



Logo of the  
School/  
Organizatio  
n

## PRACTICUM REPORT

### CARRIED OUT IN

Furong Education Consulting Service Department,

Jinping District, Shantou City.

No. 110, Building 6, Jinxin Garden, Shantou City

BY

Weng Dongna

ID No. 63561802059

IN PARTIAL FULFILMENT OF THE COURSE  
REQUIREMENTS,

PRO 6701 (PRACTICUM IN EDUCATIONAL  
ADMINISTRATION)

SUAN SUNANDHA RAJABHAT UNIVERSITY

30/6/2021

## **Praise for the Practicum in Educational Administration to Ms.Weng Dongna**

Weng Dongna is the perfect person to the practicum in our educational services because she is an enthusiastic student provides practical steps for how to expand the popularity of educational institutions, attract more students, and become a famous educational institution in the district. Not only does her practicum brought valuable experience and new educational management concepts, but also she shows us that better connect education management theory with practice. Can be your superpower if you want to achieve your goals.

Furong Education Consulting Service Department  
Jinping District, Shantou City  
30/6/2021

## **Abstract**

The purpose of this practicum in Educational Administration is to discuss and explain my experiences during my practicum exercise. The exercise was designed by the program to expose graduates to practical applications of learned theories, principles and ethics of administration. The exercise was carried out in Educational Institution. This report was organized in four sections, each having subunits. Section one presents an overview of the organization, its description, functions. Section two meanwhile, focused on the literature review about concept and theory of the practicum in educational administration. Section three emphasis on the methodology and experiences gained by author. Information related to my work schedule, duties, working relationship with staff and the knowledge acquired were thoroughly discussed in this section. Section four, on the other hand, focused on analysis and results of the practice and learning of the practicum in Educational Institution. Section five presents the conclusion, discusses, and suggests, by analyzing how educational institutions maintain relationships with students, parents, and teachers, and makes suggestions and conclusions for improvement. It was recommended that the duration for this practicum exercise be 150 hours, to demonstrate practically how to plan, organize, direct and carry out other administrative duties.

**Keywords:** Practicum, Educational Administration, Reputation, Student Source.

## **ACKNOWLEDGEMENTS**

At the very beginning,I would like to express my deepest gratitude to teachers for giving me the Rich practical experience and new educational theories to complete my Practicum in Educational Administration course.

During the period of my practicum,I have received generous help from School teachers and leaders.

First and foremost,I am grateful to my supervisor,faculty of Educational Administration Program.They guidance, encouragement, and suggestions provided me the necessary insight into the problem and paved the way for the meaningful ending of the work in a short duration.

I have no hesitation to say that,without his constant support and valuable advice from time-to-time,I would probably fail to complete the work in an appropriate manner.

My special gratitude goes to Students and student parents.I am also thankful to all other departmental heads, and also all office staffs of the educational services for their sincere co-operation and support for giving me the opportunity and always help and support me for making a standard report.

Weng Dongna  
30/6/2021

## TABLE OF CONTENTS

	Page
PRELIMINARY PAGES	
Title page.....	1
Praise for the practicum in Educational Administration to student...	2
Abstract .....	3
Acknowledgements.....	4
Table of contents.....	5
SECTION ONE –INTRODUCTION.....	6
1.1 Background.....	6
1.2 Objectives.....	6
SECTION TWO – LITERATURE REVIEW.....	7
2.1 Description of the organization.....	7
2.2 Functions of the organization.....	8
2.3 Structure of the organization.....	8
SECTION THREE – METHODOLOGY.....	9
3.1 Experience.....	10
3.1.1 Schedule of operations and duties.....	10
3.1.2 Knowledge Acquired.....	12
3.1.3 Working relationship with the staff.....	13
SECTION FOUR – Results of the practice and learning.....	14
4.1 Results of the practice14.....	14
SECTION FIVE- Conclusion, Discussion, and Recommendation....	16
5.1 Conclusion.....	16
5.2 Discussion.....	16
5.3 Recommendation.....	18
REFERENCE.....	19
APPENDIX.....	20
AUTO BIOGRAPHY.....	20

# SECTION ONE INTRODUCTION

## 1.1 Background

Practicum is a practical experience offered to individuals as a means to enable them put into practice, theoretical knowledge learned during the process of education. It seems to make sense that an effective way to enable author to understand the linkage between theory learned in university courses and practice in the real world of schools.

