

The Cultivation of Innovation Ability of New Economic and Management Talents in Discipline Competitions under the Background of Big Data

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ABSTRACT. First, we analyze and summarize the discipline competition and new management talents under the background of big data. Secondly, we further analyze the feasibility of the discipline competition. Finally, we explore the cultivation of innovation ability of new management talents from the time logical order of discipline competition, and propose to apply big data information technology to discipline competition in order to maximize the effectiveness of competition, cultivate college students' innovation ability and improve their scientific research level.

KEYWORDS: Big data, Discipline competition, Compound talents, New economic management, Innovation ability

1. Introduction

Under the wave of the new era of big data, China education news reported on December 21, 2018 that the Ministry of Education meeting will focus on “New Era·New Liberal Arts·New Economic Management” and deploy new culture construction and the training of outstanding top-notch economic management talents. This meeting proposed deepening professional reforms in light of the actual situation in China [1]. New economic management's requirements for talents in the new era are no longer limited to the mastery of professional knowledge, and have higher standards for their discipline competition and scientific research and innovation capabilities. Through many times of tutoring and research on the results of discipline competitions, it is shown that discipline competitions are of great help to contemporary college students' scientific research and innovation ability and the

combination of theory and practice.

2. The Content of Discipline Competitions in the Context of Big Data

2.1 Connotation of Discipline Competition

The discipline competition in the era of big data is a competition that uses the information technology method of big data to solve various professional and interdisciplinary problems [2]. China encourages all colleges and universities to cultivate innovation and compound talents. All schools should not only be limited to the teaching of traditional professional knowledge, but allow students to actively exercise their thinking and abilities, and combine practice with theoretical knowledge. At present, the requirements for financial talents and employment thresholds have increased. Financial colleges are facing unprecedented challenges. In addition to the necessary professional skills and professional knowledge, high-skilled and high-quality new economic and management talents should also have interpersonal skills and self-improvement. Ability and comprehensive ability to solve and analyze problems independently. Therefore, the cultivation of the comprehensive ability of finance and economic students has become the top priority in the comprehensive reform of modern finance and economic undergraduate education. Promoting the innovation and entrepreneurship development of current college students is to promote our country's innovation and entrepreneurship development strategy. Innovation is an important indicator of the performance of high-quality and high-skilled compound talents and an important driving force for the development of a country.

Discipline competition is the second classroom for college students[3], which is used to cultivate the problem-solving ability and innovation ability of college students. Through discipline competitions, student teams can understand the spirit of cooperation, promote exchanges between teachers and students, and at the same time improve their comprehensive quality capabilities and scientific research innovation level. Discipline competitions are mostly for college students. Undergraduates have more free time, discipline competition can develop their innovation and entrepreneurship capabilities, and at the same time can improve their interpersonal skills and cooperation and win-win awareness. Under the new economic management strategy reform of “the integration of competition and education”, discipline competition, as a second classroom for college students, is extremely helpful to teachers and students.

2.2 Characteristics of Discipline Competition

The discipline competition has the following two main characteristics: First, the discipline competition is a competition based on innovation ability. Whether it is innovation and entrepreneurship competitions, mathematical modeling competitions or professional skills competitions, innovation ability is implemented in the entire

process of discipline competitions. Excellent results in discipline competitions are inseparable from innovative thinking, innovative awareness and innovative practice. Second, the discipline competition is a comprehensive quality competition. Discipline competitions are usually divided into teams. The outstanding performance of a team depends not only on innovation but also on the overall quality of the team. Discipline competition as a comprehensive quality competition requires team members not only to have the skills of coordination, cooperation and interpersonal communication, but also to have strong professional qualities.

2.3 Competence Standards of New Management Talents

The new standards for economic and management talents are based on traditional standards for economics and management talents, which raise the requirements for the overall quality of economics and management talents. New economic and management talents have strong professional quality and new-age information technology skills, and at the same time should have the ability to innovate and start businesses, follow practice to seek truth and knowledge, not limited to textbook professional knowledge. Therefore, we believe that the competence standards of new economic and management talents are as follows: excellent professional quality; new era information technology skills; innovation ability; practice seeking truth and knowledge.

3. Feasibility Analysis of Discipline Competition

Applying discipline competitions to the cultivation of the innovation ability of new economic and management talents, SWOT analysis can be used to conduct feasibility analysis of the applied discipline competitions for the cultivation of new economic and management innovation capabilities [4]. Among them, a dedicated guidance team and a stable talent team are the solid foundation for cultivating the innovation ability of discipline competitions. The mode of cultivating the innovation ability of new economic and management talents through discipline competitions can start from the students' hobbies and social demand market, and better integrate the professional knowledge they have learned with the society's demand for new economic and management talents, and transform passive learning into taking the initiative to learn and realize the practice of seeking truth and knowledge, so as to meet the development trend of the new era of big data and the high standards of new management talents. Discipline competitions have the following three advantages when applied to education: First, cultivate a sense of innovation. Second, improve the ability to innovate. Through discipline competitions, students not only cultivate their sense of innovation during the competition, but also pay attention to innovative discoveries in life. Third, competition and education integrate innovative education. Traditional professional education no longer meets the demand for talents in the new era. The new model of competition and education integration innovates both education and the way teachers and students get along, and at the same time improves the thinking innovation of teachers and students, and promotes teachers

and students work together for better development.

