

# Research on the integration of production and education of new business talents training under the background of digital economy

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**Abstract.** With the advent of the digital economy era, people's production and life style has undergone great changes, and the new business has emerged at the historic moment. The cultivation of business talents has become a common concern of foreign scholars. By exploring the current situation and problems of the development and construction of the integration of middle class and education in the cultivation of new business talents, this paper puts forward feasible suggestions and countermeasures to provide action reference for the cooperation between universities and industrial enterprises.

## 1 Background of research on countermeasures for the integration of production and education of new business talents training under the background of digital economy

Big data, block chain and Internet Plus are increasingly changing the way of social and economic development and business model. The transformation of economic development to digital revolution has had an important impact on the speed of economic growth, industrial upgrading and the reform of higher education. In order to adapt to the changing economic and social requirements, colleges and universities vigorously promote the strategy of training innovative talents, and narrow the relationship between industrial economy and higher education <sup>[1]</sup>.

### 1.1 Modern information technology and digital revolution demand contemporary economic development

Digital economy is the main economic form following agricultural economy and industrial economy. The 19th Report of the CPC clearly puts forward the goal of developing a "digital economy" and cultivating a "knowledge-oriented, skilled and innovative workforce". The cultivation and export of business talents plays an important role in the development of a country's economy. The evolution of traditional business to new business has become an important point of talent cultivation and construction of new business.

### 1.2 Social, economic and industrial transformation, innovation-driven development needs

The key period of the social economic development of our country's industrial transformation and innovation-driven, to adapt to the economic and social requirements of constant development and change, colleges and universities vigorously promote the training of innovative talents strategy, closer to the relationship between industrial economy and higher education, promote the collaborative development of enterprise, industry and university <sup>[2]</sup>.

### 1.3 The connotation development requirement of new business talents training

As an important part of our talent system, business talents play an important role in all walks of life. In order to follow the demand of the supply side of the real economy and take the road of market-oriented and entrepreneurial cooperation, the new business Department must introduce the educational concept and mode of "integration of industry and education" and specially train business talents to meet the requirements of the new era.

## 2 Current situation of research on the integration of production and education for new business talents training under the background of digital economy

Throughout the research results at home and abroad, countries have formed their own distinctive models of

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integrated development of industry and education according to their national conditions. Compared with China, European and American countries are in the forefront of social and economic development, the construction of an innovative country started earlier, and the research on the integration of industry and education is also relatively mature<sup>[3]</sup>. The research on the integration of industry and education mainly analyzes the synergistic effects of universities, enterprises, governments and other relevant subjects in the integration of industry and education and school-enterprise cooperation. The research on the function of colleges and universities in the integration of industry and education explores the characteristics, scale and ability of individual researchers and colleges to participate in technology transfer, and shifts the focus from the traditional functions of teaching and research in colleges and universities to the transformation of scientific and technological achievements and innovation and entrepreneurship activities. Path research mainly explores the interaction path and knowledge transfer path mechanism between schools and enterprises.

In the process of implementation of the integration of production and education of new business talents training under the background of digital economy, there is a lack of specific implementation details in terms of government policies. In the orientation of the integration of industry and education, due to the specialization of organizational functions formed for a long time, the organizational boundaries between the government, enterprises, industries and universities are obvious, and the long-term cooperation structure across organizations is loose<sup>[4]</sup>. New business courses interdisciplinary and cross-organization integration difficulties. This paper studies the countermeasures for the integration of industry and education in the training of new business talents under the background of digital economy, and puts forward countermeasures and suggestions for the integration of industry and education in the new business from the perspectives of the government, commercial enterprises and business associations, so as to realize resource sharing and collaborative symbiosis among all organizations and build a dynamic and sustainable benign ecology of the integration of industry and education.

### **3 The existing problems in the integration of production and education of new business talents cultivation under the background of digital economy**

Although school-enterprise cooperation and production-education integration were proposed a long time ago in the central and local policy documents, the development of production-education integration in our country is relatively slow, the main problems are: the policy implementation is insufficient, the school-enterprise cooperation appears on the surface; Resource integration and exploitation are not sufficient, resource integration is

not reasonable, resource advantage is not fully played; There is a disconnect between professional courses and new business, and students have few opportunities to practice. The practical skills of teachers are weak and the brain drain is serious.

