

Research on the Training Mode of Economic and Management Compound Talents Oriented by Innovation, Entrepreneurship and Creation Ability Under the Background of New Liberal Arts

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Abstract: As the main force of application-oriented personnel training, colleges and universities are the important fulcrum of high-quality education system and the important basis of the integration of production and education. Under the background of the new liberal arts, many colleges and universities have problems in the supply of innovative teaching resources, personnel training mode and evaluation. Based on this, it is of profound practical significance for colleges and universities to comply with the requirements of the comprehensive reform of "three-whole education" and actively explore the construction of innovative, entrepreneurial and creative talents training mode under the new liberal arts perspective, and put forward positive and effective suggestions in deepening teaching reform, comprehensively building a higher level talent training system adapted to the development of the new era, and better providing solid talent advice for industrial development.

Keywords: New liberal arts; Innovation, entrepreneurship and creation; Compound talents; Economics and management.

1. First, the Question Raised

Application-oriented colleges and universities, as the main force of application-oriented personnel training, are an important fulcrum of high-quality education system and an important basis for the integration of production and education. Finding out the strategic positioning of application-oriented colleges and universities in the construction of strong talent, education, industry and science and technology is an important basis for application-oriented colleges and universities to clarify the development direction and development path, and is also the overall follow for application-oriented colleges and universities to set talent training goals.

At present, scholars at home and abroad have done some valuable research on the training mode of multi-disciplinary talents of economy and management under the background of new liberal arts. Duan Yu (2020) deepened the theoretical connotation and practical direction of the construction of new liberal arts from five aspects: construction goal, discipline management, personnel training mode, involved fields and practice. As one of the "four new" construction contents and an important part of the "quality reform" of higher education in our country, the construction of new liberal arts undertakes the important mission of helping the construction of a strong cultural country, cultivating advanced Chinese culture and training new people of The Times. Li Shixiao (2021) analyzes the problems faced by the development of innovation and entrepreneurship education in colleges and universities, such as backward education concept, weak teachers, unreasonable curriculum structure and imperfect security system, and puts forward four countermeasures: deepening concept reform, training teachers, optimizing curriculum structure and improving institutional security system. By highlighting the role of multi-dimensional education concept in cultivating innovative talents in colleges and universities, Chen (2021) et al proposed the education model based on the innovative

education community as the carrier, which should adhere to the strategic guidance of "three-in-one education" in colleges and universities in the new era, and take building an innovative education community as an important medium and innovative measure for cultivating innovative talents. Different scholars have different emphasis on talent training mode, but there are few researches on the training mode of economic and management composite talents under the background of new liberal arts.

In the new era, colleges and universities should comply with the requirements of the comprehensive reform of "three-in-one education", how to always adhere to the application-oriented education direction, adhere to the professional setting closely connected with the development of local leading industries, the setting of talent training objectives closely connected with the needs of industrial enterprises, and the curriculum system design closely connected with the needs of jobs and social development. To construct and perfect the training system of high-quality innovative composite economic and management talents has become a new problem to be solved urgently. Based on this, it is of profound practical significance to actively explore the construction of innovative, entrepreneurial and creative talent training mode under the new liberal arts perspective.

2. Second, The Strategic Positioning of Cultivating Three Innovative Talents Under the Background of New Liberal Arts

2.1. Implementing the requirements of the fundamental task of moral education in colleges and universities

1. The concept of "three full education" is the guiding principle of talent training

If we say that innovation is "forced by the situation", it is

the only way to cope with the century-old changes; Then entrepreneurship is "the trend of The Times" and a strategic measure to achieve high-quality development; Creation is "the inevitability of The Times" and a major choice for gathering strength to realize the Chinese dream. With the development of economic globalization, the higher education circles of various countries pay more and more attention to the development of innovation, entrepreneurship and creation education in colleges and universities, and actively cultivate interdisciplinary talents for innovation, entrepreneurship and creation. The oriented cultivation of innovation, entrepreneurship and creation ability in colleges and universities is conducive to the development of students, the demand for talents in enterprises and the solution of the national population employment problem.

