

# *Exploring the Path of Cultivating Craftsmanship Spirit in New Business Talents Empowered by Teaching in the Era of Digital Intelligence*

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**Abstract:** The digital economy has become the core driving force for promoting economic and social transformation and development, and digital talent is a key driving element in this "core growth force". With the booming rise of the digital economy, cutting-edge technologies such as artificial intelligence, big data, and cloud computing are rapidly emerging like mushrooms after rain. The global economic landscape is undergoing profound reshaping, and the pace of industrial transformation and upgrading is constantly accelerating. This wave of change has had a comprehensive and profound impact on the business environment, bringing unprecedented new challenges to the operational strategies, management models, and business models of enterprises. In this context, cultivating new business talents with both innovative thinking and cross-border integration abilities has become an urgent task to promote social and economic development. The craftsmanship spirit upheld by new business talents is highly in line with the actual needs of China's current social development. It is an inherent requirement to practice the new development concept of innovation, coordination, green, openness, and sharing, as well as to establish a new trend of advocating labor. Vigorously cultivating and promoting the spirit of craftsmanship in new business talents not only helps to effectively implement the new development concept into concrete practice, but also further ignites the labor enthusiasm of the vast number of workers. Through honest labor, workers are able to pursue and realize their life dreams, fully demonstrate their own life value, and promote the formation of a positive and upward trend in the whole society.[1].

## **1. Definition of Related Concepts**

### **1.1. Definition of Craftsman**

From the perspective of etymology and meaning, "gong" and "jiang" were originally two independent words, which eventually merged into one word through historical development. Craftsmen, when broken down, "work" means "precision" and "skill", and "craftsman" is a craft. From the combination of ancient and modern meanings, it can be seen that only skilled craftsmen can be called craftsmen. Craftsmen are talents who have been trained through long-term specialized training and are proficient and adept in the entire professional activity. In history, craftsmen

specifically referred to craftsmen who engaged in handmade production and labor, focusing only on creating, being loyal to their duties, and persistently pursuing the quality of their products. Craftsmen only focused on doing one thing subconsciously, which originated from their love in the soul. They did not pursue fame and fortune, but only wanted to simply make things perfect, as shown in Figure 1.

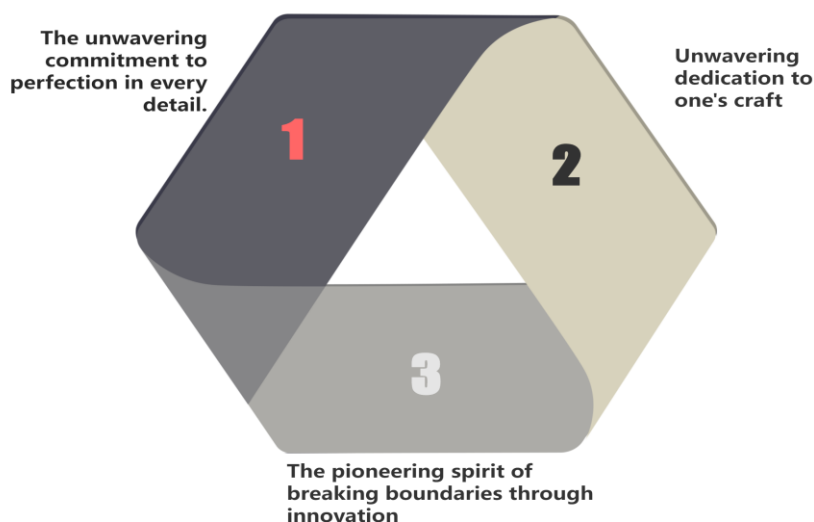


Figure 1: The meaning of craftsman

### 1.2. Definition of Craftsmanship Spirit

The connotation of craftsmanship spirit includes the following aspects: firstly, craftsmanship spirit is a professional spirit, and patience and focus reflect a professional perseverance spirit. A qualified craftsman will persist in striving for excellence, persevering, loving their job, adhering to integrity and innovation, always putting their products first, being meticulous, and pursuing excellence. Secondly, craftsmanship is a pursuit of value. In the eyes of craftsmen, there is only a pursuit of excellence in quality and meticulousness in manufacturing. They constantly refine their products, improve their craftsmanship, and earn money through their work. However, they do not work for money. Their work is their lifelong profession, the entirety of their life attitude and aspirations, as shown in Table 1.

