

Construction of experiment teaching center of virtual simulation of economic management in application-oriented Colleges

-----Study on Shaan Xi Institute of International Trade & Commerce

Feng Ming

Shaanxi Institute Of International Trade & Commerce, Xianyang, Shaanxi, China

Key words: experiment teaching center virtual simulation; economic management.

Abstract: With the development of the transformation of higher education in China to accelerate the pace of Applied Undergraduate Colleges and universities in order to reflect the orientation, increasing the intensity of the construction of the experimental teaching platform. Experimental teaching of economic management experiment commonly used software, relying on the virtual simulation environment to achieve, therefore, the virtual simulation experimental teaching center of economic management has become an important channel for more application oriented universities to build practical platform for colleges and universities are more favored. This paper takes Shaanxi International Trade College as an example, points out the necessity of the construction of colleges and universities to strengthen the application of virtual simulation experimental teaching center, and points out that the construction of virtual simulation teaching in Colleges and universities in the center of the positioning is not clear, the characteristic is not obvious, the curriculum is not reasonable, the bridge of professional practice education innovation and entrepreneurship education practice did not get through, the low rate of resource sharing, repetitive construction have occurred many problems, and Shaanxi Institute of international trade characteristics put forward to accurate positioning, proposed to build a "drug combination" characteristics, forming a large simulation on the enterprise core business based hierarchical, modular experimental teaching system, constructing the ecological circle to cultivate innovative talents, build the experimental frame chain and virtual simulation platform of information management personnel innovation virtual reality, actively promote the teaching resources.

Introduction

The outline of national long-term education reform and development (2010-2020) pointed out that information technology has a revolutionary impact on the development of education, we must attach great importance to.[1] education informatization is the development direction of education reform in the information age, is also an important symbol of the modernization of education. The Ministry of education on higher education comprehensively improve the quality of a number of opinions > (teach high [2012] 4 No.) proposed the establishment of universities and related departments to build a platform to promote cooperative education, cooperative education, cooperation and development, construction of system of quality education resources sharing. [2] and the virtual simulation experiment using the network technology, multimedia, virtual experiment platform height simulation human-computer interaction technology to cultivate students' innovation spirit, practice ability, autonomous learning the information can be shared. And the two characteristics of higher education reform in line with the development trend of China in recent years, the virtual simulation experiment center construction The hot construction of universities.

Experimental teaching of economic management experiment commonly used software, based on the virtual simulation environment to achieve, therefore, the virtual simulation experimental teaching center of economic management has become an important channel for more application oriented universities to build practical platform for more colleges and universities are of all ages. Shaanxi International Trade College as a college application type so culture taking medicine for the characteristics of talent, in recent years in the construction of virtual experiment center to do the exploration .

The necessity of the construction of virtual simulation experiment teaching center of economic management in application oriented Undergraduate Colleges and Universities . Virtual simulation experiment teaching is in line with the training requirements of high quality applied talents. First of all, the virtual simulation experiment teaching can avoid the risk of real capital expenditures. Students of economic management activity in reality needs a lot of money, if students with real money may cause greater risk. Through the virtual simulation technology to simulate the securities investment, enterprise operation simulation, simulation of entrepreneurship courses, while retaining the technical analysis based on index analysis and transaction process are real business, through the virtual currency to solve the real risk capital expenditures. Two is the virtual simulation experiment can avoid the extreme situation and the impact of unexpected events. Such as the financial crisis, natural disasters and social security incidents and other extreme situations and emergencies caused a huge impact on the social and economic environment system and these environment can not through real experiments reproduce and long-term observations of the system. And the virtual simulation experiment using the software system of virtual design The above events, thus greatly enhance the comprehensive economic management teaching. Three evolution course can help students to represent the social and economic environment of the system. The social and economic environment has involved a lot of objects, long duration, far-reaching influence and so on. The application of virtual simulation experiment teaching can reproduce the social economic environment system evolution the process of understanding to enable students to produce social and economic environment, the complexity of the system and its evolution process, promote the mastery of basic principle, training students from the viewpoint of system theory, improve the ability to analyze and solve problems.

