

A Practical Study on Improving College Students' Learning and Innovation Ability Based on Extracurricular Learning Activities: A Case Study of The Mock Trade Fair in Guangdong University of Foreign Studies

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Abstract

Extracurricular Learning Activities play an increasingly important role in cultivating college students' ability of "self-management, self-education, self-service and self-supervision". The Mock Trade Fair ,which takes China import and export commodities fair as the prototype,is the campus brand culture activity of Guangdong University of Foreign Studies. After many years of exploration and development, based on extracurricular Learning Activities and campus academic competition activities,the mock trade fair can be used to build a professional academic competition platform to cultivate students' comprehensive ability, improve their team consciousness and communication skills, and improve their innovation and entrepreneurship ability.

Keywords

The Mock Trade Fair,Extracurricular Learning Activities, college students, Innovation Ability.

1. INTRODUCTION

Extracurricular Learning is a kind of cognition and learning practice aimed at improving students' quality education, compared with the classroom teaching of the professional curriculum system. After completing the courses required by the training program, students voluntarily participate in academic, social practice, volunteer service and other activities according to their own conditions and interests.Cultivating college students' learning and innovation ability based on the second classroom is the inevitable requirement of "improving students' social responsibility to serve the country, being brave in exploring innovative spirit and being good at solving problems". It is also the important way to to improve college students' comprehensive quality and strengthen students' core competence.

The mock trade fair of Guangdong University of Foreign Studies originated in October 1999, was initiated by several students and then became a professional and mature academic competition after long-term practical exploration. The mock trade fair was awarded the excellent achievement award of national campus culture construction by the ministry of education in 2010; And in 2014, it has been appraised for many times as an excellent activity of campus culture, like the First Campus Culture Construction Achievement Award of Guangdong University of Foreign Studies.Taking China import and export commodities fair as the prototype, the mock trade fair allows students to form teams freely, select enterprises and products, participate in the simulation trade freely through the role of exhibitors and merchants, and truly understand the professional academic activities of business.Based on "Professional + English", the competition includes business plan writing, advertising video production, stage presentation,booth bidding, live trading and other competitive conten.By

2020, the competition has successfully held for 18 sessions. As the campus brand culture activity of extracurricular Learning, the mock trade fair enables students to further understand the actual trading situation, closely follow the real commercial social environment, strengthen the combination of theory and practice, improve the students' professional business knowledge and English application ability, and promote the improvement of students' comprehensive quality and ability.

2. MAIN METHODS

2.1. Teachers' Guidance Meeting

The teachers' guidance meeting aims to improve the understanding of students. The organizing committee of the mock trade fair will introduce the general situation and the highlights of the current competition to the participants, and invite experts in entrepreneurship management and professional teachers to give guidance on how to participate in the competition. Representatives of the outstanding teams in the last model will share their experience and provide guidance to the students who are taking part in the competition for the first time. Participants can ask questions directly and get professional information and guidance by the meeting.

2.2. Business Plan Writing and Advertising Video Production

Business plan is a project investment plan submitted by an enterprise to investors for their evaluation of the project in order to obtain financing. The content of the business plan should include the enterprise and the product selection (the enterprise needs to have the business license and is still in operation the real existence enterprise), the business plan (must have the investigation data as the support), the on-the-spot transaction (the marketing strategy request has the concrete detailed plan), the advertisement promotion. This will help participants to have a more comprehensive grasp and application of the knowledge they have learned, and also help them to have a better understanding, selection and positioning of the real market.

Video advertisement production is a new project in recent years, which provides a display opportunity of "technology + creativity" for contestants. Video advertising will be broadcast in the stage display and on-the-spot trading links, and help investors fully understand products. This requires participants to complete the target consumer group portrait and speculate the investor intention in advance. Meanwhile, the video content should be expressed in English, which tests the contestants' oral English expression ability.

2.3. Stage Presentation and Booth Bidding

In order to obtain financing from angel investors, the team will present the product and marketing strategy to angel investors in the form of explanation and defense, and explain the amount of financing required by the company and its financing plan. During this process, the angel investor will raise questions about the product and grade the product based on the scoring criteria. The team can then learn about the deficiencies in the proposal and make modifications and adjustments accordingly. Contestants can choose Chinese or English at will, which tests their ability of expression, teamwork and adaptability.

