

Application of SPOC Teaching Method in the Teaching of Real Estate Project Investment and Financing Course

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Abstract: *As the housing development market gradually enters the era of stock, financial capabilities have become increasingly important. Real estate project investment and financing is a highly applied and professional course. The contradiction between the limited class hours and the huge and complex teaching content is very prominent. Through the introduction of the SPOC network teaching platform, the entire teaching process is covered from resource construction, teaching implementation, teaching evaluation, and teaching summary, which can effectively improve classroom teaching efficiency and students' autonomous learning ability. The article intends to combine the general trend of higher education development under the new situation and the new requirements of real estate development and management professional talent training, and conduct a comprehensive and systematic research on the application of the SPOC online teaching platform in the teaching of real estate project investment and financing courses.*

Keywords: *investment and financing, SPOC teaching method, curriculum design*

1. Introduction

The requirement of financial services to the real economy puts forward new requirements for real estate financing. With the regulation of real estate financing becoming stricter, financing has become a crucial issue for enterprises to survive, and the financing talent gap will continue to increase. At the same time, after the golden decade of traditional residential real estate, real estate companies are actively looking for the direction of transformation, in which real estate development + capital operation has become the mainstream model of the market. As the industry's focus shifts from land operations to financial operations, strong real estate investment and financing capabilities have become the key to the successful transformation of developers, and the talent structure of real estate companies must be adjusted accordingly. On the other hand, as the concept of "based on this, four returns" has become the guiding principle for the development of my country's undergraduate education, undergraduate education has shown a new situation. In this context, a new teaching mode SPOC teaching method is emerging in my country's universities. SPOC teaching method is a very mature and effective teaching mode abroad. Through the combination of online and offline methods, the traditional teaching mode has the disadvantages of insufficient teaching time, monotonous teaching content, fixed teaching time, and single teaching mode. And for students, the SPOC teaching model can enable students to learn anytime, anywhere; for teachers, they can create a curriculum style that incorporates their own thinking and characteristics, while also giving students more choices, which forces teachers to improve teaching effects.

2. Analysis of the status quo of relevant research at home and abroad

At present, the research on SPOC teaching mode mainly focuses on three aspects: First, the research on the connotation of SPOC teaching mode. Scholars generally believe that the SPOC teaching model is different from traditional classroom education and traditional online courses. The essence of the SPOC teaching model is a hybrid teaching model that integrates physical classrooms and online courses, and is a way to introduce online teaching into traditional classrooms (Ding Hong and Ren Yunhui, 2020). The second is the necessity and model design of SPOC network teaching. Li Meng (2017) carried out research on the SPOC teaching model based on the MOOC platform in response to the practical problems in the promotion and application of MOOC. Zhao Lili (2020) analyzed the necessity of the reform of SPOC

hybrid teaching mode in open universities in the "post-MOOC era". In addition, some scholars have analyzed the influence of SPOC teaching method on teachers and students. It is generally believed that the SPOC teaching method can not only improve the flexibility and initiative of students' learning, but also realize the transformation of teachers' roles, realize students' autonomous learning and self-discovery of knowledge (Li Hong, 2017; Xu Chen, 2018). The third is the application of SPOC network teaching in university course teaching. Gao Lei (2016) conducted research on the application of SPOC network teaching platform in the teaching of "Engineering Structure". Chang Yaohui et al. (2017) conducted a research on the application of the MOOC+SPOC mixed teaching model in the reform and practice of the "University Computer" curriculum. In addition, Wang Ling and Jiang Ling (2020), Zhang Xiaotian (2020), Xue Yun and others (2020) also explored and reflected on the SPOC teaching model in the flipped classroom teaching model of operations research, accounting, and GIS application courses.

In summary, at present, a lot of researches have been conducted on the application of SPOC teaching method in some specific courses in China, but there are few researches on the application of SPOC teaching method in real estate professional courses. Real estate project investment and financing belong to cross-type courses, involving a lot of basic knowledge of finance and economics, and it is difficult to meet the teaching requirements only by classroom teaching. The SPOC teaching method allows students to review relevant knowledge in advance, learn through online and offline systems to keep up with the normal teaching progress, and get timely responses from teachers or students when they encounter problems. Based on the above considerations, this article will study the application of SPOC teaching method in the teaching of real estate project investment and financing courses, in order to improve the teaching effect of related courses.