2. Build interdisciplinary talents with the "new liberal arts" model

The new liberal arts is an inclusive discipline framework based on and beyond traditional liberal arts, taking the new era, new economy and new industry as the background, and integrating many external discipline elements such as rationality and engineering. The proposal of the new liberal arts construction is not a simple imitation and concept transplantation of the new engineering construction, but a major reform and development strategy of higher education in the new era, which is rooted in the profound changes in the internal and external environment and parallel with the construction of industry, agriculture and medicine. The new liberal arts is strategic, innovative and integrated, and is an important measure for our country to achieve cultural rejuvenation and solid cultural confidence. To cultivate compound talents in the new era in Chinese colleges and universities needs not only "new engineering" but also "new liberal arts". Colleges and universities should pay attention to the integration of new liberal arts and implement the cultivation of economic and management composite talents oriented by innovation, entrepreneurship and creativity.

2.2. The key to promoting the cultivation of innovation and entrepreneurship ability of economic and management students in universities

Colleges and universities need to implement innovation and entrepreneurship education and training to cultivate compound talents. The training of economic and management talents needs to take this opportunity of innovation, entrepreneurship and creativity oriented training mode, integrate global new technologies, and highlight the characteristics of The Times and local characteristics. The students of economics and management are required to have critical thinking, new media communication skills, sound knowledge system and practical ability. Therefore, it is necessary to deepen the teaching reform, comprehensively build a higher level of talent training system to adapt to the development of the new era, better provide solid talent support for industrial development, and strive to cultivate economic and management industry elites with international vision, innovative consciousness and excellent professional quality.

2.3. The foundation of building a high-quality talent training system to meet the needs of society

1. Diversify talent training models. Deepen the "four new" construction, broaden development ideas, look for new technology, development frontier, industrial demand and new growth points of professional construction, with the goal of solving key and difficult points in the process of talent training or teaching frontier problems, pay attention to innovation, entrepreneurship, creation and development potential, and promote the construction and upgrading of economic and management majors. According to the actual docking with the industry and enterprises, the flexible training mode is set up, and the diversified choices are provided for the development of students by setting up innovation and entrepreneurship creation classes, innovation experimental classes, entrepreneurship customized classes, minor studies, second degree studies, and inter-school exchange studies.

2. Optimize the training program for economic and management personnel. Further in-depth research on the needs of professional talents in industry enterprises, integration of production and education, collaborative education, real cases of industry enterprises into the teaching process; Further according to the latest requirements of the Ministry of Education, we should implement the credit hours of general education such as aesthetic education, labor education and digital literacy in the training program to connect with the five education; Further optimize the modular curriculum, integrate the function of innovation, entrepreneurship and creation, give full play to the function of professional elective course modules, and optimize the construction of application-oriented three-innovation curriculum system and practical teaching system.

Close to the industry development and regional industrial development needs, clear professional training objectives, enhance the characteristics of the service industry. With the integration of production and education and school-enterprise cooperation as the main line, we will reform the personnel training mode through innovation, entrepreneurship and creation orientation, and actively adapt to the new requirements of industrial transformation and upgrading on the level, specifications, knowledge and ability of technical talents. Improve the school-enterprise cooperation education mechanism, jointly formulate training programs, jointly develop curriculum resources, jointly implement training processes, jointly evaluate training quality, and strengthen the participation of industrial enterprises in running schools in school-enterprise cooperation and the integration of production and education.

3. Strengthen the practical training of economic and management talent.

Strengthen the construction of practical resources, break the situation of dispersing laboratory resources and single functions, and strengthen the openness and resource sharing of laboratories. Strengthen the construction of engineering practice center, production practice and training base and service platform, introduce enterprise R & D, production, training and other resources, and establish a large-scale experimental practice and training center integrating school and enterprise, production, learning and research; Coordinate all kinds of experimental teaching resources, and build a professional or cross-professional experimental teaching platform with high industrial compatibility; Improve the

function of off-campus practice teaching bases, and build a number of five-in-one practice bases integrating student practice, student employment, teacher training, industry-university cooperation, and practice tutors.