virtual simulation experiment teaching is the need of optimizing the information construction and expanding the opening and sharing of resources. Long term experiment teaching exists in the professional division, scattered layout, many problems such as multi management, resulting in a huge waste of resources. The virtual simulation experimental teaching center of the "reality" as the goal, "their virtual" means, to strengthen the theoretical knowledge and practical operation in relation to "virtual", to improve the ability of students to solve the practical problems in the "real". Through the virtual experiment means into Keqianyuxi, after-school training and practice class, to maximize the comprehensive ability of students. [3] through virtual simulation experiment teaching can be with the network information technology to create a highly shared function can realize the virtual network platform and the data resource pool, through the establishment of teaching resources platform, sharing platform and database platform of experimental teaching and experimental teaching management, improve information security, reduce management costs, reduce resource In order to improve the utilization of equipment and resources, we can realize the opening and expansion of time and space of experimental teaching, and provide a good condition for students' Autonomous Learning

With the transformation of China's economic development, but also put forward new requirements for college training objectives, strengthen the application-oriented university students'

ability to analyze and solve problems, to cultivate the comprehensive operation ability and sense of innovation is the inevitable choice. The virtual simulation experiment teaching should be formally along this trend, the combat simulation environment for business the students use the virtual simulation technology, and make the students through the different positions of the personal experience, solve the boring theory knowledge learning and it is difficult to verify, learn to do, do sleep, sleep in the enlightenment, the bottleneck of communication through theory and practice. [4] the student in the school period, can be simulated through the simulation of related business enterprises, increase practical experience, which greatly shorten the training of Applied Talents in time, reduce the students go to work after the adaptation period and the running in period, from the culture Students quickly adapt to the requirements of regional economic development

Virtual simulation experiment teaching is the need of realizing the integration of school and enterprise, the sharing of social resources and the cultivation of talents. The theory of the existing teaching system, practice teaching, teaching and scientific research under the different departments, each part only pay attention to their own development, the coordination between them and foreign cooperative awareness is still relatively weak, so each part inside the school, the school and the enterprise, between school and society can not be effective communication and resource sharing and cultivating talent "island", is not conducive to collaborative innovation and resource sharing. With the continuous development of information technology, construction of information environment sharing architecture and network collaboration platform based on the use of information technology, to build a comprehensive experiment teaching platform, achieve school between different disciplines, between inter school and College - enterprise government and society cooperative sharing, collaborative innovation, promote multi subject, multi domain integration, multi-disciplinary talents, is the current teaching reform direction is urgent The problem of the virtual simulation experiment is to solve this problem, which is in line with the trend of higher education reform

College economic management virtual simulation experimental teaching center

The economic management of the virtual simulation experimental teaching center of Shaanxi Institute of international trade and the construction of school management in relying on the provincial experimental teaching center of economy, since the center was established, according to the school "standardization, specialization, the guiding ideology of the brand" three steps to fully implement the construction of experimental teaching, its development has experienced three stages of creation of integration, standardization and adhere to the "service center. The characteristics of teaching, teaching and research integration, based on the application of virtual simulation experiment teaching, the idea of open sharing, to cultivate high-quality, applied economics and management talents, the experimental platform is built as the starting point, in cooperation, the transformation of scientific research achievements and high-quality resources sharing as the core, improve the students' comprehensive practice the ability and innovation ability. The implementation of two level management in universities, the school based management system. The center of the total area of 5000 square meters, has 27 laboratories, equipment Worth more than 2500 yuan. The center has a 59 person combination of part-time, comprehensive high quality experimental teaching and management service team. Can provide experimental basis, professional experiment, interdisciplinary experimental and innovative experiment of different types of experimental teaching. In the 3 service center of economic management professional college 11 more than 7000 students.

The main problems in the construction of virtual simulation experiment teaching center

In the aspect of positioning, positioning of application oriented university virtual simulation experimental teaching center of college is based on the regional economic development, and actively cultivate high-quality professional service, various disciplines, applied talents. The positioning and positioning almost most of the domestic application oriented University of economics and management of virtual simulation experimental teaching center of the same, because of the unclear orientation, so lead center construction is lack of features, resulting in the construction of university resources convergence, it is difficult to adapt to the economic transformation of personnel training requirements

The virtual simulation experimental teaching center of economics and management in the curriculum construction aspects of the curriculum system of top-level design is not clear enough, the curriculum standard is not clear, many problems of curriculum quality monitoring useless. First of all, in the top-level design center will experiment and training not to be defined, the division level experiment teaching system is not clear and between all levels of existence the phenomenon of cross, and now most of application oriented university experimental teaching for specialty of economics mainly stays on the basis of single course experiment, comprehensive experiment and innovative experiment accounted for relatively small. Secondly, the curriculum design focuses on the existing resources as the basis for the design, not in the discipline, professional construction of personnel training requirements. The design point of view, resulting in curriculum system fragmentation, one-sided phenomenon is serious; thirdly, the various courses in the curriculum system. A target, experiment content and experimental procedures are not standardized, leading to teachers in class more randomness, seriously affecting the quality of experimental teaching; fourth, monitoring the quality of experimental teaching is not perfect. The school will most of the energy used in the theory of curriculum quality monitoring, combined with the experimental curriculum standard is not clear, resulting in the virtual simulation experiment teaching quality control difficult.

