

## Local Economy based on Local Businesses

— Take the Ningxia Normal University Academy of Fine Arts as an Example

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**Abstract:** With the development of society, more education in society is paid more and more attention. It is very important to cultivate more talents through education and to serve the local economy. Through the cooperation between school and enterprise, more outstanding talents will be delivered to enterprises and the development of enterprises will be accelerated. In particular, local school-enterprise cooperation will improve the local economy and promote the development of local economy. As an institution of higher learning, the Ningxia Teachers' Academy of Fine Arts has cultivated many excellent talents for the society and has made many achievements in the field of ideological and cultural development. As a platform for cooperation with enterprises, colleges and universities need to use the results of long-term training for the development of local economies, pay attention to the cultivation of students' practical ability, focus on the training mode to meet the needs of social enterprises, establish a practical base, pay attention to the purpose of practice, and guide the employment of students through the guidance of a socialized market economy. Through the development of local economy, the practical talents in need will be properly cultivated, and professional talents will be incorporated for the development of local enterprises. The Ningxia Teachers' Academy of Fine Arts bases itself on its own advantages with local businesses, combines local economic and social development, and delivers a large number of outstanding talents for the development of local enterprises.

### 1. Introduction

With the development of social economy and the rapid spread of information technology, the development of science has provided a part of the supporting role for the development of universities. Based on local enterprises, the development of local economy has become the basic requirements of local governments for colleges and universities. Faced with the acceleration of the globalization process, strengthening the practice activities of college students and cultivating professional talents are the key points that universities need to develop. By making reasonable predictions about local forms through teachers and scientific researchers, we provide technical support and talent assistance in the face of local economic crisis. In the study and practice, Ningxia Teachers' College of Fine Arts combines school practice with local business practices, applies ideology, culture and science and technology, establishes practical platforms and practical bases in local enterprises, and eventually learns the college after long-term scientific research. The connection of work to the enterprise platform will promote the development of scientific research results of the school and will contribute to the development of the local economy. Therefore, the service of the local government to serve the local economy becomes an indispensable main force for the continuous economic growth.

### 2. The College Based on Local Economic Development

Ningxia Normal Academy of Fine Arts has always adhered to the concept of "application, locality, and teacher education" since its enrollment. The quality of personnel training has been steadily improved, and the quality of teaching has been increasing year by year. It has formed its own characteristics of running schools and has been widely acclaimed by all walks of life. The development of colleges and universities in the process of social development requires the

economic development as a part of social development. It will raise the popularity of the colleges as an important development plan for running schools. There are a lot of practical operations in the colleges. These fine arts practices operate on the social economy. The needs of development and corporate talents have a certain role. While carrying out local economic and social services, the college will deliver talents that meet the requirements of local economic development and enterprise requirements for practical activities. Local companies will also provide good training bases. The colleges will also enhance the college's own image and influence through joint efforts with local companies.

In the development of the college, the local economy provides practical opportunities for the output of the college talents. The local enterprises absorb students for internships and establish cooperation between the enterprises and schools. As the cooperation deepens, students can learn a lot from practice. Knowledge is socially tempered, and the students can transfer students through internships to select the best talents, which is beneficial to the development of the company. Enterprises can also meet the requirements of targeted talents. In the Fine Arts Academy of Ningxia Normal University, there are many enterprises that require environmental design and art design students. They can specialize in school-enterprise cooperation. Students learn in the enterprise. Through the development of the company and the needs of the work, students are trained and the talents needed in practice are cultivated. The unit of the internship needs to be clarified with the requirements of the college's talents, and it is further directed to train the adaptable practical talents. Establish a training system to strengthen the development of the college.

The demand for talents is an important force for social and economic development. In social and economic development, the college has cultivated relatively high-tech personnel in line with the needs of social development and the needs of local enterprises. Local enterprises have certain advantages, that is, the proximity is relatively convenient. In the process of entering the era of industrialization, the industrial structure has changed, and talents with a certain level of culture are required to enter the construction of the industrial structure to provide demand for economic construction and development. With the continuous innovation and optimization of China's economic structure, it is necessary to introduce talents with relatively high quality and with certain professional skills for the development of enterprises. The cultivation of such talents needs to be completed through the education of the college. The process of urbanization is gradually accelerating, and it has played an important role in the development of the college's education and career. The urban population is flooding into the city in large numbers. It is necessary to train and educate this group of people and to adapt to society while mastering certain technologies. With development and demand, the college became the base for educating them. The rapid development of the city, the fast-paced lifestyle and the fast-paced development of the industry has allowed many cities to continuously expand their scale of construction. This requires a certain amount of professional talents to consider and design, and how to better develop the city. , Students of environmental studies at the Fine Arts Academy of Ningxia Normal University can carry out targeted learning and design through their counterpart companies, which plays an important role in cultivating the basic talents of the college.

The School of Fine Arts of Ningxia Normal University focuses on the training of professional talents. The cultivation of its technical and practical talents and the students' entry into the company's development after graduation has provided an important role for the development of the local economy. The development of the local economy requires the development of talented people, and the development of professional and high-end talents is fostered by the college and talented and literate talents are delivered to the company. As a gathering place for local economic development, the faculty resources, teaching content, and programs have become an important force for local economic development. College students conduct research on scientific research results through the leadership of teachers and translate these scientific research achievements into technological productivity, which has a positive effect on local economic development. Through some of the research results, the college taps talent advantages, explores and solves problems encountered in the enterprise through technological innovations, talents, etc., and applies the development of student

abilities to enterprises to help solve some problems. In the course of carrying out research, the students of the college need to conduct research and analysis on the local economy, and participate in the opinions of the government and the enterprise, making important contributions to the development of the enterprise and the economy of the society.

