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DEStech Publications
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ICAEM-paper2007
A Tentative Study of Corpus-Based Business English Translation Teaching Mode
Hao WANG

Abstract. Corpus-based translation studies which could be dated back to the 1990s is increasingly playing a significant role in the sector of English translation teaching. As an important branch of English translation, business English translation usually covers the non-literature texts, thus benefiting more from the practical parallel texts in the translation corpus. Taking the business English translation as the text support, combining qualitative and quantitative research methods, this paper aims to conduct a tentative study of corpus-based business English translation teaching mode and discuss on the brand-new operable teaching methods with regard to the application of corpus in the business English translation sector.

ICAEM-paper2009
The Construction of Career Counseling Model in the Psychological Perspective
Ying HONG, Nan LIN and Yu-Bing LIAO

Abstract. In the severe employment situation, the majority of Chinese universities pay more attention to exploring and improving the career planning models, which have generated positive feedback. Based on the psychological perspective, this article puts forward an innovative construction of the career counseling model, and discusses the theoretical and practical system under the construction of this career counseling model, along with further exploring new possibilities of the standardized, efficient and sustainable development of Chinese college career counseling.

ICAEM-paper2010
Evaluating ESP Teaching Quality Using the Factor Analysis Method
Yi-Cheng WANG and Ming-Li CHEN

Abstract. We constructed an index to evaluate ESP teaching quality of college courses using the factor analysis method. The method reduces the number of variables while keeps as much information contained in original data as possible. More importantly, the weight of factors is determined objectively, instead of subjectively like in most other methods in current literature. We demonstrated the effectiveness of this method based on data collected from a questionnaire survey. Usage in real practices of the method was discussed.

ICAEM-paper2011
Identifying Individual Differences among Bilingual Class Students Using the Hierarchical Cluster Analysis Method
Yi-Cheng WANG, Xin-Wei LIU, Hong-Xiao YANG and Kai-Rong WANG

**Abstract.** We demonstrated the usage and effectiveness of the hierarchical cluster analysis (HCA) method in identifying students’ individual differences using a bilingual class as an example. The analysis was based on data collected from a questionnaire survey. The method classifies students into different groups and indicates the major difference among individual groups. The teacher can specify teaching target accordingly and adopt specific teaching method to improve the teaching effectiveness. The method can also be used to help improve the effectiveness of other college courses in China.

ICAEM-paper2013

Motivating Chinese Students with Integration of Bookmaps into Collaborative Learning

Yan-Ling LIAO

**Abstract.** Collaborative learning is used as a term for a variety of approaches in education that involve joint intellectual effort by students and teachers. Nowadays collaborative learning would be improved in the classroom, and the means of cooperation and interactions between learners have altered since new challenges from learning technologies and learning environment have impacted on education of China recently. This paper presents a strategy on how to integrate bookmaps into collaborative learning for literary geography through the process, including collecting content, locating placemarks, and engaging in collaborative class discussions based on students’ multimedia-constructed bookmaps. The integration of bookmapping would expand the idea of collaborative learning through applications of multimedia technology, and enhance Chinese students’ cooperative sense and positive learning attitude.

ICAEM-paper2014

The Modern Woman in The Great Gatsby -- An Analysis of Daisy Buchanan’s Modernity

Yang GAO

**Abstract.** *The Great Gatsby* is commonly regarded as a man’s book and full of misogyny. This paper focus on one of the main female characters, Daisy Buchanan, to illustrate female modernity in the novel. This will be done by analyzing Daisy’s attitude toward marriage and family, which is very different from the traditional women’s. It comes to the conclusion that the novel depicts female modernity and shows great concern about women. Thus, *The Great Gatsby* is also a women’s book.

ICAEM-paper2016

The Empirical Research of Volunteer Training Mechanism Based on Positive Psychology

Fu-Ping ZOU, Ying HONG and Jin-Lin CHEN

**Abstract.** Domestic scholars have given out a number of study and improvement solutions on the current development of the volunteers. This paper reports on the new
application of principles of positive psychology as a means to enhance the development and organizational support of volunteers and volunteer service groups. The study aimed to apply positive psychology to the volunteer activities to stimulating the volunteer’s good personality and positive power by a series of training related to positive psychology. The results of the study shows that it is useful to apply a positive psychology approach to volunteer training in order to enhance volunteers’ overall “positive thinking and personality”. Hope that this study can provide a reference in the construction of a more systematic, normalized, effective and positive volunteer group and build a more positive volunteer culture system.

ICAEM-paper2017
The Impact of Information Technology on the Banking System
Marian Mocanu, Simona Rusb and Attila Turi
Abstract. Technology presents its rapid evolution in all areas. Lately, the banking industry has integrated technology in all developed processes. Innovative technology is used in the banking industry in all products sold and developed, so it has become an integral element. The present paper answers the question: How can technology change the banking system? The research shows the evolution of the banking system in Romania, and in the second part examines various innovative tools that have been used recently in banking institutions. At the end of the paper there are presented the conclusions and future research directions.

ICAEM-paper2018
Thinking of the General Education Curriculum System Construction in Chinese Private-Run Colleges ---A Case Study of Xiamen University Tan Kah Kee College
Xiao-Li ZHANG, Jia-Xiang MEI
Abstract. This paper is to present the development trend of the general education of Chinese private-run colleges. Via the document search, the author proposes the overall concept of constructing general education curriculum system by the comparison of the characteristics and regularity between the Chinese and Western, and makes an empirical research, taking Tan Kah Kee College as an example, which is also an unique feature of the paper. The research finding can offer other Chinese private-run colleges some reference for their development in the reform of the general education.

ICAEM-paper2021
Teaching of EFL Writing from Memetics Perspective
Lei SUN
Abstract. College English teaching has been implemented for more than thirty years in China. Over these years, there have been many changes in English teaching. But there is a strange phenomenon in the field of English learning and teaching that students cannot learn effectively. Memetics is a new theory for interpreting cultural evolution. This thesis is the combination between memetics and theories concerning second language acquisition and how to apply this model into EFL writing teaching.
ICAEM-paper2022
The New Orientation of Chinese Financial System Reform and Innovation-- Based on Internet Finance
Hao-Ling Li and Li-Ping LIU
Abstract. The article suggests that at the present stage, Internet finance is considered to be the new orientation of China's financial reform and innovation. By using dialectical thinking as research method, the article systematically analyses the merits and defects of Internet finance, as well as the underlying reason why it springs up in China. Suggestions are proposed based on the fact that Internet finance is a newborn, combined with China's national condition.

ICAEM-paper2023
Research and Practice of Integration on Vocational Skills Competition and Conventional Teaching
Wei CHEN
Abstract. Along with the social demands for talents is higher and higher, higher vocational colleges become more and more attention to the cultivation of talent ability, especially in the cultivation of practice ability, pay more and more attention to all kinds of vocational skills competition, in order to test whether the students' practical ability has reached the requirement of competition, whether has reached the requirement of talent cultivation by conventional teaching. The city vocational college of Jiangsu actively takes part in many kinds skills competition, obtains remarkable achievements, which are attributed to the active exploration of the integration on vocational skills competition and conventional teaching.

ICAEM-paper2024
Audit Ideas for Common Frauds of the School-Run Enterprise Audits
Jing CHEN and Shao-Bin ZHAI
Abstract. In recent years, the State Council and local governments of China all have promulgated some policies for supporting and encouraging the development of school-run enterprises, which aims at promoting the use of schools own resources and strengths to carry out economic activities of serving the community and students. Almost all the institutions in Guangxi have set up school-run enterprises, many of quantity. However, the State and Autonomous Region scarcely set special criterion systems for school-run enterprises. And the national auditing standards and China’s internal auditing standards also have no special standards for school-run enterprises as well. School-run enterprises are fundamentally different from other enterprises. This paper analyzed the common frauds of school-run enterprises, put forward some audit ideas, and resolved the difficult audits problems of school-run enterprises.

ICAEM-paper2026
A Study on the Integration of Multiple Intelligence Theory with Foreign Language Listening Teaching
Xiao-Xia LI
Abstract. In the theory of multiple intelligences, it is believed that there are mainly 8 kinds of intelligences, which has the features of universality and diversity, and can be combined and developed. This article bases on the principle of diverse form of contents, individualized teaching and diversified evaluation, and tries to discuss how to integrate the theory of multiple intelligence into foreign language listening teaching combing with actual cases, so as to enhance the optimization of foreign language teaching and improve students’ comprehensive development of multiple intelligences.

ICAEM-paper2027
New Thinking about “New Generation Network Technology”
Ying LIU and Fu-Xiang GAO

Abstract. Around the whole process of teaching “new generation network technology”, the teaching system is constructed in new idea. In class, the content of the course is updated in time, and the multimedia and network platform is used effectively. And the way to test becomes multi-dimensional. This kind of teaching mode has played a good role in the actual teaching activities to mobilize students’ enthusiasm, improve students’ knowledge. They can make good use of computer network knowledge to solve the problems in real life. And their integrate skills are improved. They can also apply the knowledge in the following study. All these will provide high quality computer professionals for highly information-based society.

ICAEM-paper2029
Influencing Factors in Human Capital Growth in Public Sector in China and Analysis of Countermeasures
Man-Wen XU

Abstract. With the transformation of economic growth mode in China, the demand for more human capital, especially for the human capital in the public sector as an important force, is becoming urgent, so it is necessary to constantly accelerate the human capital growth in the public sector. Firstly, this paper, based on the basic concepts, made a study on the related contents of human capital growth in the public sector; secondly, it analyzed the important significance and the influencing factors in impeding its development; finally, it probed into the related countermeasures for accelerating the human capital growth in the public sector.

ICAEM-paper2032
Application of Multimedia in Higher Vocational College English Teaching
Xue-Yan GAO

Abstract. This paper analyzes the present situation of Higher Vocational College English teaching, and points out the necessity of application of multimedia in Higher Vocational College English teaching. It mainly states the advantages of application of multimedia in Higher Vocational College English teaching: it can arouse students’ interest in learning, increase the capacity of teaching and improve teaching efficiency. It can also cultivate students’ communicative ability, reflecting the “practicality gets priority” principle in Higher Vocational College English teaching. With the extensive
application of multimedia, the English teaching in Higher Vocational College has been greatly improved. Multimedia teaching will guide the direction of foreign language teaching in the future.

ICAEM-paper2033
Vocabulary Features in Non-English Majors’ Writing
Yao-Hua HUANG

Abstract. This paper investigates the vocabulary features in non-English majors’ writing from two aspects: lexical variation and lexical sophistication. This empirical study utilizes AntWordProfiler and RANGE 32 respectively as measuring instruments to calculate “type-token ratio” (lexical variation) and analyze “lexical frequency profile” (lexical sophistication) in a corpus of 50 compositions randomly selected from a database provided by the CET-4 committee. The findings show that both lexical variation and lexical sophistication are significantly related to students’ writing quality.

ICAEM-paper2034
An Empirical Study on College English Vocabulary Teaching Based on Lexical Iconicity
Ying GAO, Wei-Xuan SHI and Zhen-Zhen GU

Abstract. Cognitive linguists maintain that iconicity plays a positive role in the teaching of English vocabulary. In order to verify its effect, in this paper a lexical iconicity-based teaching experiment was conducted in class in which four types of lexical iconicity were applied to college English vocabulary learning for 60 non-English majors. The results show that the vocabulary instruction under the guidance of iconicity can effectively improve the subjects’ vocabulary memorization and facilitate their English vocabulary acquisition.

ICAEM-paper2035
Deepening University Entrepreneurship Education during Economic Transition
Hong-Yin LIU and Wei ZHANG

Abstract. Deepening university entrepreneurship education is of vital importance for the economic transition driven by innovation. By utilizing speculation and empirical analysis method, we find out that entrepreneurship practices of university students facilitate the development of market and growth of emerging industries. At present, there’s lack of evidence to prove the effects of entrepreneurship education in China, for it's just in its initial stage. Full implementation of entrepreneurship education program should start from elementary and secondary schools and extend beyond university education to social education after graduation. Specific rules and regulations are needed to be developed and implemented, in order to adjust and regulate rights and responsibilities of participants.

ICAEM-paper2037
The Practice of “Reverse Teaching” in Bilingual Education of Acupuncture and Moxibustion
Xiang-Wen MENG, Dan-Dan LI, Ming-Yuan MOU, Yuan-Jie SUN, Wen-Tao LV, Hua-Peng LIU, Leticia Navas Mateos, and Lokesh Kumar Karna

**Abstract.** Purpose: Acupuncture and Moxibustion is a vital clinical course. Due to the worldwide application of acupuncture and moxibustion, it seems inevitable to teach Acupuncture and Moxibustion bilingually. In this way, what is urgently required to improve the ability of the students to use clinical language internationally accepted relating to acupuncture and moxibustion in a short time. **Procedure:** Based on the consideration of bilingual teaching in Traditional Chinese Medicine (TCM) and the reflection on the shortcomings in current Acupuncture and Moxibustion bilingual teaching, we put forward the method of “Three Steps of Bilingual Teaching” to upgrade the quality of bilingual teaching in Acupuncture and Moxibustion in College of TCM across the country. **Result:** According to the practice of “Three Steps of Bilingual Teaching”, mainly Acupuncture and Moxibustion teaching, practice launched by Tianjin University of Traditional Chinese Medicine, the ability to explaining TCM-related problems, and communicating with patients in examination and diagnosis has been significantly improved. In such a condition, “the reverse teaching method” has proved to be effective and efficient. **Conclusion:** “Reverse teaching method” is a positive exploration in how to cultivate more high-quality bilingual TCM professionals. It promote bilingual teaching to go more in depth, where students are motivated to study bilingual TCM on their own initiative and get enormous improvement in medicinal English.

