International Journal of Recent Engineering Research and Development (IJRERD)
ISSN: 2455-8761
www.ijrerd.com || Volume 03 – Issue 08 || August 2018 || PP. 71-73

Construction of Practical Teaching Base for College Students in Guangdong University of Science and Technology

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Abstract: Although there are relevant courses in the relevant professional teaching plan and relevant training courses, there is a lack of automobile finance, insurance, rental and other professional knowledge of the training room, and the project that can carry out the training is too single. Taking the automobile insurance course as an example, according to the existing conditions, the relevant training teaching content can only be limited to the form of writing with paper and pen to carry out premium calculus, fixed loss claim amount calculation and document filling. In a sense, the current training content of automobile insurance is a little divorced from the training of actual working ability, and more inclined to deepen the theory. But in fact, these work content has been electronic, almost no more tedious handbooks, are automatically completed by the computer.Therefore, in order to better meet the needs of enterprises for talents' practical ability and improve the quality of teaching, it is necessary to build a comprehensive service base of automobile insurance with practical operation function and a complete management mechanism.

Keywords: Practical Teaching Base, College Students, Responsibilities, Vocational Ability.

1. Introduction

Automobile Idea Claims Department is a very important department of Dongguan Branch of Ping An Property Insurance Co., Ltd. in China. It has set up service posts for automobile insurance cabinets, damage investigation posts, injury investigation posts, fixed damage posts, compensation posts and new channel sales posts. In order to provide better service for automobile insurance customers, the recruitment requirements for employees in the above positions are relatively strict, and there is a great demand for compound talents with automobile and insurance expertise.

Since being promoted to undergraduate college, Ping An of China has come to our university to attend the campus recruitment fair every year, mainly for the automobile service engineering specialty of our university to carry out the recruitment work. At the same time, there is a certain demand for graduates of Finance and management related specialties. Every year, a considerable number of fresh graduates from our university go to Ping An to practice in China, which has attracted the attention of the relevant departments of employment, the Automobile Teaching and Research Department of the Department of Mechanical and Electrical Engineering and the relevant leaders.

According to the summary of the experience of the past graduates who went to China to practice safely, it was found that the current graduates who participated in the practice work generally lacked practical experience, and even had the phenomenon that the theoretical system was not perfect enough. Enterprises often need centralized retraining and long-term help to enable graduates to work independently, which increases the cost of employing and selecting employees.

Therefore, Ping An Property Insurance Dongguan Branch hopes that through the opportunity of school-enterprise cooperation, it can work out a set of practical joint training system, so that graduates can have some comprehensive practical experience and two-way employment.

The automobile service industry is not only limited to automobile maintenance service, but also includes automobile insurance service, automobile financial service, automobile rental service and so on. The demand for automobile insurance, automobile finance and rental services should not be underestimated under the realistic conditions of increasing car ownership.

2. Construction Ideas and Contents

It takes three steps to build a joint teaching practice base of Guangdong Institute of Science and Technology and Ping An Property Insurance in accordance with the "work-oriented" principle, closely around the key vocational competencies and combining with the school-enterprise cooperation resources established with Ping An Property Insurance Dongguan Branch.

The first step is to meet the needs of simulation training. At this stage, the main work is to build a simulation training room which can realize the simulation training of automobile insurance business process. The construction of simulation training room should take full account of the existing hardware facilities, make

full use of the inherent resources and reduce unnecessary expenditure. On the basis of investigation, comparison and selection of appropriate simulation software for simulation training of automobile insurance service. Then, according to the simulation software, the appropriate simulation training materials are compiled, and the related business process teaching of automobile insurance service is preliminarily realized. Let the students have a buffer mechanism to digest and deepen the theoretical knowledge after learning the theoretical knowledge of automobile insurance and before facing the practice of customers.

The selection and collocation of software and hardware equipment in the training room should meet the requirements of coverage, advance, matching and flexibility. Coverage is the technology used in equipment configuration should have a certain coverage relative to the professional application. Advance is the scientific and technological content of equipment. Compared with the local business community, it has a certain degree of advance. Matching is to meet the "integrity" requirements of the demonstration training base. Flexibility means that the equipment can be assembled, designed and developed repeatedly.