Table 1: Definition of Craftsmanship Spirit

Serial number	Content
1	Craftsmanship is a professional spirit, and patience and focus reflect a spirit of professional perseverance..
2	Craftsmen are a pursuit of value.

### 1.3. The Specific Connotation of Craftsmanship Spirit

Craftsmen emphasize focus and lean, not letting go of any small part, and persistently pursuing product quality. This is their basic requirement for themselves and the positions they hold, and it is also the fundamental bottom line that they always remind themselves not to forget.

The manufacturing spirit based on focus and pragmatism is the product of the combination of the

wholehearted focus and rigorous and meticulous pragmatism that craftsmen pour into the labor process of manufacturing products. Without focus and pragmatism, there is no craftsmanship spirit. However, in the current era of rapid development of digitization, networking, informatization, and intelligence, people forget why they set out and where they want to go as they walk, which is a typical feature of the fragmented information age. The spirit of craftsmanship is to be skilled in work, skilled in heart, and skilled in action. In the process of accelerating the construction of a strong manufacturing country, we must awaken the manufacturing spirit based on pragmatism, integrate the craftsmanship spirit of striving for excellence, unremitting innovation, and solid focus into modern industrial production and management practices, consolidate the foundation, and fill in the gaps, as shown in Figure 2 [2].

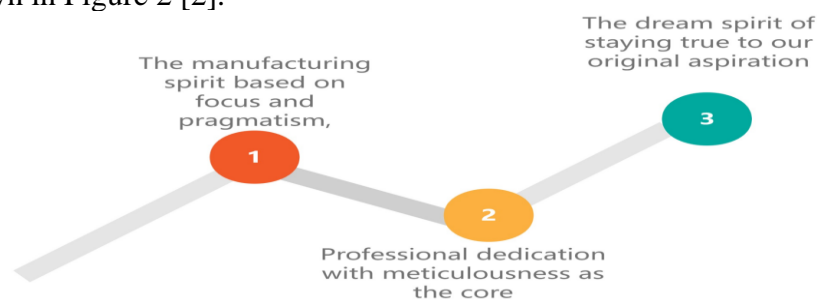


Figure 2: The specific connotation of craftsmanship spirit

#### 1.4. The Connotation of Cultivating New Business Talents

The cultivation of new business talents refers to the comprehensive and systematic training of business talents in the new economic and social environment, enabling them to possess comprehensive qualities such as innovative thinking, cross-border ability, global perspective, and social responsibility. From talent cultivation to business talent cultivation, and then to new business talent cultivation, educational concepts and models are constantly reformed, upgraded, and refined in accordance with the needs of the times for talent abilities. Higher education has a clearer and more distinctive division of talent cultivation, clearer professional directions, more focused ability characteristics, and clearer job positions.

## 2. Problems in the Cultivation of Craftsmanship Spirit

### 2.1. The Foundation for Cultivating Craftsmen in Large Countries Is Not Solid

Cultivating the spirit of craftsmanship, the core lies in people, and the key to people lies in morality. We not only regard work as a tool for making money, but also establish a spirit of excellence and refinement in what we do and the products we produce. The spirit of craftsmanship is a belief, a heartfelt love for work. From the perspective of universities, the spirit of craftsmanship, as one of the important contents of talent cultivation, is currently difficult to achieve the expected teaching effect. Throughout history, China has not placed enough emphasis on the cultivation of professional spirit in vocational education concepts, and has not paid enough attention to the cultivation of students' professional ethics and loyalty. This has led to a lack of awareness among students to be loyal to their duties and dedicated, making it difficult for them to focus on the shaping of a craftsman spirit that is focused, pragmatic, and wholehearted. In ideological and political education courses, universities cover all aspects of cultivating the spirit of craftsmanship, but it is not comprehensive enough. The vast majority of universities only emphasize employment and career choices, but neglect the education of students' sense of professional honor and

responsibility. Students have a limited understanding of the importance of cultivating the spirit of craftsmanship and are unable to meet the ideological level required by educational policies.