ICAEM-paper2038
Study on the Holdout Dilemma in Urban Land Re-Exploitation in China
Zhou ZHANG, Ci-Fang WU, and Chen SHI

**Abstract.** With the implementation of land re-exploitation at national level, exploring the solutions to holdout dilemma becomes an urgent task. This paper analyzes the reasons and influences of holdout dilemma, illustrates the side effects of traditional eminent domain, summarizes the other solutions and judges their effectiveness and feasibility. Finally, two suggestions are put forward to solve the holdout dilemma in China.

ICAEM-paper2039
An Analysis of Practice Teaching Operation Mechanism of Witkey Design Team
Gui-Hong ZHANG

**Abstract.** The traditional practice teaching is through the experiment, curriculum design, graduation design and other forms, however, these methods does not often to connect with social needs, the students’ practical ability cannot be improved. We carried out the practice teaching of Witkey design team in Hezhou university school of design. The structure, teaching operation and management system are introduced in the paper. To explore a new teaching mode of combining classroom teaching, practice with social needs.

ICAEM-paper2040
Marine Engineering English in a Network Environment: A Review of Autonomous Learning
Li-Jun WANG
**Abstract.** Autonomous learning is characterized by the learners controlling the study target, method and materials by themselves which would be more efficient in Marine Engineering English Teaching. This paper describes in detail autonomous learning Strategies accessible via the internet, various ways and methods as well as the popular website resources of Marine Engineering English, internal and external monitoring strategies on autonomous learning via network.

ICAEM-paper2041
Sex Discrimination in English Vocabulary
Wen-Jing WANG

**Abstract.** Sex discrimination can be a kind of discrimination of male to female or female to male. So sex discrimination is a phenomena based on sex. In English vocabulary there are a great many words with the color of sex discrimination. The paper will discuss sex discrimination in English vocabulary including word formation, pronouns , adjectives, word parallelism, colored nouns and semantics changing. The paper also gives reasons why sex discrimination exists in English vocabulary. Some suggestions are made to eliminate sex discrimination in English vocabulary.

ICAEM-paper2042
The Application of Politeness Strategies in English Language Teaching Classroom
Hong-Li JIA

**Abstract.** Teacher’s language is regarded as a distinctive professional language. On the analysis of Politeness Principle and Politeness Strategies, the paper presents real politeness strategies examples used in different teaching procedures of English language teaching classroom and analyses the effective methods and strategies used by excellence English teachers to soften students’ face threatening acts and satisfy their face wants. The input of politeness strategies facilitate students’ pragmatic competence and foster friendly and positive learning environment and improve learner’s motivation and confidence as well. Proper application of politeness strategies helps teachers and students to achieve their desired teaching and learning goals.

ICAEM-paper2043
Research on the Development of Summer Tourism Festival in Harbin
Yu WANG

**Abstract.** As a city which is famous of its winter tourism resources and winter tourism products as the tourist destination image, Harbin City desperate need of tourist resources and tourist products in the summer for systematic planning and development. In many deferent kinds of the tourist resources, Summer Festival tourism resources and its tourism product development is an important component. Through the analysis of Harbin city basic status of summer holiday travel products, summer festivals can effectively find their current main problems in tourism product development and further proposes specific measures, thereby promoting summer festival in Harbin, Harbin city, tourism product development and development of summer tourism.
ICAEM-paper2045
Mobile Banking: Challenges and Opportunity -- A Case Study in Bangladesh
Mahadi-Hasan Miraz, Ferdoush Saleheen, Mashiour Rahman, Mamun Habib, Massudi Mahmuddin and Enku Nazri

Abstract. Apart from the developed countries, the developing countries are experiencing strong growth in the mobile banking. The mobile banking market has grown significantly over the past several years, particularly in the developed countries, where many financial institutions now offer some form of mobile services for their customers. This trend contributes towards the anticipated growth of mobile financial information services, funds transfer, bill payment and presentation, account management and customer service solutions. The objectives of the study to explore the various facets of different mobile banking models including their merits, demerits are security issues, to share the mobile banking implementation status of selected countries, the elaborate the current mobile executing infrastructure of Bangladesh and understand the awareness and readiness of customers regarding mobile banking, to evaluate the current status and preparedness of banks to facilitate mobile banking in Bangladesh, to raise some issues which need to be discussed for smooth operation and implementation of mobile banking in Bangladesh.

ICAEM-paper2046
Education Psychology Analysis of Study-Weary Behavior of Contemporary College Students
Ke LIU and Xiao-Cong DU

Abstract. Since the reform and opening, higher education in china has obtained the development which progresses by leaps and bounds, but at the same time, some colleges and universities also appeared the phenomenon of students’ study-weary behavior, and there is a growing trend. This paper in view of this current of phenomenon, from the perspective of education psychology analyzes the study-weary behavior of contemporary college students, and puts forward some corresponding countermeasures for college students’ school avoidance.

ICAEM-paper2048
Research on Development Countermeasures of Online Business in Tourist Company in China
Yang ZHAO

Abstract. Along with the advancement of tourism informatization, the traditional tourist companies cannot fully meet the tourists’ diversified and personalized demand, which means that it is the inevitable trend for them to carry out the electronic commerce and develop online business in order to survive and develop in fierce market competition. This paper elaborates the necessity and status of online business in tourist companies in China, analyzes the bottleneck factors restricting its electronic commerce development, and puts forward reasonable suggestions.

ICAEM-paper2049
Reading Ability and Meta-Cognitive Strategy Training
Xin-Yan WANG

Abstract. Meta-cognitive strategies are strategies for students to regulate, monitor and guide their learning process. This paper analyzes the effect of meta-cognitive strategy training on college students’ English reading capability and explores the instructive approaches to cultivating students’ meta-cognitive ability.

ICAEM-paper2050
Simulation and Training System of Machine Parts Manufacturing and Conveying Based on Fischertechnik
Shun-Ling FU, Da-Fang TANG, Wen-Juan ZHANG and Gong-Bo ZHOU

Abstract. A machining workshop simulation and training (MWST) system of multiple manufacturing and conveying process for machine parts is designed by means of Fischertechnik. The system can realize the simulation of turning, welding, planing, drilling process for the machine parts and the simulation of the conveying process as well. With the module assembly design and control experiment, the imagination and creativity of the students are motivated so that various optimization scheme and new systems can be further proposed and designed. Therefore, the simulation training system has the benefits of improving the students’ abilities in terms of mechanism combination design and programming control, and excellent teaching effects are achieved.

ICAEM-paper2051
An Exploration of Love: A Detailed Analysis of A Haunted House
Yuan-Zhen PENG

Abstract. Woolf’s short story A Haunted House is found to be a search for their lost love in the house. Woolf has used many techniques to make it a complicated story: multi-perspective narrative, montage and symbolism. This paper attempts to shed light on the effects of light and shade and of life and death by making an analysis of the writing skills.

ICAEM-paper2052
Doing Action Research on Unit Teaching Contents in Reading and Writing Textbook of New Horizon College English
Xuan GUO

Abstract. In order to stimulate students’ interests in college English learning and improve students’ learning efficiency, the writer did an action research on unit teaching contents in reading and writing textbook of New Horizon College English. The action research was made up of two cohorts circled with teaching arrangement. Through the research, the writer has achieved a lot, while there still exists much room for college English teachers to explore.
A Comparison of Sino-American Syllabuses and Its Enlightenment -- A Case Study on Guangzhou Sport University and University of Maryland

Lin ZHU

Abstract. Purposes: The research aims to compare between the course teaching syllabus in China and America and obtain enlightenment. Methods: Based on the field investigations and face interviews, this paper took the Exercise Physiology of major of Kinesiology offered in Guangzhou Sport University (GZSU) and University of Maryland (UMD) as an example. Results: Accorded to the study, the basic syllabus structures of the two countries were similar, while the focuses of the teaching contents were different since more attentions were paid to the teaching of theoretical knowledge in China, but in America the cultivation of experimental skills was more important; as to the assessment methods, UMD focused much more on the appraisal of teaching results while GZSU paid more attentions to the evaluation of the teaching process. Conclusions: These comparisons shed some light on the strengths and weaknesses of each side, gave enlightenment to better revise the syllabus in the future.

ICAEM-paper2056

“With the Knowledge Formation as the Main Line, the Post Ability as the Goal” Construct the Teaching Content System Of Equipment Maintenance Reasonably

Xin-Ming GU, Ji-Hua ZHAO, Tao WANG, Zhen-Dong TANG and Fu JIANG

Abstract. In order to adapt to the new curriculum system construction, fully reflect the overall goal of the actual equipment maintenance, we boldly carry out reform of the teaching content system in a certain type of equipment maintenance and support program “With the knowledge formation as the main line, the post ability as the goal”. The curriculum general idea is scientifically designed according to the characteristic of the knowledge formation of equipment maintenance. Reasonably setting up kinds of maintenance support situation based on the needs of the troops post ability, the students can learn the method of analyzing and solving problems and ultimately form the ability of post office. Practice has proved that this teaching system is close to equipment maintenance equipment, close to jobs, close to combat, and has very important significance for training the equipment maintenance personnel who adapt to the needs of troops.

ICAEM-paper2057

Exploration on the Present Situation of Chinese Animation Education and the Reform of Elementary Schooling

Xiao-Ou LIU and Ying HOU

Abstract. This thesis mainly focuses on revealing as well as raveling out the major issues which exist in the present Chinese animation education. Undoubtedly, China’s animation industry has made an unprecedented progress from scratch; the scale has been expanded, animation production in China has been gradually entered an era of original creativity. And the ability of independent research and development has been strengthened as well, which is now taking on a prosperous development trend from
adolescence to maturity. However, with the rapid emergence of relative animation education institutes so as to fill in the huge talent gap in this field, we are confronted with a variety of problems. With this regard, this thesis also tries to analyze and expound the innovation on the ideas of the basic animation teaching to change the inherent aspects of traditional teaching ideas in performance object, artistic language and modeling tools, and stresses the cultivation and stimulation of multi-perspective thinking and innovative consciousness so as to better adapt to modern education and industrial development needs.

ICAEM-paper2058
Study on the Development Mode of Chinese Modern Aesthetic Education
Xiao-Ye ZHANG and Hui ZHANG

Abstract. Against the backdrop of growing globalization, multiple values conflicts and the dialogue relationship have captured increasing attention. This article mainly strives to tease out Chinese modern aesthetic education in its new framework as well as new standards from which to integrate different eras together with distinctive national aesthetic consciousness. Retrospect the past century, based on the academic views of several aesthetic masters like Cai Yuanpei and Hushi, together with the contemporary education background, we aim to establish a new aesthetic education system to accord with the modern values, and reshape the contemporary Chinese youth's aesthetic views, values, and outlooks on life so as to condense out the ideal world outlook and life styles which are generally recognized by people in contemporary society. With regard to this, personally, Chinese contemporary aesthetic education should take the reshaping of a sound human nature as its primary goal to achieve.

ICAEM-paper2062
Course Teaching Reform for Mechanical Manufacturing Technology Foundation
Cai-Qi HU and Jing JI

Abstract. According to the construction goal and requirements of characteristics elite university and cultivating applied talents in Qingdao Agricultural University, and in the light of the overall teaching goal of machine manufacturing technology fundamentals, in this paper the methods of outstanding important knowledge points, simplifying difficult points by carefully selecting and organizing teaching materials are expounded. Reasonable teaching method and means are used to stimulate students’ interest in learning the course, train students' ability of practice and innovation. Then the better practice teaching effect is obtained.

ICAEM-paper2063
Research Critical Value of the Z Model Applied in China
Min Zhang, Sheng Hu and Yuan Hu

Abstract. Z model based on the analysis of financial indicators has high practical application value. After analyzing the Critical Value in America, advantages and disadvantages of 5 variables score Z model of famous Edward. I. Altman, the paper
explores the problem of critical value of Z model in China by using clustering analysis method from 1373 stocks in 2006.

ICAEM-paper2065
The Cultivation of Students’ Autonomous English Learning Abilities in a Computer Assisted Language Learning Environment
Gui-Qin AN
Abstract. The rapid development of computer technology and networks, greatly influences the traditional way of language teaching and learning, which makes the reformation of English education possible. This article firstly introduces the terms autonomous learning and computer assisted language learning (CALL). Then the author analyzes the advantages of CALL in cultivating students’ autonomous learning ability, challenges in the present situation, and suggestions for how to cultivate the students’ autonomous learning ability in order to improve the efficiency of English teaching and learning.

