

Economic, Business Management and Education Innovation

**Proceedings of 2016 3rd International Conference on
Economic, Business Management and Education
Innovation (EBMEI 2016),
May 10-11, 2016, Prague, Czech Republic**

Harry Zhang (Ed.)



ISBN:978-981-09-7913-3
Lecture Notes in Management Science Vols.54-56
ISSN:2251-3051

Published by
Singapore Management and Sports Science Institute

Lecture Notes in Management Science

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Edited by
Harry Zhang

Singapore Management and Sports Science Institute

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28 Ceylon Road, #02-01 Leville Suites, Singapore 429621

ISBN: 978-981-09-7911-9
Volumes 54-56 of
Lecture Notes in Management Science 3 vol-set
ISSN: 2251-3051

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EBMEI 2016 Preface

Warmly welcome to 2016 3rd International Conference on Economic, Business Management and Education Innovation (EBMEI 2016). EBMEI 2016 will be held on May 10-11, 2016 in Prague, Czech Republic. EBMEI 2016 is co-sponsored by Singapore Management and Sports Science Institute (SMSSI) and Academic Conference Institute, USA. All accepted papers in the EBMEI 2016 conference proceedings will be published by SMSSI Press.

At present, EBMEI 2016 is the third conference. The first and second one (EBMEI 2013 and EBMEI 2014) were respectively held on May 22-23, 2013, in Beijing, China and on November 5-6, 2014, in Singapore. All accepted papers in the two conference proceedings have been indexed by CPCI-SSH.

EBMEI 2016 will be one of the most comprehensive conferences, which focuses on the various aspects of Economic, Business Management and Education Innovation. The aim of this conference is to bring together the researchers from academia and industry as well as practitioners to share ideas, problems and solutions relating to the multifaceted aspects of Economic, Business Management and Education Innovation. It is certainly that our conference provides a chance for academic and industry professionals to discuss recent progress in the area of Economic and Financial, Management Science, Social Sciences and Psychology Research and so on.

EBMEI 2016 has received 1066 paper submissions. All accepted papers have undergone a rigorous reviewing process, which are performed by the international conference committees. Each submission is peer reviewed by 3 PC members. The PC members consist of Professors, Doctors, and leading experts in EBMEI 2016 conference topics. The review process refers to the academic value, experiment procedure, method and results. What's more, the format and frequent expression as well as grammar may affect your paper. Thus, those factors should reflect and show in the paper. The paper is accepted or not, which depend on two members of PC. Both of the two PC passed the paper, this paper can be accepted. After the strict review finished and the recommendations from the members of the organization committee, 341 papers are finally accepted in the conference proceedings, representing 31.2% accepted rate.

We would like to thank all members of the organizing committees of EBMEI 2016, for their hard and admirable work, which made this conference possible. And we would like to acknowledge the support of general chairs and publication chairs. Finally thank all authors who come from different countries all over the world, for their great contributions on EBMEI 2016 proceedings.

Harry Zhang, Singapore Management and Sports Science Institute, Singapore

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Research and Practice of Landscape Engineering Specialty Construction

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Keywords: Landscape engineering specialty; Personnel training mode; Curriculum construction; Teaching reform.

Abstract. The article analyzes the Landscape Engineering Specialty job market, and explores the Landscape Engineering Specialty vocational training model and teaching methods and teaching methods, finally proposes Vocational Education Program Landscape Engineering reform ideas.

1. The research background and significance

Improve the ecological environment, improve the quality of living, now become the main theme of urban construction. According to incomplete statistics, China's annual output value of the landscape industry 150 billion Yuan. 2030 is expected to add 4.2 billion square meters green; public green construction investment of about 6000-10000 billion. Urban-rural integration, the construction of tourist resorts, businesses and universities new infrastructure, relocation, and after green built to high standards of maintenance and management, has become a new economic growth point Landscaping industry. The main function of the garden to the ecological development from a simple recreational type, widely used in high-tech, and promote the rapid development of the cause of the garden, but also for garden workers put forward higher requirements. This garden vocational technical professional training both opportunities and challenges, the original focus on the teaching profession vocational technology landscape has a professional and technical trends in garden suited to the sustainable development, increasing competition for talent, not only in quantity more, more performance in terms of quality. Quality talent competition will make us have talent training mode, teaching methods, teaching methods and vocational teachers be reformed to meet the needs of socio-economic and scientific and technological development.

