

Research on the cultivation of economic and management talents in universities under the new business model

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Abstract: The current development of society has put forward stricter requirements for talents. How to make the talents cultivated by universities meet the characteristics and needs of social development is a problem that needs to be deeply solved by relevant parties. In practice, whether considering personal interests or the future development of society, the cultivation of students majoring in economics and management is crucial. They account for a large proportion of the total number of students in universities, which also puts higher requirements on the cultivation of talents in economics and management. Universities need to explore and analyze more diverse teaching methods based on actual situations, innovate and optimize teaching methods, Ultimately cultivate comprehensive talents who are more in line with the development of the times, have strong social adaptability and competitiveness

Keywords: economic management; personnel training

1. An Analysis of the Employment Situation of College Students

In recent years, the admission rate of universities has been increasing, but this gradually increasing admission rate has not led to an increase in the employment rate of universities. On the contrary, there have been phenomena and problems of employment difficulties for college students. The number of college graduates is increasing, and the employment situation is becoming more and more severe and complex. Employment is also becoming more and more difficult. Employers have gradually increased their requirements for graduates, but the demand has been decreasing year by year.

2. The composition of the talent training system for economic management in universities

2.1 The types of practical teaching for economic and management talents in universities

Cultivating talents in the field of economic management is an important goal of practical teaching in the field of economic management. In the current social environment and the innovative situation of new business models, the practical teaching of economic management in universities has undergone great changes and higher requirements have been put forward, mainly through comprehensive teaching from four perspectives. One is the experimental teaching method, which can strengthen students' understanding ability, improve their ability to apply and solve problems, and also promote the formation of logical thinking in students. The second is the practical training mode. The main goal in the practical training teaching process is to improve students' skills, exercise their thinking, enable them to acquire various abilities during the training process, and help them seize more employment opportunities in future work.

2.2 Narrowly defined practical teaching system for cultivating economic and management talents

The traditional teaching mode is relatively dull and boring, unable to achieve good results in the talent cultivation process, nor can it promote student progress and allow students to gain more benefits. However, by integrating practical teaching mode into the process of cultivating economic and management talents in universities, it can promote further improvement and growth of teaching level, and also enable students to gain various forms of exercise. In the actual teaching process, liberating students' minds, cultivating their abilities, and promoting their growth and progress are key contents. If the teaching mode is integrated with social practice, scientific research practice, or other competition modes in the process of cultivating economic and management talents, it is easier to improve the comprehensive advantages of practical teaching in economics and management in universities, make it more macroscopic, and build a complete teaching system, Standardize the teaching process, enhance students' coping, processing, communication, and innovation abilities.

3. The training ideas for economic and management talents in universities under the new business model

3.1 Realize resource sharing through communication between schools

In the continuous development process of the current society, the speed of knowledge updating and replacement is relatively fast. As the main battlefield for knowledge dissemination, universities have the responsibility and obligation to produce and disseminate knowledge. In order to better meet this requirement, universities need to attach importance to mutual cooperation between schools and build an efficient collaborative work model. Firstly, it is necessary to organize the construction of inter school professional cooperation organizations, build a specific scale of e-commerce circle, promote the sustained and stable development of e-commerce majors in universities, and on this basis, play the active role of universities, gather ideas, form multi-dimensional discussions and speeches, which can further promote inter school communication and discussion, solve related problems, and improve the comprehensive quality level of students in the field of economics and management. Secondly, it is necessary to build an economic management laboratory, which can cooperate with other universities, absorb and learn from the talent management experience in the development process of other universities, promote exchanges among major universities, provide simulation laboratories for students in the field of economics and management, and enable them to complete various operations and practices in the laboratory, deepening their mastery and understanding of theoretical knowledge, It can also improve the practical operational ability of students majoring in economics and management in universities.

3.2 Building a school enterprise cooperation mechanism to promote practical teaching

Colleges and universities need to leverage the advantages of training and practice bases to form a model of school enterprise cooperation for cultivating economic and management talents. This will enable both the campus and the enterprise to obtain the content they need, leverage their expertise and abilities, achieve the goals and requirements of resource complementarity and benefit sharing, and promote the achievement of the training goals for economic and management talents in universities, Obtain higher social benefits.

3.3 Based on talent orientation, improving students' practical abilities

The talents cultivated in the current process of social development must meet the needs of social development. Universities need to follow the basic principle of talent orientation in the process of talent cultivation, cultivate talents with both professional knowledge and practical abilities, so that their skills can be fully utilized and meet the needs of social development. In the process of talent cultivation in universities, it is necessary to pay attention to the enhancement of students' hands-on ability and practical ability, so as to make their knowledge structure more complete, so that they are no longer limited to simple textbook knowledge, but can transform their learned knowledge into practical skills, and effectively enhance their problem-solving ability. And this requires teachers to carefully design the curriculum in teaching, taking into account the characteristics of different students and the goal of comprehensive ability cultivation. At the same time, they should pay attention to the cultivation effect of applied talents, helping students occupy a favorable position in fierce international competition.

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