

Research on innovation of talent training mode of economic management specialty in universities

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Abstract: Economic management professionals is one of the important talents needed in today's society, the quality of its training is directly related to the progress of national economic development and the prosperity of social development. However, the traditional economic management professional personnel training mode has been unable to meet the needs of the current era, training ideas, training goals and methods lag behind, the urgent need for innovation and reform. Therefore, this paper discusses the innovative strategy of the training mode of economic management professionals in colleges and universities, in order to provide useful reference for the training of economic management professionals.

Key words: universities; Economic management major; Personnel training; Innovation strategy

1. The current economic management professional personnel training problem analysis

1. The training concept is backward

With the rapid changes of social development and economic environment, the backward training concept of economic management professionals has become an important factor restricting their development. The traditional concept of economic management pays too much attention to the training of repetitive work and mechanized learning, and neglects the cultivation of students' innovative ability and practical ability. As a result, economic management students blindly pursue grades and class rankings, and lack comprehensive literacy in economics, politics, culture and other aspects. It can be seen that the talent cultivation and innovation of economic management major should emphasize the understanding of the global economy, the cultivation of social responsibility and the spirit of innovation, the training of practical ability and independent thinking ability, and the awareness of management and economic decision-making rules, so as to better meet the needs of the future society and market.

2. Single goal of training

At present, an important problem facing the training of economic management professionals is that the training goal is too single. Under the traditional mode, the training goal of economic management major mainly focuses on students' academic achievements and professional knowledge, but neglects the cultivation of students' comprehensive quality and practical ability. This single goal leads to the shortage of coping ability, the lack of innovative spirit and leadership potential in the practical work of economic management professionals. At the same time, the needs of the development of The Times require economic management professionals to have more comprehensive qualities, including innovative thinking, interdisciplinary ability, teamwork and leadership. Therefore, the innovative talent training mode should pay more attention to the cultivation of students' comprehensive quality and practical ability, so as to meet the diversified needs of society for economic management professionals.

3. Outdated training methods

Traditional training methods mainly rely on teachers' teaching and students' thinking and exploration, and lack of effective interaction and practice. This method is outdated and fails to give full play to students' learning advantages and strengths, resulting in their lack of sense of reality and ability to deal with economic management problems in the real world. Therefore, the innovative talent training mode should adopt diversified teaching methods, such as case analysis, project practice, internship and simulation management, etc. Through the combination of practice and theory, students can better apply the knowledge to solve practical problems, and cultivate their analysis, judgment and decision-making abilities. It is believed that innovative talent training methods and models can make students better adapt to the future career environment, and improve their comprehensive quality, career core competitiveness and so on.

2. The innovation strategy analysis of college economic management professional talent training mode

1. Based on the characteristics of The Times, innovate the training concept

With the development and progress of society, the challenges in the field of economic management become more and more complex and changeable, and the training of economic management professionals in colleges and universities also faces new opportunities and challenges. Therefore, we must base on the characteristics of The Times and innovate the training concept. Traditional economic management education often only focuses on the inculcation of professional knowledge, while ignoring the cross-disciplinary innovation and thinking collision. Nowadays, a variety of new types of business continue to emerge, requiring talents with comprehensive ability and cross-border thinking, they are more able to adapt to the changing industry and development trend. The training of economic management professionals pays attention to the cross-integration of diversified disciplines. Through the integration of multiple disciplines, students' comprehensive ability and cross-border thinking are cultivated, which makes it easier for them to innovate across fields in practical work. In addition, the traditional economic management education separates the teaching and practice in the classroom, which will lead to a

relative disconnect between students' theoretical learning and practical ability. In order to adapt to the development of modern economic management, the training of economic management professionals in colleges and universities must pay attention to practical and innovative educational ideas. It is not only necessary to explain relevant theories in class, but also to guide students to go deep into practice, understand the actual operation and broaden their horizons, so as to cultivate students' innovative thinking and practical ability, but also to narrow the communication gap between students and enterprises, so that they can be integrated into practical work² more quickly. Finally, we must also focus on the actual needs of students, we must according to the individual needs of students, tailor-made training programs, so that students in the learning process to get an all-round development. It can be seen that the demand for talents in the field of economic management is getting higher and higher, which requires not only excellent professional ability, but also good communication and coordination ability, leadership and management ability, cross-cultural communication ability and other multidimensional abilities. Colleges and universities should carry out individualized training according to the actual situation of students, pay attention to exploring students' strengths, cultivating students' innovative spirit and comprehensive quality, so as to train economic management professionals to meet the needs of society. To sum up, the innovative mode of training economic management professionals should be based on the characteristics of The Times, and pay attention to cross-border integration, practical innovation and student-oriented education concepts. Only through continuous innovation and reform can we meet the needs of the economic management field and cultivate more high-quality talents.