### **4 New business talents training under the background of digital economy, production and education integration development countermeasures**

what would be the long-term development for the talents' cultivation? Under the background of digital economy, the integration of production and education in the cultivation of new business talents needs to be changed in the content and main body. In terms of content, the development of new business puts forward new requirements for the policy of integration of industry and education, the integration of resources between organizations, the construction of courses and teachers, etc. In the main body, to promote the integration of industry and education of new business, it needs the complementary advantages of multiple organizations and coordinated promotion. The following is a study on the integration of production and education in the training of new business talents from five aspects:

#### **4.1 Build a systematic and long-term cultivation system for new business culture**

Under the background of new business, facing the new requirements of economic and social development for business talents in the new era, professional teachers must adhere to the principle of education, thoroughly comb out and accurately grasp the rules and characteristics of teaching courses of each major. While cultivating students with solid professional quality and excellent professional skills, they should also guide students to establish correct new business ethics, so as to achieve the value guidance for students. On the one hand, the ability of professional teachers to explore ideological and political elements in the teaching of specialized courses should be improved. The vigorous development of new business has produced a large number of vivid typical cases. Teachers should be good at finding and applying them in teaching. On the other hand, based on the new business platform, all majors should be deployed in a unified way to form a "collaborative mining" method of coordinated promotion and mutual inspiration, and the excavated ideological and political education elements should be sorted into the "ideological and political teaching resource base" for sharing<sup>[5]</sup>. To carry out ideological and political construction of the new business major and ideological and political reform of the curriculum, lead the building of the new business cultural brand through systematization and long-term development, and innovate the cultivation of students' professional ability and humanistic quality. Organize new business cultural activities led by students, create a number of normalized, high-grade, high-quality new

business professional and cultural brand activities, and expand the way of service education.

#### **4.2 We will strengthen the government's impetus to deepen the integration of industry and education**

For promoting the construction of "new engineering", the state has successively launched fudan "consensus", "big" and "Beijing guide." To promote the construction of a world-class engineering education system. In the context of the new business era, the integration of industry and education should be promoted, while ensuring that the integration of industry and education system can be specifically implemented in the discipline talent training within the region. Local governments should clarify and improve the relevant policy system framework of industry and education integration, formulate specific implementation rules of industry and education integration by classification, and incorporate local regional characteristics. Under the requirements of the development of business in the new era, special policies on the integration of industry and education in new business should be formulated, and detailed rules for the implementation of the integration of industry and education should be issued, such as New Business Action and New Business Plan, so as to avoid the policy of industry-education integration only staying in the aspects of policy advocacy and concept encouragement.

In promoting the construction of the integration of industry and education in new business, the integration of industry and education should be included in the performance assessment scope of government commercial departments, education departments and financial and economic colleges, so that the integration of industry and education should become a normal responsibility and task of relevant departments in business education and commercial fields, and the government should actively play a leading role in the integration of industry and education in new business. At the same time, in order to ensure the effective implementation of the policy system, supervision by public opinion should be strengthened, the detailed information of relevant work should be disclosed regularly, the supervision of all parties should be accepted, and the integration of industry and education and the institutionalization and normalization of various work of new business should be gradually realized.

#### **4.3 We will enhance the initiative of colleges and universities to promote the integration of industry and education**

With the development of digital economy, the traditional subject-based and knowledge-centered business courses are no longer able to meet the training needs of new business talents. It is urgent to integrate the courses with new local businesses to improve the initiative of colleges and universities in the integration of industry and education.

Integrate the actual demand of commercial activities into talent supply and training, change the discipline standard of traditional business, and build the ability of new business. Based curriculum system. Compared with the traditional business courses, the new business curriculum system emphasizes the integration of modern business intelligence and information technology on the basis of the existing business courses, and the reorganization and integration of relevant business disciplines. At the same time, combined with intelligent business environment, more attention. Combine theoretical knowledge with practical application. Subject knowledge sharing and knowledge acquisition in the new business curriculum system. Features such as landscape require students to learn actively, purposefully and meaningfully in the environment of knowledge production.