4. Training and Exploration of Talent Innovation Ability in Discipline Competition

It can be learned from the front that discipline competition is of great help to the cultivation of new management talents' innovation ability, so it is necessary to maximize the role of discipline competition in the cultivation of new management innovation ability [5-9]. This paper discusses the time-logic sequence of discipline competition, which is divided into three processes: early preparation, mid-term practice and later study.

4.1 Brainstorming, Divergent Thinking

Whether it is an innovation competition or a professional competition, the discipline competition need the brainstorming of the team members in the early stage and choose an innovative subject. Combined with the significance and feasibility of the theme, the next development of the discipline competition is considered.

4.2 Breakthrough of Thinking

In addition to the selection of the theme in the early stage, the breakthrough of thinking in the middle stage is also very important, which makes the theme more feasible and creative, so that we can firmly walk on the road of the discipline competition. In other words, it is impossible to reach the end of the discipline competition only by the early innovative theme. Students must constantly innovate and break through their thinking on the road of discipline competition. This requires students' professional and non-professional knowledge and innovation consciousness.

4.3 Fine Works, Deep Innovation

At the end of the discipline competition, this innovation can be attributed to "deep scientific research innovation". In other words, students not only compete for discipline competitions, but later in-depth scientific research can further analyze problems, deepen the theme, realize the fundamental solution of problems, and apply subject competitions to the extreme. Maximize the help of discipline competitions to students.

5. The Enlightenment of Discipline Competition to Cultivate Innovative New Management Talents

5.1 Discipline Competition as a Carrier

In order to cultivate a group of compound talents for the country, university education can no longer focus on classroom education, it must be combined with discipline competition. That is to say, take the discipline competition as the carrier to cultivate the student innovation ability and the comprehensive quality ability [10,11], so as to achieve the great improvement of students' innovative thinking, innovative consciousness and innovative practice. Discipline competition is a multi-professional and multi-skilled comprehensive competition, which tests the comprehensive quality and professional accomplishment of the team. Therefore, taking the discipline competition as the carrier to improve the students' innovation ability and the teaching of professional knowledge as the main body to improve the students' professional accomplishment, so as to achieve the goal of cultivating all-round development talents.

5.2 Promoting Innovative Entrepreneurship Education

Innovation is a major part of China's comprehensive strength, and educational reform has always called on everyone to go to the road of innovation and entrepreneurship. China provides a good macroeconomic environment for discipline competition innovation and entrepreneurship. Students learn to use in discipline competition, provide certain experience for their future work and development, and most importantly, learn the spirit of competition and communication skills from discipline competition. Therefore, the training of complex talents in discipline competition can promote the implementation of innovative entrepreneurship education and improve the comprehensive quality and ability of talents.

5.3 Promoting Regulatory Safeguards

Discipline competition is not only a student's, but also a teacher's professional guidance. The implementation of discipline competition needs the guarantee of school promotion management mechanism. Teachers can get certain class hours and rewards through the tutoring results of student competitions, improve teachers' enthusiasm, and promote communication and close relationship between teachers and students at the same time. Most schools have the module of discipline competition, which requires professional guidance team. Therefore, in order to perfect the development of discipline competition, we must promote the guarantee of school management mechanism, so that the two complement each other.

5.4 Promoting the Integration of Practice with Professional Development

Applying discipline competition to university education can promote the combination of practice and specialty construction [11]. The education of college students is no longer limited to the teaching of knowledge in the classroom, and

further expands into the transmission of spirit and consciousness in the discipline competition. In this way, students can learn knowledge in class and after class, unlike in recent years, college students only need to pass the exam. This will further promote the comprehensive quality of students, cultivate a number of national innovation and development of the main force.

6. Concluding Remarks

The coupling between traditional classroom and subject competition is an effective measure to train compound talents in applied undergraduate colleges in the new era, which is helpful to promote comprehensive quality education[13]. The traditional classroom trains the talented person's specialized accomplishment, and the discipline competition trains the student's innovation ability: both are particularly important to the university education. At the same time, in the current big data era, the application of information technology is a necessary skill for compound talents. This skill can be well trained through discipline competitions. The training of new management talents should consider the requirements and development direction of the times, apply the discipline competition to the maximization, and retain the traditional classroom professional knowledge teaching at the same time. We should apply the coupling of discipline competition and traditional classroom to the educational reform system and train a large number of high-level and high-quality compound talents.

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