Then the team will use the special financing fund to bid for the ideal booth needed in the on-site transaction. Bidding is conducted in the order of highest to lowest booth bottom price, and each booth is awarded to the team with the highest bid. The bidding strives for authenticity, so that the competitors can realize the operation process of the real bidding. It also examines the competitors' ability to use funds, so as to experience the commercial game in the fierce atmosphere of the competition.

2.4. On-the-spot Transactions

In this session, the exhibitors, played by the participating teams, will use effective marketing methods to attract guests (i.e. guests and alumni) and business groups. After analyzing and judging the positioning of the products in the market, guests and business groups negotiate with the exhibitors, and finally complete the transaction. Exhibitors and customers should communicate in English. The transaction shall be in the process of negotiation process. Exhibitors can enter into a contract with customers negotiation between preferential schemes and marketing. During the exhibition, the exhibitor can use the fund to advertise in order to attract customers. During the sales process, the exhibitor should always pay attention to whether the virtual inventory of the team is sufficient. If not, the exhibitor should purchase from the organizing committee. When a business group makes a purchase, it needs the agreement of the group to make the transaction, which has cultivated the consciousness and ability of teamwork among the students. Finally, the organizing committee will evaluate the results of the on-the-spot transactions competition according to the profit margin, the return rate of the special financing and the profit margin.

3. CONCLUSION AND ENLIGHTENMENT

As a part of the extracurricular learning, the mock trade fair can be used to build a professional academic competition platform to cultivate students' comprehensive ability, improve their team consciousness and communication skills, and improve their innovation and entrepreneurship ability.

3.1. Clarify the Significance and Focus of the Competition

The purpose of the professional skill competition is to better promote students' professional learning, constantly improve the learning ability and to promote the formation of a good style of study. The competition should adhere to the requirement of talent training and combine professional characteristics to promote learning through competition. The school should attach importance to the professional guidance before the competition and integrate more contents that can be completed by combining the knowledge learned in the competition. The purpose of the professional skill competition is to better promote students' professional learning.

3.2. Focus on the Thought Guiding

The extracurricular learning is an important part of students' ideological and political education. The competition needs to strengthen the thought guidance to realize the practice education and the thought education. The theme of the activity should meet the current hot issue, combine with the requirements of contemporary development, implement the international concept, and cultivate high-quality talents. In response to the idea of "establishing and improving the economic system of green and low-carbon development", the mock trade fair emphasizes the elaboration of corporate social responsibility, and requires the participating teams to pay attention to the impact of corporate behaviors and product development on the public and the ecological environment, so as to enhance the participants' attention to the sense of social responsibility when starting businesses and getting jobs in the future.

3.3. Create A Practical Platform

The competition should be built into a platform for students' academic practice, integrating the educational function of the professional classroom and the extracurricular learning. The mock trade fair encourages students to apply the basic theoretical knowledge of management, economics, marketing and modern enterprise management that they have learned in class to the competition. At the same time, they need to find market opportunities and analyze the rules

of market competition by conducting research on the real market, so as to combine theory with practice. On-the-spot transactions enables the offline promotion to be carried out and the real promotion to be carried out in the real environment, so that students can have a more intuitive understanding of whether the scheme is feasible and effective. The constant improvement of the competition mechanism allows more students to experience real life in the stage of knowledge application, team communication, interpersonal communication and teaching feedback.

3.4. Innovative Teaching Practice Base

The competition is the base of innovative teaching practice. The continuous innovation of the mock trade fair over the years is also a flexible presentation of deepening the teaching reform and mutual infiltration with the professional classroom. Based on "professional + English", the competition is oriented toward "professional, comprehensive, social and normative". It integrates the needs of The Times and provides a broader platform for contestants to better utilize professional knowledge, accumulate social work experience and realize the organic combination of theory and practice. The competition shortens the distance between students and teachers. In the real environment, teachers and students analyze real cases based on what they have learned. Thus the teacher understands the student's shortcoming more, the student consolidates the knowledge.

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