ICAEM-paper2066
Mutual Promotion of Community Cultural Development and Social Responsibility of University Libraries -- Rational Thoughts on the Community Service of Chinese University Libraries Pushing Reading Promotion as a Means
Zu-Kui YANG
Abstract. In view of the present state that the Chinese university libraries are lack of cultural exchanges with the community, it is proposed for the university libraries to provide reading guidance and information services in a variety of forms to the community, so as to realize the common development of the social responsibility of the university libraries and the culture of the community. This study is an innovation of train of thinking of how to make up the solution of information fairness in China.

ICAEM-paper2067
On How to Manage the College Students
Li LIN and Jun YANG
Abstract. In higher education, it is difficult to on how manage the college students. College students are in the important stage of life; this is an important stage to develop worldview, philosophy and value. They will become independent social beings, and face the society. Now present in front of them will be an unknown world. Some students are hopeful, goal-oriented, and faithful in themselves. This is, of course, what we want to see. However, there are also some students feeling very confused for the future and wondering what they can do. This is also what teachers should focus on. Guide them to find the right way; treat students as ourselves in young time; combine correct way with our own experience to educate them; make them go forward all the way in their life with health and happiness. This is the purpose of our teachers.
Study on the Cultivation of MIB Talents with Entrepreneurial Skills
Hui-Ying YANG

Abstract. MIB is a professional degree type designed to cultivate versatile and practical talents with major abilities and professional quality who can creatively engage in practical work of international business. Training mode for MIB talents with entrepreneurial skills is just an effective way to cultivate MIB elites. Thus, the thesis tentatively constructs a training mode, of which the contents include education philosophy, training target, education mode, course system, faculty team and appraisal system, etc for MIB talents with entrepreneurial skills. It aims at establishing a new educational idea to achieve the rapid development of the MIB entrepreneurship education.

ICAEM-paper2070
Comment on Different Translation Versions of One Love Song in Shijing
Peng-Liang ZHAO and Yong-Sheng WANG

Abstract. Chinese literature begins with Shijing (The Book of Odes), an anthology of songs, poems, and hymns. It consists of 305 poems dating from the Zhou Dynasty (1027-771 BC) to the Spring & Autumn Period (770-476 BC). Geographically, these poems were collected from the area which is now central China and the lower HuangHe (Yellow River) Valley of north China where Chinese civilization began and flourished. Love songs are a highlight in Shijing and they cover a large proportion in the Feng part of the book. Great interest in exploring love affairs of people who lived 3000 years ago, I would like to choose different translation versions of the following one love song in Shijing: Kien kia and give some comment.

ICAEM-paper2071
The Protection of Educates’ Rights and Interests in the Withdrawal of Private Universities in China
Li-Guo ZHANG, Dong-Mei QU and Zhen-Yan CHU

Abstract. This The withdrawal of private universities have immense impact on educates’ right of education. The basic legal principle underlying the protection of educates’ rights and interests is not only to embody and apply the legitimate expectation principle but also to maintain contractual relationship. Thus it is of great significance to perfect the approaches of protecting educates’ rights and interests in the withdrawal of private universities. The following approaches are suggested in this paper: accelerate legislation to effectively protect the rights and interests of educates; establish credit transfer system to guarantee educates’ right of learning in the academic transition; improve various systems to protect educates’ relevant property.

ICAEM-paper2072
Applying Tao Xinzhi’s Theory of Life Education to Developing Active Resources for Vocational School English Teaching
Mei-Hua WEI and Rong-Gen ZHANG
Abstract. Guided by Tao Xinzhi’s theory of life education, this paper attempts to utilize effectively all the active English teaching resources through investigations of vocational schools in Shanghai and Jiangxi Province of China. It illustrates the essence of the theory as “Life is education, society is school, and teaching, learning and doing is combined into one another”. And by doing experiments on the students, it proves the value of the theory in improving vocational school English teaching.

ICAEM-paper2073
New Thoughts on Traditional Chinese Medicine Toxicity and the Toxic Traditional Chinese Medicine
Ming BAI, Shuo TIAN, Ming-San MIAO, Jiao-Jiao JIAO and Yan LI
Abstract. As a unique performance of traditional Chinese medicine toxicity, its one of the most basic theory of traditional Chinese medicinal properties, toxicity of traditional Chinese medicine as an important part of traditional Chinese medicine, it also has a long history in our country, but it also the modernization of Chinese medicine is an important issue. This article from the toxicity of traditional Chinese medicine, drugs and symptoms relative, a classic match between the drug to discuss other aspects of the toxicity of traditional Chinese medicine, clarify the new understanding of traditional Chinese medicine toxicity and the toxic traditional Chinese medicine, point out the toxic traditional Chinese medicine refers to the strong effects of drugs, it cannot simply be summed up as the poisons, and pointed out that only has a more in-depth understanding on the toxic traditional Chinese medicine, it can promote the modernization and internationalization of Chinese medicine development, it can laid a solid foundation for the development of Chinese medicine.

ICAEM-paper2074
Development of Urban Forest Recreation: Ideas, Principles and Products
Lu ZHOU
Abstract. Urban forest is an important part of urban recreational space. The purpose of this paper is to clarify a few key issues for proper development of urban forest recreation. In defining the concept of urban forest recreation, this paper holds that the recreational development of urban forest should follow the idea of protective development and putting people first. Base on the ideas, six principles worth noting in the development process were discussed. Several kinds of urban forest recreational products were designed in the end of this paper.

ICAEM-paper2075
The Analysis of Chinese Intangible Cultural Heritage Archive List
Chuan-Chuan HUANG and Yao-Lin ZHOU
Abstract. Paper expounds the management of Chinese intangible cultural heritage list system by quantitative statistics and data analysis. According to analyze data and current problems of Chinese intangible cultural heritage list, it puts forward development trends and way to solving problems.
ICAEM-paper2076
Design of Vibratory Stress Relief Control System
Cheng-Hui YANG
Abstract. The process having explained each systematic functions module realization detailed. After the data memory has carried out, the artwork drawing in the Vibration Stress Relief system has set detailed, furthermore, scaling and zoom of drawing were realized in the system very well, which has improve the VSR control system better. First, the device principle of vibration stress relief system, the fundamental procedure and the fundamental parameter index of system designs have been introduced. And then, the supervisory control vibration stress relief device was developed, which has the intellectualized function. Monitor supporting device software are able to control the electric motor accurately, and real time acquisition value and frequency are carried out to the result analysis. Exploitation software can draw the penetrating vibration artwork clearly, which have improved the efficiency of vibration stress relief on a great degree.

ICAEM-paper2077
Construction and Application of CEEUSRO Practical Teaching System for Meteorological Exploration
Guang-Ya ZHANG and Ling-Li FAN
Abstract. Practical teaching is an important link of training high quality students in the universities. CEEUSRO is one of the most respected and effective teaching approaches, in order to improve the quality of training applied talents. The department of atmospheric science in Guangdong Ocean University constructed a practice teaching system for the Meteorological Exploration course, combining the urgent demand for sustainable development of Chinese meteorological work closely, according to the characteristics of exploration work in meteorological observation stations, as well as the actual conditions of teaching, scientific research in the department. Learning the advanced technology and experience of practice teaching from other colleges, many innovations have been conducted, including the construction of CEEUSRO practice bases, the compiling of new experimental teaching materials, and some other practical cooperation modes. Improve the professional ability of graduates to adapt atmospheric exploration post, strengthen the employment competitiveness of them, graduates have achieved outstanding results in their posts.

ICAEM-paper2078
The Fill Theory of Chinese Medicine
Ming-San MIAO, Shuo TIAN and Jian-Zhong SUN
Abstract. With the continuous improvement of living standard, people on the pursuit of health is more and more strong. Fill is an important part of traditional Chinese medicine to maintain healthy, this paper discusses the fill theory of traditional Chinese medicine, explore the characteristics of five fill theory of medicine, food, sport, stillness, heart in physiology, pathology, as well as health and healing, make up
the fill theory is an important preventive treatment of disease and health preservation methods, only the body of adequate blood and body fluids, the various organs of the body can play a role in order to correct the yin and yang of too strong, too weak, maintain the body's yin and yang balance and the body's health; thus, promoting the use range of fill theory of Chinese Medicine, richness the content of traditional Chinese medicine "dialectical theory of governance".

ICAEM-paper2080
A Corpus-Based Approach to the Study of Collocation
Yu-Xian LI
Abstract. Collocation plays a central role in efficient language acquisition and proficient language production. This paper reviews its typical definitions and classifications which include lexical collocations and grammatical collocations. By adopting corpus-based approach, the author makes a contrastive study on three commonly used near-synonym verbs “demand”, “request” and “require” in CLEC and several native language corpora in frequency, register and collocates. The results indicate there exist overused or underused phenomena and collocational errors compared with the native English speakers. This draws some implications that foreign language teachers should take collocational knowledge into account in English language teaching and raise L2 learners’ collocational awareness and competence.

ICAEM-paper2081
Research on Construction of Curriculum System of Experimental Class for Industrial Plan in Materials Processing Major Based on the School-Enterprise Joint Cultivation
Cheng-Gang PAN, Hu-Qun YANG, Qing-Ming CHANG and Jia-Lin ZHOU
Abstract. Curriculum system design, optimization and update is the key of school training program. In order to meet the requirements of experimental class of materials processing major, this article had constructed curriculum system of experimental class based on school-enterprise joint cultivation idea in materials processing major of Wuhan University of Science and Technology, and prescribed the construction process and characteristics of curriculum system.

ICAEM-paper2082
Research on the Strategy of Sustainable Development on Sino-Foreign Cooperation Education
Ming-Zhu LIU, Jian-Ying FAN, Ming-Ji YANG and Xiao-Yang YU
Abstract. Sino-foreign cooperation education is an important talent cultivation mode which is blossoming with the growing education need without borders. By researching the development course of contemporary Sino-foreign cooperative education and its general rules, the constraints and bottleneck problems of Sino-foreign cooperation education for the regular higher educational institutions have been analyzed in this paper. And at the same time, the solutions for these bottleneck problems also have been provided. This is to excavate the existing teaching resources potential in depth and integrate these resources properly. This model is easy to be realized and accomplished. The resource excavation is conforming to the
ICAEM-paper2083
On Chinese EFL Learners’ English Speaking Anxiety and Its Countermeasures
Xiao-Li YU

Abstract. The essay tried to dig out the factors leading to Chinese EFL learners’ English speaking anxiety to work out the countermeasures. Starting with the background and characteristic of Chinese EFL learners’ English speaking anxiety, explored the source of their anxiety, which mainly discussed communication apprehension, fear of negative evaluation and identity frustration and came up with certain countermeasures of adjusting Chinese EFL learners’ attitudes toward English learning such as making mistakes, taking risks and being empathetic and talking to empathetic people. Some practical strategies were also recommended. It concludes that Chinese EFL learners’ speaking anxiety is a complicated subject and Chinese learners of English have their own unique characteristic and situations of learning English. More comprehensive and specialized studies are needed to deal with the subject.

ICAEM-paper2086
Research on Teaching Quality Evaluation of the Police Colleges from the Perspective of Satisfaction
Na GAO

Abstract. Improving the quality of teaching in police college is the basis of police colleges survival, and it is a key to decide personnel quality level of China's police in the future. In view of this, this paper takes Liaoning Police College as an example, according to the quality evaluation of teaching in police colleges put forward the application of mathematical model MUSA, carried on the analysis to the related data, and on this basis, gives suggestions for improvement.

ICAEM-paper2087
From the "Theory" to "Feel" Research on Teaching Methods of Foreign Architectural History
Jun ZHANG and Shu ZHANG

Abstract. In the classroom foreign architectural history, the combination of Harbin's unique architectural resources, focusing on the integration of teaching content and features its architectural style, extend and expand the teaching content, and made from the "theory" to "feel" the teaching methods, the daily life of film and television, travel, model making is introduced into the classroom to make teaching architectural history to see, can touch, can be proposed, straightforward, to further enhance the learning fun and improve classroom teaching effect, thereby improving the quality of teaching.

ICAEM-paper2088
Design of Tank Monitoring and Management System
Cheng-Hui YANG

Abstract. Real-time dynamic data storage tanks to provide a guarantee for safety, while improving the leadership of the rapid decision-making processes, data and network management to improve the transparency of enterprise data and eliminates the influence of human factors, so that enterprises into a more standardized management system, and report management solutions through real-time field data records, system maintenance and data processing work to improve the business office automation and management ability. Thus, by MCGS configuration software and automatically records by measuring the various parameters within the tank to achieve the automatic management, automatic operation and other features that make the system more accurate measurements, more efficient, real-time, economy and safe and stable management of the depot into full play, and its very broad prospects for industrial applications.

