

Construction Path of Business Specialty Cluster at Private Colleges and Universities under the Background of Transformation of the Applied Colleges and Universities

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Abstract: The number of students majoring in business at newly-built undergraduate colleges and universities in various places shows a downward trend in recent years, which is also because the trained talents cannot be seamlessly connected with the market demand. Therefore, the construction of business specialty clusters in applied colleges and universities needs systematic connection and intelligence to support the local economic development chain. The business majors should strengthen the construction of specialty clusters, clarify the types of talent cultivation, promote the quantitative orientation of talent cultivation structure, and promote the matching of students' vocational ability and entrepreneurial ability to the local economic development chain, so as to provide intellectual support for the local economic development, the business specialty cluster construct along the industrial chain, corresponding to the local industrial structure, occupational structure and employment structure, to construct the applied course and a new teaching system.

Introduction

As a form of specialty organization facing the needs of modern industrial clusters and the agglomeration of superior resources, specialty cluster has become a strategic choice for the adjustment of specialty structure at more and more local colleges and universities. Colleges and universities have strengthened the construction of specialty clusters in response to the national requirement of adjusting specialty around the industrial chain and innovation chain. The research literature on the construction of specialty cluster has increased in recent years. Fengxiang Jiang (2018) pointed out that the business personnel training in applied colleges and universities needs to focus on application, business class talent training in applied colleges and universities need to strengthen the construction of specialty clusters, strengthen specialty sharing enterprise resources, improve the level of specialty, continually optimize major structure, explore curriculum design in line with the needs of social development, jointly construct curriculum groups, share curriculum resources, promote construction of teacher team [1]. Zhibo Wei (2018) pointed out that applied undergraduate colleges and universities should strengthen the construction of specialty clusters, which is an important measure for the cultivation of applied talents. The top-level design of the construction of specialized clusters in applied colleges and universities should be well designed. The operation mechanism should be established, the characteristic development strategy should be implemented, and the school-enterprise cooperation platform should be set up [2]. Hongwei Guo (2019) pointed out that modern service industry is the core driving force to promote the modernization of economic system. The problem of insufficient supply of high-quality talents in the field of modern service industry has become the key to the sustainable development of modern service industry, applied undergraduate colleges and universities needs to enhance the level of modern service industry cluster construction and set up the concept of talent training, curriculum

system, the transformation of famous brand advantage and innovation entrepreneurship education aspects such as construction of modern service industry cluster under the background of the transformation [3]. Existing literature has explored the connotation of specialty cluster, the construction mechanism of specialty cluster, the strategy of specialty cluster, etc., but there are few researches on the construction of business specialty cluster, and no certain theoretical system has been formed. There is almost no relevant research on the construction of characteristic specialty clusters of commercial science at private colleges and universities. This topic mainly explores the exploration and reform practice of characteristic specialty clusters of commercial science under the background of the transformation of applied private colleges and universities.

1. The Current Situation of Business Cluster Construction at Private Colleges and Universities

This paper mainly takes The Alumni Association's Top 10 Applied Private Colleges and Universities in China in 2019 as the research object, mainly including Xi'an PeiHua University etc. This paper investigates the status of business specialty cluster in the ten top of private colleges and universities through literature investigation and practical investigation, details seen table 1:

Table 1. Status of business specialty cluster at private colleges and universities surveyed