The importance of a quality internship that provides opportunities to apply knowledge and skills with the support of an expert practitioner. This internship should provide opportunities to work with and to learn from administrators in schools. Through field-based experiences, we can learn how to use learning knowledge flexibly from practice .

Moreover, the program uses the practicum in educational administration at the master's degree level as its primary vehicle in preparing school administrators.

The general purpose of the practicum was to give students an opportunity to experience diverse working situations. Therefore, it was duties, responsibilities of the higher education institutions as production sectors to develop administrators and relevant agencies had the cooperation in production and development graduates in educational administration to have quality competencies in the 21st century. In addition, educational leadership candidates considered school based practicum activities that enabled them to apply new knowledge into practice and received mentoring from practicing administrators as the most highly valued program experiences (Jiang, Patterson, Chandler, & Chan, 2009).

## 1.2 Objectives

The goal and expected result of this practice is to test and consolidate the knowledge learned through practice. Gain practical experience in the application of administrative skills, techniques and theories through cooperation with professional administrators.

## **SECTION TWO LITERATURE REVIEW**

The review shows that in the internship activities, the activities are mainly focused on educational institutions, be familiar with the working mode and working environment of educational institutions, and understand the responsibilities and work content of the role of teaching consultant. In the process of internship, change the role, get rid of some bad habits in the school, so as to promote their own all-round development, targeted to improve the professional skills, and pay more attention to learning. According to the relevant documents, Zhuang Baoying 《Exploration of Innovation and Entrepreneurship Education into Practice and Training to Build a New Practical Teaching System》. The determined conceptual student mastery of knowledge is not only related to books and theoretical knowledge taught in class, Also has to do with specific practice, To create a place for applying your expertise, The best thing should be that the internship is related to this major, Let college students combine the situation in the workplace with the skills needed in their work, Find gaps and deficiencies in time, And make up for it in time, Quoff laziness and anxiety, Change the wind of decadence, Growing up in the internship, Actively improve the comprehensive quality of self from various aspects, Play to the greater value and advantages in the future work, This is the purpose of the school training, It is also the significance of the school arranging a professional internship.

This section has been organized under the following sub-headings:

- 2.1 Description of the organization
- 2.2 Functions of the organization
- 2.3 Structure of the organization

### **2.1 Description of the organization**

This internship is carried out in Furong Education Consulting Service Department, Jinping District, Shantou City. Furong Education Consulting Service Department is located at No.110, Building 6, Jinxin Garden, Shantou Cit, Guangdong Province, China. This body was established in 2017.

The obvious resources available to teachers and students at the school include five large classrooms, one office, and four student lounges. I think in order to improve the operation of the organization, we also need to improve the teaching environment and add reading areas.

The principal of the Education Consulting is Lin Qi. She runs the Education Consulting with effective administrative skills which include: good decision-making skills, technical skills, human relationships, and good communication skills.

## 2.2 Functions of the organization

Institutions are mainly engaged in educational consultation, education and training, primary school lunch care and other services. The company has about 20 employees, the company has professional training teachers, education consultants, life teachers, administrative clerks and so on. Combining preschool children's early education, primary school, junior high school, high school and their professional art training; at the same time, the organization and a number of training institutions to set up teaching and education work. The company upholds integrity, responsibility and professional attitude, excellent team of teachers, committed to training and education.

## 2.3 Structure of the organization

Below is the organizational chart of Furong Education Consulting Service Department, Jinping District, Shantou City.

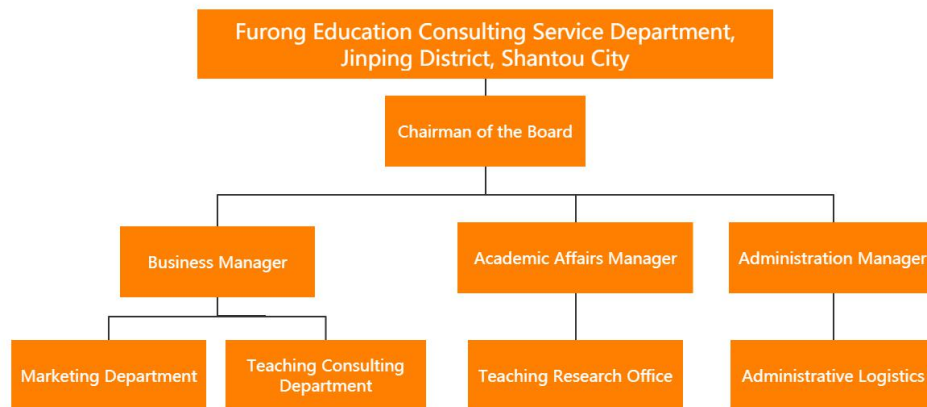


Figure 2.1 The organizational structure of Furong Education Consulting Service Department, Jinping District, Shantou City.