With China's double education vigorously, major colleges and universities are actively combining professional practice and innovative practice. But this requires the fusion center, two colleges, Center for innovation and entrepreneurship, strengthen the cooperation of multi department office of academic affairs and student, the existing teaching theory teaching system, practice teaching, innovation and entrepreneurship the development of education in various departments, each department concerned only with their own, for mutual cooperation and foreign cooperative awareness is still relatively weak, so that all parts of the school internal between schools and enterprises, schools and society cannot communicate effectively and share resources, cultivating talent, greatly affected the "island" the quality of personnel training. Therefore, how to build healthy professional and entrepreneurial ecosystem experiment, the bridge through professional experiment teaching and innovative experimental teaching has become an urgent problem

Question

First of all, in the school, due to historical reasons and hardware, most of application oriented university virtual simulation experimental teaching resources basically is the use of fixed seats, fixed time use patterns, to break the space significantly, thereby greatly reducing the efficiency of resource utilization; secondly, inter school serious barriers, coupled with the University issued the education department in charge of the virtual simulation experimental teaching center project to actively seek to enhance their visibility, causing everyone Yiyongershang declaration and construction, the lack of high-quality resources, intercollegiate promotion efforts.

The construction of virtual simulation experiment teaching center of economic management in application oriented Undergraduate Colleges and Universities

Shaanxi Institute of international trade is around the regional economic and social development needs, based on the West Ham, facing Shaanxi, adhere to the grassroots and the enterprise production, management line, cultivating sound personality, physical and mental harmony, solid professional knowledge, practical ability, advanced applied talents with innovative spirit and entrepreneurial ability. [5] school the advantage is "education of enterprise, strong business and medicine", combined with the school orientation and professional advantages, the future of economics and management of virtual simulation experimental teaching center ought to cultivate "drug combination" of drug management personnel. The center should give full play to the advantages of running enterprises, expand the depth of cooperation with Shaanxi Buchang Pharmaceutical Co. Ltd., actively joint enterprises to create characteristic the development of professional resources, cross drug management virtual simulation experimental teaching resources, the construction of "Xing medicine business, to cultivate the characteristics of medicine business", and as the breakthrough point, the formation of Core competence

The center should be combined with the current social culture and regional economy to the personnel management of the economy, systematically analyzes the macro factors and micro factors affecting the development of enterprises, combined with the Shaanxi international trade college experimental teaching situation, and gradually formed a multi-level enterprise core business based on the main line of the modular curriculum system.

First of all, to build a "four level" experimental teaching system. The four level is in accordance with the requirements of applied talents, experimental teaching will be divided into professional basic experiment, comprehensive experiment, comprehensive experiment and innovative interdisciplinary Experiment four levels. Professional basic experiment mainly reflects the basic knowledge and basic theory, only is the cognition of a single course or professional knowledge, operation training verification. Classroom teaching to promote students to consolidate the knowledge, enhance students' understanding and cognition on the basis of theory and practice in the industry. On the basis of comprehensive experiment of professional orientation to master professional knowledge in students, cultivate students' comprehensive professional ability of all business. The comprehensive application of professional knowledge, through a lot of simulation experiment teaching organization and learning. Interdisciplinary comprehensive experiment is located in cultivating students' comprehensive ability and Application The design ability, students through job training, not only to complete the relevant professional work, operation and simulation to the related professional services, so as to realize the connotation and extension of professional knowledge and ability of the overall grasp. Innovation experiment is founded in the students' originality consciousness and practical ability of enterprise culture based on the experiments.

First, strengthen sectoral coordination, constructing the experimental teaching of benign ecosystem. Actively improve the center, each grade two school, office of academic affairs, Youth League, innovation center and other departments will recruit at training duties in the experimental teaching and innovative talents. Such as bidding to do: to increase enterprise introduction, actively optimize and deepen the school enterprise cooperation model; Youth League: actively build a platform, such as organizing competitions or activities; educational administration: policy and guidance. Increasing policy support, take measures to optimize the curriculum management practice; center and the school: do a good job of training and experimental teaching of teachers' development, and jointly promote the experimental teaching quality.

