

# Innovation of the Talent Cultivation System for Management Majors in Higher Vocational Colleges in the Digital Economy Era

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**Abstract:** Against the backdrop of the digital economy era, tremendous changes have taken place in the working methods, concepts, and requirements of enterprise management. Managers are not only required to possess necessary management knowledge and skills but also a certain level of digital literacy and the ability to apply digital technologies. This poses more stringent requirements for the cultivation of management talents in higher vocational colleges. In response, higher vocational colleges should improve the talent cultivation system, constantly update educational concepts, and innovate educational means to cultivate students' comprehensive management capabilities and enable them to better meet the needs of society and the industry.

**Keywords:** Higher vocational colleges; Management majors; Talent cultivation; Digital economy

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## 1. Introduction

The widespread application of new-generation information technologies such as big data, the Internet of Things, and artificial intelligence has led to changes in the management models and job requirements of various industries, bringing new opportunities for the development of employees in enterprises and students in institutions of higher learning. Against the backdrop of the digital economy era, society and the industry not only require higher vocational colleges to vigorously innovate educational means but also put forward new requirements for talent cultivation objectives, means, and teaching methods. In this context, higher vocational colleges need to make innovative adjustments and reforms to the talent cultivation model for management majors, strengthen students' understanding of the digital economy, and cultivate professional talents with digital literacy and digital management capabilities to better cope with the changes in the digital economy era.

## 2. Requirements for the cultivation of management talents in higher vocational colleges in the digital economy era

### 2.1. Knowledge system

The digital economy era has increased the demand for digital talents in various enterprises. As a product derived

from the digital economy era, the new round of scientific and technological revolution places greater emphasis on the comprehensive and innovative abilities of talents. It hopes that higher vocational colleges can break through disciplinary boundaries and cultivate more compound talents<sup>[1]</sup>. In this regard, when carrying out talent cultivation activities for management majors in higher vocational colleges, it is necessary to continuously expand students' knowledge horizons. They not only need to understand professional management knowledge and skills but also learn knowledge in digital technology, Internet technology, artificial intelligence, and other aspects. On the other hand, management majors in higher vocational colleges need to guide students to deeply study professional knowledge and form a comprehensive and systematic knowledge structure. Although the digital economy era places more emphasis on students' innovation awareness and technical skills, theoretical knowledge is the key cornerstone for supporting students to improve their technical skills and can help students understand the connotations and characteristics of the digital economy era. For management majors, improving students' professional capabilities and cultivating their digital literacy and the ability to apply digital technologies are key ways to strengthen students' professional identity and improve their comprehensive capabilities<sup>[2]</sup>.

## **2.2. Digital management ability**

Against the backdrop of the digital economy era, the continuous development and wide application of new-generation information technologies require enterprises to achieve comprehensive digital transformation, especially to improve the information technology application capabilities of managers, enhance their digital concepts, management skills, and digital literacy, and enable them to have the ability to serve social and economic development. Higher vocational colleges should deeply understand the characteristics and social value of the digital economy era and recognize the requirements of the digital economy for promoting economic development and changing the economic structure. The digital economy has not only changed the production methods of enterprises but also had a certain impact on the overall structure of the social economy. Therefore, in the process of cultivating management professionals, higher vocational colleges should use diversified teaching means to improve students' digital management ability, enabling them to better meet the needs of society and the industry.

## **2.3. Scientific decision-making and innovation ability**

Against the backdrop of the digital economy era, management professionals should possess scientific management methods, decision-making ability, and service ability. Therefore, in the process of constructing the talent cultivation system, higher vocational colleges need to give top priority to scientific management and service ability, guide students to rationally analyze relevant management cases and requirements, and improve their management technical level and decision-making ability<sup>[3]</sup>. At the same time, higher vocational colleges can take enterprise management as the core orientation and introduce enterprise management cases and digital management projects into classroom teaching to cultivate students' practical ability and improve management efficiency. The cultivation of students' innovative thinking, concepts, and awareness is a key factor in achieving the talent cultivation objectives. The results of management and decision-making depend on the formulated standards and the adopted measures, and the implementation of advanced systems and digital measures cannot be separated from the support of innovation awareness and innovation ability. The digital economy era itself is an economic transformation caused by information technology. In this regard, higher vocational colleges need to base on the actual development and combine the characteristics of the times to cultivate students' innovation awareness and innovation ability, enabling them to better cope with changes<sup>[4]</sup>.