The second step is to establish a customer-oriented service window. On the basis of school-enterprise cooperation and consultation with Ping An Property Insurance Dongguan Branch, the construction content of this stage is mainly to gradually open the business permission, build a customer-oriented service window around the school or on campus, and adopt practical ways to provide automobile insurance insurance, vehicle survey and documents for teachers and staff, students'parents and other personnel outside the school. Certificate collection and settlement of claims and other services.

According to the different content of automobile insurance service and post responsibilities, in principle, teachers with rich practical experience, or part-time teachers outside the school, should carry out "pass on, help and lead" practice learning for students in group shifts. The work of recruiting and training new graduates in enterprises should be completed in advance in school every year to reduce the cost of recruiting new employees. At the same time, before students enter the real jobs in enterprises, they should have an understanding of corporate culture, a psychological adjustment buffer stage for job content and salary expectation, so as to prepare for better employment and adaptation to related work in the future, and shorten the time after graduation. The confused period of industry.

The third step is to scale and commercialize the integrated service center. When enough customer groups are accumulated, group advantages can be formed to negotiate more preferential insurance fees for Ping An Automobile Insurance, provide some preferential car insurance benefits for school staff, and reduce the cost of insurance for school headquarters, driving schools and even Nanbo Group official vehicles.

With the gradual standardization of the operation of the integrated service center, the same school-enterprise cooperation mechanism can be followed, and other automobile insurance enterprises except Ping An Property Insurance Dongguan Branch can be appropriately introduced to provide certain car insurance preferential benefits to the school staff, providing diversified and better automobile insurance and other insurance products and related services for the school headquarters, driving schools and even Nanbo Group. Promote healthy competition among insurance companies and avoid the phenomenon of one dominant company.

3. Construction Objectives and Plans

3.1 Construction of Automobile Insurance Business Process Simulation Training Room

a. Collect the data of simulation software and work out the software and hardware scheme of simulation room construction according to the actual conditions (July-August 2017)
b. To declare and follow up the software and hardware equipment needed for simulation training (September 2017-July 2018)
c. Write and prepare the training guide and supporting teaching materials for simulation of automobile insurance business process (October 2017-July 2018)

3.2 Construction of a comprehensive service center for automobile insurance

a. Communicate with the responsible persons of many departments and enterprises in our university to discuss the feasibility of building an integrated automobile insurance service center (July-September 2017)
b. Making feasible construction plan and decoration plan (October 2017-February 2018)
c. Implementing the construction of decoration and decoration projects (March 2018-July 2018)
d. Processing related business licensing procedures, formulating management norms, operating mechanism and other documents (March-December 2018)
e. Trial Operation of Automobile Insurance Integrated Service Center (February 2019-July 2019)

3.3 Summary phase

a. Write and complete business plan
b. Summarize the results of promotion

4. Construction of Base Practice Conditions and Courses

4.1 Measures for the Construction of Time Conditions of Bases

a. Overall planning and step-by-step implementation
b. Software and hardware equipment are advanced and suitable, and the selection is reasonable.
c. Training rooms and service windows should be scientifically and reasonably arranged in order to be safe and beautiful.
d. Improve the practical teaching system step by step
e. Introducing the operating mechanism of the combination of production, teaching and scientific research

4.2 Course Construction

According to the relevant knowledge points of automobile insurance and the requirement of working ability, the training content of the business process simulation training room of automobile insurance is to be constructed with the following six modules, and the training guides and other supporting materials are written respectively:

Training I. Practical Training of Regular Vehicle Insurance Insurance and Undertaking Business
Training II. Practical Training of Vehicle Survey Business
Training III. Business Process Training of Motor Vehicle Insurance Policy Change
Training IV. Practice Training of Regular Vehicle Insurance Claims
Training V. Practice Training of Vehicle Insurance Claims in Special Traffic Accident Cases
Training VI. Practical Training of Vehicle Insurance Damage Assessment Business

5. Construction of Practice Instructor Team

1. The person in charge of the training room shall be a teacher who has the corresponding technical title of intermediate or above and can provide technical training guidance.
2. The structure of practical teaching instructors should be reasonable and the practical teaching ability should be strong.
3. Planning and measures should be taken to train practical teaching instructors.
4. Organizational posts should have clear responsibilities, detailed rules for division of labor and good operation.
5. The methods of appointment and management of part-time teachers outside school can support the construction of teachers.
6. Strict and standardized teaching quality inspection, supervision, regulation, guarantee system and operation mechanism should be established.

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