ICAEM-paper2090
A Summary of the Achievements and Experience in Project Bidding and Contract Management Curriculum Construction
Ming-Shun LI, Rui-Jing WANG and Xue-Ting LIU

Abstract. "Project Bidding and Contract Management" is one of the major courses of Project Management. After several years’ construction, the course group of "Project Bidding and Contract Management" in Changsha University of Science & Technology has obtained the fixed goals of curriculum construction and made some achievements by improving the course syllabus, forming an interlocking teaching content system, innovating teaching methods and means and creating a resource sharing theoretical and practical teaching environment.

ICAEM-paper2091
Explore the "Optical Fiber Communication" Teaching Reform
Duo PENG, Qiu-Yu Zhang, Jian-Bin Xue and Hui-Qin WANG

Abstract. "Optical Fiber Communication" course has an important role in the electronic information and communication engineering specialty teaching. This paper discusses the course of reform measures in many areas, including the selection and choice of teaching content, classroom teaching, and practical aspects of teaching. By teaching reform, to exercise and cultivate students' innovative spirit and practical ability purposes. Working in related areas for the future laid the foundation.

ICAEM-paper2092
Talent Training Mode and Professional Education Features in Project Management
Ming-Shun LI, Rui-Jing WANG and Xue-Ting LIU

Abstract. After 17 years of undergraduate education and with the rapid development of highway traffic infrastructure in our country as an opportunity, the major of project management in Changsha University of Science & Technology has made considerable progress in terms of school scale, school conditions, discipline construction, teaching reform, teaching quality, teaching management, scientific research and external technical services. It has developed its own talent training system--to cultivate high
quality compound-applied talents in project management based on highway industry, facing basic units.

ICAEM-paper2093
Research on the Upgrading of OEM Corporate Towards ODM and OBM -- Based on the Exhibitors of Canton Fair
Jiang-Hui LIU, Yi-Jia HONG and Jie-Hong LIN
Abstract: In order to deal with the hard situations leading to the shrinking profit of OEM Companies, this article aims to investigate the upgrading paths for Chinese OEM companies participating in the Canton Fair, helping them seize the opportunity and form different operating modes. Based on the theory of Value Chain and the model of Smile Curve, we analyze the position disadvantages of OEM, and find out that Chinese OEM companies should upgrade towards ODM and OBM.

ICAEM-paper2094
Research Review of Rural Primary and Secondary School Construction and Balanced Development of Basic Education
Liang GUO and Jia CHEN
Abstract. The layout and construction of rural primary and secondary school play an important role in the balanced development of urban and rural basic education. The lack of scientific and reasonable planning and corresponding policy guaranty in the layout adjustment of rural school is a root cause of increased dropout rate and deteriorated educational equity. Because of "economies of scale" the larger schools can provide a richer educational resources, better teaching service and lower individual teaching costs; while smaller schools could ensure a certain degree of stability of rural communities and students’ personalized development. But in China's vast rural areas, the uncertainties of school size and basic configuration have brought about educational injustices. The concluding section discussed the role of urban and rural planning in the adjustment layout of rural schools and the flexibility in the standardized construction of school size, aiming to promote the balanced development of urban and rural basic education.

ICAEM-paper2095
Construction and Operation of Whole Staff Education Guarantee System in Colleges and Universities Based on the Angle of Synergetics Theory
Yong-Song ZHENG
Abstract. Considering the principle and mechanism of natural science as starting point, Synergetic explores the system change from disorderly state to orderly state transformation in the process of law with order parameter, open and non-equilibrium. Through the analysis of the synergetic theory and college whole staff education guarantee system, this paper aimed to find their common points from three angles of the order parameter, open and non-balance, coordination. With the characteristics and requirements for the work of colleges and universities, this paper remodeling the ideological of whole staff education guarantees system from the point of view of synergetics. Catch condominium together to perfect the education guarantee system,
and form a whole cooperative educational pattern.

ICAEM-paper2096
Study on the Construction of Research Team of Teachers in the Information Environment
Jiao-Feng WANG and Bin HUANG
Abstract. With the rapid popularization and the promotion of informative teaching in the colleges and universities, as the local colleges and universities, how to set up the research teaching team for the development of modern higher education, with the local university itself and exert the advantages of running is an important subject faced in the course of the rapid development of university. The process to form the research team of teachers in the information environment, combined with the objective environment, the enhancement of College Teachers' scientific research innovation ability, which is an important guarantee to improve teaching quality. The use of modern teaching can change the students' inertial thinking mode, learning interest, the ability to solve problems independently. Local colleges should cultivate for local economic development talent, realization of university social responsibility return.

ICAEM-paper2097
Application of Flipped Classroom in Teaching of Engineering Machinery Chassis Maintenance
Hui GUAN and Xiao-Ying LIU
Abstract. Flipped classroom in teaching of engineering machinery chassis maintenance is a kind of teaching mode of taking the students as the teaching center and teachers as coach. This new mode of teaching can fully mobilize the initiative of students, and enhance the students self-management consciousness, then improve learning efficiency.

ICAEM-paper2098
Role of Formative Assessment in Higher Occupation Education
Hui GUAN and Xiao-Ying LIU
Abstract. With the continuous development of education evaluation and deepening of the education reform, compared with the traditional summative assessment, formative assessment has many advantages. Reform is badly need evaluation reform of the higher occupation education and educational reform in China. The transition from traditional evaluation methods to the formative evaluation adapt to the new trend of talent cultivation.

ICAEM-paper2099
Research on Drawing Practice Educational Reform of Engineering Graphics
Yong-Sheng DENG, Zhen-Wei ZHANG, Lei-Lei ZHAO and Yong ZHANG
Abstract. The computer graphics completely replaces the traditional manual instruments drawing, which more helps engineering drawing skill training. The
curriculum reform experiment of non-mechanical class has been done for three years, so some good student suggestions and teaching effect were obtained. It is concluded that the curriculum reform mode not only can save educational resources, reduce the students’ economic burden, but also conducive to the environmental protection. Therefore it is worthy to be popularized.

ICAEM-paper2100
Assessing Chinese Preschool Teachers’ Knowledge about Neuromyths and Educational Neuroscience
Ji-Lin ZOU
**Abstract.** This current study explored the preschool teachers’ knowledge and beliefs about educational neuroscience and popular neuromyths in early childhood education in China. Survey results demonstrated that most of teachers were not capable of mastering the latest knowledge about educational neuroscience and in fact they had some typical wrong beliefs about the adverse effects of neuromyths on educational practices. There was a significant absence of the basic knowledge of neuroeducational pedagogy among the Chinese preschool teacher participants. But those have more knowledge about neuroeducation also have more neuromyth beliefs and are more overconfident in using neuroeducational teaching. These findings suggested that current views about neuromyths and educational neuroscience should be corrected and updated. The survey will also serve to highlight, on an empirical basis, emphases of the important role of neuroscience in education across the preschool teachers’ continuing learning course.

ICAEM-paper2101
Primary School Teachers’ Perception of Attention Deficit Hyperactivity Disorder in China
Ji-Lin ZOU
**Abstract.** Attention Deficit Hyperactivity Disorder (ADHD) is often the most frequently determined conduct disorder in school aged children. For this reason, current study examined the primary school teachers’ knowledge and misconceptions of ADHD in China. Results indicated that teachers’ greatest area of knowledge dealt with identifying the symptoms/diagnosis of ADHD. There was a significant correlation between teachers’ knowledge scores and the past ADHD training. The findings also showed that associations between the knowledge scores and the number of courses taken, years of teaching experience, or the level of education were not significant. This study suggests that teacher preparation programs in institutions of higher education have not been successful in the implementation and application of strategies of ADHD diagnosis. This research can be helpful as a possible source of ADHD diagnosis information for local teachers and school administrators.

ICAEM-paper2102
Study on Guiding Principles and Support Systems of Experimental Course Teaching Reform
Abstract. In this paper, the capability of engineering applications is highlighted. The teaching reform based on "sensor principle and application" experimental course is researched. Guiding principles, detailed teaching arrangement and implementation content of teaching reform are put forward on the basis of comparing recent problems existing in experimental course. Achievements of teaching reform and key support systems needed are analyzed.

Discussion on Cultivation of Applied Talents with On-Off Control Technology
Bo LI, Yue LI and Qiu-Ping WANG

Abstract. In the large capacity thermal power units, thermal automation equipment requires to check and control the whole process, in which the sequential control and thermal protection belong to the On-Off control. Cultivating the high-level applied talents possessing the On-Off control technology is a comprehensive strategy, which concerns many links, such as the selection of the curriculum and teaching materials, the investment of teaching equipment, the teaching of theory and experiment, the evaluation mechanism of student achievement, and so on. Only the collaborative optimization of all aspects can achieve the end goal of Cultivating the high-level applied talents.

Discussion and Practice of the Periodical Scientific Research Ability Cultivation Model of Medical Undergraduates
Ping WANG

Abstract. Scientific research ability cultivation of undergraduate has become an important content of medical students training process. According to hospital course of clinical medical undergraduates characteristics, Our college have determined the objectives and assessment methods of the periodical scientific research ability cultivation, and explored the model of training medical students' scientific research ability under the new situation. Through systematically scientific research training for four years, students have improved practical ability and innovative thinking.

The Application of Flipped Classroom in University -- A Case Study on College English Teaching
Yun YUE

Abstract. Flipped classroom has gained prominence due to the rapid development of technology and easier access to computer and other mobile devices. It is suitable not only for the classroom teaching in elementary and secondary education, but also in the higher education. The study aims to testify the feasibility and effectiveness of flipped classroom in College English teaching. Two classes of 70 students participated in this study, which lasted one semester of about 16 weeks, using the flipped classroom for their English study. Students’ pretest and posttest scores, pre-questionnaire and post-questionnaires were collected and analyzed at the end of the semester. The
finding results are pretty positive which showed that flipped classroom could improve students’ learning effectiveness and lower students’ learning anxiety greatly.

ICAEM-paper2106
Study and Practice of Applicative Talents Development Scheme with Features of Light Industry Machinery Specialty
Liang-Wen WANG, Guo-Fu LUO, Wen-Liao DU, Gui-Zhong XIE, Hao LI and De-Hai ZHANG

Abstract. In the training process of light industry machinery specialty of colleges and universities, the professional features are not clear, and practical abilities of the students are weak. Reforms of the training process are needed. Our reforms are as follows. Firstly research the models for applied and applied research-type talents and strengthen the combination of theory and practice skills. Secondly, construct new curriculum and optimize the integration of course contents. Thirdly, improve teachers' engineering capability. Close the contact which exists among the curriculum, teaching content, various aspects of teaching and industry and company. Introduce modern design, teaching methods, teaching activities and other aspects of the application for the professional training. This program will be a useful exploration of adaptation and development of science and technology in modern society.

ICAEM-paper2107
Transformation of Art Education under the Background of Network Era
Yu-Ming Sun

Abstract. With the development of the internet, art communication enters the age of digital network, and the appearing of internet also changes the forms and ideas of art education. We can reduce the business costs of art communication by the network communication platform. The internet presents artistic message to readers with intuitive visual effects, so it extends the implementation way of art education. With the diversity and enrichment and of art resources on the internet, internet communication of traditional plastic arts will be combination with other forms of art education, then such combination and penetration will lead to the diversified development trend.

ICAEM-paper2108
Research Status of China’s Public Administration Discipline and Research on German Ability Training Mode of Public Administration Talents
Wei-Wei KONG, Nan-Zhu LI1 and Jin-Yao LI

Abstract. The ultimate goal of the development of public administration discipline is talents training issue. In terms of the international evolution trend of public administration discipline from administrative management to public management and even to public governance, or from the perspective of the reality of Chinese government's improvement in governing capability, how to improve the training quality of public administration talents remains to be the urgent and key issue. Based on the explanation of research status of public administration discipline, this paper takes several German training modes of public administration talents, such as "tripartite corporation", "retraining" and "dual-system" for reference, aiming to find a
method for speeding up the cultivation of public administration talents.

ICAEM-paper2109
Method of Promoting Professional Skills of Counselor in Chinese Colleges and Universities from the Perspective of Lean Management
Hao ZHENG and Yuan-Hang ZHANG

Abstract. Counselors of colleges and universities in China play a vital role in cultivating people, and their professional skill promoting has been the focus of Chinese colleges and universities. Lean management, as a technique in the field of management, gradually is applied to counselors’ daily work, which is in the exploratory stage. Lean management of counselor work cannot promote professional skills of counselors prominently, and we used the literature method, interview method and induction to find the reason for which can be concluded as limited attention to individuality discrepancy of students, the blurred working limit of counselor function and as well as specialization inadequacy. Refining of the objects, content, skills and evaluation of work is the four dimensions of lean management of counselor work, which is an effective method of promoting professional skills of counselors of Chinese colleges and universities.

