

# CULTIVATION OF MODERN BUSINESS SPIRIT IN ART MANAGEMENT PROFESSIONAL EDUCATION

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**Abstract:** Commercial consumption is a basic link in art management, art planning, media communication, etc. The era of commodity economy has given rise to the development of commercial culture, and commercial culture needs the support of the business spirit in society. In the current period of socialist market economy, national policy guidance and the rapid development of modern enterprises have objectively prompted self-entrepreneurship to gradually become a common orientation for college students' future employment. This requires full attention to the inheritance, promotion and innovation of our country's business spirit, and the art management major It has the dual attributes of artistry and commerce. While emphasizing the improvement of humanistic spirit, it is also urgent to cultivate students' modern business spirit.

**Keywords:** Art management, Business, Spirituality, Cultural industry, Independent entrepreneurship

## 1 INTRODUCTION

Improving the country's cultural soft power has risen to the national strategic level, which requires the joint improvement of cultural and artistic innovation capabilities and industrial operation capabilities, and the formation of a healthy business ecosystem with the support of modern business spirit. The artistic and commercial nature of the art management major determines that while conducting arts and humanities education, it is necessary to cultivate students' business spirit to adapt to the future living environment. It is also necessary to implement the national cultural development strategy and implement the Ministry of Education's recommendations on promoting innovation in colleges and universities[1]. An important part of entrepreneurship education reform.

## 2 SELF-EMPLOYMENT HAS GRADUALLY BECOME THE MAINSTREAM EMPLOYMENT FOR STUDENTS MAJORING IN ART MANAGEMENT

At present, self-employment has gradually become the future employment orientation of students. On the one hand, the country's strategic adjustments encourage students to start their own businesses; on the other hand, the individual inherent attributes of artistic creativity and planning provide the basis for self-employment[2].

First, the country's structural adjustment provides opportunities for independent entrepreneurship. In 2014, the State Council issued the "Several Opinions of the State Council on Promoting the Integrated Development of Cultural Creativity and Design Services and Related Industries", which raised the promotion of the deep integration of cultural creativity and design services and other industries with the real economy to the level of national strategy, which requires The development of the cultural industry must not only improve artistic originality capabilities, but also enhance conversion capabilities with related industries[3]. It should be noted that in the process of growing marketization, the healthy development of modern enterprises is needed. The transformation of artistic creativity into related industries requires a large number of entrepreneurs and managers with modern business spirit to promote and practice it.

Then, in 2015, Premier Li Keqiang proposed the "mass entrepreneurship and innovation" concept at the 9th "Summer Davos Forum". As one of the "dual engines" of economic development, it mobilized individual entrepreneurship With the enthusiasm for innovation, small and micro enterprises and large enterprises jointly participate in market competition[4]. The rapid development of modern enterprises inevitably requires the support of a business spirit that encourages competition, respects the market, and promotes development in society. Currently, our country is undergoing a series of reforms of public institutions and promoting the process of legalization, which provides a guarantee for further promoting the healthy development of the market. Students will face a healthier market-oriented employment environment.

In 2015, Premier Li Keqiang proposed the formulation of an "Internet +" action plan at the third session of the 12th National People's Congress, which brought new opportunities for the development of the cultural industry. At present, the rapid rise of the Internet celebrity economy fully illustrates the transformation of the economic model, and from this we can see the feasibility, inevitability and necessity of independent entrepreneurship. Independent innovation and self-employment have gradually become employment trends, and the individual characteristics of artistic creativity have become the guarantee for self-employment capabilities[5]. For example, according to the 2016 China Internet Celebrity Ranking, Papi Jiang, the number one Internet celebrity, has been

confirmed to have received 12 million yuan in financing, and has a personal valuation of almost 300 million yuan. The short videos produced by individuals quickly became popular on the Internet and led to the intervention of the capital market. The rise of the Internet celebrity economy has also led to the transformation of related industries. For example, the generation of stars has changed from the traditional film and television + star-making model to the network incubation company model, presenting a new business model[6].

Second, relevant national policies have guided the trend of self-employment. First of all, the transformation of colleges and universities into application-oriented universities places more emphasis on entrepreneurship education, paving the way for independent entrepreneurship. The trend of developing applied and vocational education is to fully realize the goal of a well-off society and adapt to market needs. Prime Minister Li Keqiang once again emphasized the importance of vocational education at the symposium on promoting the modernization of vocational education held on December 2. Colleges and universities have gradually begun to pay attention to practical teaching and strengthen entrepreneurship education. To start a business, you must face the market, understand the market, and ultimately go to market, therefore, to start a business you need to have a business spirit. The state has adopted a series of supporting policies for independent entrepreneurship. In 2011, the Ministry of Finance and the State Administration of Taxation issued the "Notice on Tax Policies to Support and Promote Employment" to provide various preferential policies for graduates to start their own businesses. Lin Huiqing, Vice Minister of the Ministry of Education, talked about the support policies for college students' innovation and entrepreneurship during the two sessions[7]. First, the state has guaranteed loans for entrepreneurship. Second, special funds for college students' innovation and entrepreneurship have been established in many colleges and universities. Entrepreneurial students can apply to their schools; third, Some entrepreneurial projects can attract social capital support such as angel funds and venture capital through market financing. On November 30, Chen Baosheng, Secretary of the Party Leadership Group and Minister of the Ministry of Education, once again emphasized the need to promote independent entrepreneurship among college students at the 2017 National Online Video Conference on Employment and Entrepreneurship of General College Graduates. The innovation of independent entrepreneurship by Shenzhen universities has attracted much attention. In order to increase the participation of college graduates and other talents in innovation and entrepreneurship, the Shenzhen Municipal Human Resources and Security Bureau and the Municipal Finance Committee issued and implemented the "Notice on Expanding the Scope of Self-Employment Support Subsidy Objects and Raising the Subsidy Standards", which included ordinary universities and vocational schools in Shenzhen. , full-time technical college students who take leave of absence to start start-up companies are included in the category of self-employed entrepreneurs, and enjoy the city's current self-employment support subsidies.

