

## Construction of the Talent-Cultivation System for Business Administration Majors in the “Double First-Class” Background

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**Abstract:** the Construction of First-Class Majors Should Be a Priority Development Strategy of Local High-Level Universities under the “Double First-Class” Strategy. It Should Be Deeply Integrated into Regional Economic and Social Development, Build a New Professional Education Model That Meets the Needs of the Workplace, and Integrate the Advantages of Disciplines to Enhance Teachers. Develop Capabilities, Establish an Integrated Curriculum System for Disciplines and Specialties, and Implement the Talent Training Mechanism of Science-Education Collaboration and Industry-University Integration by Taking the Internet + as the Lead, and Lead the Development of “Double First-Class” Characteristics with High-Quality Business Management Personnel Training.

### 1. Introduction

After the 2008 Economic Crisis, the Major Developed Economies in the World Have Started the “Re-Industrialization” Strategy to Accelerate the Integration Process of Industrialization, Networking, Intelligence. Germany Proposed the “Industry 4.0” Strategy in 2013. Its Core Concept is to Build on Intelligent Green Industry of Physical Information System. in 2015, France Proposed “New Industry France II”, and Its Overall Layout is “One Core, Nine Fulcrum Points”. One Core, Namely, “Future Industry”, the Main Content is to Realize Industrial Production to Digital the Transformation of Manufacturing and Intelligent Manufacturing Drives the Transformation of Business Models with the Transformation and Upgrading of Production Tools. the Nine Pivots Include the Big Data Economy, Environmentally Friendly Cars, Modern Logistics, New Medicine, Sustainable Cities, the Internet of Things, Broadband Networks And information Security in 2016, the U.S. Congress Passed the “National Manufacturing Innovation Network” Report, Which Aims to Bridge the Industry-University-Research Divide, Build a Macro-Leading Structure from Research to Manufacturing, and Promote the Transformation of Basic Scientific Research Capabilities. China Proposed “Made in China 2025” in 2015 We Will Deploy from 4 Aspects, 9 Strategies and 10 Key Areas, and Strive to Seize the Strategic Commanding Heights of International Industrial Competitiveness, and Realize the Transformation from a Manufacturing Country to a Manufacturing / Intelligent Manufacturing Power<sup>[1-2]</sup>.

### 2. New Demand for Innovation-Driven Strategy for Business Management Professionals

The new economic form driven by innovation raises new requirements for talent training and other aspects discussed the elements, characteristics and talent training of the new economic form from multiple perspectives: intelligent and innovative production; individuality of consumption In order to meet the demand for talents in the new economic development, major world economies or international organizations have formulated corresponding training standards. Gives the “Beijing Guide” for new engineering construction, the World Economic Organization, the International Engineering Education Professional Certification, the American Academy of Engineering, and other major competency standards for personnel training. From the perspective of relevant elements, the “Beijing Guide” for new engineering construction and other institutions The requirements are

essentially equivalent.

### **3. Measures for Cultivating Business Management Capabilities by Integrating Regional Development Strategies and Subject Characteristics**

#### **3.1 Connect with Regional Strategic Needs and Build a New Professional Education-Oriented Model**

At present, local governments are accelerating the implementation of the innovation-driven development strategy. It is clearly stated that in the fields advantageous industries, advanced manufacturing, new-generation information technology, Internet economy, advantageous and characteristic agriculture, and large health industries, there are nine well-developed and competitive products in the country. An influential business card for innovation, with technological innovation as the core to drive comprehensive innovation, and strive to build a “one center, one base and one hub”, and take a path of independent innovation with local characteristics <sup>[8]</sup>.

#### **3.2 Integrate the Advantages of Disciplines and Improve the Quality of Curriculum Groups / Systems with the Core of Teacher Development**

The basis for cultivating business management talents is the integrated construction of subject-specific courses with teacher development as the core, the core of which is teacher professional development, and the goal is to design and develop a high-quality curriculum system <sup>[9]</sup>, as shown in Figure 1. Teacher development includes three Contents: science and technology, teaching ability, and ethics, whose core technology is how university teachers teach. Through scientific and technological research and practice, aiming at international frontier scientific theories or advanced technologies, continue to create new theories or technologies and promote disciplines Development, and in the process integrate scientific theories, master advanced technology, and lead the development of disciplines with an international perspective. Based on disciplinary research, the most valuable and advanced scientific research results are sorted out by extracting cutting-edge theories and technologies. It integrates into classroom teaching, constructs professional courses, promotes the continuous improvement and update of course content, and optimizes the course content and curriculum system. A major is embodied by a specific curriculum system and is transformed into the professional competence of students through the classroom teaching practice of teachers. , Innovation and entrepreneurship, cultural literacy, mission responsibility and sense of responsibility. Through continuous optimization of the curriculum system to Continued to enhance the quality of professional training. Outstanding professional quality of personnel training for scientific research, provide a steady stream of talent to support social development.

However, there is an urgent problem to be solved in the integrated system of subject curriculum: how to turn high-level scientific research results into students' professional abilities through reasonable curriculum content design and curriculum system planning. The key is to provide teachers with good Support for the development of teaching, including the selection of subject knowledge, curriculum content design and planning, lesson plan writing, curriculum group / system construction, classroom and design and other abilities. To do this series of work, teachers need to have Rich theoretical knowledge and long-term practical experience, it is difficult to achieve the desired results by teachers' own exploration, and it is necessary to provide systematic training and guidance from the school level. Local normal universities have obvious discipline advantages in the field of education and teaching, and can be used for Systematic training is carried out in all links of the implementation of teaching design, which provides a reliable guarantee for the development of teachers' teaching capabilities, enables teachers to have high-level curriculum planning and design capabilities, quickly establishes a first-class curriculum system, and lays the foundation for achieving first-class professional education.

### **3.3 Project-Driven Science-Education Collaboration to Cultivate Advanced Thinking and Innovation Capabilities**

According to cognitive hierarchy classification, classroom teaching focuses on the cultivation of knowing, understanding and using three “lower-level thinking skills”, and to have high-level thinking skills such as analysis, synthesis and evaluation to meet the needs of innovation, it is necessary for students Provide an exploratory, critical and diversified cognitive environment. Use the project as a carrier to explore and establish a new model of comprehensive integration of high-level scientific research and students' in-class experiments, practical training, professional competitions, technology research and development, and innovation and entrepreneurship. In-depth collaboration of science and education is an effective way to provide a diverse cognitive environment. In other words, it is necessary to research content, methods, and results of high-level scientific research into in-class experiments, practical training, professional competitions, project research and development, and innovation. All aspects of entrepreneurship provide students with advanced problem materials and practical environments for learning and research, and at the same time, they can discover new research problems from professional competitions, project research and development and innovation and entrepreneurship.

### **4. Conclusion**

The “double first-class” construction of higher education based on the national long-term development strategy is aimed at enhancing the connotation of university education through the competitive development of universities and achieving the characteristic development and connotative development of higher education. The theme of the era of “many innovations” is mutually supportive and has become the main theme of the current higher education reform and development. As a traditional local high-level university, local normal universities should accelerate the pace of change in accordance with the needs of regional development strategies, and promote professional education models based on advantageous disciplines and regional characteristics. Reform, improve teachers' curriculum planning and design capabilities, in-depth implementation of science-education-industry-university collaborative education, strengthen engineering practice capabilities, business management capabilities, and network information capabilities, and promote the construction of first-class disciplines and universities with first-class professional construction.

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