

Research on the Construction Path of College Students' Social Practice Teaching Base under the Background of "Special Innovation Integration + Competition Innovation Integration"

– Taking "Zhanjiang University of Science and Technology - Xingyang Industrial Practice Teaching Base" as an Example

Yanrong Yan^{1,a,*}

¹*School of Economics and Finance, Zhanjiang University of Science and Technology, Zhanjiang, Guangdong, 524088, China*

a. yanrongyan@zjkju.edu.cn

**corresponding author*

Abstract: To foster innovation and entrepreneurship education, Zhanjiang University of Science and Technology aims to integrate it with professional education, discipline competitions, scientific and technological innovation, ideological and political education, as well as labor education. This integration will create a distinctive 'Five Innovation and Integration' model for talent development that enhances students' comprehensive abilities in innovation and entrepreneurship. This paper combines the concepts of 'the integration of specialty and innovation' along with 'the integration of competition and innovation' through the establishment of a practical teaching base to facilitate the training of applied innovation and entrepreneurship talents^[1]. The construction objectives of Zhanjiang University of Science and Technology-Xingyang Industry practical teaching base are introduced, along with its operational framework encompassing curriculum internship, graduation internship, and discipline competitions. Finally, this paper summarizes the achievements made in constructing the practical teaching base while aiming to provide a solid foundation for cultivating applied innovation and entrepreneurship talents at our institution.

Keywords: practice teaching base, the integration of specialty and innovation, the integration of competition and innovation

1. Introduction

The field of international economy and trade is a highly specialized discipline that emphasizes practical application and real-world experience. Zhanjiang University of Science and Technology's major in international economy and trade aims to cultivate high-quality talents with strong communication, coordination, innovation, entrepreneurship spirit, global vision, and a comprehensive knowledge base. Aligned with the national development strategy, these talents are encouraged to actively integrate into the Guangdong-Hong Kong-Macao Greater Bay Area as well as engage with

the Hainan Free Trade Zone. To foster an innovative and exploratory approach to education, the university integrates innovation and entrepreneurship education with professional training, disciplinary competition, scientific research initiatives, ideological and political education programs, as well as practical work experiences[2]. This unique "five-innovation-and-integration" talent training model enhances students' all-round abilities in innovation and entrepreneurship.

2. Introduction to Zhanjiang Institute of Science and Technology--Xingyang Industrial Practice Teaching Base

Zhanjiang Xingyang Industrial Co., Ltd. was established in 2015, with a registered capital of 5 million yuan. Its business scope encompasses the production, processing, and sales of furniture, luggage, handbags, stationery, and daily necessities; as well as the import and export of goods and technology. The operation of Zhanjiang Institute of Science and Technology - Xingyang Industrial Practice Teaching Base primarily focuses on the luggage import and export trade sector. It provides students majoring in international economy and trade with practical exposure to foreign trade business processes, enabling them to acquire proficiency in terminology used by foreign trade enterprises, international settlement methods, modes of live broadcasting international exhibitions, customs declaration procedures etc. The internship base demands relative stability while laying a strong foundation for cultivating talents in applied innovation and entrepreneurship.

3. Construction Objectives of Zhanjiang University of Science and Technology-Xingyang Industrial Practice Teaching Base

3.1. Objectives of Talent Training

The characteristics of the international economy and trade underscore the innovative teaching concept of practical application and real-world engagement. In all aspects of instruction, emphasis is placed on cultivating students' professional skills and facilitating their transformation of theoretical knowledge into practical vocational abilities. The establishment of practical teaching bases addresses the challenge of fostering professional expertise. By means of school-enterprise collaboration, nurturing innovation and entrepreneurship capabilities becomes a key objective in all disciplines, with "dual innovation education" integrated into the curriculum system, course objectives, and overall educational process. The integration of discipline competitions with professional development enables students to continuously enhance their quality in innovation and entrepreneurship through competitive practice.

3.2. Objectives of Social Services

The establishment of a practical teaching base has the potential to enhance the cognitive level and practical skills of college students, enabling them to better understand and serve society. Furthermore, it can continuously elevate the professional competence of students majoring in international economy and trade, thereby enhancing their employability. With adequate support from relevant policies and funding provided by the college, this base will be refined over time to become an exemplary center for practical teaching. Ultimately, it aims to cultivate outstanding local talents who excel in applying knowledge innovatively.

