

Exploration and Practice of Talent Training Mode of Business Administration under the Background of New Liberal Arts

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Abstract: The problem of talent cultivation in the context of the new liberal arts has aroused extensive and enthusiastic thinking and discussion. This paper focuses on the cultivation of business administration professionals, and focuses on the construction basis and ideas of the cultivation system of business administration professionals under the new liberal arts background from three aspects: the new changes in the training objectives and positioning, the new adjustment of the curriculum system and teaching content, and the new composition of the teaching staff, and then puts forward countermeasures for the construction path and application of the curriculum system of business administration under the new liberal arts background, It strives to build a strong support for the cultivation of business management professionals both on campus and off campus, and also hopes to provide reference for the construction of the whole business management specialty.

Keywords: New liberal arts; Major in business administration; Talent cultivation; Industry university cooperation

1. The Concept of “New Liberal Arts” and the Connotation of “New”

1.1 Proposing the concept

In October 2017, Hilam College of the United States put forward the educational concept of "new liberal arts" for the first time, integrating new technology into literature, language, philosophy and other courses, and vigorously promoting comprehensive interdisciplinary learning. In May 2018, at the docking meeting of the Ministry of Education on cooperation between production and education, Wu Yan, Director of the Department of Higher Education of the Ministry of Education, made a keynote speech, pointing out that we should comprehensively promote the construction of "new agricultural, new engineering, new medical, new liberal arts and other disciplines, and form a first-class undergraduate professional cluster covering all disciplines with Chinese characteristics and world level. The concept of "new liberal arts" has really come into people's view.

According to the report Annual Development Report on the Construction of New Liberal Arts (2021) published in April 2022, the number of theoretical research achievements of the new liberal arts in 2021 is growing rapidly, which is characterized by an accelerated transition from interdisciplinary research within the traditional liberal arts to interdisciplinary integration of liberal arts, science and engineering. In terms of practical exploration, it is mainly characterized by highlighting policy orientation, openness and sharing, demand guidance, technology driven, cross integration, and serving the society. According to the Notice of the General Office of the Ministry of Education on Recommending New Arts Research and Reform Practice Projects (JGTH [2021] No. 10), in 2021, the Ministry of Education announced the first batch of new arts research and reform practice projects totaling 1011, which shows that the development of new arts research and construction in China is gradually advancing. The common feature of the first batch of new arts construction projects announced is to adhere to the correct political direction and value guidance, Focus on talent training, promote education and teaching reform, improve the quality of curriculum, teaching materials, professional quality and technical level, strengthen theoretical research and planning summary, and solidly promote the implementation of the project, so as to truly realize the true, practical, new and deep reform of liberal arts education.

There is no clear definition of the meaning of the new liberal arts in the academic circle. Professor Zhou Yi, head of the Academic Affairs Department of Suzhou University, stressed that the connotation of the new liberal arts should reflect two aspects: first, the new liberal arts should be based on the existing liberal arts majors and give new content to the cultivation of liberal arts professionals. Second, the new liberal arts should achieve a new breakthrough in interdisciplinary majors in the mode of liberal arts talent training, that is, to achieve the intersection and integration of liberal arts, science, arts and engineering and other majors in a larger scope, so as to achieve the discipline and specialty restrictions of existing liberal arts talent training. This requires a new understanding of the basic concept, target orientation, curriculum system, and organizational form of liberal arts talent training or the reconstruction of the structure.

1.2 The connotation of “new”

1.2.1 Expansion of discipline category

There are 14 disciplines. In addition to the well-known disciplines of economics, management, law, engineering, science, agriculture, medicine, literature, history, philosophy, as well as art, education, and military science, a new "interdisciplinary" category has been set up. The new agricultural science, new engineering science and new medical science respectively belong to a single discipline category in agronomy, engineering science and medicine, but the new liberal arts is not. It includes eight disciplines categories: economics, management,

literature, history, philosophy, law, education and art. Among them, the basic liberal arts refers to literature, history and philosophy, while the applied liberal arts refers to economics, management, law, education and art. Therefore, the extension and scope of liberal arts have been expanded.

1.2.2 Shaping of values

The first step to becoming a talent is to have good moral character, to cultivate a sense of mission with family and country feelings and the courage to shoulder responsibilities, and to have the great ideal of undertaking national rejuvenation and national cause construction.

1.2.3 More interdisciplinary

The cross of traditional liberal arts is mainly reflected in the cross of liberal arts categories, such as the cross integration of literature, history and philosophy; The cross integration of liberal arts and social sciences, such as politics, economy and philosophy. "New liberal arts" requires that liberal arts and engineering, medicine, science and other disciplines cross, such as new media, health management, agricultural economics, big data management and application, expand from the original internal cross of traditional liberal arts to the cross of external disciplines, and gradually build the vision of "big liberal arts".