3. The necessity of applying SPOC teaching method

3.1 Understand the investment and financing laws of real estate companies and improve business decision-making capabilities

Although the content of the real estate project investment and financing course is huge, it can be decomposed into independent decision-making units in essence. Through the SPOC teaching method, several teaching modules with closely related contents can be constructed, and then the corresponding teaching methods can be matched according to the content of the teaching modules. For example, according to teaching characteristics, real estate project investment and financing courses can be divided into three teaching modules: real estate investment expansion module, real estate financing decision-making module, and real estate investment and financing combination module. Each module can be divided into several sub-modules. For example, the real estate investment expansion module can be divided into environmental analysis, city analysis, project analysis and land evaluation; The real estate financing decision-making module can be divided into debt financing, equity financing, emerging financing and financing decision-making, and then design the corresponding SPOC teaching content and teaching mode on this basis. For example, bank loan financing in debt financing can set up corresponding positions in accordance with actual operating specifications and business processes. Students hold positions such as financial director, investment director, financing manager, project director, etc., to simulate the loan process between real estate companies and banks. It fully reflects the back-office business decision-making thinking of real estate companies such as commercial credit, project equity financing, bridge crossing and risk control, and investment. Integrating theoretical teaching with practical capital manipulation techniques, helping students understand the laws of real estate investment and financing, and apply what they have learned.

3.2 Deepen the understanding of the real estate industry literacy and cultivate good professional thinking

As the real estate industry begins to enter the era of real estate, when real estate projects become assets, its value must be redefined. The advent of the era of large real estate asset management will reshape the teaching content of colleges and universities based on the era of large-scale development, which is a challenge for both students and teachers. Through the SPOC online teaching platform, students can give full play to their own subjective initiative, engage in the collision and confrontation of views, and learn from each other for the rich practice of real estate investment and financing development in the new era. This can not only cultivate students' creative ability, but also facilitate the cultivation of students' innovative spirit, innovative thinking and innovative ability. It also enables students and teachers' knowledge structure to be in line with the development of the industry. Secondly, students can make use

of the abundant shared resources on the Internet to find the information they need from the Internet, accumulate knowledge, and cultivate their independent learning ability. In addition, a loose computer environment is conducive to students' thinking about problems without restricting their personality development, and can provide a good external environment for innovation education, which is a prerequisite for cultivating high-quality innovative talents in real estate.

3.3 Broaden students' knowledge and form a closed loop of knowledge system

Whether it is real estate development or real estate operation, multiple departments are required to coordinate work. Real estate investment and financing, as the core link of the main chain of real estate operation and management, assumes the role of project sponsor. For example, in the real estate investment link, the investment and extension personnel should discuss the forced arranging plan with the design department, and prepare the land acquisition and forced arranging index table; coordinate the cost department to calculate the subject cost and estimate the project cost; It is necessary to coordinate the marketing department to determine project pricing and estimate project sales revenue; to coordinate the financial department to determine financing costs and prepare financial statements. All these contents put forward extremely high requirements on real estate investment and financing personnel, and it is difficult to meet the requirements of enterprises only by classroom teaching. The interactive and wide-area characteristics of SPOC teaching can enable students to arrange their own learning time and content, choose partners. Through role-playing, collaborative work, and role rotation, students will generally grasp the investment and financing decision-making methods when real estate projects face the ever-changing macroeconomic environment, and systematically understand the skills required for real estate investment and financing positions. At the same time, the wide-area characteristics of SPOC can broaden students' horizons, expand their knowledge fields, improve their learning environment, and enable students to improve their comprehensive quality to adapt to real estate work and build their own knowledge system through the network platform.

