

In the Background of the New Liberal Arts, the Construction Measures for the Professional Cluster of Civil and Colleges and Universities

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Abstract: In the context of the construction of new literature, professional cluster construction is based on serving the economic development of the economy and based on cultivating application-oriented professional talents. This article understands the research and practice related to professional cluster construction. The problems faced by the construction of private colleges and universities through the construction of professional clusters, which gives private colleges and universities through the construction of professional cluster construction. Through the implementation of these measures, the quality and efficiency of talent training can be improved, and a strong talent guarantee for local economic development can be improved.

1. Background

In the "Thirteenth Five-Year Plan of the Development of National Education", it is proposed to improve the layout structure of vocational schools, promote the scientific positioning of vocational schools in the region, strengthen the construction of characteristic advantages (clusters), accelerate the adjustment of disciplines, and set up through professional transformation and other methods. Compound majors, and build emerging discipline professional clusters to serve modern industries. In the context of the construction of new liberal arts, professional cluster construction is based on serving the economic development of the economy and based on cultivating applied professional talents. Gu Yongan pointed out that building high-level new universities must closely connect industries and industry needs to set up undergraduate majors to form an applied undergraduate cluster with industrial clusters, school positioning, subject foundation, and professional system matching^[1].

2. Research and practice related to professional cluster construction

Professional cluster construction is a complex process that involves multiple research and practice. The following are some research and practice related to professional cluster construction:

2.1. Docking of industrial chain and job groups

Professional cluster construction needs to be connected with the industrial chain and job groups, understand the needs of industry and enterprises, and clarify the

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positioning of professional clusters and talent training goals^[2]. Through docking, you can better optimize the professional structure and improve the pertinence and adaptability of talent training.

2.2. Discipline crossing and integration

Professional cluster construction needs to pay attention to the cross and fusion of disciplines, strengthen the connection and interaction between different majors, and form a distinctive discipline professional group. Disciplinary intersection and integration can promote academic exchanges and cooperation, improve the academic level and innovation ability of teachers, and can also improve the comprehensive quality and ability of talent training.

2.3. Practical teaching system construction

Practical teaching is an important part of professional cluster construction, and it is also an important way to improve students' practical and innovative ability. Therefore, it is necessary to strengthen the construction of a practical teaching system, improve the experiment, training, internship and other links, and establish a practical teaching base and school-enterprise cooperation platform.

2.4. Quality Guarantee System Construction

Professional cluster construction requires a complete quality guarantee system, establish a teaching quality monitoring mechanism, strengthen teaching quality assessment and feedback, and improve teaching quality

and effect^[3]. At the same time, we need to pay attention to the docking and certification with industry standards to improve professional social recognition and influence.

2.5. International development

With the accelerated development of globalization, internationalization has become an important trend of professional cluster construction. Universities need to strengthen exchanges and cooperation with foreign universities, enterprises and industry associations, and jointly carry out activities such as teaching, scientific research, and talent training to improve their international influence and competitiveness.

In summary, the construction of professional clusters involves multiple research and practice. In accordance with their own school conditions and advantages, universities need to plan the layout and construction path of professional clusters reasonably, focus on many factors, strengthen overall planning and coordination and cooperation, and continuously improve their level of school running and competitiveness.

3. The problems faced by the construction of private colleges and universities

3.1. Professional settings are high, lack of characteristics and advantages

Many private universities have duplicate phenomena in the establishment of the economy management specialty, and lack their own characteristics and advantages. This has led to a serious homogeneity of talent training and difficulty in meeting the needs of social diversification.

3.2. Insufficient curriculum system and lack of practical links

Some private universities have insufficient in the construction of the course system of management, and the curriculum settings are not complete, and the lack of practical links. This makes it difficult for students to combine theoretical knowledge with practice and lack the ability to operate.

3.3. Facilities of teachers, the quality of teaching needs to be improved:

Private universities are relatively weak in terms of teachers, and some teachers' professional literacy and practical ability need to be improved. This restricts the improvement of teaching quality and talent training.

3.4. Limited teaching resources and insufficient practical teaching conditions

The teaching resources of private colleges and universities are relatively limited, and there are obvious shortcomings

in practical teaching. The construction of the practice teaching platform and off-campus practice teaching base in the school has insufficient construction, which restricts the cultivation of students' practical ability.

3.5. The depth of school-enterprise cooperation is insufficient, and the integration of production and education needs to be strengthened

Private universities have some difficulty in cooperation with enterprises, inadequate cooperation depth, and the integration of production and education needs to be strengthened. This makes talent training disconnect with social needs, and students' employment competitiveness is not strong.

3.6. Insufficient cross-integration of disciplines and lack of innovative ability training

In the context of new liberal arts, interdisciplinary cross-fusion is an important way to cultivate innovative talents. However, some private colleges and universities have insufficient cross-integration in the process of economic management cluster construction, and lack of innovative ability training^[4]. This limits the cultivation of students' innovative thinking and ability.

