

Analysis on the Cultivation of Comprehensive Ability of Students Majoring in Economics and Management During Undergraduate Paper Link

FANG Wen^{[a],*}; MA Jing^[b]; WANG Fan^[b]

^[a] Fang Wen (1980-), female, Nanchang, Jiangxi, lecturer, Ph.D., principally engaged in the teaching and doing research of economic quantity analysis. Institute of Economics and Management, Changchun University of Science and Technology, Changchun, Jilin, China.

^[b] Institute of Economics and Management, Changchun University of Science and Technology, Changchun, Jilin, China.

* Corresponding author.

Address: Institute of Economics and Management, Changchun University of Science and Technology, Weixing Road 7989, Changchun, Jilin, China. Post Code: 130022

Supported by Higher education teaching and research project of Changchun University of Science and Technology. Project Name: The Study on the Cultivation of Comprehensive Ability of Students Majoring in Economics and Management; The 12th Five-Year Plan of Department of Education Science of Jilin Province in 2011. Project Name: The Study on the management of practical teaching quality in universities.

Received 10 March 2012; accepted 17 July 2012

Abstract

The undergraduate paper is a very important practical teaching links and is a very important way to implement the cultivation of application-oriented talent. Therefore, strengthening the teaching management of undergraduate papers has a very important significance for improving the quality of undergraduate teaching and cultivating talents with social competitiveness. This paper mainly study the cultivation mode of the undergraduates' comprehensive ability which is appropriate for their undergraduate papers. By using the important link of undergraduate paper, it will greatly improve the students' scientific research ability, innovation ability, the ability to analyze independently and the ability to solve practical problems, as well as essay-writing ability and language-expressing skills, and lay a good foundation for adaptation to their future job quickly.

Key words: Economic and management specialty; Undergraduate paper; Comprehensive ability

FANG Wen, MA Jing, WANG Fan (2012). Analysis on the Cultivation of Comprehensive Ability of Students Majoring in Economics and Management During Undergraduate Paper Link. *Canadian Social Science*, 8(4), 264-266. Available from <http://www.cscanada.net/index.php/css/article/view/j.css.1923669720120804.4511> DOI: <http://dx.doi.org/10.3968/j.css.1923669720120804.4511>.

THE SIGNIFICANCE OF SETTING UNDERGRADUATE PAPER LINK DURING UNDERGRADUATE TEACHING

1. To Improve the Overall Quality of Teaching

Undergraduate paper is the last important comprehensive practical teaching link, is a teaching form to cultivate students to solve practical problems by applying theoretical knowledge and practical skills; at the same time, it is also an important indicator to summarize of the learning outcomes of the students during the school time and to measure the teaching quality. It has irreplaceable role in training college students to search for truth, strengthening social awareness, cultivating scientific research literacy, improving the comprehensive practical ability and enhancing information utilization capacity

2. To Enhance the Competitiveness of the Graduates

In recent years, the number of graduates' employment was increasing in a large-scale trend, increasing fierce competition in the job market, by using the teaching link of undergraduate paper, we can train versatile talents who can link theory with practice, with extensive knowledge, adaptable and with innovative ability, and also, it is of great significance to enhance students' employable competitiveness. In addition, the knowledge

of modern society is updating faster and faster, the occupation is getting smaller, so for many students, after graduation their work may not be consistent with their profession, if the students do not have certain ability to continue learning and doing research, the knowledge-depleted phenomenon will appear after a few years.

Therefore, to strengthen the teaching of undergraduate paper has a very important significance for improving the teaching quality and cultivating talents with social competitiveness.

THE MAIN PROBLEMS EXISTING IN UNDERGRADUATE PAPERS IN ECONOMICS AND MANAGEMENT

1. The Prominent Phenomenon of Topics With Blindness, Vague and Big Title

When student choose their papers' topics, they over-pursue hot and difficult social issues and lack the ability to grasp the difficulty and depth of topics, it is difficult for them to proceed from their own ability and level, the selected topics are too large, vague or difficult, such as rural issues, RMB internationalization, the risk management of financial assets, etc. It is difficult for students to conduct an in-depth research and discourse within a short period of time and limited space.

2. The Serious Phenomenon of Information Piled

Economics and Management undergraduate paper writing requires not only a solid theoretical foundation, but also an organic combination of theory and practice. Currently, few students are able to accurately grasp the problem points to do research and for the selection and application of research methods they are also powerless, unable to apply what they have learned. Therefore, in the paper writing process, many students over-depend on network information, they just simply clip on the material collected, paste, stuff, lacking their own point of view, the phenomenon of listing knowledge points is more prevalent.

3. The Phenomenon of Materials of the Paper

Paper materials is a common phenomenon for writing undergraduate paper in Economics and Management, mainly included in the following aspects: theory expounded more, empirical expositions less; conceptual point of view is more, innovative ideas less; the structure system of the paper and teaching materials are identical. Thus resulting in that the contents of papers are vague and the papers lack a strong argument to support, theoretical than practical, and of poor operability.