We will promote the deep integration of production and education, take modern industrial colleges as the starting point, give play to the role of multiple educational entities such as secondary colleges, industry associations, and high-quality enterprises, stimulate innovation and entrepreneurship to create new driving forces, build a community of application-oriented personnel training in which production and education work together to educate people, and improve the operating mechanism for co-training talents, co-training teachers, sharing resources, and sharing internship and employment. Support the college and enterprises to jointly pilot the "orientation training", "order training", "double tutor" and other school-enterprise cooperation three creative education model; We will introduce professional qualification certificates and implement a system of documentary credit accommodation.

We should reform classroom teaching methods, enrich the organizational form of classroom teaching, promote the reform of teaching methods, change the traditional teaching style and full classroom teaching, implement the heuristic, interactive and inquiry teaching oriented to solve practical problems, highlight the main role of students in innovation, stimulate the interest in learning, and improve the vitality of curriculum teaching and students' enthusiasm in class.

Explore multiple academic evaluation. On the basis of the curriculum formative evaluation reform, we should improve the outcome evaluation, strengthen the process evaluation, explore value-added evaluation, improve the comprehensive evaluation, flexible assessment methods, encourage innovation, increase the evaluation content of students' exploration and problem-solving ability, form a diversified academic assessment system that attaches equal importance to ability and knowledge assessment, and improve the scientific, professional and objective evaluation.

3. Third, the Practical Dilemma of The Training of Composite Talents in Economics and Management Under the Background of New Liberal Arts

Nowadays, with the rapid development of the new liberal arts, under the premise that the country vigorously advocates the cross-integration of disciplines, many colleges and universities have many problems in teaching resources, personnel training mode and assessment evaluation in cultivating interdisciplinary talents oriented by innovation, entrepreneurship and creation. Under the background of new liberal arts, many colleges and universities have problems in the following four aspects: First, the lack of characteristics; Second, the teaching content, teaching methods and teaching means of economic and management majors have not been improved with the development of society, and do not meet the needs of social development; Third, the convergence of economic and management specialties leads to the oversupply of talents in some specialties and the shortage of talents in some specialties. Fourth, social employers believe that the personnel training work in colleges and universities lacks contact and communication with actual departments, backward teaching facilities, less attention to market frontier issues and weak teaching management, lack of professional

practice and case teaching.

3.1. Insufficient overall planning of teaching resources

1. The content of the textbook is lagging behind

With the acceleration of the pace of world globalization, many industry standards are also changed with the simplification of practical operations and the trend of international convergence. Therefore, for economic and management majors that focus on training applied talents, the speed of updating teaching materials should also be accelerated. However, due to the limited teachers, limited team energy and other factors, the updating speed of most textbooks in China is still stagnant at about 10 years, which greatly reduces the practicality of textbooks, and to a certain extent, hinders colleges and universities from more effectively cultivating innovation, entrepreneurship and creation of economic and management composite talents. At the same time, in the context of "new liberal arts" construction, many colleges and universities due to the previous construction, management experience is relatively lacking, is not conducive to the cultivation of innovation and entrepreneurship to create an atmosphere and soil cultivation, liberal arts laboratory construction is facing a series of problems that need to be solved one by one.

2. The structure of compound teachers is not perfect

On the basis of training applied talents, to cultivate compound talents, teachers are required to have strong practical ability on the basis of a certain theory, and can be effectively applied to teaching and research. This requires that the construction of teachers must break some old mechanisms, improve the structure of teachers, and build an innovative, cross-cutting and sharing teacher construction mechanism. However, at present, under the existing teaching mode in colleges and universities, the strength of composite tri-creativity teachers is relatively weak, the structure is not perfect, the mechanism is still relatively old, and there are still some shortcomings in the teaching team, such as paying more attention to scientific research than teaching, and the orientation of tri-creativity is not obvious.