To solve these problems, private universities need to clarify their own positioning and development strategies, optimize professional settings and curriculum systems, strengthen the integration of teachers' construction and practical teaching resources, deepen school-enterprise cooperation and production and education integration, and promote the cultivation of interdisciplinary cross-integration and innovation capabilities^[3]. At the same time, the government and society should also give more support and attention to private universities, and jointly promote the healthy development of the construction of the economic cluster.

4. The construction model of the pipeline professional cluster

The construction model of the pipeline professional cluster (**Figure1**) is mainly based on the value chain theory of Michael Potter, with the construction of the professional chain as the core to form a professional chain based on the corporate value chain. Professional clusters organically organize courses and activities of related majors to improve the efficiency and quality of education and teaching.

This model can be divided into three levels: underlying sharing, mid-layer separation and high-level options (**Figure1**).

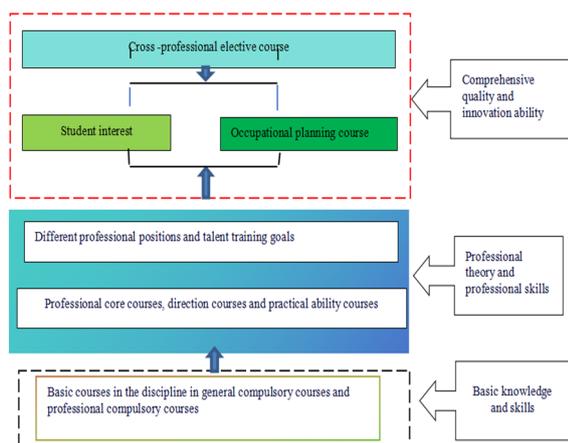


Figure1. The construction model of the pipeline professional cluster

4.1.Under -level sharing

This layer includes basic courses in the disciplines in general compulsory courses and professional compulsory courses. These courses are compulsory courses for all students in the management of management, which aims to cultivate students' basic knowledge and skills. These courses are equivalent to the nucleus in the earth structure and are the basis of the entire course system.

4.2.Division of the middle layer

This layer is based on the requirements of different professional positions and talent training goals. These courses are mainly designed around work tasks or work processes, which aims to teach and train students' professional theory and professional skills about a work process. These courses are equivalent to the mantle in the earth structure and are an important support for professional development.

4.3.Mutual selection

This layer aims to improve the comprehensive quality and innovation ability of students. Students can choose related courses based on their interests and career planning. These courses are equivalent to the foreign nucleus in the earth structure, which can stimulate students' enthusiasm for learning and innovation.

5.Construction measures for private colleges and universities

In the context of the new liberal arts, professional cluster construction refers to integrating different majors with inherent logic associations to form a professional cluster. This construction method aims to promote the cross and integration of disciplines, improve the comprehensive quality and ability of talent training, and can also enhance professional social adaptability and market competitiveness. The design of the professional cluster of the pipeline needs to be comprehensively considered from multiple aspects, focusing on the development of market

demand, interdisciplinary cross -integration, practical teaching, talent training model, teacher team, and evaluation mechanism. The design of the professional cluster of the pipeline is to optimize the combination of different professional resources, realize the coordinated development and resource sharing between professionals, and improve the quality and efficiency of talent training. Specifically, the construction of a new liberal arts cluster can take the following measures:

5.1.Optimize professional cluster layout

Private universities should reasonably plan the layout of professional clusters in accordance with regional economic development and market demand, combine their own school conditions and advantages, and form a distinctive professional cluster. At the same time, we should pay attention to the coordination and cooperation between professional clusters to avoid blind competition and conflict. In the context of the new liberal arts, the construction of professional cluster in private universities needs to focus on many factors, strengthen overall planning and coordination and cooperation, and continuously improve their school level and competitiveness.

5.2.Determine the core profession and support of the cluster.

There should be one or more core majors through the professional cluster of the pipeline. These majors play a leading and leading role in the cluster. At the same time, there are also some support majors. These majors provide necessary support and supplement to the core majors. When determining core majors and supporting majors, you should fully consider the development of local industries and the characteristics of the development of economic management.

5.3.Construct a scientific and reasonable curriculum system.

The curriculum system of the professional cluster of the pipeline should focus on integrating curriculum resources to avoid repeated and waste of the course content. At the same time, it should also pay attention to the level and structural nature of the course to ensure that students can systematically master professional knowledge and skills. In the construction of the curriculum system, you should also pay attention to the docking with the vocational qualification certificate to improve the application and pertinence of the curriculum.

5.4.Realize resource sharing and coordinated development between professional.