The evolution from traditional business to new business requires that teachers not only have a solid subject background, profound professional knowledge, and the teaching method and technical ability should be updated with time, and the practical skills and experience needed to go deep into the enterprise should also be possessed. Therefore, the development of teachers. Management should reflect the comprehensive development of professional teaching, scientific research and enterprise practice.

#### **4.4 We will expand ways for enterprises to participate in the integration of industry and education**

The development and construction of business courses is a long-term process of gradual improvement and perfection, and it needs to keep coordinated development with business activities. Deepening the participation of enterprises in the construction of new business courses in colleges and universities is an important step to effectively promote the docking of course content and job demand and form a long-term cooperation mechanism between schools and enterprises. Business courses are relatively theoretical and practical. Students majoring in finance and economics should not only have solid theoretical knowledge, but also strengthen the application of knowledge to ensure the correctness of dealing with practical business problems through rich field practice.

Carry out horizontal project cooperation with enterprises, apply for government horizontal projects through cooperation, or participate in enterprise project tasks. On the one hand, colleges and universities can transform college knowledge into real productivity of enterprises and promote production and development of enterprises by offering suggestions, developing marketing strategies, providing management consulting and product packaging for enterprises. On the other hand, due to the lack of scientific and reasonable resource planning and arrangement in the university-enterprise cooperation in the integration of industry and education in local colleges and universities, in-depth research into the field of enterprises can prompt researchers to pay

more attention to the practical problems of enterprises, better connect with the industry, make the research results more targeted, create more space and potential for resource integration, and thus improve the application value of the project. We will increase funding for scientific research in universities. Through horizontal project guidance, the depth of school-enterprise cooperation can be enhanced, the application gap between business education and business circles can be narrowed, the transformation of knowledge and technological achievements can be promoted, a new business development model can be created for enterprises, and teaching practice resources can be provided for the training of new business talents, so as to achieve mutual benefit and win-win results between schools and enterprises.

#### **4.5 We will improve the integration of industry and education services of third-party organizations**

By integrating the services of the business association, the information of enterprises and the knowledge and technology of financial and economic colleges, we will build a portal website for the integration of industry and education and a provincial-level information service platform for the integration of industry and education. By using digital network technologies such as blockchain and big data, we will accurately collect information related to school-enterprise cooperation, and employ professionals to collect, collect and publish the information regularly. Timely release of business scale, conditions, credit qualification and the information of colleges and universities' level of education, professional conditions, discipline level and teaching staff can facilitate targeted cooperation and exchanges between colleges and enterprises, as well as the government and industry associations to cultivate and manage the integration of industry and education and school-enterprise cooperation, so as to improve cooperation efficiency.

The integration of industry and education is actually a process of cross-system cooperation between different organizations. It involves not only the vision, interests and values of all parties involved in the alliance, but also specific operating systems and operation norms. It is a systematic and complex project. In order to truly realize the joint construction, sharing and coordinated development of industry and education resources in the new business science, it is necessary to form a good ecology of industry and education integration, to promote the integration and orderly combination of resources, systems, values and other elements of both sides, so as to achieve a balanced, unified and sustainable operation. Strengthening the alliance of new business organizations for the integration of industry and education and forming a pattern of linkage and collaborative development is an important guarantee for the mature evolution of the integration of industry and education from the construction of school-enterprise

cooperation project "platform" to the construction of sustainable and stable development of "ecology".

## **5 Conclusions**

To deepen and promote the integration of middle and education in the training of new business talents, reform the curriculum construction, improve the teaching staff, innovate the teaching model, and jointly achieve the integration of talents training between schools and enterprises, so as to avoid the awkward situation of "university fever" in the construction of the integration of production and education. By exploring the current situation and problems of the development and construction of the integration of middle and education in the training of new business talents, feasible suggestions and countermeasures are proposed. It provides action reference for the cooperation between universities and industrial enterprises.

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