges and universities is a long term dynamic development process. In this process, colleges and universities should constantly explore the talent cultivation mode to meet the needs of The Times, examine the importance of the construction of practical education platform from the perspective of globalization and thinking, and constantly promote the reform of higher education in China.

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