4. Construction Path of Zhanjiang University of Science and Technology-Xingyang Industrial Practice Teaching Base

Under the guidance of college leaders, base leaders, and outstanding teachers, Zhanjiang University of Science and Technology-Xingyang Industrial Practice Teaching Base collaboratively developed a

talent training program for the base. Three internship modules were designed to establish a "comprehensive, multi-functional, and time-sharing" talent training system. Specifically, the course practice and graduation practice modules align with the educational context of "special innovation and integration," while discipline competitions fully embody the school's philosophy of "competition, innovation, and integration." Additionally, an internship base management and operation system was formulated in accordance with this talent training framework.

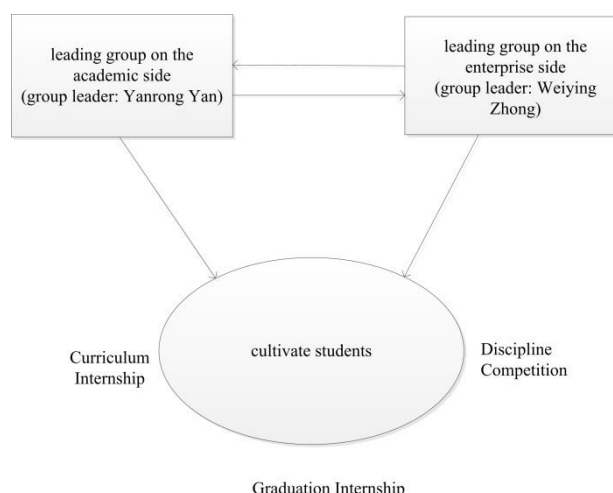


Figure 1: Management and operational system of internship base

4.1. Curriculum Internship

The course internship aligns with the "Professional Innovation and Entrepreneurship Training" module in the "2022 Edition of Zhanjiang University of Science and Technology Training Plan for International Economy and Trade Talents". It carries a credit value of 0.5, spans over 8 class hours, and requires one week of practical experience. The assessment method involves both on-campus and off-campus examinations, catering specifically to students majoring in international economy and trade as well as international business.

4.1.1. Course Objectives

After completing comprehensive application courses and actively participating in various league activities and company internships, students are equipped with strong psychological resilience, demonstrate kindness towards others, and possess a profound sense of teamwork[3]. By delving into professional knowledge, students develop the ability to perceive problems, and refine them effectively, and comprehensively apply fundamental theories and specialized knowledge to conduct research and resolve issues. Moreover, they acquire skills in organizing individual work as well as collaborating within teams while demonstrating a keen awareness of innovation and entrepreneurship.

4.1.2. Content and Requirements of Internship Teaching

The internship necessitates students' comprehension of the operational procedures employed by foreign trade enterprises, and their understanding of the entrepreneurial journey undertaken by such enterprises, and their ability to synthesize personal experiences in accordance with the practical process[4]. Educators guide students through visits to practice teaching bases.

4.1.3. Course assessment methods and standards

Table 1: Course assessment methods and standards

Number	Assessment Indicators	Assessment Requirements (content, form, etc.)	Proportion of Achievements (%)
1	Internship Performance	Internship Attendance and Internship Performance	40
2	Internship Report	Students should possess a pragmatic understanding of the global economy and trade, adeptly amalgamate theoretical knowledge with practical application, and cultivate subjective perceptions and hands-on experience in professional innovation and entrepreneurship.	60

4.2. Graduation Internship

The graduation internship necessitates students to acquire practical knowledge across all facets of the enterprise. Owing to spatial constraints within the organization, only a select few outstanding students can be chosen for participation in the graduation internship.

4.2.1. Content and Requirements of Internship Teaching

Gain a comprehensive understanding of the operational processes of foreign trade enterprises, familiarize oneself with the emerging model of cross-border e-commerce, and synthesize personal experiences based on practical engagement. The internship program encompasses activities such as Alibaba international platform operations, photography, customs procedures in international trade practices, as well as relevant workshops and studio visits.

4.2.2. Assessment and Incentive Program for Internships

At the conclusion of each week, interns are required to submit an internship report and summary encompassing both visual and textual elements, with a strict emphasis on accuracy and refinement. To enhance knowledge accumulation during the internship period and promote flexible application of acquired knowledge, interns are organized into groups and incentivized as follows: Each group is provided with regular product offerings by the organization, which they capture through photography. If any products photographed by a group are subsequently sold on Alibaba's website, the organization will reward them with 200 yuan per item. Additionally, each intern group is assigned an Alibaba international station account to facilitate customer orders; for every order placed through their account, the organization will grant them a commission equivalent to 1% of the total amount.