## **SECTION THREE METHODOLOGY**

According to the structure and design of field experience, that can be completed in phases. Therefore, this practicum report in the first phase was conducted in February to June 2021 (see Table 3.1). The research work is to study the administrative management and enrollment source of the training institution. The data for this report was gathered by using observation, access to relevant information, and interviews.

**Table 3.1** Phases, durations, and hours for the Practicum in Educational Administration

<b>Phases</b>	<b>Durations</b>	<b>Hours for the Practicum</b>
Phase 1	February-June 2021	50
Phase 2	July-November 2021	50
Phase 3	December 2021-April 2022	50

Qualitative data adopts descriptive statistics, collect how most parents and children choose educational institutions and make suggestions on counseling institutions, and consult the registration data to collect data for analysis. Although the qualitative data is drawn from the observation and analysis, but let parents and children can speak more specific opinions and ideas, and ask whether will consider registration in our institutions, or do not choose our institutions because the class time is not satisfied or the course fee standard is unreasonable, or is equipped with teachers, or teaching environment can not meet the requirements of parents and children. The collection and analysis of these data is conducive to institutions to make timely improvements according to the actual situation, more targeted market, to win the trust of parents and students, and tailor targeted recommendation courses for children.

**Table 3.2** The collection of data, analysis of data, and output/outcome in practicum

<b>Collection of Data</b>	<b>Analysis of Data</b>	<b>Output/ Outcome</b>
Gather data from mentor/supervisor/principal through in-depth interviews, observations, survey, journals, and logs.	-Assess the activities, level of engagement, and feedback on the experiences. -Analysis of data by using content analysis, descriptive statistics.	-Leadership experiences -Educational Leadership Framework -Model to enhance the quality of administration -Field-based learning experiences

### 3.1 Experience

This section focused on the personal experiences acquired during the practicum exercise. Thus, this section is divided into three sub-sections;

#### 3.1.1 Schedule of operations and duties

<b>Week</b>	<b>Observations</b>	<b>Description of Observations / Duties</b>	<b>Hours</b>
1	Administrative tasks	-Provide professional development advice to heads of educational institutions. Participate in the meetings held by the institution on time, and make the meeting minutes and feedback.	4
1	Roles and responsibilities	-Internship is an educational consultant. The content work is quite miscellaneous, mainly covers the educational administration department and the consultation department's duty.	4
1	Scope of work in educational institution	-Responsible for answering calls and visiting customers and inviting customers to participate in courses. -Invite customers to the store by telephone, and provide customers	50

		<p>with professional course consulting services.</p> <p>-Establish a good relationship with customers and provide perfect customer service; regularly report students' learning situation to parents.</p> <p>-Complete the monthly enrollment goals.</p> <p>-Supervise and cooperate with the professional service work of the corresponding head teacher in order to increase the renewal recommendation ratio.</p>	
1	Knowledge, Skills, Attitude (Competency)	-Professional skills, communication skills, sales skills, responsibility, attentive, caring.	4
1	Types of Instructional supervision in educational institution	-Internal and external supervision at the same time, with special teaching supervisors.	5
1	Professional Learning Community (PLC)	<p>-Teaching and research offices of various disciplines are set up among teachers, and special preparation teams are set up for primary school, middle school examination, high school entrance examination, college entrance examination and art examination. Team teachers regularly share experience, observe and put forward feedback and suggestions, cultivate the culture of cooperative teaching, and promote the exchanges and development among teachers.</p> <p>-Training and guidance for the new teachers.</p> <p>-Communicate teaching experience</p>	10

