

Innovation of Training Model in Local Colleges and Universities with the Concept of Ecological Civilization Construction—Take Agriculture and Forestry Economic Management Major as an Example

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Abstract: New Era ecological civilization thought of Socialism with Chinese Characteristics is a scientific guide to the construction of ecological civilization and beautiful China in the new socialist era. Colleges and universities are the main position of personnel training, shouldering the mission of training outstanding talents. Agricultural and forestry industry is an important part of the construction of ecological civilization. The role of agricultural and forestry economic management talents with the idea of ecological civilization will play a positive role in promoting the construction of ecological civilization. From the perspective of New Era ecological civilization thought of Socialism with Chinese Characteristics, this paper probes into the training mode of agricultural and forestry economic and management major students in the aspects of creating an atmosphere of educating students, harmonizing the relationship between teachers and students, optimizing curriculum design and deepening the reform of educating methods.

Keywords: ecological civilization; higher education; talent training mode

1. Background

The Nineteenth National Congress put forward the idea that the construction of ecological civilization is a millennium plan for the sustainable development of the Chinese Nation[1], which is a major milestone in the process of building ecological civilization and pushed the construction of ecological civilization to a new height. General Secretary also proposed to implement the concept of “green water and green hills are invaluable asset” and “snow and ice are also invaluable asset”, so that the idea of ecological civilization will gradually become an important development concept to guide the work of the country. General Secretary New Era ecological civilization thought of Socialism with Chinese Characteristics is the guideline for the construction of

ecological civilization and the fundamental follow for the construction of a beautiful China.

As an important institution for nurturing talents, colleges and universities shoulder the glorious mission of educating and cultivating people, and have unique advantages in ideological guidance and theoretical teaching process. Integrating the concept of ecological civilization into the process of talent cultivation and cultivating students’ ecological thinking and concept can not only promote the construction of ecological civilization, but also help to train reliable successors and qualified builders of socialist modernization with the concept of sustainable development of human beings, and useful to improve the level of talent cultivation. Agriculture and forestry is an important part of the construction of ecological civilization. Agricultural and forestry economic and management students shoulder the mission and responsibility of building modern agriculture and forestry. Whether the talents trained by agricultural and forestry colleges have the thinking and concept of ecological civilization is becoming more and more important in the process of building ecological civilization. Therefore, integrating the concept of ecological civilization education into the whole process of cultivating agricultural and forestry economic and management students has become an important measure for agricultural and forestry colleges and universities to implement the Party’s education ideas, actively train and promote the construction of ecological civilization for all walks of life, and build a beautiful China’s outstanding talents.

2. Requirements for Innovative Development of Economic and Management Talents Training Model in Local Agricultural and Forestry Universities

2.1. The Requirements of the Times for the Reform and Development of Higher Education

At the national education conference held in 2018, General Secretary pointed out that “education is an

important cornerstone of national rejuvenation and social progress, is a moral and political project that benefits now and future". We should adhere to the educational concept of "talent training as the basis and undergraduate education as the root". We should regard "cultivating talents and benefiting the people" as the strategy goal of higher education, and cultivate morality, intelligence, physique, beauty and labour in an all-round way. The mode of development of higher education should be changed to the connotative, insisting one that "taking this as the foundation and promoting method return to common sense, return to the original point, return to the original intention and return to the dream". So that the quality of personnel training in Institutions of higher learning should be promoted. University teachers should read classical culture, teach and educate people, maintain the original intention of educating people and talents, which is not only the need of implementing the Party's educational policy, but also the method creation. Creativity inherits excellent traditional culture, innovatively builds ecological civilization, and realizes the need of powered an educational country.

2.2. Necessity of Ideological Characteristics of Contemporary College Students

Eco-environmental protection, as a global social issue of great concern in recent decades, has a profound impact on all aspects of modern society and citizens' life and work. With the enhancement of human awareness of environmental protection, people are eager for a good ecological environment, and it is becoming more and more intense for human beings to achieve sustainable development[2]. As an intellectual group receiving higher education, contemporary college students are very concerned about the living environment of human beings, consciously concerned about the ecology, eager and willing to participate in the tide of civilization construction which concerns the well-being of hundreds of millions of people and the sustainable development of the Chinese Nation. Correct thinking mode is the precursor to achieve good practice results. College Students are the key to the construction of ecological civilization. College graduates with the concept of ecological civilization can consciously practice the concept of ecological civilization and promote the pace of ecological civilization construction by putting it into concrete social practice. After graduation, most of the students in agriculture and forestry will enter the first line of agricultural and forestry production practice and engage in professional technology and management. The concept of ecological civilization established during their university study will play an active role in the specific work.