ICAEM-paper2112
The Practice of Teaching English Poetry to Chinese Students of Science and Engineering Based upon Stephen Krashen's ‘i+1’ Acquisition Model
Yan PENG, Dong-Qing LI and Xiao-Ying DENG

Abstract. It’s important and meaningful to teach English poetry to students of science and engineering because science and poetry actually share some commonalities. This thesis analyzes Stephen Krashen’s ‘i+1’ acquisition model and probes into the possibility to teach English poetry to students in four steps: listen and read, discuss and communicate, translate and compare, and write and share. The first three steps provide the “comprehensible input”, while in the fourth step, “i+1” can be automatically provided.

ICAEM-paper2113
A Study of Effectiveness on EFL Metacognitive Reading Strategy Training
Jin-Lan AN

Abstract. This paper reports an empirical study on a ten-week metacognitive reading strategy training for non-English major sophomores. The major findings are as follows: 1) metacognitive reading strategies can be taught in EFL context; 2) metacognitive strategy training has a significant positive effectiveness on English reading. These findings provide some pedagogical implications for English teaching and learning in EFL context.

ICAEM-paper2114
The Application of Multimedia in the Teaching of Legal English
Yan-Ping LIU and Jing LI
Abstract. This thesis mainly explores the application of multimedia in legal English teaching from the perspective of the features of legal English and the characteristics of multimedia technology. After discussing the difficulties and problems encountered in the teaching of legal English and some practice like playing movies and setting up simulating courts, this paper provides that multimedia can satisfy the goals of the legal English teaching.

ICAEM-paper2115
On Information Literacy of English Teachers in Military Colleges with Academic Credentials Education and Its Training Strategy
Li YIN, Tian-Yuan JIANG, Bin WANG and Zi-Dan WANG

Abstract. Information literacy of English teachers in military colleges with academic credentials education plays a very significant role in both theory and practice in terms of promoting the educational informationization building in military schools, of helping win the future informationization warfare and of training compound commanding officers. This paper studies the problems of the English teachers in such institutes with regard to basic information literacy, application in teaching practices and application in scientific researches and puts forward the strategies to develop their information literacy skills.

ICAEM-paper2116
The Appraisal of Teaching Method Innovation: Evidence from Political Science Lesson
Fan-Yi KONG

Abstract. This article evaluates the quality of teaching method innovation in political science lessons. Universities and colleges make arrangements for students’ study according to the unified teaching plan of the university or college, and undertake instructional activities after taking into consideration the psychological and cultural characteristics of foreign students. In order to maintain the prerequisites for quality education, universities and colleges may make appropriate adjustments to students' compulsory and elective courses.

ICAEM-paper2117
The Online English Training Course Based on Micro-Learning for Higher Continuing Education Students
Xiao-Ying DENG, Zhi-Zhong FU and Yan PENG

Abstract. This paper analyses how technological development and fragmentation application stimulates the need to seek for new forms of English teaching for higher continuing education students. The necessity and possibility of micro-learning applied to English course is demonstrated. The concept and characteristics of micro-learning is also discussed. Based on these points, the design of the Online English Training Course is reported. The whole designing process is shown in the flow chart, and the six modules made of micro-tasks are listed in the table and two modules are specifically introduced. In the end the problems for further study are raised.
ICAEM-paper2118
Compressed Sensing Image Signal Processing Research
Ying-Hui XIE and Xiao-Qiu LIU

Abstract. In order to not lose information in uniformly sampling, a signal sample is at least two times faster than its bandwidth by the classical Shannon/Nyquist sampling theorem. Because of the restriction of the Nyquist rate, samples become a great challenge for further transmission and storage. Compressed sensing (CS) is a ground-breaking idea compared with the conventional framework of Nyquist sampling theorem. The sampling is considered in an novel way, and a brand new field is built for signal sampling process. It also reveals a promising future of application. In this study, the background of compressed sensing development is reviewed. The framework of CS and the key technique are introduced, and some naïve application is illustrated on image process.

ICAEM-paper2119
The New Idea of a Higher Education
Hung-Wei FENG

Abstract. It was always pay attention to personality education in China. However, this traditional is gradually declined and cause colleges students are not like colleges students which they were supposed to be. They just care about their profits and ignore their humanities accomplishment. Moreover, this situation lead to the social problems more and more serious. As a result, college’s education are not only just teach students professional knowledge just like a vocational training centre but should strengthen the cultivation of their moral character and become a palace of incubating noble personalities. Colleges suppose to help students to pursuit their unified personality and construct their healthy view of life. It is an important subject and supposed to be concerned how to merge the life education into the students’ training program based on the Chinese Traditional Culture.

ICAEM-paper2120
Innovation Design Education and Teaching Reform Research on Network Witkey
Feng ZHANG

Abstract. Describes the emergence and development of the Witkey and he education Witkey, analyzed the education job mode design discipline professional education research to the particularity, To enhance design class professional college students’ confidence, stimulate their potential, improve the learning enthusiasm, innovation and entrepreneurship, realize self-value of college students is very beneficial.

ICAEM-paper2122
A Statistics Study to Evaluate the Effect of E-learning System on Comprehensive Language Learning
Wan LI and Chang-Huan CUI

Abstract. Due to the significant development in technology, E-learning has been grown into an effective and potential alternative to class teaching. Universities and
higher education institutions came to recognize e-learning as a tool of teaching and learning. Besides discussing the advantages about e-learning, this paper made a statistics study about the effects of e-learning on comprehensive language learning, English. With literature review and data supplied by the experiment, this paper revealed that the experimental group, which was accepted training on e-learning, outperformed the control group on English proficiency improvement.

ICAEM-paper2124
The Coming Storm of the IoT in the Field of Education
Fan XU and Ming YE
Abstract. In recent years, global extensive attention has been paid to the Internet of Things (IoT). The technology of the IoT has favored by numerous industry for its characteristic of communication between things and things. The advent of the concept, breaking the traditional mode of thinking, inevitably has an impact on the field of education. And the application of the IoT has become a trend on education because of its unique advantages. This paper proposed the concept of the IoT and analyzed the prospective improvement on education by the IoT. Then, we introduced the IoT application on education in Wu Xi, China. By studying, we expected to achieve a more propound understanding and forecast its further application in education.

ICAEM-paper2126
Multimodal Discourse Analysis of One Film Poster under the Framework of Visual Grammar
Hong-Ling XIAO and Yan LI
Abstract. Nowadays, owing a lot to the technology of digitalization, discourse takes on a multimodal look. So is discourse analysis. Under the framework of Kress and Van Leeuwen’s visual grammar, this article makes a qualitative study of a film poster Captain America: the Winter Soldier, intending to see how different social semiotics cooperate and coordinate to express the representational meaning, interactive meaning and compositional meaning of the poster and to prove the applicability of visual grammar to multimodal discourse analysis.

ICAEM-paper2127
Research on Authoritative of Higher Vocational Teachers by Online Education
Bei-Bei GUO
Abstract. Through the research of dialectical relationship between online education model and traditional classroom education, the article explored the impact of online education model on vocational teachers' authority, and transition mode of teacher professionalization development was proposed, which had re-positioning of the role of vocational teacher in the information times.

ICAEM-paper2128
A Study of Bilingual Teaching Methods for Finance Major Based on Collaborative Learning of Speech
Meng LIU

Abstract. By analyzing the status of the implementation of bilingual programs, this study explained the importance of strengthening bilingual education, pointed out the problems of bilingual teaching in colleges and universities, especially in the financial major, combined with our college students’ English level and teaching practice, raise "participatory lecture-style" this new teaching model, in order to put forward a reasonable proposal of carrying out bilingual teaching and teaching reform of colleges and universities.

ICAEM-paper2129

Research on Virtual Situation Learning Method Based on Distributed Cognition

Yan-Liang CHEN

Abstract. Traditional learning mode has neglected the recognition of the situation knowledge, which is un-conditioning knowledge obtained by student. The paper explores the significance of virtual situation in the learning process base on the perspective of distributed cognition, by creating an idealized discourse in the classroom, and helps the students master knowledge condition situation to get better conditional knowledge and promote the students through interactive ability of the interaction to analyze and solve problems. Finally it emphasizes the learning methods should be paid attention to in the process of implementing problem.

ICAEM-paper2130

The Modern Visions of Translation Studies

Chang-Hong ZHAI

Abstract. With a long history, traditional translation theories have their historical limitations in many aspects. In the background of “cultural turn”, translational studies are liberated from normative standards, and focus on an objective description of result, function and system of translating, the translated versions and readers and macroscopic theoretical discourse system. The paper introduces first the necessity of translational studies and then takes a closer look at their modern visions. In the end, the paper gives a profound reflection on the current situation of translational studies with confirming the value and exuberant fruits of traditional and modern translation theories.

ICAEM-paper2132

Feminist Translation Theory: Subversion of Male Discourse & Author’s Authority

Wan-Fang ZHANG

Abstract. This In traditional translation theory, sexual discrimination always exists, and women and translators have been long connected with each other for both of them lying in low positions. However, in the early 1980s, feminist translation theory began to arise in the tide of "cultural turn". It emphasizes the status of the translator with the liberation both of women and translator in the perspective of gender. And it makes an indelible contribution to translation study, especially exploring for it will bring important influence and a new inspiration to translation.
IC AEM-paper2135
Big Data Leads the Innovation of Financial Management
Yong WEN and Qiu-Yue YIN
Abstract. The cloud computing, mobile Internet and Internet of things cause enormous impact to the traditional concept of financial management and the style of financial management under big data Era, which provide a new opportunity for the innovation of financial management. The article mainly analyzes the effect of large data on financial management and the application problems of existing in the big data financial management in order to provide valuable advice for the innovation of financial management.

IC AEM-paper2136
Reflections on Richard Schmidt’s Noticing Hypothesis in Second Language Learning
Bu-Han PAN
Abstract. This study intends to discuss Richard Schmidt’s noticing hypothesis in the following aspects: in the first place we will review his definition of noticing and his arguments for its vital role in SLA; then we will analyze the hypothesis’ implications and influences on three other important second language learning theories: Krashen’s Comprehensible Input Hypothesis, Schumann’s Acculturation Model, and Skehen’s Information Processing Framework; and finally we will evaluate the noticing hypothesis in general.

IC AEM-paper2137
Research on Russian Economic and Trade Specialized Talents Training in Colleges and Universities
Jin-Ping ZHANG and Yi-Jun Xiang
Abstract. The international industrial division of labor refinement puts forward higher requirements for standard and quality of economic and trade talents training in colleges and universities. The closer Sino-Russia economic and trade relations need a lot of Russian economic and trade specialized talents. Adapt to the new situation, colleges and universities should take the "experimental classes and open style" training mode to cultivate compound Russian economic and trade specialized talents with the advantage of English and Russian, mastering the international economic and trade professional knowledge, and with innovation ability and application ability.

IC AEM-paper2138
Construction of Long-Lasting Applied Innovative Talents Training Mechanism on the Basis of Fusion between Universities and Enterprises
Jin-Ping ZHANG and Zi-Qing GAO
Abstract. Building "responsibility sharing, shared interests" talent cultivation mechanism on the basis of fusion between universities and enterprises is the key to applied talents training in universities "not fall to the ground" and innovative talent shortage. The implementation of this mechanism will help balance the relationship between supply and demand and realize the long-term goal of building an innovative
Network Security and Moral Education of College Students
Bu-Qing FU

**Abstract.** Network’s two-sided characteristics make it brings not only huge convenience but also adverse impact and potential safety problems to college students' study and life. Main unsafe factors caused by network were analyzed in detail. College students’ internet security issues were discussed from ethics and prevention technology. The corresponding countermeasures are suggested as follows: On the one hand, the colleges should take emphasis on the management and the corresponding technical measures to carry out network security education for students; On the other hand, it is necessary to pay attention to the network ethics and strengthen the prevention of pornography, violence and other unhealthy network content in order to avoid or reduce the network victimization and the network crime.

An Information Sharing and Management Model for Libraries and SMEs
Xiao CHEN and Shu-Xu ZHAO

**Abstract.** For some reasons, literature requirement of China middle and small-sized enterprises cannot be satisfied, but lots of literature of university library is idle, looking for a suitable literature information sharing and management method can be helpful to enterprises. Based on business analysis, a novel information sharing and management model has been proposed for university and enterprises. paper constructs the management architecture for literature integration management, designs characteristic-based data model and mapping method. The experimental results have demonstrated that the model’s responsibility and retrieval ability can be assured.

Training of College English Learning Strategies Based on Communicative Platform
Yu-Yi QIU

**Abstract.** With the further reform of higher education, the concepts of computer-assisted language learning and autonomous learning have been wildly adopted in college English teaching. Communicative platform is built to stimulate students to learn in a new way. Aiming at promoting communication among students and between teacher and students, the platform not only provides students with chances to put knowledge into practice and to exchange thoughts by relying on the advanced internet technology, but also effectively assists teacher to train students in learning strategies from the aspects of metacognitive strategies, cognitive strategies, as well as social and affective strategies respectively.