## 2.2. Poor Soil for the Growth of Craftsmen in Large Countries

From a social perspective, currently, what is most lacking in the soil for cultivating the spirit of craftsmanship in China is the affirmation, recognition, and respect for the "professional spirit", that is, the spirit of craftsmanship. If society lacks a scientific and objective evaluation of these values, then this spirit cannot penetrate into everyone's heart and cannot become a common professional value orientation for the entire society. It is difficult to reshape, inherit, and sustain the spirit of craftsmanship solely through salary increases, environmental improvements, interesting content, and refined operating rules.

From the perspective of schools, cultivating the spirit of craftsmanship should be an important part of ideological and political education, especially in universities. However, at present, it is evident that there has not been a good integration. The spirit of craftsmanship, which has been written into the Government Work Report and repeatedly mentioned by national leaders, has not been given enough attention and implementation at the grassroots level. To cultivate the spirit of craftsmanship, it is necessary to create an atmosphere that conforms to the development of the times. However, in the education process in our country, the education on professional spirit and values is still insufficient. The cultivation techniques of spirit and the teaching of technology are different. In the current vocational education in China, mature training models and examination standards have not yet been formed, and there are no standardized psychological tests or corresponding certificates to prove the level of professional ethics, which makes it difficult to attract attention from all sectors of society. At the same time, the traditional concept of exam oriented education is deeply rooted, and from elementary school to high school, schools consider students' exam scores as the most important educational indicator. Influenced by these traditional educational concepts and various pressures from society, many persistent and focused professional ethics education concepts cannot be effectively conveyed, resulting in a lack of professional identity among students, let alone a genuine love for their profession. Some universities, in order to create an atmosphere of "high-end universities" and "elite campuses", only focus on academic research results and neglect spiritual cultivation. Score ranking is the only criterion for judging whether students are excellent or not. All awards for students are based on grades, neglecting the cultivation and improvement of their comprehensive abilities and qualities. As a result, the corresponding teaching philosophy cannot be valued, making it difficult to fully cultivate the spirit of craftsmanship in universities, as shown in Table 2 [3].

Table 2: Craftsmanship spirit, barren soil

Serial number	Content
1	From a social perspective, currently, what is most lacking in the soil for cultivating the spirit of craftsmanship in China is the affirmation, recognition, and respect for the "professional spirit", that is, the spirit of craftsmanship.
2	From the perspective of schools, however, the education on professional spirit and values in China's education process is still insufficient.

## 2.3. Insufficient Attention from Workers Themselves

Nowadays, society calls for the return of craftsmen, and the spirit of craftsmanship is a professional ethics that all industries must follow. General Secretary "President of the People's Republic of China" mentioned at a symposium at Peking University that young people, whether

studying or starting a business, should be wholeheartedly focused and not be distracted. They should unify their knowledge and actions, remain calm, endure loneliness, and take one step at a time. The next 10 years are defined as a crucial decade for the transformation and upgrading of Chinese manufacturing, but Chinese manufacturing needs a pivot - senior blue collar workers. What enterprises expect is a large number of young senior blue collar workers who have undergone professional training and possess the spirit of craftsmanship, making the entire production line more intelligent, efficient, and high-quality. However, survey data shows that most job seekers first consider careers that offer more income, promotion opportunities, and good welfare benefits when seeking employment. Few are willing to work at the grassroots level and choose positions that are relatively difficult but urgently require a large number of talents. A comprehensive understanding and recognition of the spirit of craftsmanship cannot be achieved overnight. The path of cultivating the spirit of craftsmanship in China has just begun and is in the initial stage of exploration and practice. There is not much experience to draw on, and the whole society needs to work together to enhance workers' recognition and respect for the spirit of craftsmanship, is shown in Figure 3.