2. The research questions raised

International vocational skills and technical education in recent years in terms of quality and quantity have undergone a leap of development and change. Metaphor, he said: "competency-based" education CBE, Core German "Dual System" Vocational Education and MBS mode of education are to train students of professional quality, professional skills, focusing on schools and businesses through organic binding. In fact, they go is an industry, academia, research integration of the road culture society needs qualified personnel.

In recent years, with the rapid development of China's business landscape, landscape professionals popular in the market. Therefore, many vocational colleges by the laws of the market and the impact of forms of employment, hastily run from the garden professional. But most school garden substantially exist: the lack of vocational education curriculum features; lack of uniform standards of personnel training; teaching methods practicality is not strong.

Vocational education in China needs with the world, they need to learn from the advanced experience of success. Especially in the 21st century, the market economy, global, modern, network, study the application of information technology, nanotechnology popularization, strengthen

environmental awareness, both to our basic education launched a challenge to basic education must be reformed innovation and cultivate a sense of innovation and practical ability. Otherwise, for us twenty-first century will be the century of retrogression. Innovation is the soul of a nation, is a driving force for national prosperity inexhaustible. Students ability to innovate is our bounden duty and obligation of teachers. So in order to adapt to the times, we are in the original professional basis, increase professional development and reform, improve teaching quality and enhance professional competitive advantage is already imminent job.

3. The main contents, processes and methods

3.1 Guiding ideology of the research project

With Chinese characteristics, adhere to the socialist orientation, to follow the law of vocational and technical education and the job market. In the Ministry of Education of the "educational concepts for the pilot reform, teaching reform as the core, teaching basic construction as the focus, focus on improving the quality, features hard" as the purpose, to comprehensively strengthen specialty construction. Talents Training Mode industries and enterprises involved in the whole process of work and study, and strive to build the core of the job task modular curriculum system; improve the professional schools of productive training base construction and operation, the establishment of an effective and stable off-campus training base; strengthen teaching staff, through participation in provincial, national teacher training and business practices to cultivate a garden cultivation conservation, landscape design and garden construction field higher level of "double teachers" team. Technical services and social services: Enhancing social Landscaping technical services, to provide for the community garden design enterprises, construction, planting conservation consulting, training, and green chemical technology services.

3.2 Target of research to be achieved

3.2.1 Objective of teaching content and curriculum reform

Professional Teaching Standards Development: garden with industry experts to analyze the development of demand from the job of professional competence, ability to decompose, built on curriculum system of the working process, the formation of norms of Professional Teaching Standards.

Course Construction: Construction 2-3 doors based teaching resources work process quality core curriculum and supporting materials, courseware.

Construction of School Curriculum: and Guangzhou, three other companies, prepared jointly by the working process of the school-based teaching materials. .

3.2.2 Teaching resources target

Construction for the actual production of garden art teaching resource library, including professional training programs and improve standards, curriculum, teaching content, simulation training, teaching guide, learning and evaluation content, improve teaching in schools shared resource library.

3.2.3 Goal of teaching management

Further improve the teaching rules and regulations to ensure the teaching plan, teaching order orderly, strengthen teaching reform, improve the teaching of management, strengthening discipline, curriculum, textbooks, laboratory, construction practice teaching base, study, teaching team, teaching quality management more scientific and standardized.