2.3. The Call of the Times to Promote the Construction of Ecological Civilization

China's ecological civilization construction has entered a critical period, a period of fortification and a window period of "three superimposed" stage, which means that the need to promote the construction of

ecological civilization is more urgent and difficult, and the corresponding mechanism and system construction is more innovative and diversified. The Eighteenth National Congress put forward the idea of "putting the construction of ecological civilization in a prominent position, integrating it into all aspects of political, economic, social and cultural construction, and realizing the sustainable development of the Chinese Nation". By the nineteenth National Congress report, "building a beautiful China" has been written into the goal of strengthening the country, and the construction of ecological civilization has been pushed to a new height. In recent years, especially since the eighteenth National Congress, the achievements of ecological civilization construction in China have become the focus of attention of all sectors of society, and have also had an important impact on the world, which has a strong reference value for other countries, especially for those whose economic development has settled down. With the advancement of the construction of ecological civilization, more and more people's ecological consciousness has been enhanced. They hope to solve the problems that can not be neglected because of ecological destruction, which affect the sustainable development of society as soon as possible. All regions continue to deepen the construction of ecological civilization. In this process, we need talents with "socialist ecological civilization concept" and university graduates with the determination of "building a beautiful China" to act as disseminators and practitioners of ecological civilization thought in practical work.

3. The Characteristics of Economics and Management Majors in Local Universities and the Dilemma of Training Modes

3.1. The Specialty Characteristics of Economic Management

The subjects of economic management specialty are mostly people-oriented, which is a complex social and economic system. The subject attributes of economics and management science have both natural and social attributes[3]. They are both a science and an art. Economic and management talents play an important role in all walks of life. The training of such talents is a systematic project, and the process is the most important. In the process of training, there are also many problems and difficulties. The major of economic management in local agricultural and forestry colleges is mainly set up in the fields of agricultural and forestry economic management, marketing, human resources and management, international economy and trade, logistics management, finance and so on. It plays an irreplaceable role in the development of local economy. This kind of talent will play an irreplaceable role in the future in allocating social resources, implementing industrial development strategy, and its ideological awareness, quality awareness and management ability.

3.2. Problems Existing in the Training Mode of Economic and Management Talents in Local Colleges and Universities.

University teachers lack enthusiasm and courage for reform. Too many quantitative indicators result in teachers' habit of working in accordance with the rules, so teachers lack of courage to reform and innovate, and lack of motivation to explore the reform of teaching methods. Some teachers are afraid of making mistakes, dare not try innovate teaching methods, and fear that students' dissatisfaction will affect the teaching evaluation scores. Therefore, they dare not try new teaching methods, adhere to conventions, or even stand on their own feet, which seriously restricts the quality of personnel training.

Teachers and students should be harmonious and cooperative relationship between teaching and learning, but in the actual teaching process, the contradiction between teachers and students has a clear trend of opposition. For example, some teachers are not trying to improve their teaching ability, enhance the teaching effect and improve the teaching quality, but complain about the students' knowledge base and learning attitude. At the same time, students are not aware of their main role in the learning process, correct learning attitude and cultivate good learning habits. Instead, they put the responsibility on the teachers and express a variety of dissatisfaction to the teachers. Even problems in learning attitudes are attributed to teachers. In addition, parents' expectations of teachers are also very unreasonable, and their understanding of the role of teachers is incorrect. Some parents completely attribute education to schools and teachers. They mistakenly believe that students are totally entrusted to school management and are fully responsible for students' learning effects. In recent years, some cases of teachers breaking the law and discipline have appeared, which have been rendered and disseminated through the media network, resulting in very bad social impact and seriously defamed the image of teachers. Some unreasonable parents over-protect students, or even protect students, and over-criticize teachers' normal educational management. On the one hand, they require teachers to be conscientious and responsible for training students, on the other hand, they can not strictly manage their children to suffer a little grievance. This distorted educational concept and mentality makes the majority of teachers at a loss, dispels teachers' enthusiasm in managing students, and even causes them to dare not. Manage the situation of students.

There is still room for adjustment in the setting of training programs. The training program of higher education should keep pace with the development of the times, meet the requirements of the times and keep pace with the times. At present, the talent training program of local colleges and universities does not keep pace with the requirements of the times, especially in the social and corporate environment perspective, the relevant courses need to be strengthened, and there is great potential in enriching elective courses. In practical teaching, the experimental and practical courses of economics and management specialty are mostly concentrated in the ERPL software and VBSE comprehensive training room, which is satisfied with the complete laboratory teaching,

lacking of practice teaching, lacking of real scene training of enterprises, and lacking the experience of social background environment.

Talents training and local economic and social development are separated. There is a close relationship between colleges and universities and economic development, and the relationship between them should change with the times[4]. From the lack of connection between talent cultivation and local economic and social development, talent cultivation should also be closely linked to local development reality. At present, the effect of knowledge application and achievement transformation achieved by talent cultivation is in a dilemma to varying degrees, and there is a disconnection between local colleges and universities and local development. Explore the potential role of talent training in promoting local economic development, recognize that one of the important ways of local economic development is the quality of talent training in local colleges and universities, give full play to the superior role of economic and management talents, solve the difficulties, realize the contribution of talent training to local development through multiple channels, highlight the advantages of talent training in local economic development, and help to realize the economy at the same time. The value realization of the role of managerial talents.

