

# Research on the Construction of Applied University Economic Management Experimental Center

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**Abstract:** Application-oriented universities play a vital role in transporting application-oriented talent to regional industries and industries. In this paper, we discuss the significance and path of building experimental centers for economic management in application-oriented universities and highlight their role in student learning, school-business cooperation and social development. At the same time, it summarizes the problems found during the construction of the experimental center at case University and suggests some improvements, which serve as a reference for the construction of economic management experimental centers at similar universities.

**Keywords:** Applied Colleges and Universities; Experimental Center for Economic Management; Talent Cultivation; Laboratory Construction

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## 1. Introduction

Experimental and practical training is an essential link in the talent training mode of application-oriented undergraduate colleges and universities, and its purpose is to output high-quality application-oriented talents and promote the development of regional economy.<sup>[1]</sup>Therefore, in terms of infrastructure construction such as experimental and training sites, it should not only meet the needs and requirements of course teaching, but also match the characteristics of local industries and industries, highlight the advantages and characteristics of specialties, and promote the integration of industry and education. Most universities have establish related majors in economics and management, and as one of the hot majors in the job market for a long time, its graduates also face increasingly fierce competition in terms of opportunities. Taking Wuhan Business University as an example, this paper explores the construction path of its economic management experimental center, analyzes the common and characteristic problems in the construction process, and puts forward the optimization and improvement measures, so as to provide reference for further building the application-oriented university demonstration experimental center with business characteristics.

## 2. Construction and management mode of traditional economic and management professional laboratories

There are most theoretical courses in economics and management majors, and the types of experiments they can offer are relatively single compared with engineering and medical majors. Taking accounting courses as an example, ten years ago, the practical training content was still based on manual bookkeeping and bookbinding, and even some colleges and universities still adopt the traditional experimental teaching method. With the construction and popularization of information systems, manual bookkeeping has long been replaced, but similar phenomena still exist. The neglect of experimental courses and the lag of teaching content lead to the gradual update of relevant experimental facilities. This situation is more common in local application-oriented colleges and universities. On the one hand, it is limited funds. On the other hand, it is the lack of overall planning for the construction of the experimental center of the professional group.

Wuhan Business University is an application-oriented undergraduate university based on management and economics. There are

three schools that offer economic and management majors: School of Business Administration, School of Economics and School of Tourism Management, covering human resource management, financial management, e-commerce, international trade, hotel management and additional majors. Business is the characteristic and core of the school. In the development process of decades, the construction of economic management experiment and training room is mainly in the form of purchasing and installing computer rooms, which is also an epitome of the laboratory construction process of numerous colleges and universities.

In terms of management, economic management laboratories typically do not involve hazardous chemicals, pressure vessels and additional equipment or consumables, and the management of the laboratory is limited to conventional safety and the maintenance of electronic and electrical equipment such as computers. In terms of personnel, due to the shortage of full-time experimental teachers, the experimental hours in the experimental courses or theoretical courses are also completed by full-time teachers, and the daily work of the experimenters only stays in the laboratory use, cleaning and sanitation, data filling, repair and inspection and other affairs.

### **3. Construction path and thinking of experimental center based on digital background**

#### **3.1 The core of the training of economic and management majors in applied colleges and universities**

Graduates majoring in economics and management are indispensable in all industries, but are in greater demand in most industries such as service industry, trade/ consumption/ manufacturing/ operation, education and training, logistics and transportation. First of all, a solid theoretical foundation in teaching is a necessary condition for students to master principles and methods to establish a theoretical framework, and a more comprehensive study of economics, management, finance, marketing and other related disciplines is the premise of application in practice. Secondly, it attaches importance to practical teaching, so that students can directly participate in actual economic management activities, and understand and solve real problems through case analysis, so as to cultivate students' ability to identify, analyze and solve problems. [2] Third, students should develop practical skills. Through practical projects and practical operation training, students can master the skills needed for practical work and establish excellent professional quality. Fourth, the expansion of comprehensive quality, including innovation consciousness, communication ability, leadership, coordination ability and so on. These qualities are essential for professionals in the field of economic management, enabling them to adapt to the changing economic environment and face challenges. Fifth, close links with the industry, the introduction of practical cases and experiences, so that students can understand the specific mode of operation of the industry. At the same time, while establishing a good cooperative relationship with enterprises in the industry, it can provide extra internship opportunities and cooperation projects to help students apply what they have learned. [3]

#### **3.2 Construction path of economic management experimental center based on talent training**

**Demand assessment:** Make a comprehensive demand assessment on the construction of the experimental center based on the positioning and orientation of the university and the professional setting of the university, so as to determine the needs and requirements of relevant industries under the regional background. The assessment should be forward-looking, taking full account of industry trends, the competitive environment for employment, and the expectations of relevant parties.

**Implementation plan:** Make a feasible plan, including the goals, objectives and results of the experimental center. Define the function, role and scope of the experimental center, such as in specific disciplines or key areas of economics and management, and keep the plan consistent with the overall mission and goal of the university.