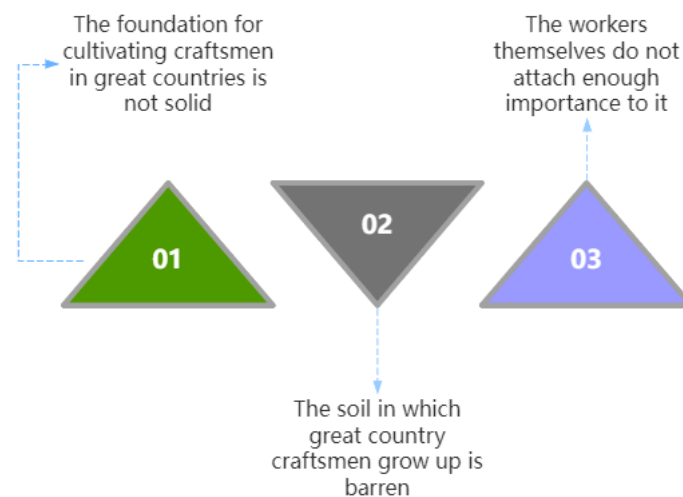


Figure 3: Problems in the cultivation of craftsmanship spirit

### 3. The Path of Cultivating Craftsmanship Spirit in New Business Talents

#### 3.1. Refactoring the Curriculum System and Deeply Integrating the Connotation of Craftsmanship Spirit

In today's fiercely competitive and rapidly changing business environment, it is imperative to reconstruct the curriculum system in order to cultivate business talents who possess both professional competence and craftsmanship spirit. By carefully designing course content and teaching methods, the spirit of craftsmanship is fully integrated into business education, laying a solid foundation for students' future career development.

##### (1) Add courses related to craftsmanship spirit to deepen value recognition

To deepen students' understanding of the core values of craftsmanship, a series of closely related courses have been added to the business curriculum system. For example, the course "Craftsmanship and Professional Ethics" will systematically explain the origin, development, and specific manifestations of the craftsmanship spirit in different industries, guiding students to think about the inherent connection between craftsmanship spirit and personal professional ethics improvement. By introducing a wealth of real-world corporate cases, such as those Swiss watchmakers who have dedicated themselves to the craft of watchmaking for centuries, relentlessly

pursuing ultimate precision and top-notch quality; Chinese time-honored enterprises adhere to traditional craftsmanship and constantly innovate and develop, allowing students to intuitively experience the important role of craftsmanship in shaping corporate brands and winning market recognition.

(2) Interdisciplinary integration, strengthening technical literacy, and practicing lean pursuit

With the rapid development of technology, emerging technologies such as big data, artificial intelligence, and blockchain are profoundly changing the business landscape. To enable students to adapt to the needs of future business development, these technologies will be deeply integrated into business courses. A course titled "Data-Driven Business Decision Making" will be offered. This course will teach students how to utilize big data analytics techniques to extract valuable information from vast amounts of business data, providing a scientific basis for various aspects of enterprises, including strategic decision-making, marketing, and operational management. For example, through practical case analysis, students can understand how to use big data to analyze consumer behavior, accurately target customer groups, and develop personalized marketing strategies. Meanwhile, we will guide students to utilize data analysis tools for data mining, model construction, and predictive analysis, thereby cultivating their data-driven thinking and problem-solving abilities, is shown in Table 3 [4].

Table 3: The cultivation path of craftsmanship spirit

Serial number	Content
1	Enhance the sense of identification of inheritors with family skills through methods and approaches such as heart to heart transmission, role model demonstration, and emotional cultivation.
2	Integrating the cultivation of craftsmanship spirit into employees' on-the-job education, guiding them to establish correct values.
3	Schools and enterprises often cooperate based on their own interests and needs.

### 3.2. Innovative Teaching Mode, Deeply Practicing the Spirit of Craftsmanship

In the context of the increasing demand for high-quality technical and skilled talents in today's era, innovative teaching models and deep practice of craftsmanship have become the key to vocational education and professional talent cultivation.

