

Exploring the Teaching Model of Economics and Management Majors in Universities Based on Talent Cultivation

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ABSTRACT

Economic management is a social discipline that combines economics and management in universities. It plays an important role in cultivating modern economic talents and promoting China's economic development. Therefore, accelerating the construction of economic management majors in universities is particularly important. Starting from the demand for talent cultivation in the new era, this paper takes the field of economic management as the research object, and explores the core direction and specific measures for constructing the teaching mode of economic management in universities. The paper aims to promote the modernization development of economic management majors in universities.

KEYWORDS

Talent cultivation; Economic management major; Teaching mode; Concrete measure

1 Introduction

The organization and implementation of teaching modes are generally based on the talent training programs and disciplinary characteristics of universities. However, the traditional teaching mode of economic management majors highlights the disciplinary characteristics of economic management majors, attaches importance to the comprehensive improvement of students' knowledge and abilities, and neglects the integration with the market. This leads to a mismatch between the cultivation of economic management talents and market demand. In this context, university teachers should re-establish new ideas for promoting the reform of teaching models in the field of economic management, and combine them with the latest demand for talent cultivation in the current market to promote the optimization and upgrading of teaching models in the field of economic management.

2 Exploring the Value of Teaching Economics and Management Majors in Universities Based on Talent Cultivation

2.1 To Assist the Future Development of Students Majoring in Economics and Management in Universities

The teaching of economic management majors in Chinese universities based on talent cultivation provides students with a broad knowledge system and practical operation platform.

Under this education system, students are able to comprehensively master economic analysis and problem-solving skills, providing support for their future involvement in business, policy formulation, and joining non-profit organizations. In addition, the economic management major emphasizes the cultivation of students' critical thinking, decision-making, and leadership abilities. Based on a deep understanding of economic situations and practical problem-solving experience, students can apply their learned economic management knowledge in close to real business scenarios through case analysis and simulation of practical activities in the business environment, optimizing their ability to handle complex problems in future work scenarios. At the same time, teaching in the field of economic management also helps to broaden students' international perspectives and cross-cultural communication skills, and adapt to the challenges of globalization. Teachers guide students to study economic strategies and management methods in different countries, participate in international exchanges, broaden their horizons, and establish cross-border professional networks.

2.2 To Promote Teaching Innovation for Teachers Majoring in Economic Management in Universities

The teaching of economic management majors based on talent cultivation in Chinese universities can help stimulate teachers to adopt diverse and cutting-edge educational methods to cope with the rapid updating of subject knowledge and changes in market demand. During the teaching process, teachers constantly try to break through the limitations of traditional narrative teaching and widely adopt interactive and practical methods such as case analysis, simulated business environment operations, and team cooperation. This can keep the course content up-to-date with the latest industry trends and technological developments, enhancing the foresight and adaptability of teaching. ^[1] In the specific implementation, teachers introduce real-time market analysis and financial analysis software and other tools to create near real learning scenarios for students. This enables students to directly apply their learned economic management knowledge in a similar real business environment, significantly improving the pertinence and practicality of teaching, while also enhancing their operational ability and innovative thinking. In addition, teachers also pay attention to the design of interdisciplinary courses, such as integrating modern technological fields such as computer science and data analysis with traditional economic management disciplines. This directly expands the knowledge scope of students, promotes their comprehensive problem-solving ability, and improves the quality of education in the field of economic management.

3 A New Approach to Reforming and Optimizing the Teaching Mode of Economics and Management Majors in Universities Based on Talent Cultivation

To promote the reform and optimization of the teaching mode of economic management majors, universities should explore a talent cultivation based teaching mode for economic management majors by accurately positioning the roles of teachers and students, and combining market demand.

3.1 To Accurately Position the Roles of Teachers and Students

The reform and optimization of teaching models must reposition the roles of teachers and students, place students at the center of teaching model reform, and formulate models with the

goal of everything for the growth and development of students. This is not only an important way for universities to implement the teaching goal of cultivating morality and talents, but also an important way to fundamentally control the ultimate result of talent cultivation in universities, build a harmonious, equal, and interactive classroom, and promote the comprehensive development of students. On the one hand, university teachers should weaken their authority in classroom teaching and participate in daily teaching activities as guides, organizers, inspirations, and service providers.^[2] They should also focus on the actual development needs of students and develop more targeted teaching plans. On the other hand, from the perspective of talent cultivation, teachers should continuously strengthen the subjectivity of students in classroom teaching through reasonable teaching methods and methods, and encourage them to actively participate and lead the orderly development of classroom teaching activities, thereby improving the effectiveness of classroom teaching.

