

# *Research on the Training Mode of Three Creativity Talents in Sports Economics and Management under the Background of New Finance and Economics*

Xuejun Wang<sup>1,2</sup>, Xiaojuan Du<sup>1,\*</sup>, Yingji Li<sup>1</sup>

<sup>1</sup>*School of Sports Economics and Management, Guangxi University of Finance and Economics, Nanning, Guangxi, 530003, China*

<sup>2</sup>*College of Education, Jose Rizal University, Manila, 1552, Philippines*

*\*Corresponding author*

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**Abstract:** China needs to stimulate the vitality of talent innovation in the new development stage during the 14th Five-Year Plan period. As people's demand for sports is rising rapidly, the sports industry should develop with high quality. However, Guangxi faces a shortage of sports compound talents and urgently needs to cultivate a large number of talents in sports economy and management. To meet the needs of society and the sports industry, universities in Guangxi should strengthen the quality of talent training and explore how to cultivate "creative, innovative and entrepreneurial" talents from various aspects, such as teaching objectives, curriculum, teaching staff, system construction, etc. This can provide reference for the construction and development of sports economy and management major in universities.

## 1. Introduction

The Outline of the 14th Five-Year Plan and 2035 Vision Goals for National Development issued in March 2021 states: After completing the building of a moderately prosperous society in all respects and achieving the first centenary goal, the 14th Five-Year Plan period will be the first five years for China to embark on a new journey of building a modern socialist country in an all-round way and march towards the second centenary goal. We will enter a new stage of development, implement new development concepts, and build a new development pattern [1]. We should stimulate the vitality of talent innovation; accelerate digital development and build a digital China; comprehensively promote the construction of a healthy China; and promote high-quality economic and social development [2].

In the new stage of development, new technology and industrial revolution are transforming and reshaping financial and economic education. To enhance the ability of colleges and universities to serve economic and social development, the education reform of "new finance" is in line with the requirements of the new era. It is also a necessary choice for professional development. The major of sports economy and management must promote interdisciplinary integration and collaborative

innovation. It must also leverage the advantages of the “three talents” training mode. It should make use of the university’s resources and actively carry out strategic cooperation with Guangxi Sports Bureau and Nanning Sports Bureau. It should also implement innovation and entrepreneurship education for college students. It should vigorously cultivate top-notch innovative talents who can integrate digital technologies such as artificial intelligence, blockchain, big data with sports economy and management disciplines [3].

In 2018, Guangxi had 21,000 sports industry organizations, but only 400 sports economy and management professionals graduated from its universities every year. This shows a significant talent gap in the sports industry. In terms of talent structure, Guangxi employed 176,900 people in the sports industry in 2018. However, less than 155,000 people engaged in sports management activities [3]. Most of them were sports-related trainers and producers. The occupational categories were limited and far from forming a modern sports industry talent ecosystem [4]. The lack of high-quality and compound “new finance” sports talents who have knowledge of sports, management skills and digital technologies such as artificial intelligence, blockchain, big data has become a bottleneck for Guangxi’s sports industry development. Therefore, it is urgent to cultivate compound sports talents in the field of sports economy and management [5].

## **2. The Major of Sports Economy and Management Meets the Main Problems in the Process of Talent Training**

### **2.1. The Professional Structure of Sports Economy and Management does Not Match the Needs of the Industries in Guangxi. The Financial and Economic Literacy of the Professionals is also Low Compared to the Level of Economic Development in Guangxi**

The training objectives of sports economy and management professionals are based on the “Major Catalog”. However, the curriculum and talent training are not targeted enough. There are some problems, such as: lack of research on China’s and Guangxi’s demand for sports talents at the current new development stage; unclear employment direction for students; low initiative and enthusiasm for independent learning; disconnection between curriculum and social demand. To solve these problems, Guangxi needs to train sports economy and management talents who have interdisciplinary integration, creative thinking, innovation and entrepreneurial ability. These talents can meet the social development of Guangxi and people’s expectations for high-quality and high-level university education. They can also speed up the alignment between Guangxi’s regional economic development, industrial needs and professional structure.

### **2.2. The Practical Training of Sports Economy and Management Professionals is Not Enough, and the Effect of Serving the Development of Sports in Guangxi is Not Significant**

College students face some challenges in developing their professional quality and ability. They have limited opportunities to participate in the training of enterprises, industries and projects. The school experiment and training platform is insufficient, and the off-campus practice teaching base is scarce. The curriculum and time arrangement of practice exercise is inadequate, which affects their practical ability. After graduation, students lack the practical training of enterprises, industries and projects, which makes it hard for them to adapt to the working environment. Therefore, they cannot serve the development of sports in Guangxi effectively.