(1) Project driven teaching, cultivating practical abilities in all aspects

In order to effectively enhance students' practical abilities and closely integrate their learned knowledge with practical work, the school actively introduces real enterprise projects to build a bridge between theory and practice for students. For example, in the "Digital Transformation of Supply Chain" project, students need to study the current situation of various links in the enterprise's supply chain and identify breakthroughs in digital transformation. From optimizing the supplier management system in the procurement process, to building an intelligent scheduling system in the production process, to warehouse management and distribution route planning in the logistics process, every step requires students to apply their learned knowledge for in-depth thinking and practice. Throughout the entire project implementation process, students worked in a team collaboration manner, with each member having a clear division of labor while also supporting and closely cooperating with each other. Through repeated iterations and continuous optimization of project plans, we aim to cultivate students' rigorous and meticulous work attitude, making them understand that any negligence in details can lead to the failure of the entire project. Meanwhile, we encourage students to have the courage to explore new technologies and methods, strive for excellence in project outcomes, and thereby stimulate their innovative spirit.

(2) School enterprise cooperation, working together to create a practical platform. In order to enable students to have a deeper exposure to the forefront of the industry and personally experience the specific application of craftsmanship spirit in business practice, the school has partnered with leading enterprises in the industry to jointly establish a "Craftsmanship Spirit Practice Base". This collaborative model breaks down the barriers between schools and businesses, providing students with a real career environment and practical opportunities. In the practice base, schools and enterprises jointly carry out the "modern apprenticeship" training mode. Enterprises select experienced and skilled mentors to jointly guide students with school teachers. Under the guidance of enterprise mentors, students directly participate in practical work such as product development and process optimization in enterprises. In process optimization work, students follow enterprise mentors to go deep into the production line, observe every link in the production process, analyze existing problems, and propose practical and feasible optimization solutions. Through these practical works, students have personally experienced the importance of craftsmanship in business practice and understand that only by adhering to the attitude of striving for excellence and pursuing excellence can they stand undefeated in the fierce market competition.

### **3.3. Building a Cultural Environment and Cultivating the Spirit of Craftsmanship**

(1) Promote the culture of craftsmanship and give full play to the leading role of role models

We actively organize a series of activities such as "Special Lecture on the Spirit of Craftsmanship" and "Entrepreneur Exchange Forum," inviting industry leaders to share their successful experiences. For instance, we invite technical experts from renowned companies like Huawei and Haier to talk about how they uphold the spirit of craftsmanship in product development and practice the philosophy of craftsmanship in quality management, thereby igniting students' passion for pursuing excellence and stimulating their inner drive for continuous progress.

(2) Organize skill competitions to ignite innovation enthusiasm

We meticulously organize various competition activities such as the "Business Data Analysis Competition" and the "Intelligent Business Innovation Challenge Competition," guiding students to apply their professional knowledge to solve practical problems they encounter. Through these competitions, we aim to cultivate students' sense of competition, teamwork spirit, and pursuit of the ultimate work attitude [5].

### **3.4. Improve the Evaluation System and Motivate the Spirit of Craftsmanship**

To better cultivate and promote the spirit of craftsmanship, it is necessary to establish a scientific, comprehensive, and targeted evaluation system, and guide students through reasonable incentive mechanisms to truly internalize the spirit of craftsmanship in their hearts and externalize it in their actions.

(1) Establish a multidimensional evaluation system

The traditional single evaluation method is difficult to comprehensively and accurately measure students' performance in the spirit of craftsmanship, so it is necessary to establish a multidimensional evaluation system. We should deeply integrate the spirit of craftsmanship into the comprehensive quality evaluation system for students and conduct a thorough assessment from multiple key dimensions. The dimension of professional skills is the foundation, focusing on examining students' mastery of professional knowledge and practical operational abilities. The dimension of professional ethics focuses on students' professional attitude, sense of responsibility, and dedication to work. This is reflected in whether students strictly abide by work norms, whether they take tasks seriously and responsibly, and whether they can maintain a positive work attitude when facing difficulties. The dimension of innovation ability encourages students to break through

traditional thinking and propose novel ideas and solutions.

(2) Establish a reward mechanism for the spirit of craftsmanship

In order to further stimulate students' pursuit of the spirit of craftsmanship, special awards such as the "Craftsman Spirit Scholarship" and the "Excellent Practice Project Award" should be established. These rewards are not only recognition of students' excellent performance, but also an important means to guide students to establish the value orientation of "pursuing excellence".