4. Innovation and Practice of Cultivating Agricultural and Forestry Economic and Management Talents from the Perspective of Ecological Civilization

4.1. Create Favorable Atmosphere for Reform and Broaden University Teachers' Horizons

Teachers' preaching, teaching and solving puzzles are the most direct guidance to students. The cultivation and progress of students can not be separated from teachers' personal guidance. Most of the time of students, especially the first three years of study, is basically completed on campus. Teachers' words and deeds directly affect the growth and development of students. The so-called "pro-teacher, trust in their way". General Secretary emphasized at the teachers' Symposium of Ideological and political theory course: "The key to running ideological and political theory course is teachers, and the key is to give full play to teachers' enthusiasm, initiative and creativity." Teachers play a key role in teaching and educating people, and the cultivation of agricultural, forestry and economic management talents is inseparable from the play of teachers' key role. Therefore, first of all, we should enhance the sense of teachers' acquisition, enhance the sense of glory and achievement of teachers' profession, establish lofty professional ideals and beliefs, and let teachers get due respect. Secondly, it is particularly important to encourage professional teachers to upgrade their ecological civilization literacy, so that teachers are willing to cultivate more high-quality talents for the society from the bottom of their hearts. Only by stimulating teachers' enthusiasm for participating in education and teaching reform, enriching the practical experience of young and middle-aged

teachers, increasing the chances for front-line teachers to practice in enterprises, and properly encouraging teachers to practice in enterprises, can teachers broaden their horizons and broaden students' horizons. Actively explore and stimulate the noble feelings and persistent enthusiasm of teachers in educating people. Encouraging teachers to make the reform of education and teaching become a conscious act of teachers' active participation rather than passive acceptance under the condition of "having to". The results of the two are quite different. The National Education Congress proposed to deepen the reform of the educational system, reverse the irrational and unscientific orientation of educational evaluation, and overcome the persistent illness of "only scores, only entrance, only diplomas, only papers, only hats". From the school level, we should deepen the system reform and fundamentally solve the baton orientation of education evaluation. Deepening the reform of teaching management, coordinating the relationship among teachers, students and educational administrators, clarifying the service responsibilities, and stimulating the development vitality of teaching work and teaching management.

4.2. Strengthen the Students' Oretical Foundation and Optimize the Training Program Scientifically

From the perspective of ecological civilization, this paper examines the cultivation of agricultural and forestry management talents. The cultivation and education of talents need not only theoretical courses as the basis, but also practical education as a supplement. We should adjust the training programs of agriculture, forestry and economic management specialties, scientifically set up the proportion of basic courses and specialized courses, enhance the theoretical level of students, and incorporate the related courses of ecological civilization into elective courses, such as "Marxist ecological civilization", "environmental ecology" and "New Era thought socialist ecological thought". Integrate the concept of ecological civilization into the talent training program. In the past, teaching managers believed that the idea of offering ecological civilization courses only in biology and environment specialties was obviously not in line with the requirements of the times. To offer ecological civilization courses, we should incorporate them into basic courses or general education compulsory courses according to students' professional characteristics and teachers' situation. The training module of agricultural, forestry and economic management professionals is integrated into special lectures and practical courses. Thematic activities are carried out to broaden students' horizons and innovate their thinking through practical teaching. Agriculture and forestry are important components of ecosystem. Students of relevant majors can learn the courses of Eco-ethics to serve the construction of ecological civilization.

"Get close to nature, get close to nature", encourage teachers and students to experience and study nature, carry out farm and Forest Farm Research activities, and

carry out practice and publicity activities in conjunction with important ecological festivals, such as making full use of China Tree Planting Day, China Land Day, World Wetland Day, World Earth Day, World Water Day and World Smoke-Free Day, which advocate students to respect nature and care for their health. State.

4.3. Develop the Traditional Teaching Methods and Promote the Modernization of Education with Information Technology

Teaching method is the way to realize teaching content and an important carrier for teachers to teach. In teaching methods, the traditional teaching methods can not be lost, blackboard has incomparable advantages, especially the inspiration and imitation of blackboard teaching to students can not be replaced by other tools. Teachers' blackboard writing is intuitive, real and image, and the process effect is remarkable. The traditional case method, role-playing method, project method and participatory teaching method should be used reasonably. The development of modern teaching means can achieve a large amount of information, simple functions, comprehensive use of simulation technology, the use of network self-learning platform, and so on. On the basis of traditional teaching methods, the multimedia era encourages the use of advanced teaching tools[5], promotes the sharing of educational resources with information technology, and develops modern tools such as MOOCS, flipping classroom, blue clouds, superstar learning.

4.4. Expand the Practice Teaching Base and Train Innovative Talents to Serve the Local Economy

The reform of higher education needs to cultivate innovative talents, which should meet the needs of society. The Outline of the National Medium and Long Term Educational Reform and Development Plan points out that "we should innovate the training mode of talents, deepen the reform of education and teaching, and form the situation of the emergence of top-notch talents". Talents are indispensable for development. Talents are the necessary guarantee for development. Local colleges and universities are closely linked with the development of local economy. Local colleges and universities provide intellectual support for local economic development, strengthen the contact and cooperation with local enterprises, give full play to regional advantages and establish teaching bases. The construction of teaching base can also promote the enterprise experience of school teachers, teachers lead students in-depth.

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