

Research on the cultivation of university economics professionals based on the integration of production and education

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Abstract: The integration of production and education has made an important contribution to the talent training of colleges and universities, which makes colleges and universities adjust the talent training goals and quickly meet the needs of social and economic development. The talent training mode of the integration of production and education has made an important contribution to the transformation and development of higher education. This paper, guided by the integration of production and education and based on the requirements of the training of economic talents in colleges and universities, expounds the specific path of the reform of the training of economic talents in colleges and universities from four aspects, and provides some ideas for deepening the integration of economic production and education in colleges and universities.

Key words: integration of production and education; Colleges and universities; Economics; Talent training model

The integration of production and education has become an important starting point for the reform of talents training in colleges and universities. In order to make the integration of production and education really effective, colleges and universities need to consider the specific needs of the integration of production and education in the development of students' innovative ability and professional quality, and integrate the integration of production and education in the training of talents for economics majors. And combine it with the professional talent training objectives, training specifications and training methods. In order to implement the talent training mode of the integration of production and education, it is necessary to study the specific implementation strategy of the talent training mode of economics majors in colleges and universities from the aspects of teaching method, curriculum system, education approach, teaching organization means, teacher construction and so on.

I. The proposal and connotation analysis of the integration of production and education

With regard to the talent training model of the integration of production and education, The State Council issued a special document to regulate the development of this model. The document "Implementation Opinions on Deepening the Reform of Innovation and Entrepreneurship Education in Colleges and Universities" puts forward requirements for the development of this model. The document points out that it is necessary to innovate the talent training mechanism and establish a collaborative education mechanism with multiple subjects. Based on the specification of the document of The State Council, local education departments have successively issued a series of measures to carry out specific requirements and specifications for the training of talents with the integration of industry and education. In 2017, the report of the 19th National Congress of the Communist Party of China proposed to build an industrial system with the coordinated development of the real economy, scientific and technological innovation, modern finance and human resources, and proposed to build an integrated teaching system of production, university and research, which further promoted the development of the integration model of production and education in colleges and universities.

After that, The General Office of the State Council issued the "Several Opinions of The General Office of the State Council on Deepening the integration of Industry and Education" to further clarify the focus of the work of "integration of industry, university and research", put forward the specific requirements of "school-enterprise cooperation", clearly put higher vocational education in the strategic position of educational reform and innovation, and take it as an important support to promote China's economic and social development. Under the guidance of a series of national policies, if colleges and universities want to truly achieve the integration of production and education, they must fundamentally solve the problems existing in the integration of production, university and research, improve the talent training mechanism, and conduct in-depth research on talent training work.

II. Based on the integration of production and education, the reform path of the talent training model of economics in colleges and universities

1. Building a pattern of school-enterprise coordinated development based on the needs of both schools and enterprises

The goal of talent training in colleges and universities is to focus on the needs of local social, economic and industrial development for talents, strengthen the cultivation of students' ability and quality, so that enterprises and schools can achieve seamless connection between talent demand and talent training. For the training of economics professionals, the cooperation between enterprises and schools should be continuous, all-round and in-depth, and colleges and universities should strengthen the cooperation mechanism with local enterprises to improve the enthusiasm of cooperation between the two sides.

School-enterprise cooperation should adhere to the principle of mutual benefit and win-win and benefit sharing, and to achieve the integration of production and education, both schools and enterprises need to share the results of educational reform. The key point of the implementation of the integration of industry and education mode is to integrate the resources of both schools and enterprises. Through the integration of industry and education, colleges and universities can grasp first-hand information that is close to the actual situation of

China's economic development and reflect the macro-economic situation, and provide convenience for students to grasp the latest business trends and grasp the trend of economic development as soon as possible. Enterprises need equipment, technology and talents to bring new technology and industry development information to colleges and universities, and provide support for schools to carry out practical training. After enterprises participate in the integration of industry and education, they can share the achievements of talent training in colleges and universities, reduce the cost of talent recruitment, and facilitate the transformation of scientific research achievements and the application of think tanks in colleges and universities. In order to realize the sharing of achievements, enterprises must participate in the talent training work of colleges and universities to a certain extent. By participating in the formulation of talent training plans for international business majors, curriculum development, cooperative teaching, practical training guidance, etc., the cultivated students can better meet the needs of enterprises and reduce the time for students to adapt to new jobs. In addition, enterprises can penetrate corporate culture and corporate system into practical teaching work, enhance students' adaptability to their positions, enhance students' sense of identity, trust and professional belonging to the enterprise, and provide human resources for the development of enterprises. In short, under the mode of integration of industry and education, both schools and enterprises need to strengthen communication, fully consider the interests of both parties, adhere to the principle of sharing interests, regulate the rights, responsibilities and interests of both parties, truly realize the collaborative development of schools and enterprises, share the benefits created by the reform of economics education and teaching, and create a benign ecosystem of integration of industry and education.

2. Adjust the personnel training program in the light of economic development

It is an important issue in the reform of financial professional practice courses to adjust the professional construction work in light of the development of the industry and integrate job requirements into the talent training plan. Colleges and universities should actively communicate with industry experts to understand the current development trend of economics through exchanges and cooperation. Colleges and universities should constantly absorb the opinions of industry experts, update and adjust the teaching content, use external resources to improve the integrated training mode of "teaching and doing", formulate personnel training programs that are more in line with the employment and development of economic talents, and build supporting teaching resources. The development of talent training programs in line with the development of the industry and the development of curriculum standards in line with the needs of positions can strengthen students' vocational ability and improve their employment competitiveness. Colleges and universities can also hire relevant professionals from enterprises to provide practical training guidance for school teachers and students, and promote the deepening of school-enterprise cooperation.