### 2.3. Under the Background of "New Finance", Students Majoring in Sports Economy and Management Have Insufficient Creativity, Innovation and Entrepreneurial Ability

College students need to improve their creativity, innovation and entrepreneurship ability. The talent training of sports economy and management is closely related to the development of sports economy in Guangxi. As the bridgehead of ASEAN development, Guangxi hosts many sports events, exchanges and cooperation every year. For example, the ASEAN Expo held in November each year has a special summit on sports economy and industry. The construction of ASEAN Sports Cooperation Industrial Park has also started in Fang Chenggang, Guangxi. In 2023, Nanning, Guangxi will host the National Youth Games, the International Tour of Guangxi Cycling Race, international Motorboat race and other influential international events. These activities and competitions require a large number of talents in sports economy and management. They also provide opportunities for the sports economy and management major to practice their skills and improve their ability. However, the major of sports economy and management in Guangxi is new. Therefore, it faces some challenges such as: insufficient cooperation and exchange with Guangxi sports; inadequate support for professional talents to serve the economic and social development of Guangxi; lack of university-enterprise cooperation for enterprises in Guangxi; low quality of training for sports economy and management talents.

## 3. Analysis of the Reasons for the Shortage of Sports Economy and Management Talents

### 3.1. Today's World is Undergoing Digital Transformation, and Information Technology is Developing Fast

This has a significant impact on human production, social life and value concept. In 2018, the Ministry of Education started to build a "new liberal arts" based on promoting the development of higher education in China [5]. During the 14th Five-Year Plan period, digital technology will drive the development of Chinese sports industry. It will create more new products, new services, new business models and new crossover ecology. It will also stimulate a large market demand for sports industry complex talents. Therefore, it is necessary to cultivate students' spirit of loving study and professionalism. They should develop their habit of independent study.

### 3.2. The New Era Has Put Forward New Requirements for Sports Industry Talents

The training quality of sports economy and management personnel should be improved. The major of sports economy and management should also include courses related to digital economy, such as: big data analysis, artificial intelligence, digital technology, statistics, computer programming etc. Students should participate in the operation and management of sports projects undertaken by Guangzhou and Nanning Sports Bureau. This will help them improve their practical ability and social integration, which is shown in Figure 1.



Figure 1: Sports economy and management talent demand capacity chart.

### **3.3. Guangxi University of Finance and Economics is the Only University that Offers the Major of Sports Economy and Management in Guangxi**

However, it is a new major with low social influence. It has limited cooperation and exchanges with the Sports Bureau of Guangxi and Nanning. It also has few opportunities to participate in sports industry activities and projects. It lacks experience in running schools.

## **4. The Significance of Cultivating Three-innovation Talents for Sports Economy and Management Major**

As people's living standard improves, they demand more sports. In October 2014, The State Council issued a document titled "Several Opinions on Accelerating the Development of the Sports industry to Promote Sports Consumption [6]." It elevated the sports industry into the national economic development strategy. It also clarified the importance and proportion of the sports industry in the national economy. After that, local governments also issued documents to promote the development of the sports industry and sports consumption. The sports capital market became very active, and the local sports industry grew fast. The development of the sports industry in Guangxi creates an opportunity for training, practicing and employing sports economy and management professionals. However, there is a shortage of sports management talents who understand both sports and management. They are essential for the development process of the sports industry [7].

At the same time, the rapid development of the sports industry also poses new challenges to the talents of sports economy and management. How to integrate classroom teaching, extracurricular practice and scientific research in colleges and universities with local economic and industrial development has become a new topic. Many colleges and universities have created new teaching institutions such as entrepreneurial universities, applied universities, entrepreneurship schools, innovation and entrepreneurship schools, and industrial schools. Innovation and entrepreneurship education is not only the task and mission of higher education in the new stage of development, but also an important means of reform to meet the needs of students' personal development. The training mode of "three entrepreneurship" talents has great guiding significance for the talent cultivation in sports economy and management.

### **4.1. Promote Teaching Reform and Innovate Talent Training Mode**

The "three-innovation" talent training mode for sports economics and management majors needs to reform the teaching objectives, curriculum settings, student assessment methods and management methods in all aspects. It is a comprehensive and complex systematic project that can promote the innovative development of talent training and social needs with points and areas. The cultivation of talents in colleges and universities must carry out teaching around the cultivation goal, and involve enterprises in the curriculum setting and practice links, so as to integrate the needs of enterprises into the talent cultivation in colleges and universities. Let enterprises and universities work together to form a new education environment.

