

impact". The percentages of the number of people were 28.5%, 41.5%, 10.3% and 27.5%, 32.4% and 8.9% respectively.

Conclusions: From the results of the full text on the company's exchange rate risk control mode and achievements, the exchange loss of foreign contracted engineering enterprises can be reduced and the exchange rate risk can be controlled. For the exchange rate risk, China's foreign contracted engineering enterprises should pay enough attention to the concept and strategy, establish the idea of enterprises actively dealing with and managing the exchange rate risk, take the initiative and face it, and do a good job in the exchange rate risk management of enterprises with a pragmatic and diligent working attitude and scientific and efficient working methods. The operators of enterprises should also realize that exchange rate risk exists objectively. As long as there is more than one currency in daily business and the exchange rate between different currencies fluctuates, it is impossible to avoid the existence of exchange rate risk. On the one hand, enterprises cannot avoid such risk, on the other hand, they should correctly realize that exchange rate risk is difficult to eliminate, Risk can only be mitigated and locked in to a certain extent. For example, in a period of time, if the exchange rate risk management team of the enterprise believes that the exchange rate of the US dollar against the RMB is depreciated and the people are expected to appreciate, it can lock the forward exchange rate of some US dollar accounts receivable and lock the cost of foreign contracted engineering enterprises, so as to facilitate enterprise decision-makers to clarify the income and expenditure and expected profit of the enterprise.

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STRATEGY OF ORGANIC INTEGRATION OF LABOR EDUCATION AND "MASS ENTREPRENEURSHIP AND INNOVATION" EDUCATION IN COLLEGES AND UNIVERSITIES FROM THE PERSPECTIVE OF EDUCATIONAL PSYCHOLOGY

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Background: Under the background of the continuous development of information technology, in order to accelerate economic development, the previous mode of production and labor resources must be adjusted accordingly. The faster and better workers adapt to the new mode of production and the higher the degree of innovation of economic development, which can improve the country's competitive advantage. As colleges and universities that train national talents, colleges and universities should respond to the call of the times and cultivate college students into innovative and entrepreneurial talents who can adapt to the times. Combining entrepreneurship and innovation education with labor education in colleges and universities, labor education in colleges and universities is no longer a simple manual labor, but carries out creative practical activities according to certain plans and purposes. Through these activities, college students can cultivate and exercise their labor skills, correct their labor attitude and emotion, and establish correct labor values, In the case of stimulating the subject consciousness, be able to lead and complete innovative practical activities independently. Creative work is the further promotion of labor education. Through innovative work, college students can temper their will, improve their quality and cultivate their sense of responsibility. So that college students can shoulder the arduous task of national rejuvenation in the future.

The combination of labor education and entrepreneurship and innovation education in colleges and universities must meet the understanding of teachers and students. Social thoughts and values will affect the integrated education. The recipients of this education will make different choices in combination with their own actual situation, and this process will be limited by the knowledge level, social conditions and other relevant conditions of the recipients. Due to these limitations, there will be some psychological barriers to acceptance. The solidification of educators' teaching mode will affect the learning enthusiasm of the educated, and the low cognitive function of the educated will also hinder the acceptance of new knowledge.

Objective: To promote the organic integration of college students' labor education and entrepreneurship and innovation education by constructing the acceptance psychological mechanism. Through teaching, college students can feel that they can be respected and their self-worth can be realized in the process of innovation and entrepreneurship, so as to generate learning interest and take positive action under this internalized education, so as to better realize the organic integration of labor education and "mass entrepreneurship and innovation" education in Colleges and Universities.

Research objects and methods: 500 college students of different grades in a university were selected by

stratified cluster random sampling. The subjects were divided into experimental group and control group. The numbers of experimental group and control group were 251 and 249 respectively. There was no significant difference between the two groups. The experimental period was 2 months. The control group carried out two kinds of teaching activities after educational integration, and the experimental group added the receiving psychological mechanism to the two kinds of teaching activities after educational integration. The data of the research process were collected in the form of questionnaire. SCL-90 symptom self-assessment scale was used. The scoring method was grade 1-5. The higher the score, the heavier the symptoms. The statistical analysis of the experimental results was carried out by SPSS software to verify the role of reception psychological mechanism.

Results: The data collected from the questionnaire were sorted out and statistically analyzed by SPSS software. The scores of psychological symptoms of the two groups of students before and after the experiment were obtained, as shown in Table 1.

Table 1. Scores of psychological symptoms of students in the two groups before and after the experiment

Group	Time	Self-esteem	Self-confidence	Fear	Anxious
Control group	Before experiment	2	2	5	4
	After the experiment	3	2	4	3
Experience group	Before experiment	2	2	5	4
	After the experiment	5	4	3	2

Through the intervention of psychological mechanism, college students in the experimental group obviously felt self-esteem and self-confidence. The scores of these two psychological symptoms were 5 and 4 respectively, which were better than those in the control group; The two emotions of fear and anxiety in the experimental group have also been significantly alleviated, especially the anxiety score of college students in the experimental group has reached 2 points, and the mitigation effect of negative emotions in the experimental group is still better than that in the control group.

Conclusions: The reception psychological mechanism can help college students better accept the integration of labor education and entrepreneurship and innovation education. It can not only improve college students' self-confidence, self-esteem and learning enthusiasm, but also alleviate college students' resistance to integrated education, so as to promote the development of integrated education.

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INNOVATION OF APPRENTICESHIP TALENT TRAINING MODE IN SECONDARY AND HIGHER VOCATIONAL COLLEGES FROM THE PERSPECTIVE OF SOCIAL PSYCHOLOGY -- TAKING THE MAJOR OF HOTEL MANAGEMENT AS AN EXAMPLE

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Background: With the rapid development of economy, people's quality of life is getting better and better. Their economic level can support them to travel everywhere. Tourism is gradually rising and developing rapidly, and hotels are all over the country. However, there is still a large gap in high-quality hotel professionals. At present, the hotel personnel have great mobility and different quality. The relevant professional skills, knowledge and ethics cannot meet the needs of hotel management. The previous secondary and higher vocational education model cannot cultivate the talents needed by the hotel. Secondary and higher vocational students still have great deficiencies in practicality, operability and adaptability. They need to carry out more practical activities. Only through personal experience under the leadership of experienced masters can they grow up quickly. In this regard, it is not enough for students to rely on themselves. Higher vocational colleges need to come forward and cooperate with the government and school enterprises to create a special apprenticeship fund and establish relevant management systems under the condition of clarifying their respective interests and responsibilities. In secondary and higher vocational education, educators began to pay attention to apprenticeship as a way of training talents, and demonstrated its application in many majors.

Applying social psychology to hotel management involves two very important theories: motivation theory and group theory. Different needs have different motives. When the needs are generated, the stimulation generated by the brain will cause a kind of uneasy and nervous psychology. This psychology will form an