		with other institutions and innovate teaching methods.	
1	Process in helping teachers to effectively organize their learning activities	<ul style="list-style-type: none"> <li>-Exchange of experience with other institutions.</li> <li>-Training for new teachers.</li> <li>-Organize teachers to prepare lessons together and improve knowledge management.</li> <li>-Establish incentive policies to encourage teachers to increase their value by themselves.</li> </ul>	8
1	Leaders in driving education policy into practice in schools	-Teaching and research group of institutional principals and institutions.	4
1	Problems of the organization In planning, evaluation, and decision making	-Do a good job in knowledge management for different types of work. During the internship, the enthusiastic help of the instructor made my internship go smoothly. In the teaching process, due to lack of experience and unfamiliar with classroom teaching time, time conflicts occurred when assigning lectures. However, under the guidance of the instructor, they all got a good solution. During my work, I communicated with the instructor in time and achieved certain results. I understand that only when the work is done meticulously and properly arranged, can we provide help, cooperation and support for teachers and students to complete the education work, so as to obtain good	10

		teaching results.	
--	--	-------------------	--

### 3.1.2 Knowledge Acquired

The part I was responsible during this time was consultants. It is to communicate with parents and students through various marketing means, understand their potential intention to recommend the appropriate guidance projects, and supervise and follow up the guidance effect of students. Through my internship, I learned a lot, and I will be helpful in my future study and life.

(1) Any position Any post should be serious and meticulous, clear thinking, especially in the education-related work when the need to have a rigorous work attitude. Ordinary work requires accuracy, and any small mistake will affect the students and teachers.

(2) Pay attention to division of labor and cooperation, reasonable division of labor, detailed and specific pre-class, during and after-class work procedures, and pay attention to organization. To have a strong sense of teamwork, all the work is interrelated, and each step is related to the overall outcome.

(3) Due to the nature of the training institution, the active cooperation of teachers, teaching assistant and students is required, so the communication and communication of the teaching assistant between the two highlights the key role. If there is any emergency, such as the adjustment of the course time and other issues, we must ensure the notice in advance, and ensure that the notice is in place, the follow-up missed lessons are also notified in place, so that students can prepare, have more ideas to better learn knowledge.

(4) Reasonable response to setbacks. In the process of internship, I have also encountered a lot of difficulties, but in the case of setbacks should be calm analysis, from the objective, subjective, goals, environment, conditions and other aspects, to find out the reasons for the frustration, to take effective remedial measures. Set up a dialectical view of frustration, often maintain a confident and optimistic attitude.

(5) The personal management ability, teachers, service team and brand reputation of managers are very important to educational and training institutions.

### **3.1.3 Working relationship with the staff**

When I first entered the institution,I was unfamiliar with the work content of the whole institution and the teaching assistant.Under the leadership of the principal,I quickly understood the basic situation of educational institutions,various departments and staff and the work responsibilities and work process.In an educational institution,every employee is not completely independent and scattered,but needs close communication and cooperation in various teaching work.The organization regularly arranges group building activities to cultivate deep feelings between teams.Only in this way can we cooperate more, have more tacit understanding and be more conducive to the development of the work,so that the whole organization can truly complement its advantages and disadvantages,work harmoniously, help each other and learn from each other.

## **SECTION FOUR RESULTS OF THE PRACTICE AND LEARNING**

### **4.1 Results of the practice**

In this section, the results of the practicum and learning are grouped into three categories.

The first category is mainly related to expertise in education. Understand the psychology of students,communicate with students with an equal and gentle attitude,and then carry out different strategies according to their different learning stages,and arrange different tasks before, in class and after class to enhance their mastery of knowledge.

The second category is related to marketing skills.Students are very important for educational institutions.In the important period of enrollment,I will also cooperate with enrollment,expand the most direct way is to go to the school door leaflets and parents add WeChat and phone communication,registration of student information,learn more about the needs of students,some hope for school learning extracurricular tutoring,some hope to influence more literary accomplishment,is class,and gradually continuous tracking,give

children some free experience class,let children lead parents together to audition,and finally gradually transformation,in the end of the class.

The third category is related to psychological tolerance.At the beginning I was introverted,often due to face,feel no way to communicate with parents,not seriously publicity,so my customer conversion rate is low,I always think such things is not good,but until later I found that other colleagues including some old colleagues and new colleagues,they are positive to do this, when I asked their experience,they and I explain every such opportunity is a good time to exercise themselves,to use sincerity and professional to move others.

These are explained in detail below.