3.2.4 Professional culture construction goal

Improve the professional culture of rules and regulations, in-depth implementation of the part-time teacher training project, construction has "two areas" geographical characteristics of the landscape engineering technology training base, deepen cooperation with enterprises, to carry out cultural landscape engineering construction technology professional, concise professional school of thought, ideas and spirit, the formation of mature garden technology professional culture.

3.2.5 Social service targets

Guide and inspire teachers and social services for business initiative, enterprise workers and technicians to carry out training, research skills, technical advice and other social service activities.

3.3 The main contents

3.3.1 Training mode of "work and study, school-enterprise cooperation"

Adhere to the service for the purpose of deepening the "production integration" skills training model of reform, according to the Occupational Garden Occupations technical capacity requirements, technical expertise gardens set three main lines.

3.3.2 Explore and improve the landscape engineering specialty

To cultivate students' professional ability as the standard, to build outstanding practicality and applicability of the module curriculum system and teaching system developed for the Guangdong region of native materials and comprehensive training materials.

3.3.3 Optimizing faculty structure

Building a team of full-time teachers, business and technical personnel, research staff consisting of highly skilled, high-level teaching team.

3.3.4 To accelerate the improvement school of training room and training base

Making it the garden industry in Guangdong teaching, training, social training, vocational qualification skills identified as one of the places.

3.3.5 Further deepen the school-enterprise cooperation, combining production optimization mode

Improve the "three docking" (curriculum, teaching content and quality of talent specifications docking; teaching-learning process and the actual production docking; teaching methods and means of occupation post ability butt), to students, colleges and businesses win.

3.3.6 The internships system

To build a system through internships understand the business profile, organizational structure, rules and regulations, work processes.

3.4 The research process and research methods

This paper uses literature research, statistical analysis, special investigations, surveys, individual interviews, case studies and expert consultation methods to ensure the scientific nature of the subject and try to be innovative. During the study, it is necessary to grasp the vocational landscape engineering expertise building the whole idea, while also considering the special nature of the industry garden area development.

4. Results and conclusions

4.1 Professional training objectives and training specifications

Cultivation garden engineering technology professionals closely linked to social and economic development needs, combined with the needs of the professional characteristics of "Pearl River Delta Development Plan", our hospital to determine the Landscape Engineering Specialty training support the party's basic line, moral, intellectual, physical round development of the United States, etc., to master the technical field of landscape engineering expertise and professional skills, with landscape construction and management, landscape engineering estimates, budgets, garden plants cultivation conservation, landscape design, landscape management and management of occupational status line needs , practical ability, with good professional ethics of high-skilled professionals.

4.2 The reform of professional training model, updated educational philosophy

The quality of professional settings directly affects the enrollment of higher vocational colleges, the survival and development of employment and entrepreneurship training quality of students and graduates is related to higher vocational colleges. Reasonable development training program is the

starting point for teaching in vocational colleges is one of the main indicators of the social effects of higher vocational colleges teaching activity test. Thus, the Landscape Engineering Specialty of "the Ministry of Education, the Ministry of Finance on the implementation of the national model of higher vocational institutions to speed up the construction plan Opinions of Higher Vocational Education Reform and Development" (teach high [2006] No. 14) and "the Ministry of Education on How to Improve several opinions of higher Vocational Education Teaching quality "(teach high [2006] No. 16) as the basis for higher vocational education reform policies and the development of the guidance, help students build character development talent training mechanism.

4.3 To strengthen cooperation with enterprises, establish the depth of cooperation-campus training base

In order to further strengthen the practice teaching, and actively create conditions for teachers business training and student production to provide a platform of expertise to enhance the innovative spirit and practical ability of students, improve the overall quality of students in improving the campus experimental practice conditions while vigorously strengthen cooperation with enterprises initially built Guangzhou garden supporting Engineering Limited Guangzhou City of Horticulture Co., Ltd. Guangzhou Wo Mu ecological six-campus training base, a plurality of enterprise intends to cooperate. Existing laboratory and training base has been able to meet the professional garden experiment, training needs, we will be on this basis, to increase funding, improve the technological content, teaching, production, scientific research in one, and further is highly skilled personnel Training services.