# **3. Problems in the cultivation of management talents in higher vocational colleges in the digital economy era**

## **3.1. Teachers lack awareness of digital talent cultivation**

With the increasingly widespread application of digital technology in the education field, the cultivation of teachers'

digital awareness and digital literacy is urgent. However, some teachers have insufficient digital awareness. For example, some teachers with deep-rooted traditional teaching concepts have problems such as low acceptance of digital teaching means and unskilled mastery of information technology. The lack of practicality of digital technology in teaching makes it difficult for higher vocational colleges to scientifically and effectively innovate the talent cultivation system for management majors. For instance, some teachers do not realize the importance of digital management and, influenced by traditional concepts, still adhere to the inherent teaching mode, resulting in low effectiveness of talent cultivation education. At the same time, due to the mismatch between some teachers' teaching abilities and the digital technology teaching environment, it is difficult to stimulate their enthusiasm for improving digital literacy, thus affecting the construction of the talent cultivation system.

### **3.2. Insufficient efforts in talent cultivation in higher vocational colleges**

Currently, the cultivation of students' digital management ability in higher vocational colleges usually stays on the "surface". Specifically, some higher vocational colleges choose some relatively broad content to complete tasks without analyzing students' learning characteristics and development needs. This lacks pertinence and effectiveness and is difficult to stimulate the enthusiasm of management majors to actively improve their digital literacy. At the same time, the teaching methods of some cultivation courses are single, mostly in the form of short-term teaching and centralized explanation, without practical training courses and targeted tutoring. As a result, some students find it difficult to apply theoretical knowledge to management practice. In addition, the introduction speed of cultivation resources in some colleges is slow, and their acceptance ability of digital technology is low, resulting in a certain lag in the construction of the management talent cultivation system, which is difficult to keep pace with the digital economy era.

## **4. Innovation strategies for the talent cultivation system of management majors in higher vocational colleges in the digital economy era**

### **4.1. Improving the education and teaching system to enhance talent cultivation effects**

Against the backdrop of the digital economy era, the scientific formulation of the education and teaching system is an important cornerstone for the cultivation of management professionals. With the wide penetration of new-generation information technology in the education field, key technologies such as artificial intelligence and big data have promoted the continuous innovation of higher vocational teaching models. In fact, the college student group is the main producer and user of information technology, the main executor of enterprise management innovation, and an important driver of the development of the digital economy era.

For higher vocational management majors, a comprehensive analysis and research should be carried out on the talent cultivation model. Based on digitization, a talent cultivation standard should be established, and the education and teaching system should be improved to improve teaching quality. Specifically, teachers of higher vocational management majors should continuously optimize the curriculum plan, curriculum content, and teaching plan, and cultivate high-level and high-quality compound management talents in accordance with the development requirements of the digital economy era. On this basis, teachers need to incorporate the mastery of digital awareness and digital skills into the teaching system to deepen students' comprehensive abilities. In addition, when improving the teaching system, teachers need to scientifically integrate courses related to digital technology to effectively improve students' coping ability and enable them to better adapt to the digital economy era.

Currently, the curriculum settings of some management majors are relatively rigid, and the prescribed and introduced curriculum content is difficult to meet the management needs of the digital economy era and the requirements for management talents. The digital economy era requires students to understand the development trends and employment needs of enterprise management and be able to use modern information technologies and data analysis methods such as the Internet, big data, and artificial intelligence to solve the existing problems in current enterprise

management. In this regard, in the teaching system, higher vocational colleges can scientifically add some professional courses on digital management processes, deep learning, digital technologies, etc., to enhance students' coping ability.