Since its opening in 2002,the internship institution has been a famous educational and tutoring institution in the nearby area.The overall level is relatively high.As long as they do a good job in more publicity,they can attract more students and parents.Under the communication with students 'parents and experienced teachers,we realized that parents pay attention to the whole aspect of their children's growth to the choice of training institutions and acquaintance recommendation or famous.Some parents have limited culture to help children,some parents are dual employees,and the school did not start the second class,students have no place after school,parents worry about child safety and learning,each class has different acceptance ability,and consolidate knowledge;students have a strong interest in more art,such as calligraphy,painting and music.Therefore,when students are teenagers,on the one hand, laying a good foundation will have great benefits to students' later life.On the other hand,the double-worker family will have no worries about the whereabouts of their children after school.

The results of this practice were as follows:

1. The success of field experience depends largely on cooperation between teaching consultants, instructors and Marketing.

2. The key factors that determine the success of practice are the child's willingness, family financial ability and visibility of educational institutions.

3. Exercise their own hard-working spirit, hone their own heart,accumulate experience.

4. Do a good job of career planning and work hard to practice, listen to the opinions and suggestions of students and teachers, and find the correct positioning.

5. When arranging the course time, fully communicate to achieve the coordination between students, parents and teachers.

## **SECTION FIVE**

### **CONCLUSION, DISCUSSION, and RECOMMENDATION**

#### **5.1 Conclusion**

Under the background of the era of knowledge economy, with the development of society and the improvement of living standards, the demand for education is growing. On the one hand, in order to meet the needs of the development of modern science and technology and its own development, the public education system cannot meet the needs of public continuing education and after-curricular learning, and the training and education market is gradually formed, laying a foundation for the emergence and development of private training and education institutions. The main factors affecting the selection of educational institutions are the brand effect and reputation of institutions, the wind evaluation of teachers, the teaching achievements of educational institutions, the scale of educational institutions, the teaching environment and the service attitude of institutional service personnel.

This internship is very rare, and my work arrangement is very reasonable, in an excellent company, discuss the students' parents, and provide the opportunity to connect theory and practice.

I will therefore not hesitate to continue to seize the opportunity to practice, expand my work experience and enrich my knowledge in the internship and future that will enable me to actually demonstrate how to plan, do, act, and perform my duties.

#### **5.2 Discussion**

First, The purpose of this study is to understand how the position of teaching consultant in private educational institutions maintains relationships between students, parents and teachers through cooperation with educational institutions. How educational institutions



expand their source of students. How to expand the visibility in the industry.

Then, The research results of this study indicate that:

(1) Education is great, is to need mutual cooperation and communication to better promote the development of students, at the same time, training institutions need to uphold the correct values, improve the skills of institutional staff, knowledge to keep pace with The Times, and can cultivate students' ability of independent learning, enhance students' interest in learning, this is also parents choose to let children come to education institutions, to make children happy in learning, learning, gradually develop better learning habits, for the future to lay a foundation for deeper and longer learning.

(2) Staff in various positions of the organization is very important, such as the marketing department, needs more to contact parents, in order to transform more students, for the long-term development of the organization. For example, the teaching consultant needs the teaching consultant to deal with the detailed work in the implementation process of education, including the learning status and curriculum arrangement with students, parents and teachers. The feedback and communication of learning results are all handled by the teaching consultant, which need to be very careful and serious. For example, in the teaching and research office, teachers need to prepare lessons collectively, exchange teaching experience, teaching difficulties and difficulties, check gaps for students' schoolwork, strengthen the understanding of difficulties and difficulties, create a better learning atmosphere, and improve the overall teaching level of training institutions. For example, in logistics departments, logistics personnel need to do a good job in logistics support for students' life and teachers' working environment, timely care about teachers and students, regularly hold group building activities, contact the relationship between teachers and students and employees, and follow up to improve the study and working environment at any time. Thus to get more students and parents of recognition, to establish a good reputation in our hearts, to achieve the purpose of a virtuous cycle. So every post is very important. We should be good at learning and communicating with colleagues in various departments, but also more recognize the results brought by educational institutions without prejudice. I should deepen my understanding of

education and improve my educational skills in the future, not only pay attention to the study of theoretical knowledge, but also to the combination of practice and theory.

(3) Institutions should develop or exchange more experience with other educational institutions, do a good job in knowledge management, and absorb the excellent teaching experience and management experience of other educational institutions. We will establish incentive policies for talent introduction so that more outstanding talents can join educational institutions.