**Resource allocation:** allocate corresponding resources for the construction and operation of the experimental center. Financial resources for infrastructure, equipment, technology and staffing are included. Strengthen school-enterprise and school-local cooperation, take school-enterprise co-construction of laboratories as part of resource allocation, and deepen industry-university-research cooperation.

**Infrastructure:** The dedicated space of the experimental center should be reasonably designed and establish to create a favorable

physical environment. Including laboratory (training room), network facilities, security equipment, collaboration space, etc., to ensure that classroom learning and experimental training activities have a decent basic guarantee.

**Curriculum development:** Develop corresponding experimental courses based on professional laboratories, and integrate theoretical knowledge, practical skills and practical applications. The curriculum should be in line with the needs of the industry and the market, covering the key areas of economic management. Provide hands-on learning experiences for practical teaching such as internships, industry projects, case studies and simulations.

**Teacher development:** On the one hand, the establishment of the experimental center is to cultivate students, and on the other hand, it also plays a positive role in improving teachers' teaching, scientific research and social practice ability. It encourages teachers, especially experimental teachers, to engage in professional research and strengthen industrial cooperation, and provides a space for teachers to continue learning to keep pace with the latest development in this field.

**Industry relationship:** Establish partnerships and cooperative relationships with industry organizations, enterprises and professional associations through the experimental center, and also guide students to participate in industry-led projects by introducing or hiring industry professionals and enterprise practitioners to participate in course design, lectures, and mentor programs. In this connection to provide relevance and applicability for the conduct of experimental teaching.

**Evaluation and improvement:** establish a continuous evaluation and feedback mechanism to monitor the effectiveness and impact of the experimental center. Collect data on student achievement, satisfaction, and employability. The survey results were used to identify areas for improvement and to make necessary adjustments to the curriculum, teaching methods, and resources. The above links provide the path basis for the construction of economic management experimental center, and are the framework and structural implementation plan. In practice, it is necessary to make appropriate adjustments according to the actual situation of colleges and universities to play the role of the experimental center.

### **3.3 Consideration on the construction of economic management experimental center**

Taking the opportunity of undergraduate qualification assessment, Wuhan Business University started the construction of Economic Management Experimental Center (Building 5, North District), which consists of 28 experimental and training rooms in the School of Business Administration, School of Economics and School of Tourism Management. The specific plan is as follows:

The first floor of the experimental center is dominated by the comprehensive training room of e-commerce logistics and the training room of tourism and hotel management, covering an area of about 700 square meters. Among them, the comprehensive training room of e-commerce logistics restores the whole scene of logistics companies from goods warehousing, sorting, warehousing and distribution, and is equipped with VR virtual reality devices to assist teaching. The training room of tourism and hotel management consists of two parts, which are the experimental place of tourism professionals mainly based on mobile tour guide equipment and the training place of hotel management mainly based on real scene facilities, equipped with voice navigation robots and automatic distribution robots.

Experimental Center The second floor contains a number of professional experimental places for business, such as the virtual simulation training room for inter-professional enterprise operation, the training room for securities trading, and the laboratory for international trade. It is mainly based on virtual simulation to build the same teaching environment as the real business scene, so that students can feel the actual workflow to the greatest extent in the course.

The third floor of the experimental center is dominated by traditional computer room-type labs, while the fourth floor is dominated by modern smart labs, including smart retail lab, smart audit integrated lab and cross-specialty e-commerce training room.

The completion of the experimental center provides learning and practice conditions for the students of 13 majors in the three colleges. While seeing the results, some thoughts have also been generated: On the one hand, the loss of the experimental site and equipment in long-term use, on the other hand, the external advanced development leads to the school equipment and software can not be updated in time, and long-term blind investment is bound to cause a lot of waste. This is a difficult problem in the construction of economic management realization center.

## 4. Suggestions and improvement measures

In view of the problems existing in the construction of economic management experimental center in application-oriented colleges and universities, it can be improved and perfected through the following four aspects.

First of all, the initial planning of construction should be strategic, not for the sake of construction, but to optimize the allocation of resources from the long-term training of high-quality applied talents. For example, the establishment of project database system, laboratory construction using rolling declaration, construction mode; break professional barriers, promote the development of cross-professional and interdisciplinary experimental teaching activities, and enhance the space for students' diversified development.  
[4]

Secondly, sustainable technical means are introduced to make-up for the construction and renewal of physical space, and virtual reality technology is integrated with practical skill training, so as to effectively utilize the limited resource space while constructing realistic scenes.

Finally, we should deepen school-enterprise cooperation, bring the classroom into the enterprise, and teach in the real environment.

Use the project database system to improve the efficiency of capital use, rely on advanced technology to save infrastructure investment, through school-enterprise cooperation to expand students' second course and additional measures to build a controllable, manageable and feasible economic management experiment center.

## 5. Conclusion

Facing fierce career competition in the future, the necessity of practical learning for students majoring in economics and management is self-evident. Applied universities are closely integrated with regional industries, and the experimental center of economic management is the core carrier of conveying industrial talents and the promotor of improving graduates' employability and career prospects. With the further development of economic technology, the experimental center of economic management in the future will be more vital and creative.

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