Secondly, to enhance training force analysis of students' entrepreneurial ability, creativity and innovation oriented, economic management center should actively put the virtual simulation experiment teaching and practice of innovation and entrepreneurship education combined, based on

virtual reality, multimedia, database and network communication technology, construction of innovative economic management ability of entrepreneurial chain based on virtual simulation experiment. [6] the role of exercise, multi stage docking, multi mode experiment, the whole process of training, so that students in the scene experience, role play, get training O2O training, promoting autonomous learning, collaborative learning, innovative learning and entrepreneurial learning center. To open up the entrepreneurial base experiment simulation experiment: Entrepreneurship: Entrepreneurship Competition and training, business incubator entrepreneurial practice practice, from creative ideas, business simulation, entrepreneurship training to seamless entrepreneurship, the formation of the economy Management innovation and entrepreneurship training O2O virtual simulation experiment chain

The Ministry of education is the dominant ideology in the virtual simulation experimental teaching is the resource sharing. The future development of the Ministry of education schools will have some invests construction discipline advantage University virtual experimental resources, and promotion and application in other universities. Therefore, for application-oriented universities, how to build a high-quality resource sharing platform should it is an important development direction of future virtual simulation experimental teaching center.

First, increase the virtual simulation experiment equipment investment, strengthen the construction of digital virtual terminal, promote students to access and use the absolute number of synchronization. One is to promote the "cloud data center" and "cloud" services. Cloud data center is the formation of large scale independent cloud computing data center, all teaching resources software and service management, experimental teaching, resources sharing interactive virtual simulation experimental teaching management and data management system directly stored in the cloud storage system, experiment preparation, experiment project training, experimental guidance, experimental operation and evaluation, online interaction, operation of answering all kinds of teaching activities in the cloud data center, enhance resources the flexible use of usage and resources through the virtual sharing, to further improve the teaching ability of communication and interaction. The two is to further realize the virtual simulation teaching platform terminal letter The information and intelligence. [7] to get rid of the shackles of the experimental teaching laboratory, experimental breakthrough the barriers of space, to achieve any time, any place, without any teaching resources to carry out a breakpoint on the mobile terminal and the accessibility of the teaching activities, expand the experimental teaching time, space, ultimate thinking and ability.

Second, actively implement the going out and bringing the strategy, promote the virtual simulation experimental teaching resources sharing. The go refers to actively explore the resources sharing virtual simulation experimental platform and experimental teaching of our school and the regional characteristic is obvious in the formation of similar colleges and universities, experimental teaching of colleges and universities to promote Alliance to enhance the school reputation.

Introduction to refers to the external characteristic is obvious, with the cultivation of positioning and objectives of the virtual simulation platform of teaching resources and actively introduce, promote and build the cross, cross regional sharing mechanism, carry out resource construction and sharing. Including the sharing of teaching resources, teaching team construction of credit management, sharing, sharing mechanism. And in a fair and transparent resource sharing interests, intellectual property rights certification standard, play their respective advantages in cooperation of resources and resource sharing platform construction, improve the cultivation quality of economic management.

Acknowledgements

Project: 2015 Shaanxi higher education reform research project; The research and practice of constructing the practice teaching quality assurance system of private colleges and Universities-Study on Shan Xi Institute of International Trade & Commerce.

Reference

- [1] Li Ping, Mao Changjie, Xu Jin. to carry out the construction of the national virtual simulation experiment teaching center to improve the experimental teaching in Colleges and universities, the level of informatization research and exploration of the laboratory, 2013, 11-15.
- [2] Cai Zhiqi. Research on the background, connotation and management elements of collaborative education platform: Based on the perspective of applied undergraduate education, *Modern Education Science* , 2016, 14-20.
- [3] Zhu Jing; Chen Xinbing, Xie Binsheng, Han Xiaoying. Research on open electrical and electronic experimental teaching mode of the combination of science and education, "Wen Hui (published in late), 2012, 18-22..
- [4] segment Li Jie, Huang Yinglong. independent college logistics professional simulation teaching platform sharing research, *Journal of Hubei University of Economics (Humanities And Social Sciences Edition)*, 2016, 05-15
- [5] Shaanxi Institute of international trade reform and innovation and development history of _ education channel (<http://edu.china.com>)
- [6] Tang Wen Li; bi Fulong; medical research and practice of virtual simulation experiment teaching, "Journal of Inner Mongolia University for the Nationalities (NATURAL SCIENCE EDITION) , 2016, 10-15.
- [7] Brunei; "one end of a cloud": a new framework for information services in the future, *communications industry news* , 2010, 10-11