2. The Foundation and Thought of Building the Talent Training System for Business Administration under the Background of New Liberal Arts: Taking Nanchang Institute of Technology as an Example

2.1 “New” changes in training objectives and positioning

The goal of talent cultivation is to solve the problem of "what kind of person to cultivate", which is the starting point and essential requirement of education and the main basis for talent cultivation and teaching organization. According to the requirements of the spirit of talent training objectives, the business administration major of Nanchang University of Technology, in the process of talent training, adheres to the ideological and political curriculum leading the ideological and political curriculum from the ideological level, pays attention to the important role of the ideological and political curriculum in cultivating students' world outlook, outlook on life and values, and constructs the value coordinates of the new era for students. On the issues of "for whom to train people", "what kind of people to train" and "how to train people", we should maintain the consistency of the ideological and political curriculum and the ideological and political value orientation of the curriculum, improve students' political identity, family and country feelings, moral cultivation, and cultural cultivation, and make it clear that the primary goal of all courses is to train socialist builders and successors with all-round development of moral, intellectual, physical, artistic, and labor.

At the same time, based on social needs and social evaluation of the major, the training objectives were adjusted on the implementation effect of the original talent training program. The new training objectives after adjustment emphasized the characteristics of professional advantages and serving the local economy, paid more attention to the professional foundation, relevant professional knowledge, social adaptability, communication ability, practical ability, and innovation awareness and ability training, and highlighted the education and teaching of ideological and political courses, And the synergy between the ideological and political curriculum and the ideological and political curriculum, further defining the target positioning of high-quality applied talents.

2.2 “New” adjustment of curriculum system and teaching content

2.2.1 Major adjustment of teaching plan

(1) The curriculum was optimized. In general education courses, "college aesthetic education", "military training English" and "labor education" are added. The course of career orientation has been readjusted, and the direction of enterprise management has added "business analysis and research", "enterprise culture" and "project management"; In the enterprise consulting direction, "enterprise diagnosis and management optimization" is added, which makes the career oriented courses more targeted.

(2) The practice teaching link has been strengthened. In the adjusted talent training program, some simulation training courses matching the courses have been added, and the class hours of practical courses have been generally increased. It is hoped that through practical training and some practical teaching links, the goal of cultivating students' relevant abilities can be achieved, so as to meet the needs of application-oriented talent training.

Through the adjustment of theoretical class hours and practical class hours, especially the optimization of practical teaching content and the increase of innovation, entrepreneurship and practice opportunities, students' professional knowledge level is constantly enhanced, and their thinking ability and innovation ability are also developed.

Compared with the original talent training plan, the adjusted talent training plan pays more attention to the teaching of practice links. Through optimizing the curriculum, it strengthens the cultivation of students' comprehensive quality, and more highlights the cultivation of students' practical ability, entrepreneurial awareness and innovation spirit, which shows that the business management major continuously optimizes the training objectives and teaching plans under the condition of ensuring the relative stability of the teaching plan.

2.2.2 Improve the curriculum system

According to its own school running orientation and characteristics, the major of business administration has set up professional compulsory courses and corresponding credits on the basis of reference to core courses. At the same time, on the basis of the professional compulsory course system, the professional elective course system and credit requirements have been set up, and the corresponding course modules have also been set up for students to choose to study as required. Considering the formation of students' balanced knowledge structure, the college has reasonably set up general elective courses. The proportion of professional elective courses and general elective courses shall not be less than 25%.

Curriculum is the basic element of talent training, and the curriculum goal should reflect the organic integration of knowledge, ability and quality. In the teaching process, attention should be paid to training students' comprehensive ability to solve complex problems and high-level thinking; At the same time, the "four new" majors are characterized by cross integration and are all related to new technologies such as big data and artificial intelligence. Teachers should reflect the cutting-edge and epochal nature when designing teaching content, and timely introduce academic research and cutting-edge scientific and technological development achievements into curriculum teaching; In the design of curriculum content, we focus on enhancing the research, comprehensiveness and innovation of teaching content, and let students experience reasonable learning challenges by adding college students' learning input and scientifically "increasing the burden". Insist on exploring new forms of curriculum resource construction, and accelerate the renewal and iteration of teaching resources.