### **4.2. Meet the Training Objectives of Sports Economy and Management Majors**

Sports economics and management majors propose three innovation training modes based on the characteristics of the major, which can better reflect the training objectives of sports economics and management majors. The implementation of the new training mode ensures the achievement of talent training objectives, and can also solve the problem of the demand for sports economics and

management talents.

### 4.3. Improve Students' learning Autonomy and Teaching Quality

The “three innovation” talent training mode has changed the traditional teaching mode. It enables students to conduct questioning and research-based learning, and teachers to conduct question-and-answer teaching according to students’ questions and needs. Students can choose knowledge, determine teaching methods and achieve effectiveness in a targeted and independent way according to clear positions and specific vocational elements, reducing the blindness and passivity of learning. Students can also choose the job they want to engage in according to the characteristics of job knowledge and skills, combined with their own interests and hobbies, and make a detailed study plan. The new model changes the original indoctrination-oriented teaching into question-and-answer teaching, which promotes the quality of teaching and the improvement of students’ interest in learning.

### 4.4. Integrated Teaching in and out of Class

To realize the integrated teaching mode of inside and outside class, the school carries out all-round education, the whole staff education, and the whole process education. On the basis of classroom teaching, extracurricular practice activities, social exercise and project research, innovation and entrepreneurship education is used as the starting point, to solve social needs as the goal. This can improve students’ professional quality and comprehensive literacy, and provide reference for the training of sports economy and management majors, as well as for the development of sports economy and management discipline.

## 5. Teaching Reform Practice Content of the Cultivation of Three-innovation Sports Talents

### 5.1. Theories or Educational Ideas on which Teaching Reform is Based

#### 5.1.1. “Three Innovation” Talent Training Mode

Social networking, economic digitization, talent compound and high-quality industrial development have become the driving force to promote the reform of sports economics and management major and related talent training mode. Facing the situation that the high-quality development of Guangxi sports industry is in urgent need of compound, applied and digital sports economic and management talents, the adoption of practice and three-innovation mode is the new reform of sports economy and management professional talent training, which is shown in Figure 2.

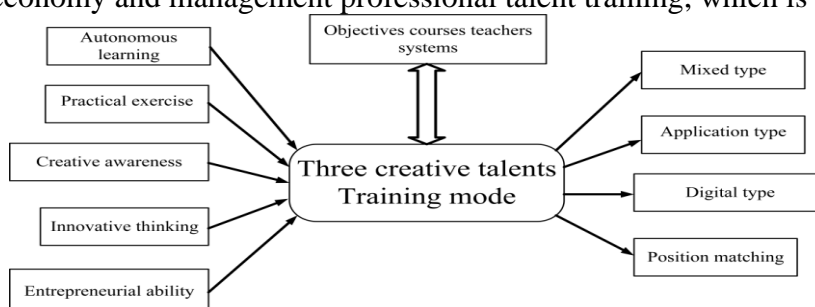


Figure 2: Model diagram of three-innovation talent training.

### 5.1.2. Sports Economics and Management Major

Foreign academic circles do not have a clear definition of sports economics and management major. Most American colleges and universities set up majors in the direction of “sports management”, training students to promote the operation and management of sports industry with the help of relevant knowledge of business operation and management, and the spirit and method of enterprise management.

At present, a total of 29 colleges and universities in China offer sports economics and management major, among which 10 are colleges and universities of finance and economics, 12 are colleges and universities of sports, and 7 are comprehensive colleges and universities. It is generally believed that sports economics and management should be the cross integration of sports science, economics and management, etc. In the national standard of undergraduate teaching quality in general colleges and universities, the class of Business Administration under the class of management (major code 120212T) should be implemented [8].

Research on the training mode of Sports Economics and Management professionals at home and abroad [9]. “OEM mode” adapts to the development trend of higher education in China, emphasizing result-oriented, student-centered and continuous improvement education concept (Tian Minjie, 2020) [10]. In addition, the “Industrial College model” of International Equestrian College of Physical Education College of Wuhan Business School (Han Bing et al., 2018) [11] aims to develop a path for cultivating high-quality skilled professionals. In a word, sports economics and management is the interdisciplinary integration of sports science [12], economics and management, and the students must be new financial talents with compound ability and quality.

### 5.2. The Main Teaching Reform Measures of the "Three-innovation" Talent Training Mode

In the new stage of development, China’s national policies and documents have already proved that the sports industry has become a new growth point of the national economy, the people’s demand for sports is expanding year by year, and the sports industry market is growing and developing rapidly. In order to meet the growing demand of the society for sports economic and management talents, the new applied talent training mode of sports economics and management majors has been created three times. The specific reform contents are as follows.