4. Construction of SPOC online teaching platform for real estate project investment and financing courses

4.1 Reasonably design the construction content of SPOC network teaching platform

First of all, the design of the construction content of the network teaching platform should be based on me and carefully arranged. Real estate investment and financing is a hot topic at present, and teaching resources are abundant, especially online teaching resources. The main problem is that the depth of network resources is not enough, and there is a gap between the teaching content and teaching requirements of the course unit. Therefore, in the process of constructing the teaching resource database, the online web courses should be designed mainly by oneself. Video content, structure, lecture plan and time all require repeated experiments to find the best mode, and integrate and perfect them, and finally form a complete teaching video library resource. At the same time, documents, PPT and other resources should be formed for the explanation of key and difficult parts, video processing should be carried out when necessary, and resources can be shared through the network to form a teaching answering resource library.

4.2 Carefully arrange the specific steps and links of SPOC application teaching

Generally speaking, the SPOC teaching model can be divided into three parts: before class, during class and after class. Before class, students are mainly self-study. In class, teachers are guided and students are the center to implement key and difficult breakthroughs. After class, students' team activities are mainly used for consolidation and expansion. To this end, in the pre-class session: Teachers should place the learning objectives and requirements, guide plan, learning task list, and learning materials of this class on the SPOC network platform in an organized manner. Students learn new knowledge independently, discuss the topics set by the teacher with their classmates, and check the self-study effect through a small test updated by the teacher 3-4 days later.

4.3 Innovative teaching mode, extensive use of case-based and inquiry-based teaching methods

As shown above, the teaching content of the real estate project investment and financing course can be decomposed into several decision-making units. Teachers can set topics in advance and place relevant

materials on the SPOC online teaching platform. Students freely form a discussion group of 5 to 10 people, use their free time to conduct research on problems, conduct in-class and after-class discussions, and present the results of the seminars in class in groups. For example, bank loan financing, teachers can choose a practical case in classroom teaching, students discuss in groups, and arrange students to study in cloud classroom with relevant materials in the early stage. The same applies to real estate private equity fund financing. Teachers can set up discussion topics and related knowledge on the SPOC online teaching platform in advance. For example, you can design discussion questions-talk about the one, two, three, and four of real estate funds from the investment and financing models of "Fanghua" and "Tangshan Earthquake". After 2-3 days, the teacher will publish the answer on the platform. Including high-quality projects (movie scripts), flexible investment structure (gambling and preferential conditions), excellent management team (the popularity and ability of directors Huayi Brothers and Feng Xiaogang), good partners (state-owned enterprises), value creation and establishment of a win-win embodiment (high box office income), through this case, let students systematically understand the charm and success points of real estate funds.

4.4 Reform examination methods and strengthen the forceful effect of written assignments

Improving the assessment method is an important supplement to achieve the purpose of SPOC teaching and achieve the closed-loop operation of the curriculum. Specifically: In terms of assessment methods, a combination of closed-book exams and learning process assessments can be used for comprehensive assessment. The "learning process assessment" includes the teacher's recording of lessons, learning, questioning and discussion in the classroom (20%). Combined with the completion of seminar assignments, inter-school assignments, and the final PPT presentation (30%), the students' learning effects are evaluated. At the same time, strengthen the incentive effect of homework. According to the characteristics of real estate project investment and financing courses, students' major homework can be divided into 3 times. Respectively at the beginning of the course, the end of investment and the end of financing, which mainly include the basic information of the student, the student's major or the student's initial understanding and interest in real estate project investment and financing; The mid-course and end-of-course assignments will allow students to select real estate projects for analysis after studying this course, deepen their understanding of the course, and make teaching suggestions for the course to help the course continue to improve.

5. Conclusion and enlightenment

The analysis results show that: (1) with the housing development market gradually entering the inventory era, financial operation ability becomes more and more important; (2) Investment and financing of real estate project is an interdisciplinary course, which involves a lot of basic knowledge of finance and economics, so it is difficult to meet the teaching requirements only by classroom teaching; (3) The application of SPOC teaching method in real estate project investment and financing has a strong necessity. It can not only help students understand the rules of investment and financing of real estate enterprises, but also broaden students' scope of knowledge and form a closed-loop knowledge system. Course SPOC; (4) real estate project investment and financing the construction of network teaching platform must be constructed through the design of the content, the arrangement of the teaching steps, the innovation of teaching methods and reform the way of examination, etc., many measures simultaneously, mix, in order to realize the innovation education for the purpose of fostering has to adapt to the time request to work in the project investment and financing management in the field of real estate finance investment of creative talents.

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