This structural adjustment and the release of a series of policies, as well as the development of the market economy and the transformation of business models, will inevitably lead students to start their own businesses.

Third, the individuality of artistic innovation provides the possibility of independent entrepreneurship. Artistic innovation is based on the cultivation and exploration of personal creative ability, and this individuality becomes the basis for independent entrepreneurship. The diversification of market demand provides multiple possibilities for commercialization for the diversification of artistic innovation. Full marketization and individualization of artistic creativity are interdependent and mutually supportive. In this sense, every artistic hobby of students has the potential to develop into a career. The ultimate exit path of ancient my country's sage education of "teaching without distinction" is to learn and excel to become an official. In the future, teaching students in accordance with their aptitude is to cultivate students' interests and develop them into future careers. As students majoring in art management, they will face an increasingly active and diversified cultural and art market, and the path to self-employment will also become broader.

### **3 IN ORDER TO ADAPT TO THE DEVELOPMENT OF THE SOCIALIST MARKET ECONOMY, STUDENTS MAJORING IN ART MANAGEMENT NEED TO POSSESS MODERN BUSINESS SPIRIT**

With the advancement of global economic integration, my country's market economic system is undergoing profound changes. While attaching importance to enhancing economic strength, improving cultural soft power has become an important part of the country's structural adjustment. Inheriting historical legacy in the field of culture and art The commercial spirit and making it modern have become the spiritual driving force for economic development in the field of culture and art.

In the Economic Manuscripts of 1857-1858, Marx divided social forms into pre-capitalist society based on the natural economy, modern society based on the market economy, and communist society based on the product economy. The market economy is the economic foundation of the second largest social form, and the business spirit is the product of the market economy. Max Weber proposed in "Protestant Ethic and the Spirit of Capitalism" that the commercial spirit promotes the development of capitalist economy. Hayek further pointed out the role of businessmen in economic and social development in "The Application of Knowledge in Society". He believed that, compared with general scientific knowledge, mastering the specific knowledge of the industry based on the local environment and special circumstances Knowledge is more conducive to making plans to promote

economic and social development, and experienced businessmen who are specifically engaged in business management are good at using and disseminating this knowledge.

Currently, our country is under the socialist market economic system, and cultivating modern business spirit is of great significance to adapt to the healthy development of the market economy. With the advancement of national economic reform, private enterprises have developed rapidly, which is of great significance in improving the socialist market economic system. It is particularly urgent to cultivate a modern business spirit that adapts to the modern economy. Jiang Ruxiang proposed, "In the next few decades, I think The historical mission of Chinese enterprises will be to enlighten business rationality, that is, to face up to the peasant mentality in each of us, to establish a business culture with independent personality in China, and to transform from farmers who are dependent on the political power and land into professional businessmen with independent personality. "In order to adapt to the development of future society, modern business spirit is needed to build a socialist market economy with Chinese characteristics and truly promote the construction of spiritual civilization in our country.

Business spirit is a dynamic concept. Cultivating modern business spirit is both a cultural inheritance and a need for cultural innovation. There is no standard definition of what business spirit is. Each era will give it new connotations based on the values and ethics of the time. Although Max Weber once concluded in his book "Confucianism and Taoism" that Confucianism in China is not conducive to the growth of business spirit, there is no shortage of business spirit in our country's history. As early as in the "Book of Changes Qian Gua", it was mentioned that "righteousness is the harmony of benefit". The understanding of righteousness and benefit in traditional Chinese culture constitutes the traditional Chinese business spirit. In particular, the late Qing Dynasty experienced the budding of capitalism and gave birth to Shanxi merchants, Huizhou merchants and other business groups. The overall characteristic is that they all have a Confucian spirit. This article is not dedicated to studying the pros and cons of Confucianism on the business spirit. However, in Chinese history There is a unique business spirit, which is formed based on the nation's own ethics and values. It is an important cultural heritage that needs to be passed on by us. In today's era of economic globalization, a modern business spirit is even more needed to support business culture, that is, a business spirit with Chinese characteristics. Hu Ping said in "On Business Spirit", "I believe that doing business for all people is the awakening of the Chinese nation" and "understanding the business spirit is very valuable to transform society and build the country." He also proposed that we should build a city with "Chinese characteristics". The socialist business spiritual education must be oriented to the future and adapt to the development of society. Today, with the rapid economic development, business plays a decisive role in the development of the socialist economy and the construction of spiritual civilization. We are surrounded by business culture, and the art management major is It is a new major established to meet the needs of the cultural and artistic market. Therefore, art management professional education urgently needs to cultivate and strengthen students' modern business spirit.