In the teaching process of each course, it is also necessary to integrate industry dynamic information, so that students can understand the development trends of economics, understand the current hot spots of economic development, and meet the ability requirements of current positions. For example, in the context of the current transformation and upgrading of China's economic structure, how to prevent systemic financial risks, maintain market stability, and adapt to the needs of job skills in the transformation and upgrading of enterprises is an important topic in the teaching of economics. Let the students understand the current hot issues in China's economic development, let them think about it, not only can deepen their understanding of professional knowledge of economics, but also help improve professional quality, guide them to develop integrity, law-abiding, dedicated, patriotic values.

In the teaching process, teachers should also grasp the policy direction of the financial industry. As for the training of financial professionals, they should not only pay attention to the cultivation of financial knowledge and practical ability, but also pay attention to the political quality of students, so that students can consciously participate in the protection of financial stability. For example, The State Council put forward the "six stability" policy, maintaining stable economic development, steadily improving, and realizing economic recovery is an important part of the current economic construction. Teachers introduce hot issues in China's economic development to students, which helps students strengthen their professional ability.

It is necessary for colleges and universities to cooperate in the construction of teaching materials, especially the development of teaching materials for practical courses. At present, there is a shortage of teaching materials for many financial practical courses. We should cooperate with enterprises to understand the actual operation of banking business, collect and sort out materials, and compile practical teaching materials. The knowledge system of teaching materials written in this way is more complete, reasonable and practical. In the process of compiling the textbooks, the relevant hot spots of economic development and other materials can be incorporated so that students can further understand the information of our country's economic development. This will help students think about relevant issues and make them more active in learning,

3. Relying on enterprise resources to build practical training teaching modules

Because the mode of integration of production and education is collaborative education between schools and enterprises, it can strengthen practical training and teaching work. Colleges and universities should provide students with abundant practical training opportunities with the help of enterprise resources, organize students to learn new knowledge and skills, and improve their practical ability and application ability. Because the future employment of students majoring in economics is relatively wide, the practical training work is relatively scattered. At the same time, the comprehensive practical training mainly relies on simulation software for teaching, which makes it difficult to organize the practical training work in colleges and universities, and the updating speed of the practical training simulation software is slow, which cannot keep up with the teaching needs of schools. Schools should give full play to the role of enterprises, let enterprises participate in practical teaching, in the top-level design of practical teaching, specific implementation, assessment and evaluation and other links, let enterprises and schools jointly plan practical teaching work, so that practical training teaching become an important

part of improving students' practical application ability. The practical teaching work should be carried out at different levels, from a single skill training to a professional comprehensive training, from a comprehensive skill training to participation in project construction, and the training content is gradually close to the job needs of enterprises.

Single skill training refers to the main course of each major, such as "Political Economy", "Statistics", "Accounting", "Business English", etc., aiming to enhance students' political and economic theory knowledge, statistical skills, accounting operation skills, business English communication skills, etc. Practical training of comprehensive business skills to enhance students' professional practice ability. During the internship period, the college should strengthen the communication and contact with enterprises, and assign students to different positions and jobs in enterprises, so that students can have a comprehensive understanding of the work content and skills of foreign trade enterprises and governments. After the completion of the practical training activities, students can sum up their own practical training process, and their own experience and experience in the practical training with the graduation thesis. Through practical training, students can better understand the business activities of enterprises and participate in the business practice of their major. Therefore, students should be able to grasp the opportunities in economic activities, find their own problems in practice, and use their own ideas and ideas as the material for their graduation thesis. In order to achieve good results at this stage, the consultant of the company is indispensable.

4. Deepen the combination of production, university and research to improve students' entrepreneurial awareness

According to the development characteristics of the business field, the teaching practice of economics must be closely related to the needs of benchmarking enterprises for job ability, focusing on improving students' innovation and entrepreneurial ability, highlighting "practical operation" ability, and organizing a large number of practical training activities. In particular, the establishment of the student association of school-enterprise cooperation can not only enable students to learn more knowledge in textbooks, but also have access to enterprises at the forefront of the market, so as to obtain the most advanced scientific and technological knowledge and management ideas in the industry. The school can organize technical training, special lectures, visits and internships with industry associations and benchmarking enterprises on a regular basis, so that students can get professional technical guidance and training in the exchange with enterprises. Student association activities and professional skills competitions are an important part of practice teaching, which also requires deeper cooperation between schools and enterprises. In addition, there are also National University Business Elite Challenge International Trade Competition, national cross-border e-commerce innovation and Entrepreneurship ability Competition, national e-commerce Skills Competition, national college students "Challenge Cup" competition, etc. The participation of enterprises enables students to get more professional guidance and understand the new ideas, new technologies and new processes of enterprises. At the same time, through joint publicity activities, enterprises improve brand recognition, get more convenience in talent recruitment, production and operation activities, and achieve a win-win situation for schools and enterprises. It is necessary to strengthen the coordinated development pattern of school production, university and research, and promote the in-depth development of the integration model of industry and education through the coordinated development of production, university and research.

Concluding Remarks

It is a systematic project to establish the cooperative education mode of "integration of industry and education" for economics major, which needs to clarify its own thinking according to the talent training objectives of economics major, accelerate the integration of industry and education, lay emphasis on the interest demands of both schools and enterprises, establish a new teaching mode based on the resources of enterprises, and strengthen the cooperation between schools and enterprises in practice. Establish a new cooperative education model to achieve the expected purpose and meet the requirements of the development of new technology and new business model for innovative and compound talents.

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