3.2. The personnel training model is not new

Universities pay more and more attention to the cultivation of three creative talents, but the training mode is outdated and has not matched the target. In the existing talent training mode of colleges and universities, teaching activities are still mainly taught by teachers on the podium and students sit at lectures, which is easy to lead to students in a passive state of learning, and their enthusiasm and initiative in learning are greatly reduced. However, as the main force of talents output in the society, teachers in colleges and universities still focus on basic knowledge teaching, lack in-depth professional teaching, and have different focuses on innovation and entrepreneurship education and practice forms, which leads to the characteristics of one-sided and single results in the current training of economic and management composite talents.

3.3. Single form of assessment and evaluation

s students' professional knowledge. The final evaluation tends to result in students attaching more importance to theory than practice and ignoring the improvement of their own practical ability. Moreover, the unified assessment standard cannot truly reflect the students' grasp of knowledge, and the

talent evaluation is not comprehensive, and the results of the cultivation of composite talents in economics and management are not significant.

4. Research on the Strategy of Constructing the Training Model for Multi-disciplinary Talents in Economics and Management Under the Background of New Liberal Arts -- taking the School of Economics and Management of Minjiang University as An Example.

4.1. Build a high-quality model of economic and management talent training jointly built by multiple parties.

To build a "1+4+X" three-in-one education system (1 refers to adhering to the guidance of party building and forming an integrated leadership mechanism of "three-in-one education"; 4 refers to curriculum education, scientific research education, practice education, culture education; X refers to a series of guarantee measures), effectively open up the last mile of the "three full education", and strive to train qualified socialist builders and reliable successors, and form an integrated education system and model that can be transformed and promoted.

Based on empirical research and data analysis, and relying on the advantages of scientific research and teaching resources of application-oriented undergraduate colleges, the School of Economics and Management of Minjiang University plans to set up an innovation class for the education of three talents. Based on the law of interdisciplinary talent training combined with the actual situation of the school, the school is guided by the ability to create three talents, and the relevant requirements of the implementation rules of the "three talents Education" are compared. On the premise of consolidating the core courses of each major of the School of Economics and Management, it realizes the collaborative education function of the first, second and third classes, and promotes the training mode and measures of innovative and entrepreneurial creative economic and management talents, so as to cultivate high-quality economic and management talents of the new era with economic and management characteristics, feelings of Fujian University and international vision. The main measures include the following three points.

Set up a four-in-one talent training framework and a four-line mentor allocation model. Innovative class teaching adopts the four-in-one talent training framework of "theoretical learning + scientific research training + project practice + quality development". The talent training mode of "scientific research supervisor + ideological and political supervisor + industry supervisor + alumni supervisor" is a four-line supervisor to explore a new mode of compound talent training.

Create the "Ten Projects" and formulate the "Ten 1" training plan. In order to thoroughly implement the concept of innovative, entrepreneurial and creative ability oriented cultivation of economic and management composite talents, and cultivate comprehensive development of economic and management composite talents, Has created the Qingma theory project, sunshine life project, labor education casting

soul project, aesthetic education infiltration project, spirit navigator project, dream incubation project, leader elite project, Qingmedia horse project, lighthouse pilot project and inspirational Qingyun project as the main content of the "ten projects". At the same time, students are required to complete the "ten 1" practical training plan during the class, that is, complete an innovation and entrepreneurship project and a president's fund project, participate in a high-level academic lecture, publish an academic paper, write a study and research report and a case study related to the major every semester, plan and participate in a party member lighthouse activity, participate in an enterprise internship activity every semester. Set up a volunteer service team to participate in volunteer service activities and participate in a social practice related to the major.

Set up the incentive and competition mechanism for economic and management talents. With the goal of cultivating high-quality application-oriented talents with broad foundation, emphasis on practice, strong adaptability and courage to take on responsibilities, the College actively carries out application-oriented education practice and strives to build an application-oriented personnel training system. Those who meet the basic conditions of the school's assessment of excellence will be given priority in obtaining the qualification. When the results and comprehensive performance can not meet the basic requirements of the innovation class, it will be eliminated adjustment or reasonable withdrawal.