Name of School	Research methods	Status of Business Specialty Cluster
Wuchang Shouyi College	Literature research	Business major concentrates in the School of Economics and Management, adhering to students' development as the center, the results orientation as the goal of talents cultivation idea, mainly including Financial Management, Marketing, Finance, Accounting, Financial Management, International Economy and Trade and so on. These majors are established by basic course module + specialty course module + specialty development direction courses.
Wenhua College	Literature research	Business major all concentrated in the Economic Management Department, including Finance, International Economy and Trade, International Economy and Trade, Marketing E-commerce, Accounting ,Financial Management, etc., The degree of business specialty cluster is not high.
Shandong Yingcai College	Literature research	The business majors are all concentrated in Business School. It attaches great importance to the construction of business course group, and has built provincial excellent course group, such as International Marketing Course Group Based on E-commerce Environment, Supply Chain Management Course Group Based on Informatization, etc.
Xi 'an Eurasia University	Field research	Business majors are distributed in multiple secondary schools, including School of Accounting, School of Logistics and Trade, School of Leisure Management, School of Finance, and School of International Business. The school has established a center for basic course construction through all the basic courses of business majors.
Sanya College	Field research	Business major include International Economy and Trade, Accounting, Economic and Finance, Business Management, Marketing, Human Resource Management, Logistics Management, Financial Management, Tourism Management, Exhibition Economy and Management, Hotel Management, distribution in the Institute of Finance and Economics Institute, School of Management, School of Tourism Management, International hotel Management, etc., the business major is more dispersed, and business specialty cluster construction is insufficient.
Shandong Xiehe College	Literature research	The business majors are concentrated in the Business School (the former School of Economics and Management), mainly setting up E-commerce, Logistics Management, Marketing, Accounting, Hotel Management, Tourism Management and other majors, and building the Hotel Management course group under the people-oriented concept.
Zhengzhou Technology College	Literature research	Business major focus on the business school, mainly has majors of the International Economic and Trade, Marketing, Human Resources Management, Tourism Management, Logistics Management, E-commerce, Business Administration, Accounting, Auditing, Hotel management, Investment and Financial Management, all majors have public basic course, specialty basic course.

Wuhan College	Literature research	Business majors are scattered in several secondary colleges, mainly including School of Management, School of Finance and Economics, School of Accounting, etc. There are many business majors, including Accounting, Finance, Investment, Public Finance, Taxation, etc. The majors are also scattered, and the construction of business specialty cluster is backward.
Xi'an Peihua University	Field research	Business major focus on accounting and finance institute, specialty set with Accounting, Auditing, Human Resources Management, Electronic Business Management, Marketing, Financial Management, International Economy and Trade, Financial Engineering, etc., constructing business specialty cluster, implementing the business specialty faculty, sharing resource and practice base.
Qilu Institute of Technology	Literature research	The business majors are concentrated in the School of Economics and Management, mainly setting up E-commerce, Accounting e-commerce, Logistics Management, Marketing, International Economy and Trade, Tourism Management, Hotel management, Customs Declaration and International Freight, Property Management and other majors.

2. Problems of Construction of Business Specialty Clusters at Private Colleges and Universities

2.1 Private Colleges and Universities do not Have Prominent Features in Business Majors

Every private college and university has E-commerce, Marketing, Accounting, Financial Management, etc. Some private colleges and universities also have Finance, Investment, Hotel Management, Tourism Management, Property Management and other majors at private colleges and universities surveyed.

2.2 Private Colleges and Universities have Not Formed Specialty Clusters of Business

Some private colleges will all business major concentrated in a secondary school, some private universities spread all the business major in more than one secondary school, all the business major concentrated in a secondary school and no real business major cluster formation, disperses all business major in more than one secondary school is more difficult to form specialty cluster. It is difficult for different departments to communicate and coordinate with each other. It is difficult for them to unify their thinking and form a unified business specialty cluster.

3. The Influencing Factors of the Construction of Business Specialty Cluster at Private Colleges and Universities

Schools must first consider which technical fields and occupational positions the school focuses on serving in the industrial chain [4]. The core elements of specialty group construction of the layout of majors. Secondly, the existing foundation and development direction of the school should be considered, and then it is clear which major groups need to be set. At the same time, it is necessary to consider the connection between each specialty group, which specialty group is composed of, and how to determine the core specialty, so as to ensure the realization of the expected goal. The specialty cluster of the service industry chain is a system, and the specialty group of a technology field on the corresponding industry chain is a subsystem, while each specialty within the specialty group is a smaller subsystem. According to the basic principle of modern system theory, the structure of the system has decisive significance to the function of the system. Whether the system can play its overall function depends on whether the structure of the system is reasonable. Therefore, structure is the core element of specialty cluster construction.

Supporting elements of specialty group construction are as follows: the allocation of existing resources should be optimized and the existing resources should be adjusted according to the goal of specialty group construction after the formation of cluster specialty structure, including teaching organization, teaching staff, experimental (training) infrastructure, teaching resources, etc. We should focus on the technology field oriented by the major group, rely on the core major, improve the talent training mode and curriculum system of the business major group, and develop the course

platform of the major group. At the same time, institutional barriers should be broken to form a system and mechanism of co-construction and sharing of various resources inside and outside the university and the group. The core idea of system theory is the overall concept of system, emphasizing the organic connection between the whole and the part, the part and the part, and the whole and the external environment [5]. Therefore, the key to give full play to the overall advantages of specialized clusters lies in resources and mechanisms, which become the supporting elements of the construction of specialized clusters.