### **5.3 Recommendation**

As one of the important part and practical activities of educational management, educational practice is of great significance to the cultivation of educational management ability of teachers. Education and training institutions have developed greatly in recent years, and more and more training institutions springing up. We are happy to see the vigorous development of the education and training industry, not only because of her huge social influence, but also because it is related to the development of the country's competitiveness.

Through the above survey, the following recommendations for educational institutions :

#### **(1) Expand the company's visibility**

Group market with huge demand. Various education and training institutions have sprung up. There is an increasing competition for education and training brands. Training institutions are a service industry. Which training institution the students choose is often based on the word of mouth of the early students and the performance of the early students. In today's rapid development of the network, training institutions can attract more attention of middle school students by establishing a WeChat public account, and provide a platform for students to communicate. Collect students' love for institutions and teachers, improve the curriculum, the teachers' explanation level and their own level, improve the original service, and launch their own characteristic services. For the primary school, "all foreign teachers' classroom", "three - step teaching method" and so on. In an endless stream, more students will have the willingness to participate in the

courses of the education and training institution to expand their popularity .

(2) Attach importance to teacher training

The foundation of the organization to expand its popularity is to reserve educational talents, introduce teachers with unique experience in teaching, and improve the teaching level. Teachers' popularity and reputation are positively related, which affects students' choice of training institutions. Training institutions should strengthen the training of teachers. From the teaching, increase the number of teachers' teaching seminars, and discuss teaching methods and ideas with each other. From the service attitude, enhance each teacher to the student earnestly responsible attitude. Attach importance to encouraging teachers to continue to serve the institution.

(3) Life-based

In addition to improving the strength of teaching teachers, we should try to learn innovative teaching methods, teach students according to their aptitude, take students as the basis, and explore potential students to do a good job of education and training services.

## Reference

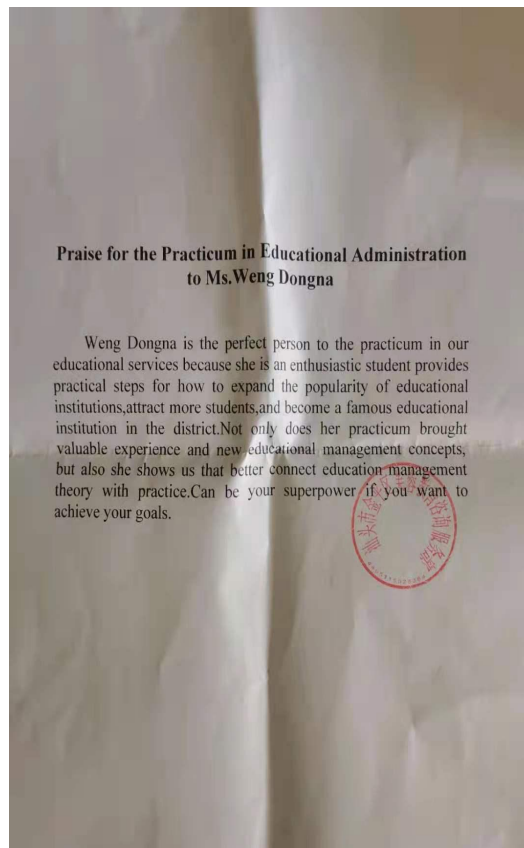
Zhuang Baoying. Exploration of Innovation and Entrepreneurship Education into Practice and Training to Build a New Practical Teaching System [J]. China Storage and Transportation, 2021 (06): 137-138

Teng Jiafu, Guo Jiahao, Zhao Xinyan. The Obstacles and Improvement Measures of Tutoring Institutions in Primary and Secondary Schools in China. Fortune Today. 2020 (27)

Lei Pele, Song Yu, Cao Jianhua. Study on the Influence of Customer Perceived Value on the Selection of Secondary Education and Training Institutions. Journal of Beijing University of Chemical Technology (Social Sciences), 2012 (3)

## Appendix

(Photo,,etc.)



## Auto Bibliography

Student's Name: Weng Dongna

Date of Birth: November 7, 1987

Education Level: Undergraduate

Workplace: Shantou Polytechnic, Haojiang District, Shantou City, Guangdong Province

Work Experience: Worked in Shantou Polytechnic since November 2011

Practicum report will need to be submitted within one week from the time of each phase.

Report can be submitted in person, by e-mail to Educational Administration Program.

(E-mail address will be let you know later.)