4.2. Take innovation, entrepreneurship and creation as the orientation to optimize the training measures of economic and management composite talents.

Colleges and universities should combine their superior scientific research and teaching resources, in accordance with unified requirements, and based on the development of regional economic development, digital economy, cultural and tourism industry, e-commerce, finance and taxation, international trade, leisure agriculture and rural tourism, explore social practice teaching, optimize curriculum system, and provide development paths for the training of innovative and entrepreneurial economic and management professionals. For reference to the application-oriented education system in the United States, from the outside of colleges and universities, which consists of the government, colleges and enterprises under laws and regulations, to the inside of colleges and universities, which consists of the educational mode, educational goal, professional structure, curriculum system, teachers, teaching methods, examination methods and other contents, From the perspective of "three-in-one education" of South China Agricultural University, the construction of innovative education community mode, the active leading construction goal of new liberal arts construction, the realistic demand-oriented discipline management and the multi-disciplinary, modular, industry-university-research integrated talent training mode, the cultivation of composite innovative and entrepreneurial creative talents can be carried out from the following aspects.

1.Reposition the training objectives and business specifications of composite talents for undergraduate courses in economics and management.

With the development of society and science and technology, new changes have taken place in the demand for professional talents in the job market. Many colleges and

universities have problems in cultivating interdisciplinary talents of economics and management. Colleges and universities should combine the talents needs of local employers and the advantages of their own colleges and universities, integrate resources, adjust teaching policies and training programs, reposition the training objectives and basic specifications of economic and management professionals, and train qualified "composite" talents for the society.

2. Improve the "three-in-one education" system of university-enterprise cooperation.

(1) Concentrate resources on building teaching staff. It is the key to cultivate professional and composite talents and improve the quality of personnel training to train a good professional and professional teacher team. Local schools should strengthen the construction of teachers, connect schools with enterprises, establish practice bases for teachers' enterprises, connect teachers' knowledge with practical skills, and encourage teachers to practice in enterprises. Through enterprise practice, teachers can not only understand the current situation of enterprises and industries, but also enrich their own practical experience, improve their practical ability and guide students' practical and graduation design ability. The school should actively introduce or employ professional and technical personnel and management personnel with high theoretical level and rich practical experience from enterprises to teach in the school, so as to promote the exchange and integration between the school and the enterprise.

(2) The university and the enterprise shall jointly formulate the personnel training program. According to the needs of enterprises to formulate talent training programs, mainly including the revision of teaching plans, the compilation of teaching syllabuses, the assessment of comprehensive skills tests, and the formulation of practical training teaching content. In the course development, teaching plan, textbook compilation, classroom teaching and other aspects of the construction of school-enterprise cooperation, so that the teaching, learning, the use of close combination, practical training of professional compound talents.

(3) Build practical training bases. Make full use of the advantages of enterprises to build training bases together, to create a platform for students to combine theory and practice, to achieve resource sharing and joint training of talents.

Attach importance to the integration of campus culture and corporate culture. Corporate culture attaches importance to the consciousness of competition and cooperation, and emphasizes the entrepreneurial consciousness and the spirit of innovation. Schools should strengthen teaching content with humanistic connotations, such as industry professionalism and social hot spots, to deepen students' understanding and sense of identity of majors and professions. Through the teaching of enterprise development history and the joint undertaking of cultural and entertainment activities by the school and enterprise, students can experience the enterprise culture and enhance the students' hard-working spirit and cooperation consciousness.

(5) Improve the three-creature-oriented production-education integration management system. Schools and enterprises should aim at "talent co-education and process co-management", incorporate the concept of innovation, entrepreneurship and creation, build a management system of production-education integration that integrates government, industry, universities, research and application, set up a school-enterprise cooperation and coordination management

organization involving personnel from schools and enterprises, clarify the responsibilities of all parties, and build a scientific and efficient management mechanism.