The Construction of the Pattern of ‘Four. Five’ Layers Teaching Model and the Analysis of Its System Structure
Xu-Fu PENG and Hong-Li WANG

Abstract. In view of the present chaotic description of teaching mode and the fuzzy relationship between modules inside the teaching mode, this article researches and constructs the pattern of ‘Four. Five’ hierarchical teaching model. With the description of each layer, such as logic layer, conceptual layer, application layer and implementation layer, it presents logic hierarchical relationships inside teaching modes. With the functional classification of each module, such as teaching management, organization, knowledge imparting, knowledge display and teaching method, as well as detailed description of functional requirement of every module, it gives internal relationships among various modules. This model well solves the chaotic description of teaching model for a long time, it also makes educational experts build and evaluate teaching model depend on the rules.

ICAEM-paper2143
Analysis on Course Design for Display Design at FH-Dortmund in Germany -- Discussion of Curriculum Design in Higher Vocational Colleges
Hong CHENG

Abstract. This paper explains the importance of curriculum design to students’ capacity-building through case study of curriculum design in German higher vocational schools. In the meantime, it also discusses the significance of the curriculum design mode in German higher vocational schools as a reference for the development of China’s higher vocational education.

ICAEM-paper2144
Establishing “S-PIAF” Teaching System Based on Synergy Theory --Taking Tourism Foreign Language Specialties as an Example
Ting JIANG, Feng ZHANG and Xiao-Fei HAN

Abstract. Under the influence of laggard talents cultivation idea and the shrinking students, a part of the higher vocational specialties experience development bottleneck. This research establishes a two-wheel drive "S - PIAF" teaching system based on the synergy theory in which colleges and enterprises coordinate and industry associations promote. The system puts forward the high frequency interaction between colleges and enterprises and the impetus of the industry associations to achieve win-win strategy in four sections of talent cultivation planning, plan implementation, teaching evaluation and feedback of management.

ICAEM-paper2145
Research of Flipping Classroom Teaching Mode in the Application of Oral Histopathology
Juan-Juan ZHANG, Yun-Xia LIU and Shi-Jun LV

Abstract. Flipping classroom is a new teaching form. In this mode, students get knowledge by information technology before the class learning, and the internalization of knowledge is completed in the classroom by teachers guidance. This teaching mode was applied to the teaching of oral histopathology, we found that the
flipped classroom helped students knowledge consolidation and internalization, and improved the students problem-solving and cooperation ability.

ICAEM-paper2146
The Privacy Preservation Mechanism for Database as a Service
Ping CHEN, Lan-Juan YANG and Jin-Shuang WANG

Abstract. Database as a Service (DBaaS) is becoming a research hotspot of cloud computing, as a main application domain of DBaaS, business database application hosting put forward the requirements of isolation and privacy preservation on hosting data. To satisfy this requirement, this paper proposes a database hosting method based on virtual machine and CryptDB. This system storages the hosting data with encrypted format and can execute SQL queries based on encrypted data. Compared with fully homomorphic encryption system, the performance of the system has lower loss, and better solve the issue of privacy protection.

ICAEM-paper2147
A Mutual Platform for Teaching Signal Processing in Classroom Based on MATLAB and LabVIEW
Ai-Hua ZHANG, Qian WANG and Fu-Long YANG

Abstract. Due to abstract concept of digital signal processing, the basic theories and methods are not easy to be understood and grasped. The system for teaching signal processing in classroom based on MATLAB and LabVIEW is developed in order to provide a mutual platform for teaching the course “Digital Signal Processing”. In the classroom, students’ pulse waves are collected. Bluetooth wireless communication technology is adopted for transmission of the signals. Combined the advantage of LabVIEW virtual instrument development environment and the merit of MATLAB software, the mixed programming technology of LabVIEW and MATLAB is used in pulse signal processing. The system can be used for visual mutual teaching, which can improve the student’s interests in learning, and enhance the effectiveness of teaching.

ICAEM-paper2148
Investigation and Analysis of the Related Influencing Factors on English Subjects in a Primary School of Jilin City
Qing JIN, Jian-Jun CHEN and Zhong-Ling ZHOU

Abstract. In order to provide ideas for improving the English learning effect and educational countermeasures for primary school students, the related influencing factors about the English subjects in an urban primary school have been investigated. With 148 students in four classes from Grade Five in a primary school of Jilin City as the objects, the questionnaire and interview method are adopted to explore some correlation factors on the distribution of their English scores, and the corresponding data are collected and analyzed via Excel2003 and SPSS13.0 software. Among the investigated influencing factors, except that the effect of gender is not obvious (P>0.05), the habit of using the English dictionaries, mother's level of education, extracurricular training, and difference between Chinese and mathematics
achievements are all related to the distribution of the primary school students’ English scores (P<0.05). During the English teaching process for the primary school students, the family education, especially the mother’s education, a good habit of using dictionaries, and the intensive language training are of key importance. At the same time, the relationship between the students' balanced development of every subject and the English language expertise should also be considered.

ICAEM-paper2149
On Translation of Poetry
Jiao XIA

Abstract. Both Walter Benjamin and Ezra Pound have written brilliantly on the theory of translation; but I regard Benjamin’s theory as flawed by sense that any text is defective because it is written in a finite language (instead of an imaginary pre-Babel language intelligible to everyone), and Pound’s theory as flawed because it regards logopoeia (verbal aspects of texts) as basically untranslatable. I try to remap the areas of transparency and opacity in language in more translator-friendly ways. I conclude with a discussion of my own work as a translator of poems by Heinrich Heine.

ICAEM-paper2150
On the Development of Communication and Coordination between Dance Partners in College Dance Sports
Yan WANG

Abstract. Dance sports are competitive performances based on the partnership of man and woman, so the cooperation between them is very essential in this performance. Researches on the dancing partners of college dance sports are the weakest sections in the studies of dance sports. Therefore, some elements that influence the communication and coordination between dancing partners were analyzed in terms of psychology, and some suggestions were raised in terms of partnership cooperation in this thesis.

ICAEM-paper2151
The Exploration of Practical Reform in University Network Teaching Platform
Hui LI, Wen-Zhe HU, Hong-Jie YAN and Bo Yang

Abstract. With the development of computer information technology, universities generally begin and continue to promote the implementation of network teaching mode on the basis of the network teaching platform and continue to promote the progress and reform of educational technology. As a new platform for teaching, online education has a pivotal role in the development process of the current education reform. To meet the current trend of higher education information technology, modernization, for college students to create independent, open and comprehensive learning environment, university network teaching platform should continue to achieve reform and innovation, strengthen the depth of integration and modernization of their educational goals.
Risk Assessment on Venture Capital Investment in Small & Medium-Sized Science and Technology Enterprises under Fuzzy Environment
Wan-Li MA and Meng-Zhi WANG

Abstract. Venture capital investment in small & medium-sized science and technology enterprises will face sundry risks. These risks are dynamic and varied. Meanwhile, they show great fuzziness. The effect of previous traditional risk assessment methods to measure investment risk is not so good. By using stochastic simulation methods to simulate the triangular fuzzy numbers, this article simplifies operations between triangular fuzzy numbers and functions to ordinary real operations. On this basis, it builds the risk evaluation model based on triangular fuzzy numbers to estimate investment risks. It turns out that the risk assessment results in the form of confidence interval can better indicate the objective reality on risk assessment of SMEs venture capital with uncertainties including randomness, fuzziness and data inaccuracy, which provides more information in reliability compared with existing conventional methods.

A Brief Analysis of the Current Security Situation of China Cloud Data Service
Xiao-Yang CHEN

Abstract. In this article, through analyzing the current security situation of china cloud data service, we can see the lack of development in cloud data security in domestic, demand is creasing but supply not enough, especially the quality compare with the abroad, we have analyzed several organization of cloud data system, found out the imperfection between them. To solve those problems, establish the awareness in government at first, at the same time make the policy about the security of cloud data service, we should pay more attention on the current cloud data service security and do it immediately.

Research of the Statistical Model for Educational Data in Blended Learning
Zhan-Bo SHI, Cai-Xing ZHENG, Jing DING and Meng ZHANG

Abstract. With the background of blended learning based on online open courses, various types of factors have different effects on learning performance. This paper designs multi-dimensional, multi-level blended learning performance influence factors questionnaire on the basis of analyzing the influence factors. We obtain information about the science and engineering students in questionnaires, and use the method of factor analysis of SPSS to mine education data. Furthermore, through dimensionality reduction on the multidimensional variables, we gain the statistical model including 6 factors, such as metacognition, teacher organizations guidance, learning environment, internal motivation, external motivation, learning concepts and the system of performance evaluation. Consequently this paper analyzes the key factors for students, teachers’ role and education administrators’ aspects in blended learning.
ICAEM-paper2157
Research on the Talent Development Mechanism for Internationalization Strategy of Grid Enterprises
Fan YANG, Gang KONG, Qian LI, Yan MA, Su-Hong CHEN, Xiao-Xi GUO, Peng YU, and Shi-Dong ZHANG
Abstract. The competition for talent is becoming increasingly fierce global wide, based on the analysis of talent management of international grid enterprises, through theoretical and practical investigations and deduction, this paper proposed a mechanisms for human resource development and integration--"strategic planning, compensation incentive, global recruitment and talent development."

ICAEM-paper2158
A Study on Pattern of University-Enterprise Training Jointly Practical Talents in Power Grid Enterprise
Gang KONG, Yan MA, Fan YANG, Qian LI, Xiao-Xi GUO, Su-Hong CHEN, Shi-Dong ZHANG and Peng YU
Abstract. The paper dissects economic, policy and culture background of university-enterprise training jointly, based which, exploring the dimension of university-enterprise training jointly, research four patterns of university-enterprise training jointly by Career mode Function mode Embedded mode Academic mode and finally put forward the suggestions of specifying requirements, building mechanisms, perfecting talent pool.

ICAEM-paper2160
New Thinking on the Development of Teaching Materials for Majors Related with Strategic Emerging Industries -- Taking New Energy Science and Engineering Major as an Example
Ji-Hong LI and Shi-Guan YANG
Abstract. Aiming at the problems of teaching materials development for majors related with strategic emerging industries set in China since 2010, this paper discussed teaching materials development dilemma taking New Energy Science and Engineering (NESE) major as an example from four aspects: talent training programs, new energy technology development, textbook writing team formation and textbook writing guarantee mechanism, and proposed new ideas in three-dimensional teaching materials construction oriented, under the background of information age, to solve the dilemma and improve the quality of teaching materials construction through the introduction of constructivist learning theory, the enhancement of enterprises participation, the emphasis of student evaluation and the full utilization of internet.

ICAEM-paper2161
Quantitative Investigation of the Influence of Traditional Eight-Legged Composition Structure on Essay Writing of Modern Chinese Students
Wei Xia
Abstract. A lot of literature have indicated that argumentative essay writing of modern Chinese students is affected by the traditional Chinese rhetorical structures,
including the eight-legged composition structure that dominated for about 500 years in ancient China. But few quantitative investigations on this issue are seen. In this study, thirty argumentative essays written in Chinese by Chinese students were selected from the internet website of the China College Entrance Exam. And thirty argumentative essays written in English by Chinese students were selected from the published books of the China College English Test. Through the statistical tests of multiple median comparisons and Kruskal Willis test, the researcher found that there are significant differences among the medians at 95% confidence level in the 30 sample essays. Some legs still remain active in the modern Chinese writing. Meanwhile, the eight-legged essay structure also affects English writing of modern Chinese students. Furthermore, Mann-Whitney W test was employed to examine the difference in the strength of the presence of the eight legs in the Chinese vs. English essays. The results showed that the significant differences of each leg of Po Ti, Cheng Ti, Qi Jiang and Zhong Gu do exist. Finally, some implications for ESL/EFL writing instructors were discussed.

ICAEM-paper2162
Problems and Countermeasures of Qinghai Tibetan Non-material Cultural Heritage Protection from the Perspective of Archival Science in the Information Age
Hua-Jie DU and Dian-Jun LU

Abstract. This paper discussed the historical evolution of main ethnic nationalities in Qinghai and the important position of Tibetan non-material cultural heritage in the national culture. It also analyzed problems in the process of the current Tibetan non-material cultural heritage protection from the angle of archival science in our province.

ICAEM-paper2163
A Preliminary Analysis of Developing Mobile Learning Application of College English Based on Wechat
Min GUO

Abstract. Wechat, a mobile application software with functions of communication, social interaction and platform architecture, is widely used among college students and has constructed a new mobile learning support environment. This paper discusses the features and functions of Wechat to be developed for mobile learning application. After reviewing relevant literature, this paper discusses how to develop mobile learning application of College English Course based on Wechat platform from micro-learning approach.

ICAEM-paper2164
Researching on the "Flipped Classroom" Teaching Model Which Applies for the Model and Method of Macroeconomic Management
Fei-Hu YANG, Ji-Kai LI and Xiang-Hui MENG

Abstract. The paper introduces the current situation of "The Model and method of Macroeconomic Management" course, and the main teaching problems of this course,
such as the students lack of initiative, they lack of initiative study spirit and so on. Then this paper puts forward the course should be reformed through the "flipped classroom" teaching model. And it puts forward the specific measures of course construction, such as reconstructing the teaching process, improving the experiment case production and project development and others. At the least, the paper discusses the effects of the curriculum reform.