Table 1. List of training base outside garden engineering technology

No.	Name / JV	The main training content
1	Guangzhou City of Horticulture Co., Ltd.	Internships, field teaching
2	Guangzhou Pubang garden supporting Engineering Limited	Internships
3	Chun Guangzhou City, Guangdong Construction Engineering Co., Ltd.	Internships, under field teaching, teacher training enterprises
4	Guangzhou Wo Mu Ecological Technology Co., Ltd.	Internships
5	Guangzhou Hengsheng Construction Engineering Co., Ltd.	Internships, "Order class" culture
6	Jiangmen Lei Sen Landscape Design Engineering Limited	Internships , training teachers under the enterprise
7	Fuzhou Hengda Educational Equipment Engineering Co., Ltd. Guangzhou Branch	Internships
8	South China Botanical Garden	Site teaching
9	Association of old engineer Guangzhou	Graduation practice, professional training

4.4 Curriculum system reform

Landscape Engineering Vocational Technical aspect of reform should be oriented landscape planning and design, landscape plant cultivation and conservation, landscape construction and management and professional positions curriculum and curriculum is divided into three modules: 1, landscape planning and design module (landscape drawing, preliminary landscape design, landscape planning and design, landscape architecture and design sketches, computer-aided drafting garden) outstanding garden drawing, culture landscape planning and design capabilities. 2, garden plants cultivation and conservation module (identification and application of garden trees, flower gardens and application identification, cultivation and conservation of garden plants, garden plant pest control, flower arranging, bonsai production) culture outstanding garden plants cultivation and conservation capacity. 3, landscape construction and management module (landscape engineering materials, landscape engineering project management, engineering surveying, landscape

engineering, landscape engineering budget and bidding) outstanding culture landscape construction technology, management and landscape engineering metered pricing and other capabilities.

4.5 Reform of teaching methods and means

Effective Design "teaching, learning and doing" as one of the situational teaching method, strengthen professional competence, innovation and employment ability. The flexible teaching methods, full use of modern information technology, attention to quality teaching resources and network information resources use

4.6 Change teachers', students' ideas on higher education

Teaching Reform of Higher Education requires every teacher has a new teaching ideas. But some teachers antiquated mindset and behavior change not fast enough. Also we need to further strengthen vocational education theory of learning, changing concepts of education.

Their self-employment orientation are not allowed. Although teachers often guide, but there are thought deeply influenced by the traditional student, and believe that it should only get a diploma in management or design work, not willing to dry construction site, especially female students, for employment units expect too much, there do not want to sign an employment agreement or breach of contract and so on. The future to enhance students' honesty education, changing the concept of employment, to improve the employability and competitiveness.

In short, the teaching reform of Landscape Engineering Technology Vocational be a major breakthrough, each of our vocational workers should clearly recognize that the teaching reform long way to go.

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6.4 Used as a component of enterprise security management platform

Enterprise security management platform continuously develop along with the economic development, and this is one of the requirements raised by enterprise development. The future enterprise management platform will be a unified management platform, in which all the operations and managements are completed by one system. Thus, enterprise security management platform will inevitably raise higher requirements for firewall.

6.5 Firewall becomes more reliable and smarter

Seen from the current situation, firewall is already a protective tool trusted by users, but the firewall itself will become more reliable and smarter in order to be popular among people in the future development and cope with the possible security problems.

The existing firewall technologies only relatively provide a better network security protection tool, but does not enough provide an absolutely secured network environment. The related firewall requirements will be higher continuously if the attacks to users may be stronger.

7. Conclusion

As network security technologies are in continuous development, security products are improving and the people's living standards are increasing, all kinds of security products are fiercely competing with each other when their reliability and high performance are unceasingly enhanced. Just for this reason, the reliability and high performance of the products are focused by more and more users.

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