2. Explore multiple goals and develop talents in an all-round way

With the development of The Times and social changes, the training mode of economic management professionals in colleges and universities should be constantly innovated. In the past, the major of economic management mainly aimed at cultivating the basic knowledge of economics and management skills. However, the current trend of social and economic development requires that the talents of economic management have the ability to cross disciplines and fields to better adapt to the needs of society. Multiple goals refer to changing the students' goal from a single professional skill learning to diversified development through the course setting and practical activities. It refers to the cultivation of comprehensive quality, innovative consciousness, critical thinking, teamwork and so on. In practice, students need to participate in various practical activities, such as community service, enterprise internship, entrepreneurial practice, etc., so as to cultivate students' practical operation, adaptability, teamwork and other skills, so that students not only have professional knowledge, but also can truly grasp and use in practice to realize value. In order to achieve the development of students' diversified goals, the education of economic management in colleges and universities needs to constantly innovate the talent training model, such as interdisciplinary curriculum, innovation and entrepreneurship curriculum, etc., and can also provide diversified elective courses to develop students' all-round ability and quality, so that they have the opportunity to contact various fields in the school stage, and lay a solid foundation for future employment. In the future, it is hoped that more economic and management teachers can assume the responsibility of building a comprehensive development platform for students, and give students more vertical guidance and support. In short, the talent training mode of economic management major in colleges and universities needs to constantly innovate in the changes of The Times, explore multiple goals and all-round development of talents. Through these changes, the students of economic management major can better adapt to social changes and become core talents who can promote social and economic development.

3. Focus on the key points of study and innovate training methods



FIG. 1 Student project practice diagram

In the teaching process, the focus is on the core knowledge and skills that students must master. The major of economic management involves a wide range of knowledge fields, such as economics, management, accounting, etc. Students need to master these basic theoretical knowledge in order to make correct decisions in practice. Therefore, in the training process, the key points should be highlighted, and the core knowledge and skills should be taken as the focus of learning to ensure that students have a solid theoretical foundation on the basis of the major. The innovative training method is to enhance students' practical ability and innovative thinking³ through innovative teaching means. In the training process of economic management, students should learn to apply theoretical knowledge to practical situations and be able to come up with innovative solutions. In order to achieve this goal, teaching methods such as project-based learning, case teaching and

practical activities can be adopted. By participating in real projects or cases, students are able to exercise practical skills, develop problem-solving skills and innovative thinking, as shown in Figure 1. In addition, teaching methods can also be innovated by means of information technology, such as using online learning platforms, virtual LABS and other resources to provide students with more learning avenues and opportunities. Through multimedia teaching, network assisted teaching and other ways, stimulate students' interest in learning, improve the learning effect; Activities such as academic exchanges and discipline competitions can also be carried out to stimulate students' sense of innovation and competition and promote their all-round development. To sum up, keeping close to the learning points and innovative training methods are the key to the innovation of the training mode of economic management professionals in colleges and universities, which is worthy of in-depth research and practice by front-line educators.

4. Improve the quality of teachers and help improve the quality

Economic management teachers need to have a solid theoretical foundation, in-depth understanding of the frontier trends and research directions in the field of economic management, and be able to introduce the latest theoretical results and practical cases into classroom teaching. At the same time, teachers also need to have rich practical experience and be able to explain the practical application of theoretical knowledge to students in combination with actual cases, so as to improve students' practical ability and problem-solving ability. At the same time, education and teaching skills are the basis of teachers' work, and teachers need to have good teaching skills, teaching methods and organizational ability. In the classroom, teachers should be able to stimulate students' interest in learning and improve teaching results through flexible and diverse teaching methods. In addition, teachers should have strong teamwork and communication skills, and be able to communicate and cooperate effectively with students and corporate partners, etc., to provide students with more practical opportunities and resources. Therefore, we should improve teachers' ability and quality in all aspects through teacher training and academic exchanges. Including participating in academic conferences, writing academic papers, etc., to expand teachers' academic vision; Online learning, offline discussion and communication, etc., to enhance teachers' education and professional abilities, as shown in Figure 2; Post practice, exchange practice, etc., solid teachers' practical experience, which lays a solid foundation for the training of economic and management talents in colleges and universities. To sum up, improving the quality of teachers is very important for the innovation of the training mode of economic management professionals in colleges and universities. Our teachers should actively participate in the training, or go out and exchange practices to improve the comprehensive quality and the level of teachers.



Figure 2 Teacher training meeting

EPIlogue

In a word, the innovation of the training mode of economic management professionals in colleges and universities is the expectation and requirement of the current era for higher education. This paper puts forward the idea of innovative training based on the characteristics of The Times; Exploring multiple goals, all-round development of talents; Focus on the key points of learning, innovation training methods; The implementation of these strategies is conducive to improving the quality and ability of economic management professionals and adapting to the needs of social and market development. We believe that with the joint efforts of the whole society, there will be greater development and progress in the innovation of the training mode of economic management professionals.

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