### **3. The Status Quo of Colleges and Local Economic Development**

With the development of society, our country's education has also received more and more attention. In the development of many colleges, there are certain problems, because in the enrollment of students, it is sometimes possible to apply the students of some colleges and universities through various forms. Attracting and attracting students is not very clear about the college's professionalism, and it has formed a trend of following the trend. For the college is only concerned about the number of students to apply for the number of examinations, and whether the professional considerations and professionalism are suitable for the development of students, the college does not have too many examinations, for some unpopular professional or less superior professional, and not suitable for modern society. The development of the profession did not make timely adjustments to students and stop enrollment. This practice has certain problems with the development of the market and the transfer of talents from the local economy. The establishment of the education profession does not have the law of its development. Therefore, the direction of professional setup does not match with the talents needed by local enterprises, resulting in outstanding enterprises.

The college serves as a window for communication and development with the outside world, shares resources, and needs to adapt to the social development environment in social development. The college will provide students with the need for development, and will use the industrial sector and cultivate students' professional skills as the main teaching goal. It will provide emerging technological innovations, strengthen service promotion, and give full play to students' practical ability and practical social services. However, many colleges mainly focus on basic education and regard teaching and scientific research as the criteria for teacher assessment. They neglect the functions of social development and needs. In this process, it is necessary to pay more attention to the service responsibilities of local enterprises and pay attention to the development of local enterprises.

The college's support for local economic development and its weak social practice are mainly due to the fact that in some colleges, teachers' teaching quality and teaching tasks are relatively high, and their teachers' strength is seriously insufficient. When they conduct education and teaching, they mainly use basic learning. As the focus of teaching, there is no excessive practice to lead students in practical activities. The development of the local economy and the need for practical talents cannot be cultivated in accordance with the needs in a timely manner. It is just book teaching, so the practical ability of the students cannot be satisfied. The development needs of the local economy are not conducive to student development.

### **4. The Combination of College Training and Local Economic Development**

As the Ningxia Teachers' College of Fine Arts, the professional institutes should lay more emphasis on the needs of professional talents. With the development of society, the economic structure is also undergoing constant adjustment because the demand for professionals from the society is increasing. Through professional talents and targeted professional settings, local talents will be transported to meet the needs of the local economy. However, with the demand for professional refinement, the quality and level of professionals are constantly improving. As an academy of fine arts, it is necessary to establish the visibility of the college and cultivate more high-end professionals. The establishment of a distinctive specialty, attracting students through the brand and professional advantages of the college will continue to strengthen the ability to train students. Through a certain degree of influence, relevant companies will be researched and some of them will be introduced into professional talents for corporate development. Taking

school-enterprise cooperation as an important guide for school development, the college will continue to explore the needs of talents for enterprise development, optimize the allocation of resources, achieve sharing, and more closely link the development of corporate and school cooperation.

Teaching in the college can be conducted in the form of corporate practice. First, some planning and industrial structure of the company can be understood so that the company can explain some practical and professional knowledge in the college. The school can invest some funds in the enterprise. Establishing a practical base, moving students' practical classrooms to companies and cultivating students. This way of cooperation between schools and enterprises, for schools, a clear direction of teaching and enriches the teaching power of teachers and strengthens teaching. The development of content has cultivated talents while also saving costs. Reduced training between producers and employees. The teacher's encouragement policy has a certain effect. Teachers can practice part of the students' entrepreneurial practice activities through study and practice. Teachers can also carry out job training because teachers are very theoretical knowledge scholars in the students, if they combine theoretical knowledge with practice. Learning to engage students and integrate them will have a positive effect on student practice and the development of the company. At present, many students in the college are "eyes tall" and hope to obtain economic income through their own entrepreneurship. However, in the process of starting a business, due to lack of experience, it is easy to fail. If there is a teacher as a guide, encouraging the teachers of the college to lead students to practice learning in the process of starting a business is of great significance to the innovation of education. For example, teachers at the Fine Arts Academy of Ningxia Normal University can carry out entrepreneurial activities in design studios and practice college students. The students in the school mainly study the majors systematically. The degree of understanding of the progress of the project and the project must be higher combined with the lead role of teachers, will make the entrepreneurial practice very prominent. In the students can also ask some of the guiding experts to carry out teaching practice, this practice model will allow students to experience in the first line, the work of the most intuitive on-site actual operation for students to see, more intuitive on-site teaching.

The Fine Arts College of Ningxia Teachers' College is based on the local economy, promotes social positive energy, and forms a good social atmosphere on campus so that students can spread. In the process of linking campus culture with social culture, we need to guide the ideas of college students and culture. The combination of knowledge learning and civilized qualities will open up the school's book resources, provide more resources for the society, and actively create favorable conditions. It will use the strength of the school teachers to train local learning, and will actively carry out the services of college students. Work to promote the positive energy of society and let the school's learning atmosphere infect society.

## **5. Conclusion**

The Fine Arts School of Ningxia Teachers' College is based on local enterprises and serves the local economy. It plays a role in boosting local development. The development of the society is inseparable from the development of the local economy. The college provides support for the development of the local economy. Businesses also provide opportunities for students' practice. This requires colleges and companies to unite together to promote the development of local businesses and the rapid growth of the local economy.

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