**Study:** Sports Economics and Management major is a multi-disciplinary integration system, requiring professional knowledge of sports science, economics, management, marketing and other disciplines. The students are trained to learn and improve in the exercise of enterprises related to the sports industry, in the organization of sports events, in the operation and management of stadiums, and in the planning of sports projects. Through practice, students can find out the defects of personal theoretical learning in time, check and fill the gaps, and cultivate the ability of self-study, question and research, and problem solving. Establish off-campus training base to realize the projectization of the course. Subdivide positions in the sports industry.

**Creativity, innovation and entrepreneurship:** The school-enterprise cooperation is embedded into the talent training mode and mechanism innovation through sports event planning, sports marketing program, sports media website promotion and other practical activities. Combined with college students innovation and entrepreneurship training program projects, college students extracurricular academic science and technology activity competition, college students “creativity, innovation, entrepreneurship” competition, “Internet +” college students innovation and entrepreneurship competition and other events.

**Flexible teaching methods:** actively carry out the cooperation between majors and enterprises, and establish the mode of “school-China-enterprise, enterprise-in-school”. Mainly related to the sports industry of enterprises and institutions, the mode explores the “3+1 (3 years in the school, 1

year in the enterprise), 3+1+X (3 years in the school, 1 year in the enterprise, X holidays in the enterprise) or 2+2 (2 years in the school, 2 years in the enterprise)” talent training mode. Using the school vacation time, the university sports economy and management major students are combined with the practice of teaching model. Based on some practical courses, the students are divided into groups and sent to sports units, enterprises and clubs in Guangxi for practical activities. Through the guidance and training of enterprise teachers, the students fully realize the requirements of enterprises on the ability of sports industry talents. While exercising their practical ability, they are more clear about the direction of their efforts.

### **5.3. School-enterprise Cooperation and Mutual Recruitment of Teachers**

Teaching staff is the key to the implementation of the “three-innovation” talent training mode for sports economics and management majors. We should actively train double-qualified teachers. To carry out the work of mutual recruitment of talents, we search for experts and professional and technical talents from sports enterprises and institutions to serve as the professional construction guidance committee, teaching guidance consultant, discipline competition guidance, visiting professor or part-time teacher of cooperative major, and undertake part of the theoretical course teaching and practical teaching tasks of the new mode of cooperative education. Industry experts will attend the demonstration meeting of the talent training program of Sports economy and management, and put forward opinions for the professional talent training, and guide the development of sports economy and management.

In terms of co-creation of scientific research, the two sides of the university and enterprise carry out cooperative research on public service, resource development, event industry, sports exhibition and so on, jointly discuss new forms of business, new technologies, new phenomena, jointly build salons, brand forums, actively build high-level academic research and exchange platform, promote theoretical innovation, enhance professional influence and enterprise influence. Open a new situation of university-enterprise cooperation in education and scientific research. Gradually explore a talent training road that adapts to the background of The Times and conforms to the law of sports economy and management talent training.

### **5.4. Construction of School Teaching System**

The school teaching system is the guarantee for the reform and implementation of the training mode of three innovation professionals. The school should formulate corresponding system to carry out the target of talent training, the curriculum can be put into place, practical teaching can be carried out, and double-qualified teachers can grow rapidly. The implementation of curriculum teaching requires schools to carry out multi-level checks on the whole process of classroom education, which requires both double-qualified teachers and appropriate teaching methods to guide students. Teachers must have participated in practical training and come from the implementation of enterprise projects. Teaching must begin with students’ self-study, research and questioning. Teachers are responsible for answering students’ questions and guiding students to think and solve problems. Practice must be project-based, from the sports industry or sports competitions. Student assessment must assess students’ practical ability and project completion level, rather than book theoretical knowledge.

## **6. Conclusion**

In the new development stage of our country, the people’s demand for sports is rapidly improving, the sports industry is developing with a high quality, and there is a shortage of sports

compound talents. The major of sports economy and management adopts the training mode of learning, practice, creativity, innovation and entrepreneurship, which has obvious effect. This paper explores the “three-innovation” talent training mode of sports economy and management major from four aspects: the theory or educational idea based on teaching reform, the main teaching reform measures of the “three-innovation” mode, school-enterprise cooperation, mutual recruitment of teachers, and the construction of school teaching system, in order to provide reference for the sustainable development of the major, and its implementation effect will be further studied in the future.

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