4.3. Discipline Competition

4.3.1. Introduction to the competition

China University Business Elite Challenge in International Trade is a discipline competition at the national level, led and hosted by the Commerce Industry Committee of the China Council for the

Promotion of International Trade. The international trade business simulation track takes place within the framework of China Brand Commodity Expo, which integrates exhibition, negotiation, conference, and experiential activities. It features over 100 international standard booths, multiple parallel new product launches, and interactive experience zones dedicated to showcasing export commodities limited to consumer goods, food products, toys, textiles and clothing items, crafts, and electronic products. The competition encompasses four components: exhibition business plan (in Chinese), booth poster design and commodity display (in Chinese), new product launch (in English), as well as business and trade matching negotiations (in English).

4.3.2. School-enterprise Cooperation

Students can fully utilize the advantages of the practice base to develop an exhibition business plan based on the products generated by the base. This plan should encompass exhibitor introductions, exhibition product details, international marketing strategies, financial planning, and personnel training plans. Additionally, given the practice base's extensive experience in exhibitions, valuable insights and suggestions regarding poster design and commodity display can be provided. Furthermore, it is required that the product launch event be conducted in English as a means to assess team members' oral English proficiency and teamwork capabilities; successful completion necessitates collaborative efforts from each member. The instructors at the practice base are available to provide students with oral training sessions focusing on product characteristics. Lastly, conducting business matching trade negotiations in English is crucial as this segment carries significant weightage within the competition evaluation criteria; it serves as a comprehensive assessment of negotiators' professional knowledge and English proficiency levels. Instructors at the practice base should offer appropriate guidance pertaining to professional knowledge related to quotation procedures, transportation logistics, settlement processes, customs declarations and inspections.

5. Conclusion

On the side of the integration of competition and innovation, and with strong support from the practical teaching base, students majoring in international economy and trade actively participated in China University Business Elite Challenge in International Trade in 2021 and 2023, securing two second prizes at the national level. The integration of specialty and innovation was also emphasized through various activities. A medal ceremony was organized by the school to honor the practical teaching base, where teachers guided students in their practical training at the base while facilitating interactive communication with industry professionals serving as school-enterprise guidance teachers. As part of their coursework and graduation practice requirements, students submitted comprehensive internship reports, summaries, and exhibition plans. In particular, during their graduation practice module, students were tasked with creating short videos and sitcoms showcasing products from Zhanjiang Xingyang Industrial Co., LTD.

Despite its intricate process and time-consuming nature, establishing Zhanjiang Institute of Science and Technology-Xingyang Industrial Co., LTD has yielded remarkable outcomes for the development of this practical teaching base. These efforts have not only enhanced the construction of international economy and trade programs but have also laid a solid foundation for cultivating talents focused on applied innovation and entrepreneurship within our institution. Furthermore, these achievements are expected to significantly contribute to future undergraduate qualification assessments conducted by our university[5].

Acknowledgement

Teaching Quality and Teaching Reform Project of Undergraduate Colleges in Guangdong Province in 2021 College Students' Social Practice Teaching Base: Zhanjiang University of Science and Technology - Xingyang Industrial Practice Teaching Base

References

- [1] Xueting Wei. *Zhanjiang University of Science and Technology: Building an Innovative and Entrepreneurial University* [EB/OL].[2021-06-21].<http://www.gd.xinhuanet.com/20230621/f493973df28840588db972af38dd6b69/c.html>.
- [2] Chengqun Liu, Yanrong Yan. How to create a "golden course" of "Securities Investment" blended teaching. *Shandong Textile Economy*, 2023, 40(09):50-53.
- [3] Ting CHEN, Zengqiang KONG. Research on the Construction of Practical Teaching Bases in Applied Universities: Taking the Construction of Everbright-Science Industry-education Integration Practice Teaching Bases as an Example. *Journal of Jilin Institute of Education*, 2023, 39 (08): 87-91.
- [4] Chengqun Liu. How to improve the teaching effect of "Securities Investment" course. *Shandong Textile Economy*, 2021,(02): 46-49.
- [5] Lihong Long, Weiping Chen, Chanyuan Huang. Evaluation of the Teaching Quality of Teaching Demonstration Centers in a Teaching Innovation Center. *Teaching Research and Development*, 2018, (2): 1-8.