In vocational education, entrepreneurship is often mentioned. Entrepreneurship spirit refers to those pioneering thoughts, concepts, personality, will, style and quality in the subjective world of entrepreneurs. However, what needs to be noted is that only by understanding the market can we talk about entrepreneurship. In other words, entrepreneurship faces the market, so we must first understand the market. The market must follow the rules and have its own inherent business spirit. This requires having a business spirit corresponding to the market and starting an independent business based on one's own strengths. Konosuke Matsushita, known as the "God of Management", when talking about business concepts, believes that "the correct business philosophy is rooted in the correct outlook on life, society and the world. From here can the correct business philosophy arise. The correct life The outlook on society, society and the world must conform to the laws of social development and the laws of nature." It can be seen that the business spirit itself contains the pursuit of interests, and it also emphasizes business ethics. In the era of commodity economy, people are abstract existences, and the relationship between people is determined by the number of possessions, which gives rise to money worship. Currently, the bottomless behavior of network anchors is to attract fans and expand their popularity. , the practice of improving one's own economic value directly affects the healthy development of the network economy. Therefore, in the Internet age, cultivating business spirit has become more urgent.

#### **4 THE PROFESSIONAL ATTRIBUTES OF ARTS MANAGEMENT DETERMINE THE NEED TO CULTIVATE STUDENTS' MODERN BUSINESS SPIRIT**

The art management major has the dual attributes of artistic and commercial nature, which determines that while cultivating students' basic literacy in the art field and enhancing their humanistic spirit, it must also pay attention to the cultivation of commercial spirit.

Humanistic spirit is a kind of literacy, while business spirit focuses on the cultivation of survival ability. Humanistic care is the origin of business, which is also the root cause of the culture and art industry's ability to drive related industries, while business spirit is the driving force that makes this transformation work. Both are indispensable. However, it is obvious that there is little promotion of business spirit in current humanistic education. In fact, students' confusion and fear about the future are largely due to doubts about their own viability.

Due to the lack of understanding of the current social situation, and at the same time, to a certain extent, they lack the recognition of the business spirit in our country's history, which directly affects The understanding of current society makes it difficult to position oneself. Therefore, the cultivation of humanistic spirit and modern business spirit cannot be neglected.

The close integration of art and business requires students majoring in art management to possess a modern business spirit. The improvement of China's cultural soft power requires a large number of entrepreneurs and managers who create value. The development of the cultural industry is inseparable from the growth of art management. The art management major cultivates compound talents who understand art and the market. They must have basic artistic literacy and certain management capabilities. To train students as future entrepreneurs and managers, we must first understand the market and possess leadership and organizational skills, which requires the support of a modern business spirit. Only by cultivating the business spirit of the younger generation can we truly realize independent entrepreneurship, promote the formation of a healthy cultural market environment, and lay the foundation for jointly creating a good business culture and market environment in the future. This is an important foundation for realizing the country's goal of improving cultural soft power and an important support for promoting the construction of socialist spiritual civilization.

Business spirit is of great significance to revitalizing the art industry chain. On the one hand, it can promote the activity of artistic creation. For example, during the Renaissance, the commercial spirit played an important role in promoting artists to achieve the peak of artistic creation; my country's drama creation also penetrated into the commercial spirit earlier, such as the "Lu Family Class" in the Tang Dynasty "It is my country's first folk opera troupe. It is responsible for its own profits and losses and performs mobile performances based on the needs of the audience. Movies, TV and online games that rely on modern technology need to consider the audience's aesthetic taste and market effects from the beginning of their creation. Therefore, in a sense, the return and construction of the commercial spirit in art management activities is also the return of the audience's right to comment, and is a creation based on respect for the market; on the other hand, the revitalization of the cultural industry chain and the promotion of related industries The role must be realized through art management activities, during which cultural industry practitioners with commercial spirit must be realized.

In short, our country is a socialist market economy, but it has not built a corresponding business spirit. In the context of intensified international competition in the economy and the rapid development of modern enterprises, it is necessary to have the support of modern business spirit. As a kind of value concept and ethics, business spirit is an inevitable requirement for current business development and an important guarantee for the healthy development of the cultural and art industry. At the same time, under the pressure of the current employment situation, we need to change our thinking, re-understand the environment for employment and entrepreneurship, increase entrepreneurship education, train students as future entrepreneurs, and strengthen the cultivation of business spirit.

## COMPETING INTERESTS

The authors have no relevant financial or non-financial interests to disclose.

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