The professional cluster of the pipeline should pay attention to the integration and sharing of professional rooms, including teachers, teaching facilities, and practical teaching bases^[4]. By sharing resources, teaching costs can be reduced and teaching efficiency can be improved. At the

same time, we should also pay attention to the coordinated development of professional rooms, and carry out activities such as teaching, scientific research, and social services through cooperation to improve the competitiveness and influence of the entire cluster.

5.5.Promote curriculum construction and reform:

Curriculum construction is the core content of professional cluster construction. Private universities should pay attention to the construction and reform of the curriculum system, strengthen the construction of core courses, and develop unique professional courses. At the same time, we should pay attention to the construction of practical teaching links, strengthen cooperation and exchanges with enterprises, and improve students' practical and innovative ability.

5.6.Strengthening practical teaching

Practical teaching is an important part of professional cluster construction. Private universities should pay attention to the design and management of practical teaching links, strengthen the construction of experiments, internships, training and other links, and improve students' practical and innovative ability^[5]. At the same time, we should actively explore the new model and new ways of practical teaching, and promote the organic combination of practical teaching and theoretical teaching.

5.7.Improve scientific research and innovation capabilities:

Scientific research innovation is an important support for professional cluster construction^[6]. Private universities should pay attention to the construction of the scientific research team and the declaration of scientific research projects, strengthen cooperation and exchanges with enterprises, and promote the transformation and application of scientific research results. At the same time, we should establish a sound scientific research management system and innovation mechanism, encourage students to participate in scientific research activities, and improve students' scientific research and innovation capabilities.

5.8.Strengthening foreign exchanges and cooperation:

External exchanges and cooperation are important ways to build professional cluster construction. Private universities should pay attention to exchanges and cooperation with domestic and foreign universities, enterprises, industry associations, etc., and jointly carry out activities such as teaching, scientific research, and talent training. At the same time, we should actively participate in international academic exchanges and cooperation to improve their international influence and competitiveness.

5.9.Strengthen the connection and cooperation with the industry.

The professional cluster of the pipeline should pay attention to the connection and cooperation with the industry to understand the development trend and talent needs of the industry. Through cooperation with the industry to carry out practical teaching, research and social services, etc., students' practical ability and employment competitiveness can be improved. At the same time, it can also provide intellectual support and talent guarantee for local economic development.

5.10.Establish a comprehensive management and operating mechanism

The professional cluster of the pipeline should establish a sound management and operating mechanism to ensure the normal operation and sustainable development of the cluster. Including the formulation of a scientific and reasonable management system, establishing an effective incentive mechanism, and improving the teaching quality monitoring system. By establishing and improving management and operating mechanisms, the management efficiency and teaching quality of the entire cluster can be improved.

In short, the design of the professional cluster of the pipeline needs to fully consider the development of local industries and the characteristics of the development of the economy management, focusing on integrating curriculum resources, realizing resource sharing between professional resources and cooperative development, strengthening the connection and cooperation with the industry, and establishing a perfect management system. And operating mechanism and other aspects. Through the implementation of these measures, the quality and efficiency of talent training can be improved, and a strong talent guarantee for local economic development can be improved.

6.Conclusions

In the context of the new liberal arts, professional cluster construction needs to integrate different majors with inherent logic associations to form a professional cluster. This construction method aims to promote the cross and integration of disciplines, improve the comprehensive quality and ability of talent training, and can also enhance professional social adaptability and market competitiveness. The design of the professional cluster of the pipeline needs to be comprehensively considered from multiple aspects.

First of all, a full market research must be carried out to pay attention to market demand. On the one hand, we must clearly understand what are the talents required for the local industrial development and layout. On the other hand, we must understand what the characteristics and advantages of the school's professional layout are, and combined with the advantages and majors, what is the professional group professional. Secondly, on the basis of traditional majors, we must consider how to carry out interdisciplinary cross -

integration. There should be one or more core majors through the professional cluster of the pipeline. These majors play a leading and leading role in the cluster. At the same time, there are also some support majors. These majors provide necessary support and supplement to the core majors. When determining core majors and supporting majors, you should fully consider the development of local industries and the characteristics of the development of economic management. The construction model of the pipeline professional cluster is mainly based on the value chain theory of Michael Potter, with the construction of the professional chain as the core to form a professional chain based on the corporate value chain. Professional clusters organically organize courses and activities of related majors to improve the efficiency and quality of education and teaching.

Third, professional cluster construction should pay attention to the design and management of practical teaching links, strengthen the construction of experiments, internships, and training, and improve students' practical ability and innovation ability. At the same time, we should actively explore the new model and new ways of practical teaching, and promote the organic combination of practical teaching and theoretical teaching. At the same time, we must pay attention to the development of talent training models, teachers and evaluation mechanisms.

The design of the professional cluster of the pipeline is to optimize the combination of different professional resources, realize the coordinated development and resource sharing between professionals, and improve the quality and efficiency of talent training.

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