3. Focus on the curriculum, scientific research, practice and culture, strengthen and improve the cultivation of comprehensive ability of economic and management students. In order to move from "teaching" to "education", build a new model of education, create a new ecology of education, and comprehensively improve the level of talent training, colleges and universities should focus on students, scientifically grasp the characteristics of college students, follow the law of teaching and educating people, the law of student growth, focus on the cultivation of innovation, entrepreneurship and creativity, teach students according to their aptitude, deepen and work carefully, and abandon the education mode of "one thousand people with one face". To achieve the "various" education effect, to achieve the diversification of education structure, and more than 80% of the students receive applied higher education, become applied talents. Therefore, the outstanding characteristics of education in curriculum, scientific research, practice and culture deserve our attention.

To strengthen the main position of three-creation curriculum education, and to promote the improvement of curriculum ideology and politics. The first is to promote the curriculum ideological and political work by first-class professional construction. Guided by the construction of first-class majors and combined with the function of innovation, entrepreneurship and creation, ideological and political elements are incorporated into the talent training program. The second is to improve teachers' ability of "curriculum thinking and politics" through the training of "triple-creation". Experts were invited to carry out a series of offline lectures such as "Connotation and Teaching Design Implementation of Ideological and political courses in colleges and universities", and full-time teachers were organized to participate in online training on ideological and political courses. The third is to promote curriculum ideology and politics into daily "three creative" teaching activities. For example, through the teaching competition of young teachers, carry out the comment exchange of "curriculum thought and politics" classroom teaching, and carry out the special discussion of "curriculum thought and politics" through the activities of the teaching and research office.

Build a large platform for scientific research and education, and lead the overall promotion of scientific research innovation, entrepreneurship and creation. Relying on provincial and university-level scientific research platforms, the "professional competition of one major and one discipline" is realized, hoping that students can improve their professional learning level, cultivate team spirit, and enhance their awareness of academic integrity in the process of participating in scientific research projects and discipline competitions.

Explore a new model of practical education, and build a practice system of innovation, entrepreneurship and creation with economic and management characteristics. Colleges and universities should make full use of school-enterprise cooperation platforms and play the role of practical teaching bases. They should carry out the president's fund, equip a team of scientific research tutors, strengthen entrepreneurship guidance, provide a platform for entrepreneurship practice, and build a culture system of innovation, entrepreneurship and creation.

Establish a new system of education for the three creative

cultures, and create a strong atmosphere of moral cultivation. Colleges and universities should integrate and implement the "campus three creative culture four seasons", determine different themes of three creative culture activities according to different grades, and build the whole process of three creative culture education system: freshman season, highlighting the theme of cognitive adaptation of freshmen three creative culture; The second grade is the learning season, highlighting the theme of three-creativity learning of disciplines and majors; The third grade is the growth season, highlighting the theme of career planning, innovation, entrepreneurship and creative ability training; The fourth grade is the graduation season, highlighting the theme of the cultivation of three creative ability and quality to society and the workplace. Around different themes, through a series of activities such as training courses and various learning style construction plans, gather many factors such as network, psychology, funding, management and service to support the realization of the goal of Sanchuang education.

5. Conclusion

Under the background of new liberal arts, the training mode of economic and management composite talents oriented by innovation, entrepreneurship and creation ability is a new mode to promote the comprehensive reform of "three talents education" in colleges and universities. The training of economic and management composite talents based on the "three creative education" in colleges and universities should deeply explore and build a feasible multi-dimensional collaborative education mechanism, integrate the reform thoughts of new liberal arts, strengthen the integration of curriculum, ideology and politics, and strengthen the reform and innovation of the connotation of talent training mode through the simultaneous development of the five disciplines. Form a new model of talent cultivation with good education effect, strong demonstration role and wide scope of participation, and continue to contribute to the national talent power plan in the new era through coordinated and interconnected development.

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