IC-AEM-paper2165
Research on Enhancement of University Graduates’ Employment Competitiveness Based on QFD
Wan-Li MA and Chun-Wu DENG
Abstract. Based on quality function deployment (QFD), start from the concept that the “social requirement means all”, unfold quality requirements during university talent cultivation process in an all-round and whole-process way, carry out quantitative analysis on the relation between social requirement and every stage of higher education, and thus fulfill the quality function deployment in higher education, in order to increase social satisfaction of higher education quality, enhance university graduates’ employment competitiveness, and realize healthy and sustainable development of universities.

IC-AEM-paper2166
Prediction of the Railway-River Intermodal Transport Freight Volume for Wuhan Railway Container Centre Terminal -- Based on Grey Model
Qing-Pin YE
Abstract. In this article, analysis the influence factors of Wuhan railway container center terminal involved in the railway-river intermodal transport, and forecast the railway-river intermodal transport volume for the Wuhan railway container centre terminal using grey model, according to the grey model, the freight volume of container by railway-river intermodal transport will increase in the future years, proposed it should take measures to increase the railway-river intermodal transport volume for Wuhan railway container center terminal.

IC-AEM-paper2167
Teaching Reform of Digital Signal Processing Curriculum Based on the CDIO Approach
You-Lian ZHU, Zi-Yan JIA and Cheng HUANG
Abstract. The paper introduces teaching reform of the Digital Signal Processing curriculum based on the CDIO approach for engineering education. From such aspect as teaching content optimization, teaching methods improvement, students’ comprehensive ability enhancement and etc., we present teaching reform ideas and implementation approach of the CDIO. These provide better reform ideas for the applicable talents cultivating scheme.
Whitmanian Antinomianism and Buddhist Antinomianism
Jiao XIA

Abstract. Walt Whitman’s poetry involves the crisis-ridden impulse to catalog and affirm things and events good and evil, and touches on the limit of the order of reasonable distinction. Buddhism sometimes exhibits its own form of antinomianism, the dissolution of dualistic oppositions. In the face of the world’s evil and misery, a certain logic induced a momentum of thought where the “laws” or “natures” of beings are necessitated to do the work of justification and salvation.

The Strategic Planning of Auto Parts Enterprises of Supply Chain Logistics Information Integration Platform Based on Order
Ming LIN, Hong QIN and Xiang ZHAI

Abstract. With the expanding development of automobile industry, the old car production management mode has been unable to meet the current period of production; the new car production management mode is thus produced. The most important in the process of automobile production in the supply of auto parts is the problem, especially in the current situation, how to quickly realize information management of auto parts, is the focus of our research.

The Inspiration from National Innovation Ecosystem Comparison
Xiao-Ke PENG

Abstract. China, as a developing country, an emerging economy, has the fastest speed than any precedent in the history of its development. However, when it comes to creativity, there are few accomplishments in this huge country. Research tells us that we should establish innovation ecosystem with Chinese characteristics according to its national circumstances. This paper focuses on the key factors of the innovation ecosystem, which include innovation resources, innovation environment and innovation mechanism. Then use comparative analysis to summarize some paths that developed innovation ecosystem has used.

Reform on Bilingual Teaching of Packaging Engineering Program in China Universities and Colleges
Man-Ru CHEN, Yu-Cong ZHAO, Bao-Hui WU, Gui-Fen GONG and Guo-Zhi LI

Abstract. The different senses between Bilingual Teaching and English for Special Purpose are emphasized. The construction of Packaging Technology, a National Bilingual Teaching Demonstration Course, is specified. The educational model of Packaging Engineering Students is proposed, which will meet the international requirement on packaging education. Regional universities and colleges can refer to this study for the internationalization of cultivating professionals.
ICAEM-paper2173
Input and Output Neutral DEA Models for Cross Efficiency Evaluation
Shu-Lei SUN, Xiu-Li MENG and Run TANG

Abstract. Multiple solutions and extreme small or zero weights coming from classical DEA models are two main problems for cross efficiency evaluation to confront with. Neutral DEA model is an effective method for solving these problems. This paper proposes some alternative neutral DEA models to complement the current neutral DEA methods. The proposed alternative neutral DEA models can also reduce the number of extreme small or zero weights and determine the inputs and outputs weights from multiple solutions at the same time. The performance is illustrated by a numerical example.

ICAEM-paper2174
Research on College Students Specialty Identity Degree Based on the Theory of Item Parceling
Tian-Zheng ZHAI and Xuan LUO

Abstract. In this paper, by using the theory of item parceling specialty identity degree were studied. First of all, using the survey scale measure college students' specialty interest, specialty practical and specialty promote, and the measurement data of longitudinal and transverse comparison. Secondly, using the correlation between strategy integrating specialty measuring three dimensions indexes, set up specialty identity degree esteemed indicators. In turn, use of different majors and different grade specialty identity degree esteemed diversity research, get some useful conclusions.

ICAEM-paper2177
An Analysis of Inter-Group Conflict and Competition in Social-Psychological Perspective
Kai ZHOU

Abstract. One of the most pernicious myths is that the ultimate explanation for human relationships and conduct is to be found within the individual himself. The myth is particularly blinding with respect to human activities involving competition and conflict between groups, which is my topic. The myth is erroneous. In order to dismiss it, two tasks are required. One is re-orientation of our perspective on human activity by enlarging the aperture and changing the focus of the lens through which, by necessity, we sample human activity for purposes of scientific investigation. The second task of a myth-hunting expedition is even more difficult.

ICAEM-paper2178
The Function of Physical Education in Social Values
Kai ZHOU

Abstract. Two kinds of values are generally distinguished in sociology and philosophy: objective ones and subjective ones. Objective values are those objectively existing objects of reality (nature or society) which individuals, social groups, classes
or society as a whole normally assess as either positive or negative. These two concepts are expressed in the following alternatives: beneficial/harmful, useful/useless, progressive/reactionary, moral/immoral, productive/unproductive, and so on. Among the objective values are natural phenomena, such as sources of natural wealth or disasters, man-made articles belonging to his material culture, the use value of goods, people's actions, works of art and literature, scientific works, physical education as part of man's general culture, and similar phenomena.

ICAEM-paper2179
Fostering Innovative and Entrepreneurial Talents of Packaging Engineering Based on Curriculum Construction
Yu-Cong ZHAO, Yong DING, Man-Ru CHEN, Guo-Zhi LI and Gui-Feng GONG
Abstract. It is an important target that high quality application-oriented talents with self-employed consciousness and innovation ability are trained via promoting quality-oriented education. Hence, the study serves curricula construction as the platform, sets up scientific and reasonable curriculum system, strengthens practical teaching contents and reforms teaching methods on the basis of professional features. Consequently, the transform from attention of knowledge-transference to emphasis on ability training is achieved, in the meantime, innovative and entrepreneurial capacities of packaging talents are improved.

ICAEM-paper2181
Research on Project-Oriented Digital Learning Resource Mode of Higher Vocational Colleges
Ye-Jun WANG and Cheng-Hao LIU
Abstract. In this paper, we introduced the construction history of Teaching Resource Database (TRD for short) of China higher vocational colleges. Then we analyzed the existing problems of TRD and proposed construction idea of Project-oriented Digital Learning Resource, by designing the prospect, content and main points. It offers reference for higher vocational colleges to construct and optimize TRD in China.

ICAEM-paper2182
Turnover Intention of Chinese Graduates Influenced by Organizational Justice: the Moderating Effect of Employment Satisfaction
Ting WANG
Abstract. The coexistence of employment difficulty and high turnover rate among Chinese graduates raised social concern about the employment quality and job stability of graduates. For describing the turnover psychological and behavior patterns of graduates in employment adaptation period, we use the 4-dimensions model of organizational justice in this study. By the questionnaire, we collect data of participants to test that all dimensions of organizational justice are in significant negative correlation with turnover intention of Chinese graduates. Organizational justice differs significantly between Chinese graduates who have the different employment satisfaction degree (ESD) levels. The result also shows that under the
different ESD levels, the 4 dimensions of organizational justice have the different influence on turnover intension of Chinese graduates.

ICAEM-paper2183
Analysis of ZHOUHEIYA’s Marketing
Hui-Juan Li
**Abstract.** With the strategy combination of 4p, namely product, price, promotion and place, marketing offers a set of effective tools of marketing management for the operation and development of enterprises. Through the analysis of marketing strategies of ZHOUHEIYA, this article will find out its successful experience and shortcomings to pursue an improvement of the company and offer reference for other enterprises.

ICAEM-paper2185
A Sight into SEC Regulatory Environment in U.S.
Yan-Chang ZHANG
**Abstract.** SEC and PCAOB have been working together to reduce financial fraud. Revenue recognition, goodwill impairment charges, accrued liabilities, revision restatements and negligent errors have been the major target of enforcement action for many years. I analyzed Diamond Food Inc.’s accounting violation, impacts on shareholders and SEC allegation and respondents to see whether implementation of SEC and PCAOB’s areas of concern have helped avoid the enforcement action.

ICAEM-paper2186
The Application of Problem Driven Teaching Method in Assembly Language Programming
Jing XU, Tong-Yu XU and Zhi-Xia ZHANG
**Abstract.** This paper introduces “problem driven teaching method” in Assembly Language Programming teaching, according to the situation and existing problem in the teaching of this course. The teaching method puts theoretical knowledge into specific problem and the explanation of the theoretical knowledge is in the process of solving the problem. Finally this paper introduces how to use “problem driven teaching method” in teaching by a specific case.

ICAEM-paper2189
The Exploration of National Characteristics in Piano Music --Using Xi Yang Xiao Gu as an Example
Ya-Qin LIU
**Abstract.** Art as a cultivated carrier to a certain place, represents the special national enchantment. With the constant integration and communication in different cultures, there emerges some across-cultural phenomenon between Chinese culture and western culture. The characteristics of original times have been continually marked with the new national features. This article takes the piano music Xi Yang Xiao Gu which was adapted from Chinese traditional lute music by LiYinghai in 1972, as an
example to explore and analyze the national characteristics of piano music. In this way, the author hopes that more and more readers can further understand the national characteristics containing in Chinese piano music and to provide references in cultural communication afterwards.

ICAEM-paper2190
Research and Coping Strategies on College Foreign Language Teachers’ Professional Development
Yao YAO, Shuang LIU and Ji-Bo WANG
Abstract. The quality of college foreign language teaching is directly influenced by teachers’ professional development level. The existing problems seriously hinder the development of college foreign language teacher. Based on preliminary findings and current situation, this paper analyses the impediments to college foreign language teachers’ professional development and proposes a series of strategies to meet the needs for professional development.

ICAEM-paper2191
An Exploration of Psychological Crisis Intervention about Students in Private University
Hua CAO and Hai YIN
Abstract. Private Universities play an important role in higher education system. In new era, psychological crisis intervention about students in private universities has become a common problem which is concerned by all the society. The types and the specific measures of psychological crisis intervention about students in private universities were elaborated simply in this thesis, hoping that it will have help to the exploration job and research towards psychological crisis intervention about students in private universities.

ICAEM-paper2192
Study on Engineering Bidding Management under the List Valuation Mode
Yan WANG
Abstract. Tender and bidding of engineering quantity list in our country is still at its preliminary stage, the relevant supporting policies and regulations system is not perfect enough. It is a challenging task that construction enterprises have to resolve. This article analyzed the problems and countermeasures in a bidding process with list valuation mode. The main problems include the faultiness in valuation standard, nonstandard bidding agency and the unreasonable tender control price and so on. For these problems, corresponding solving measures have been put forward about how to improve the valuation standard, standard bidding agent, and improve the quality of tender control price.

ICAEM-paper2193
The Practice of Integration Guangxi Polyphonic Folk Music into Chorus Singing Teaching for Normal University Students
Hong LI

**Abstract.** Guangxi polyphonic folk music is a treasure in Chinese national folk music culture. Many music scholars have done a lot of explorations and researches on it, but they narrowed the studies on professional research field only. Therefore, in order to protect, inherit and pass on this precious musical cultural resource, we should bring it into chorus singing teaching for normal university students to enhance national characters of teaching, stimulate students’ national enthusiasm and enhance inheriting and passing on folk music culture.

ICAEM-paper2194
The FEM Teaching Practice Emphasis on the Engineering Application
Li-Dong ZHOU, Yi-Xiao QIN, Xiao-Gang QU, Xiao-Ning FAN and Shao-Hui NING

**Abstract.** The problems that the students meet difficulties in learning the theory of finite element methods(FEM) and the ability to analyze the engineering problems using of FEM has not been substantial improvement have existed in FEM teaching process, the teaching mode for engineering in FEM course was researched and explored. The teaching method of theory inspired by engineering problems was put forward and so on the FEM teaching practice method oriented specific engineering problems. The combination of engineering applications and course content in teaching practice was paid attention to, and the students' interest in learning FEM was enhanced. The capabilities in analyzing the mechanical properties in engineering, and the application capabilities in product innovation and development were improved. But also the teaching levels and engineering literacy of the members of the course group were continued to increase.