4. Construction Path of Private Universities' Business Specialty Cluster under the Background of the Transformation of Applied Colleges and Universities

The construction of characteristic business specialty clusters at private colleges and universities needs to form a new concept of business construction, constantly integrate resources to build course groups, innovate the training mode, and build the development mechanism of business specialty groups under the background of the transformation of applied colleges and university.

4.1 To form A New Business Construction Concept

Business major speed up the integration and the form new business development concept, facilitate business class each specialty construction coordination and sharing of resources, to follow the construction of new business philosophy, to build new business cluster curriculum theory teaching system and the new business specialty cluster course practice teaching system, integration of a number of key work between the business major, pay attention to the integration of business major, accelerate cross-school integration, form a business specialty group, and build a business specialty curriculum group system in applied colleges and universities [6].

4.2 To Innovate the Training Mode of Business Talents

Private colleges and universities should adhere to the concept of integration of industry and education" in the construction of business specialty clusters, further reform the business personnel training mode, and cultivate high-quality comprehensive talents in line with the actual development needs of enterprises in the context of the transformation of applied courses [7]. Schools and enterprises jointly cultivate business talents. Enterprises do a good job of 1+X vocational qualification certificate, private colleges and universities do a good job of specialty curriculum system, both schools and enterprises coordinate and unify the vocational qualification certificate examination content and the teaching content, improve students' knowledge and skills, to ensure that the training objectives of new business talents can be realized.

4.3 To Establish A Development Mechanism for Business Majors

Private colleges and universities need to vigorously construct business majors, which is the main content and key of the construction of characteristic high-level private colleges and universities. Private colleges and universities need to deepen the reform of the construction of business majors, build the development mechanism of business majors, and adapt to the development mode of local industry and economy [8]. Private colleges and universities should pay attention to the development mechanism construction of business specialty group, explore the development mechanism of business specialty group from the aspects of business specialty course resources and teacher resources, deepen the school-enterprise cooperation system and operation mechanism, and carry out the school-enterprise in-depth cooperation.

4.4 To Integrate Resources to Build Curriculum Groups

It is suggested that private colleges and universities should innovate course construction ideas, pay attention to course group construction, and divide business specialized courses into humanistic quality course group, specialty foundation course group, specialty core course group, and shared course construction group. The curriculum construction standards are set up together with the enterprise in accordance with the requirements of business specialty positions. According to the

post requirements of business major, the post ability is decomposed into several ability modules, and the course group is established according to the ability modules. The humanistic quality course group improves students' general knowledge ability and quality, the specialized basic courses lay a solid specialty foundation for students, the specialized core courses group improves students' core specialty competitiveness, and set up a shared course group for students to master multiple skills. For example, communication and negotiation skills, visual marketing training, marketing copywriting collaboration training, financial planning and affairs, entrepreneurial training and practice, new media operation skills, etc..

4.5 To Construct Teacher Team of New Business Specialty Clusters

Applied private colleges and universities should accelerate the construction of business major cluster, pay attention to the validity of the fusion production and education, to the teachers' ability in the new business specialty cluster demand is high, requires teachers comprehensive knowledge and ability, need according to the demand of the new business major construction, adjust the personnel training mode, the construction of the curriculum resources of new business specialty cluster under the background of transformation. Resources can be shared among all majors of new business, so as to ensure a good effect of cluster construction of new business majors. Therefore, private colleges and universities need to pay attention to the teachers of new business clusters and improve the degree of business clusters.

5. Conclusion

In a word, Private colleges and universities should strengthen the construction of specialty clusters, adjust specialty structure and layout, reduce resource dispersion among majors, and promote the coordinated development of majors and industries in economy and society. The implementation of specialized cluster development strategy in applied universities is helpful to deepen the connotation of school development, promote the formation of school characteristics and improve the quality of personnel training. Specialty cluster takes the advantage of sharing the teacher team, course system, teaching reform resources, practice education base, to make the students high-qualified employed, and promote the local economic development in Shaanxi.

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