3.2 To Combine Market Demand

The reform and optimization of teaching modes must strengthen the effectiveness of teaching in the field of economic management, so that the final talent cultivation results can match market demand and help students achieve high-quality employment. Therefore, in promoting the reform of the teaching mode of economic management, teachers should closely combine with market demand and pay attention to the comprehensive improvement of students' various professional abilities and comprehensive qualities. For example, universities can actively explore the mode of school-enterprise cooperation, obtain the latest market talent demand and job ability requirements through good cooperation with enterprises, optimize teaching content and methods, and make them in line with market talent demand. In addition, by establishing cooperative relationships with enterprises, it is possible to effectively utilize the technological and equipment advantages of enterprises to provide students with good practical training opportunities, thereby strengthening their comprehensive quality and abilities, and ensuring the ultimate talent cultivation effect.

4 Exploring the Specific Ideas of Reforming and Optimizing the Teaching Mode of Economic Management Majors in Universities Based on Talent Cultivation

To promote the reform and optimization of the teaching mode of economic management majors in universities based on talent cultivation, it is necessary to optimize and upgrade the existing talent cultivation goals of economic management majors; At the same time, universities should establish a collaborative development mechanism between industry, academia, and research, and design interdisciplinary courses for students majoring in economic management to enhance the compatibility of teaching in economic management with the needs of the times.

4.1 To Optimize and Upgrade Talent Training Objectives

From the perspective of the disciplinary characteristics of economic management, it has comprehensive and interdisciplinary characteristics, and is closely related to market development. Therefore, the talent cultivation goals of economic management majors in universities should be closely linked to the direction of market development, and cultivate compound and applied talents. In this regard, universities should conduct thorough research on the current talent demand in the economic management market, and conduct a comprehensive analysis of the employment situation and market demand of students majoring in economic management in the past. By this, universities have identified the current gap in talent cultivation in the field of economic

management, in order to optimize their training objectives accordingly.^[3]

4.2 To Establish a Collaborative Development Mechanism Between Industry, Academia, and Research

The reform and optimization of the teaching mode of economic management majors in universities require the establishment of a collaborative development mechanism between industry, academia, and research institutions to strengthen cooperation with enterprises and research institutions. Firstly, universities should establish stable partnerships with leading enterprises and research institutions in the industry, such as setting up shared "practice bases" or "research laboratories", in order to provide students with opportunities for internships and practical experience. Secondly, universities should actively introduce experts from enterprises and research institutions into the classroom, bringing students the most cutting-edge industry knowledge and technology. This helps students integrate theory with practical applications, thereby improving their ability to solve practical problems. In addition, universities should also encourage and support teachers to participate in practical projects of enterprises and research institutions, so that teachers can gain practical research and business experience, and directly feedback these experiences into teaching content to improve the quality of talent cultivation. Finally, universities should establish an efficient evaluation and incentive mechanism, such as setting up reward policies to recognize outstanding individuals and teams in industry university research cooperation, in order to encourage more teachers and students to join this mechanism.^[4] In short, with the assistance of the collaborative development mechanism between industry, academia, and research, the teaching of economic management majors will be more in line with market demand and can better promote the cultivation of students' comprehensive abilities.

4.3 To Offer Interdisciplinary Courses

The discipline of economic management itself has interdisciplinary characteristics and is closely related to multiple fields such as information technology, data analysis, psychology, and law. Therefore, developing interdisciplinary courses that incorporate these elements in universities can meet the knowledge learning needs of students majoring in economics and management, and enhance their ability to solve complex problems. Firstly, universities need to identify key interdisciplinary fields related to the teaching of economic management majors. For example, the combination of data science and economic management can help students master how to optimize business operations through data analysis. The integration of psychology can enable students to have a deeper understanding of marketing or consumer behavior when learning it. Secondly, universities should hire a team of teachers with interdisciplinary backgrounds or provide interdisciplinary training to existing teachers to enable them to effectively integrate interdisciplinary knowledge into the teaching process.^[5] At the same time, course design should focus on the combination of theory and practice, such as introducing real business problems through case analysis, so that students can master the process of interdisciplinary problem-solving in the classroom. Finally, interdisciplinary courses should be designed in a modular and highly optional form, so that students can choose suitable course combinations based on their interests and career plans, thereby improving course flexibility and better meeting the learning needs of different students.

In this way, students majoring in economic management will receive a more comprehensive education and enhance their competitiveness in multiple fields, thereby achieving good performance in their future careers.

5 Conclusion

In the process of exploring the teaching mode of economic management majors in universities based on talent cultivation, we not only reconstructed the roles of teachers and students, adjusted teaching objectives, but also established a progressive teaching system, strengthened the collaboration and interaction between industry, academia and research, and achieved rich and innovative teaching content through the design of interdisciplinary courses. These reform and optimization measures help to cultivate composite talents who can meet the needs of modern economy and society, improve students' practical operation ability, and cultivate their innovative thinking. Facing the future, the teaching reform of economic management majors in universities needs continuous reflection and optimization to ensure a dynamic balance between educational quality and social demand. Only in this way can the teaching reform of economic management majors in universities truly achieve the goal of cultivating high-quality talents, thereby laying the foundation for the future career development of students. We look forward to continuous innovation in the teaching mode of economic management majors in universities based on talent cultivation, in order to better meet social needs.

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