

Exploration and Research on the Construction of New Business Specialty Group Based on the Integration of Industry and Education

Xianhui Fang

University of Sanya, Sanya 572022, China.

Abstract: With the continuous deepening of quality education and new curriculum reform, the integration of production and education, as a brand new educational concept, has been paid more and more attention, especially in various colleges and universities, where the integration of production and education has played an extremely important guiding role. The new business professional group established based on the integration of production and education can not only further deepen the cooperation between schools and enterprises, but also deepen the cooperation between schools and enterprises. An integrated and sustainable development path can also be built to the greatest extent possible. Therefore, the article first of all, based on the integration of production and education to build a new business professional group of the significance of in-depth analysis; On this basis, the main measures for the construction of new business specialty group based on the integration of production and education are put forward.

Keywords: Integration of Production and Education; New Business Specialty Group; Construction Exploration

Introduction

In the current stage of colleges and universities, measures such as the integration of production and education and school-enterprise cooperation have played a very important role. Although they have played a good role in promoting the development of colleges and universities, they also put forward higher requirements for professional construction. Therefore, this makes how to carry out professional construction more efficiently, ensure the effective docking between industrial development and professional construction, so as to create an integrated sustainable development professional group, has become an urgent problem to be solved. Therefore, it is necessary to fully base on the actual situation of the development of higher education, take the integration of production and education as the foundation, and further build a new business professional group, so as to ensure that the construction of the new business professional group has a perfect content, background and path to the greatest extent.

1. Significance of constructing new business specialty group based on the integration of production and education

In the actual process of higher education, through school-enterprise cooperation and the integration of production and education, enterprises themselves can play a key role in the main body, and further promote the effective integration of high-quality talents and other aspects. The integration of industry and education mainly refers to the integration between industry and higher education, so that the two can penetrate each other into an organic whole. The specific quality of the integration of industry and education has a direct impact on the in-depth cooperation and integrated development of schools and enterprises. They are the docking of professional standards and curriculum education, the docking of production process and education process, the docking of vocational qualification certificates and graduation certificates, the docking of lifelong learning and higher education, and the docking of job requirements and professional Settings. The construction of the new business major group mainly focuses on the construction of modern majors such as e-commerce, and takes business administration, accounting, logistics management and marketing as major professional groups. The main purpose of the construction of the new business major group is to promote the healthy development of each college and university, further optimize the overall internal layout, and give play to the advantages of the school itself. So that the students can

better serve the industry. At the same time, it is also conducive to the integration, optimization and sharing of higher education resources, which can not only strengthen the construction of core majors, but also play the leading role of advantageous majors, and strengthen the core competitiveness and social influence of colleges and universities.

2. Main measures for the construction of new business specialty group based on the integration of industry and education

2.1 Construction of new business professional group curriculum system

In order to carry out the construction of the new business professional group curriculum system more efficiently, it is necessary to closely focus on the service field of each business profession, and do a good job of the corresponding higher post research work, carry out a detailed and professional higher ability analysis, and form a more comprehensive new business professional group post ability analysis report. At the same time, it is necessary to take the field of professional post group work as the core, rebuild professional module courses and professional group platform courses, promote the formation of closer links between different majors, and establish an open and shared curriculum system. In addition, we should also follow the main laws of higher education personnel training, respect the cognitive characteristics of students themselves, scientifically and reasonably refine the course education content of different stages, and control the number of professional group platform courses to more than 50% of the total number of courses, and group elective courses should also occupy more than 50% of the total elective courses. In the construction of the new business professional group curriculum system, it is also necessary to establish a course resource sharing and development system featuring integration of production and education and cooperation between schools and enterprises, and deepen the course reform of diversified teaching modes. Among those group platform courses, more than 70% have very key auxiliary educational resources, which can jointly develop the basic teaching requirements of professional courses and the setting of all courses. They should have perfect teaching requirements and curriculum standards, effectively integrate the skills, knowledge and professional quality required by vocational positions in the real society into professional courses, and build a professional teaching resource that includes teaching implementation, teaching design and teaching evaluation.

2.2 Reform the talent training mode of the new business specialty group

The training concept of new business talents has played a good role in promoting the reform of higher education and teaching mode. Under normal circumstances, the cultivation of new business talents is mainly to take new business characteristics as the basis, adjust the talent training structure according to the actual situation of the school, further innovate the training carrier and training content, extend it effectively while expanding the professional connotation, and deeply reflect on the training methods and rules of talent training. Explore the teaching and research methods and construction models of professional groups that can span the major. In addition, under the guidance of the construction of new business majors, we should also actively carry out the construction of professional talent training programs and further optimize the evaluation model and teaching model.

2.3 Carry out the construction of shared dual division teams

Ordinary undergraduate schools should have strong teaching and research strength, and the total number of full-time teachers should generally make the teacher-student ratio no higher than 18:1; The number of part-time teachers shall not exceed one quarter of the full-time teachers of the school. At the same time, the members of the professional teaching team must have a master's degree or above, the proportion of full-time teachers with doctoral degrees in the total number of full-time teachers should generally reach more than 20%, so as to ensure that 50% of the team members have senior titles during the construction of the shared double teacher team. In addition, schools should also closely focus on the construction of professional groups, formulate corresponding teaching teams for new business major groups, help them clarify the main teaching objectives and teaching tasks, provide necessary financial and institutional guarantees, and ensure that the teaching teams of new business major groups can fully play their role in the actual teaching process.

2.4 Relying on the Internet background to develop new business professional groups

In the context of the rapid development of Internet technology, all areas of society should make full use of Internet technology

and Internet tools to actively carry out transformation and upgrading. Especially in the education industry, it is necessary to increase the application of Internet means, promote the construction of new business professional groups under this Internet background, and build new business professional groups with business administration, e-commerce, marketing and other majors, and have a certain degree of change in teaching methods, teaching resources and teaching tools. Therefore, teachers in colleges and universities must also improve their adaptability, focus on digital resources, take information-based teaching as the main means, and actively integrate into the construction process of digital teaching resource database and digital campus, so as to effectively drive the reform of internal talent training mode in colleges and universities. It plays a good role in promoting the construction of the professional group curriculum system.

2.5 Construction of new management system

The construction of the new management system needs to deepen the construction of specialty clusters, adjust the layout according to the local industrial structure on the basis of the development of the original specialty with characteristics, attach importance to the development of modern industry and the objective needs of talents, make overall planning for different specialties within the specialty group, concentrate the superior resources of the school, build professional clusters with social needs and improve the concentration of specialty with characteristics and advantages. Ensure the ability to connect industries. It should be noted that there is inevitably a difference between the industry cycle and the talent training cycle. Therefore, based on the training requirements of applied talents, schools need to independently determine the direction of professional development when necessary according to the laws of industry development and local economy and society, break the traditional education model, and integrate the practical work process into the construction of professional groups and talent training plans.

Conclusion

To sum up, with the continuous deepening of school-enterprise cooperation and the integration of industry and education, the future development of professional construction will inevitably develop in the direction of integration, and better optimization will be carried out from the aspects of curriculum construction, professional construction, and dual-teacher team construction, so that teachers, students, schools and cooperative enterprises can benefit from it.

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Funded by the Foundation: 2022 Sanya University project, "Four new" research and reform projects, intelligent manufacturing management perspective of the new business professional construction path exploration and research (Project Number: SYJGSX202262)