4. The Phenomenon of Poor Normalization of the Paper

The paper instructor generally reflected that currently

the first draft of the paper the undergraduate submitted is on logic chaos, unreasonable statement, words that do not convey, typo talk, and even draws heavily reference to the views of others and not marked. To the late stage when the papers finalized, considerable part of the students are not familiar with the operation of the thesis typesetting, as a result, the entire paper appears multiple fonts, font size, poor normalization of the paper.

Therefore, starting from the characteristics of economical management, exploring the training mode of students' comprehensive ability in the writing process of undergraduate paper is an urgent problem faced by university in personnel training.

THE CULTIVATION OF STUDENTS' COMPREHENSIVE ABILITY IN ECONOMICS AND MANAGEMENT PROFESSIONAL PAPER

1. The Cultivation of Students' Scientific Research Ability in Writing Undergraduate Paper

Scientific ability shows insight and perception to complex things; It is the basic requirements for personnel training. Face with the numerous and varied social reality, faced with so many literatures with varying opinions, we need to go through in-depth research and analysis, careful thinking and choices in order to make the right decisions. When writing undergraduate papers, students also need to carry out research work seriously in order to form incisive insights. For research methods, teachers should carefully guide the students in order to make them master the basic research methods with the combination of theoretical analysis and practice analysis, specific analysis and empirical analysis, so as to improve the quality and depth of their thesis writing.

(1) To Carry out Academic Activities of the Term Papers and Paper Contest

In the second half of the sixth semester, we can organize the students to write the term paper and to carry out the paper contest, with the knowledge of professional theory and research methods, to inspire their enthusiasm and creativity, and lay the foundation for the undergraduate paper. In writing a term paper, the teachers can prepare topics in advance, based on their own researches and teaching. And students should be allowed to choose a topic of their interest. Then teachers and students exchange views to achieve a two-way choice. In this way, it not only mobilizes the enthusiasm of the students, but also seeks a point where the students are interested and the students and teachers can coordinate.

(2) To Do Scientific Practice and to Organize Student Academic Team

Junior students already have considerable knowledge

base after finish the public courses and some basic major courses. In this case, students can be arranged into the teachers' research projects and the professional academic team organized by the student union to engage in whatever simple work, such as doing the retrieved translation of scientific papers or actually participating in the project to do some relatively simple task. So they can exercise their practical abilities and research spirit under the guidance of each instructor and senior brothers and sisters in a real environment.

Under the premise that students have a proper understanding and knowledge of the various research areas, we can assign the direction of undergraduate paper according to the students' knowledge and interest. They continue to study and receive instruction in according research centers and institutes until the completion of the paper.

2. The Cultivation of Students' Innovative Ability in Writing Undergraduate Paper

The undergraduate paper has a very important role in cultivating students' innovation ability. with the combination of the paper and major courses, the integrated experimental class and innovative education, training and effective way to train the students to obtain information, the hands and the ability of independent innovation, it is effective to improve the quality of the undergraduate paper by training the students' ability to obtain information, practice and innovate.

In addition, teachers can design validation experiments for students, targeting specific research direction. Students engaged in research projects with an academic team, can verify the research topic in the form of independent experimental project in the school simulation training in the second half of the first semester of senior year, through which students' ability to analyze and solve problems, and to innovate can be improved.

3. The Cultivation of Students' Paper Writing Ability

In writing undergraduate paper, students are required not only to have a certain amount of scientific research ability and innovation ability, but also to master the basic ability

to search literature and read, to summarize and do textual representation.

(1) Guide Students to Collect and Collate Literature Materials

Teachers should guide students to make full use of the resources of libraries, archives, and the Internet, to find and collect materials in accordance with the index data. Students should read both Chinese and foreign materials. They need to reorganize and summarize what they have collected and read to write a literature review. The integrated training, from searching literature to writing literature review, can help the students not only to master the method to obtain information and to be familiar with the characteristics of academic language, but also to learn about the latest developments of the relevant research areas to improve the ability of paper writing. Thus lay a good foundation for the completion of high-quality undergraduate paper.

(2) Be Based on the Courses "Management Research Methodology" and Provide the Methodological Basis for the Term Paper and Undergraduate Paper Writing

From the first half of the semester in the sixth term, we should set up the course "management research methodology", combine with our professional features, the course content is primarily for the study methods of academic paper and the normative training of papers, so as to allow students to grasp the the basic research methods, research ideas, and the methods to search the literature, the requirements for opening reports, the normalization of paper writing, the writing of abstracts, the respondent precautions and so on.

REFERENCES

- LIN Liqiong (2009). Explore the management of the quality of undergraduate paper in Finance. *Inner Mongolia Agricultural University Journal (Social Sciences)*, (5).
- XIA Guoen, & TANG Changjuan (2009). Cultivation Mode of Graduation Project of Economics and Management in Newly-Built Universities. *Electric Power Education in China*, (2).