2.3 The “new” composition of the teaching staff

According to the relevant requirements of the Opinions on Deepening the Reform of Undergraduate Education and Teaching and Improving the Quality of Talent Training in an All round Way (Article 22), Nanchang Institute of Technology has guided college teachers to devote themselves to teaching and educating people. At the same time, it has emphasized the reform of the system, actively promoted the joint construction of schools and enterprises, encouraged teachers to practice mobile posts in enterprises, established and improved the teacher assessment system, and effectively implemented professors In particular, the basic system of famous professors giving lectures to undergraduates. Nanchang Institute of Technology has 22 teachers in the business administration major. Based on the original teaching staff, it has made reasonable adjustments. There are 4 doctors, 14 senior professional titles, 8 lecturers, and 16 double qualified teachers. It has gradually built a teaching staff with reasonable knowledge structure and academic title structure. The structure of teachers' level is consistent with the professional school running goals and characteristics.

3. The construction path and application of the curriculum system of business administration under the background of new liberal arts

3.1 Construct a new ideological and political pattern of “whole curriculum education” for liberal arts and deepen the guidance of talent training objectives

Curriculum is an important carrier of education. In the design of curriculum system, the academic achievements of teaching and research, frontier research achievements of scientific and technological economic development, and professional courses are embedded into the "five education+" curriculum system, forming a "ideological and political courses+general courses+professional courses" to build a whole discipline ideological and political pattern, highlighting the educational function of each course. Through the integration of ideological and political courses, general education courses and professional courses, seeking ideological and political elements and realizing the common connection and cultivation, it not only improves the comprehensiveness of the curriculum content and the leading role of ideological and political work, but also fully ensures the consistency of the curriculum content system in educating people. Cross curriculums ensure courses involving multiple disciplines in terms of curriculum objectives, curriculum contents, classroom activities, etc. Under the coordination of the ideological and political background of the curriculum, it reflects the trend of comprehensive development of education. The cross combination of ideological and political courses with natural science, social humanities, information technology and other courses not only ensures the correct political direction of the curriculum, but also enriches and enriches the theoretical knowledge of other disciplines.

3.2 Create a new liberal arts curriculum system for intelligent teaching and cultivate modern digital intelligence talents

The innovation of the "new liberal arts" lies first in the integration of the development of new science and technology with the liberal arts. As a result, the new growth point of the liberal arts and the updating and iteration of the traditional liberal arts majors, courses and talent training model focus on supporting the construction of a number of liberal arts laboratories, so as to promote the innovation of research methods and cross disciplinary integration, leading academic development. The major of business administration can create a big data teaching platform, obtain data through data sources, collect them on the big data platform, form a data lake, extract data related to business needs from the data lake, process them using statistics, data mining, machine learning, artificial intelligence and other methods, model the processed data, and extract high-value information, The results of analysis and mining are presented in the form of visual charts to provide

decision support and reference for enterprise managers to conduct digital operations. After contacting big data, students gradually formed big data thinking, and also began to participate in some related projects, such as "Internet+", "Innovation and Entrepreneurship" competitions, for practical application. It can be seen from this that the cross integration of "new liberal arts" and "new technology" focuses more on the construction of new liberal arts laboratories, promoting cooperation with enterprises, establishing joint laboratories, building a new technology teaching platform, building "co construction and sharing, intelligent teaching", optimizing talent training programs, adjusting the curriculum system, paying attention to the scientific, contemporary and forward-looking nature of curriculum settings, building intelligent teaching, and cultivating modern digital intelligence talents.

3.3 Create a joint teaching team of “industry university cooperation” to achieve the effect of “collaborative education” of new liberal arts

In the construction of new liberal arts, teachers are required to have diversified qualities, which requires breaking the teacher centered college model and building a modern industrial college centered on student development, so as to play a supporting role in regional economic development and industrial transformation and upgrading, explore a joint management mechanism with industrial enterprises, and promote the cultivation of urgently needed applied talents in the industry. Adhere to the combination of social tutors and classroom tutors, build a joint teaching team of "industry university cooperation" for business administration majors, promote school enterprise cooperation, in-depth integration of industry university research and use, and establish a diversified teaching team with both theoretical knowledge and AI quality, based on the combination of enterprise needs and the school's talent training objectives. Through school enterprise cooperation, from the enterprise side, it can be trained as reserve talents; As far as schools are concerned, it is not only a learning method of applying theory to practice, but also a way to cultivate useful talents in society according to the needs of enterprises, which truly achieves the effect of collaborative education.

4. Conclusion

From the perspective of professional development, discipline integration is the trend of the times. Global scientific and technological innovation is unprecedented and is changing our production and life. The construction of new liberal arts is still short of ready-made experience, and there is no precedent to be found. This is a process of gradual exploration. For universities with strong comprehensive strength, they can take the lead in research and try to provide reference for other universities. At the same time, all colleges and universities are encouraged to explore boldly and find breakthrough points in the construction of new liberal arts according to their own school running orientation and advantages.

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