#### **4.2. Optimizing the talent cultivation structure to improve the effectiveness of education**

If higher vocational colleges want to improve the effectiveness and standardization of the cultivation of management professionals, they need to establish and optimize the management talent cultivation structure. In the current education system, some higher vocational colleges, in order to meet the relevant requirements of the digital economy era, not only increase capital investment but also increase the application frequency of digital technology in the education of management majors. However, due to the imperfect talent cultivation structure in some higher vocational colleges, it is difficult to effectively use digital technology to improve the effectiveness of education, making the talent cultivation work superficial and resulting in management majors being unable to fully meet the needs of all walks of life in society. Therefore, if higher vocational colleges want to innovate and optimize the talent cultivation system, they should increase the intensity of digital talent cultivation, take improving students' digital technology application ability as the core task, and thus improve the effectiveness of education and teaching for management majors. First, in order to cultivate high-quality management talents with digital literacy, higher vocational colleges can construct a "basic knowledge + digital technology" talent cultivation framework to form a horizontal and vertical two-way cultivation system, thereby enhancing students' adaptability to the digital economy era and improving their innovation ability and digital literacy.

Secondly, higher vocational colleges can use digital systems and platforms to analyze industry development trends and talent needs, carry out management and talent cultivation work rigorously according to the characteristics of the times, and flexibly add corresponding curriculum modules and teaching content, so that students can more quickly adapt to market changes. Finally, higher vocational colleges can invite some professionals or industry leaders to the campus to conduct lectures on digital management and applications, help students improve their data analysis and mining abilities, update their digital management concepts, thus forming comprehensive professional abilities that meet the requirements of the big data era, enhancing data literacy, and improving the effectiveness of talent cultivation.

#### **4.3. Strengthening the application of information technology to deepen students' digital literacy**

With the advent of the digital economy era, information technology has been widely applied in various fields. Teachers can use information technology to establish online courses and incorporate the characteristics of the digital economy era and industry talent needs. For example, in the teaching of accounting courses, teachers can incorporate content such as data collection, collation, and analysis to enable students to have the ability of enterprise data management; in the teaching of marketing management, e-commerce management, and other courses, teachers can incorporate the application of new media platforms, Internet technology, etc., to enable students to master the establishment and management of various new media platforms proficiently; in the teaching of human resources management, business administration, and other courses, teachers can carry out various practical activities such as talent recruitment, enterprise talent management, and entrepreneurship management with the help of intelligent systems and sharing platforms. In the teaching of practical training courses, higher vocational colleges can use school-enterprise co-constructed websites and platforms to guide management majors to use information technology to participate in enterprise management projects. The scientific and reasonable application of information technology can help students complete various practical training exercises on campus and enable them to effectively cooperate and communicate with relevant personnel of enterprises. This can not only help students understand the real management processes of enterprises but also enhance their practical experience and lay a solid foundation for their future development.

At the same time, higher vocational colleges should build a smart campus platform, use new technologies such as the Internet of Things and artificial intelligence to promote the effective integration of digital information, break the information barrier, and take "Internet + vocational education" as the main cultivation form to promote the connection, sharing, and intercommunication of digital teaching resources. In addition, teachers should use the smart classroom

platform to create a more diversified management classroom and promote the comprehensive improvement of teachers' and students' digital literacy.

## 5. Conclusion

In conclusion, against the backdrop of the digital economy era, the establishment of the talent cultivation system for management majors in higher vocational colleges needs to closely follow the development characteristics and trends of the times, understand the application ways of new-generation information technology, and organically integrate it into the talent cultivation process. While cultivating students' management knowledge and skills, it is necessary to improve their digital literacy and digital technology application ability, enabling them to become the compound and innovative talents needed in the digital economy era.

## Disclosure statement

The author declares no conflict of interest.

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