ICAEM-paper2195
Study on the Innovation of Financing Mechanism of Private Higher Education in China
Xiao-Wei MU, Guo-Qing ZHANG and Zhi-Jun SHENG

**Abstract.** Shortage in fund, which restricts the survival and development of the private higher education institution, has become the bottleneck for the healthy advancement of the private higher education. Based on the analysis on both internal and external factors, this paper tries to dig out the reasons for the difficulty of financing in private school which provides higher education. In order to innovate the financing mechanism of private higher education, corresponding measures are put forward, which include improving the quality in education, intensifying financial support from the government, encouraging loans from the bank and building financing platform for the capital market.

ICAEM-paper2196
The Impact of Government Credibility on the Construction of Education Credibility in China
Yong CHEN

**Abstract.** This paper discusses the impact of the government credibility on the
construction of educational credibility from the perspective of educational ethics. In this paper, the author analyses problems in the government credibility and education credibility construction from three different levels: Chinese traditional culture, market economy, and harmonious society construction. Accordingly, the author proposes potential approaches relating to enhancing the educational credibility construction. Among these approaches, the central position and responsibility of the government are highlighted. The author also links the fundamental problem in education to the problems in society value system. Discussions and tentative suggestions in this paper would shed light on the innovation of educational credibility construction.

ICAEM-paper2197
Mobile Internet Marketing Strategy for SMEs
Yu XIAO and Bo JI

Abstract. With the rapid development of mobile Internet, a lot of enterprises carry out mobile Internet marketing activities, and achieve good result. However, mobile Internet marketing of SMEs in China is still in its infancy. Based on the characteristics of mobile Internet marketing, the paper elaborates the necessity of developing mobile Internet marketing for SMEs. Meanwhile, the paper analyzes the existing problems of SMEs in the application process of mobile Internet marketing, and puts forward the related strategies such as understanding deeply of mobile Internet marketing ideas, mining user needs, enhancing user experience, training professional talents, making good use of third-party professional services firms, combining online and offline strategies.

ICAEM-paper2198
New Regulations of UCP600 and the Solutions of International Trade Education
Jun-Feng LI and A-Ran LI

Abstract. L/C (letter of credit) is the most important settlement method in international trade. The practice of L/C settlement transaction is important content of practical teaching. The implementation of UCP600 brings new requirements for the credit business operation. About the new rules, we must make some adjustment in practical teaching of international trade in time. The paper analyzes the new changes of UCP600, and then analyzes the existing problems of international trade education. In final, the paper puts forward the solutions to cope with it.

ICAEM-paper2199
Innovation and Development of College Literature Retrieval Course
Jing-Jing LI and Xi-Min LI

Abstract. College courses for literature retrieval are being confronted with new challenges, innovation of teaching philosophy, teaching patterns, teaching content, teaching methods are proposed to overcome the defects of conventional courses. The innovation especially requires students to be able to own information quality and acquire information from internet, during learning process in courses for literature retrieval.
ICAEM-paper2201
The Study of Contemporary College Students’ Ecological Ideology Education
Ming YANG and Ai-Ling LI

Abstract. Researching the ecological thought education of contemporary students in colleges is the purpose of this paper. Using empirical survey methods to induct and analysis the problems on college students’ ecological consciousness and the school cultivation, combing the modern ecological thoughts in theory, then on this base come up with the effective ways about the ecological education of students in colleges and universities should taken. This paper argues that, we should use materialist dialectics to understand ecological problems, and set up the ecological values, the concept of ecological equality and ecological ethic and so on; Colleges and universities should carry out education effectively in area of the ideological understanding, teachers and curriculum implementation, the construction of campus ecological culture. Papers put forward some innovative ideas in some aspects such as college students' ecological consciousness, the problems existing in the school education and effective ways should be taken.

ICAEM-paper2203
Enjoy Slow Education
Zi-Juan MO

Abstract. Everyone agrees a point of view that education is a kind of art. Then this kind of art mixes the teachers’ individual character, ability, training, experience and so on some other different components. The modern media often reports some education discordances, these make us to feel that education as an art seems to lack some kinds of the heat, so what is a problem about education as a urgent thesis needs to be solved for the first-line educators.

ICAEM-paper2204
Analysis and Countermeasures of Chinese-Foreign Cooperation in Higher Curricula Education
Jun-Bo ZHAO, Liang-Long CHENG and Hong ZHAN

Abstract. Chinese-foreign Cooperatively-run Educational Projects have become an effective way to train high-level international talents. Based on the statistical analysis of the Chinese-foreign cooperatively-run Educational Projects, this paper reveals the current situation and existing problems of Chinese-foreign cooperation in higher education, try to find out the causes and appropriate countermeasures.

ICAEM-paper2205
Empirical Research for Team Creativity with IPO Theory
Meng GUO

Abstract. With the perspective of IPO theory, this paper classified the factors influencing team creativity of the existing related literature from top foreign journals, and added some new variables from two aspects of input and the process. Also, this
paper pointed out the limitations and future research trend for the development of team creativity, and gave some suggestions for the management.

ICAEM-paper2206
The Exploration of Curriculum Orientation and Teaching Method Innovation of Higher Mathematics for Arts in the Training Pattern of Enrollment by Categories
Wang Long
Abstract. This paper discuss based on the core questions of the current teaching of high level math for arts, it explore the current education concept-> talents standard of the school’s cultivation-> the talents cultivation pattern of enrollment by categories-> the curriculum orientation of various high level math for arts-> the curriculum aim for various high level math for arts-> the curriculum of various high level math for arts, etc. which all of them are dependent and logic relevant with each other, it aims to deeply explore the reform and innovation of “teaching” and “learning” of the high level math curriculum.

ICAEM-paper2207
Study on the Information Services of Agricultural Science and Technology Used by Mobile Phone
Ya-Ming ZHENG, Chang-Shou LU, Cheng-Zhong CAO, Qing-Feng WEI and Zhi-Mei LI
Abstract. With the development of mobile communication and Internet technology, mobile phone brings great opportunities for the information dissemination of agricultural science and technology. The paper briefly discussed the demand and application of mobile phone for information services in agricultural science and technology, and some prospects were put forward.

ICAEM-paper2208
The Study of the Teaching and Management Methods of the Experiment Course of “Analog Electronics Circuits Experiments” in Chinese Colleges and Universities for National Minorities
Xin-Sheng MA, Wei SONG, Xiang-Chun LIU and Yuan LIN
Abstract. This paper presents a variety of teaching and management methods, which have been combined with the experiment process for the course, Analog Electronic Circuit. The teaching practice with those new methods, in recent years, has shown that they can effectively improve the teaching quality speciously for the students, who come from China’s minority regions.

ICAEM-paper2209
Analysis of the Cultivation Mechanisms of College Students' Sense of Social Responsibility
Shui-Hua YANG
Abstract. The purpose of this paper is to upgrade college students' sense of social responsibility. The author researched into and analyzed the current situations of
college students' sense of social responsibility. He also used some suggestions made by others as a source of reference. Based on all this the author summarizes the problems existing in college students' sense of social responsibility. In the end, the author puts forward the mechanisms for cultivating college students' sense of social responsibility.

ICAEM-paper2210
Studying on Organizational Behavior Strategy for Lehman Brothers
Xu LI
Abstract. The bankrupt of investment banking giant-Lehman Brothers Holdings Inc. took place in September, 2008 and it was one of the signal events in the world. Despite the company tried to raise the money and made any effort they can did to save the company, it didn't escape from collapsing. This is not only because of unreasonable financial investment, but also due to organizational behavior the company took place these years. This paper, which focuses on the organization behavior of Lehman Brothers, tries to identify the main problems, analyzes their causes and post-failure strategies of the company, and seeks to find the solution to overcome the problem. It relies on the contemporary literature regarding on organizational behavior and Lehman Brothers and provides some examples which are relevant from other organizations in recent years. First the report provides a brief description of the organization then goes on to analyzes the problem and its root cause and post-failure strategy the company tries. At last, the paper proposes the strategies to tackle the problem. It uses the literature to illustrate the problem while linking it with the theories and any past experience.

ICAEM-paper2211
Higher Educational Cooperation Programs in China: a Comparison of Teaching Patterns between Foreign Partner and Chinese Institutions
Nian-Lin ZHOU, Kuang-Han XION and Lian-Cun ZUO
Abstract. The goals of cooperation programs between foreign and host institutions in Chinese higher education are to promote education reform and train professional internationalized talents, particularly, to enhance students’ abilities of learning, practice and innovation through introducing foreign high-quality educational resources. Nevertheless, the comparison results of this research indicate that there is a gap between the aims of jointed programs and teaching practice of Chinese local-faculty classes. Moreover, different teaching patterns strongly influence on related students’ learning patterns. It is crucial to improve Chinese teaching patterns through learning advanced teaching experience from foreign partner institutions.

ICAEM-paper2214
On Reflective Teaching and Novice English Teachers’ Professional Development at Chinese Vocational Colleges
Ying LI
Abstract. The thesis started with theories about reflective teaching. By summarizing
foreign definition of reflective teaching, research in this field and its development, the author reached systematical conclusion about the content of reflective teaching, as well as the method and strategy employed in application of reflective teaching, and pointed out that with updating in education theory and development in research, teaching practice reflective teaching has been all important way for teachers to improve their quality and make progress in their profession, then in view of teachers’ profession development the author analyzed that reflective teaching was of great importance in the process of teachers’ profession growing from a tenderfoot to a specialist and was a significant approach for teachers to sublime their implicit idea to teaching theory. Instructed by relevant theory the author made a survey on situation of reflective teaching of novice English teachers from the college the author works for and put forward some measures, which finally instruct ordinary teachers to carry out reflective teaching. The implications are respecting teacher autonomy and at the same time providing scaffolding by supervisors and teacher educators.

ICAEM-paper2215
Research on College Costs from the Perspective of Management Accounting
Ting-Miao YAN
Abstract. Though the current revised college accounting is different from traditional budget one, but it still orients budget management service. Colleges and universities need carry out cost accounting, while the current accounting system cannot be achieved, for the budget management and cost management division expenditures have different standards, and in the accounts of expenditure categories they are referred to as accounting, and costs accounting.

ICAEM-paper2216
How to Improve the Teaching Quality of Professional Basic Courses
Jin PANG, Xu ZHANG and Xin-An YU
Abstract. Professional basic course plays an important role in guaranteeing professional standard and teaching quality, and reflects the research features and development direction of different schools. Taking professional basic course teaching of Petroleum Engineering as an example, this paper describes the professional qualities that the teacher of professional basic course should have, and proposes the specific measures to improve the teaching quality of professional basic courses in aspects of teaching ideas and teaching methods.

ICAEM-paper2217
‘The Last Firefly’ Animation Scene Research
Cheng-Yuan YANG
Abstract. Animation as an category of film art, in addition to have their own unique artistic expression, but also need to be added the evolution of movie and television camera shot language. Scene is constitute one of the basic the lens visual language. Scene application in the animated film should be based on the traditional television evolution language, with its own unique language features. Scene constitute the one of basic lens visual language. During the creation of animation movie, should be
considered work style, plot development and emotional rhythm and other factors, and design appropriate scene of artistic appeal. At the same time, not only to keep smooth of the up and down camera scene, but also take into consideration. Pay attention to the scene is counterpoint and echoing in the whole work. This paper use Miyazaki's work "The Last Firefly" as the example, to study the scene of creation animation.

ICAEM-paper2218
The Research of Animation Character Creative Design
Cheng-Yuan YANG
Abstract. As an important part of the art style and animated characters is the most critical step in animation design. Animated character design is the foundation of cartoon, as the relationship between the movie and feature film actor, character design is equivalent to a feature film director in the election actor. Director select actor should be based on the movie style, at the same time to establish the style the first problem of cartoon that is character design, different shapes has different artistic styles. This paper explores the role of design and creative animation training from the perspective of design methodology, to make animated characters more vitality and appeal.

ICAEM-paper2219
The Research of Learning Barriers to Rural Distance Education Based on Factor Analysis
Min WANG, Lei CHEN, Ying QIN and Jun-Feng ZHANG
Abstract. As the wide application of computer science in education area, distance education becomes a new method for adult education. Therefore, research of barriers in distance learning has been noticed by society. In this paper, we want to find the main factors which affect farmer participate in rural distance education. Factor analysis is carried out on the survey data using SPSS. Six factors effects: lack of time, lack of learning skills, lack of support services, lack of support conditions, lack of teaching resources, and learning psychology barriers. According to the conclusions, it puts forward suggestions as follows, stimulating and maintaining the learning motivation, enhancing online learning skills and ability, developing targeted learning resource, and offering high efficient learning support service for rural people.