The "Craftsmanship Scholarship" aims to reward students who demonstrate outstanding craftsmanship spirit in their course learning and practical activities. The selection criteria not only include excellent academic performance, but also focus on students' comprehensive performance in professional skills, professional ethics, innovation ability, and teamwork. Students who receive this scholarship will become role models for their peers, inspiring more students to strive for self-improvement and excellence [6].

Through these incentive mechanisms, students can gradually integrate the spirit of craftsmanship into their learning and life while pursuing rewards, forming a positive value orientation and laying a solid foundation for their future career development.

### **3.5. Strengthen the Construction of the Teaching Staff, Inherit and Promote the Spirit of Craftsmanship**

In the process of vocational education and skill talent cultivation, the teaching staff is a key force, and strengthening the construction of the teaching staff plays a crucial role in inheriting and promoting the spirit of craftsmanship.

(1) Deepen the cultivation of teachers' craftsmanship literacy

In order to effectively enhance the overall craftsmanship spirit and literacy of the teaching staff, it is necessary to actively encourage teachers to engage in enterprise practice and industry training. Teachers should not be limited to imparting textbook knowledge, but should delve into the front lines of enterprises to understand the latest developments and practical needs of the industry. Thus, one can gain a profound understanding of the core connotations of concentration, perseverance, and innovation embodied in the spirit of craftsmanship. In management optimization projects, teachers can learn about efficient management models and teamwork spirit of enterprises, and integrate this attitude of striving for excellence into daily teaching practice. Through such practical experience, teachers can integrate real cases and craftsmanship spirit from enterprises into curriculum teaching, making the teaching content more vivid and practical, and cultivating students with more craftsmanship spirit [7].

(2) Introduce corporate mentors and expand teaching resources

Schools should actively expand teaching resources and invite corporate executives and technical experts to serve as part-time teachers. These enterprise mentors have rich industry experience and exquisite skills, and they are able to introduce cutting-edge technology and craftsmanship into the classroom, bringing students a brand new learning experience. Corporate mentors will also share their difficulties and solutions encountered in their work, helping students understand that the spirit of craftsmanship is not just a concept, but also a spirit of perseverance and innovation in the face of challenges. Through the words and deeds of enterprise mentors, students can more intuitively feel the charm of craftsmanship spirit, stimulate their love and pursuit of professional skills, and lay a solid foundation for becoming high-quality skilled talents with craftsmanship spirit in the future.

### **3.6. Promote the Deep Integration of Industry and Education, Comprehensively Deepen the Practice of Craftsmanship Spirit**

(1) Building an Industrial College to Accurately Serve the Local Economy

To strengthen the seamless connection between education and industry demand, the school will work together with local governments, industry associations, and leading enterprises to jointly build a characteristic industry college. The Industrial College will closely focus on the regional economic development strategy and industrial upgrading needs, and design a "craftsman spirit+industrial upgrading" integrated talent training system. For example, in the field of intelligent manufacturing, by introducing real project cases from enterprises and offering characteristic courses such as "Intelligent Equipment Operation and Maintenance" and "Industrial Robot Programming and Debugging", we aim to cultivate high-quality applied talents who not only master advanced technology but also possess the spirit of excellence and craftsmanship. At the same time, in the field of digital economy, we will work with Internet enterprises to build training platforms such as "big data analysis" and "artificial intelligence application". Through school enterprise cooperation projects, double mentoring system and other ways, students can hone their craftsmanship spirit in practice and provide solid talent support for the transformation and upgrading of local economy[8].

#### (2) Carry out social services to cultivate the spirit of craftsmanship through practice

The school will actively build a platform for students to participate in social services, encouraging them to integrate their knowledge and craftsmanship into practical activities such as enterprise consulting and community service. For example, in response to the urgent need for digital transformation among small and medium-sized enterprises (SMEs), we can organize students to form a dedicated service team, conduct in-depth research within these enterprises, and provide customized digital transformation solutions.

During the service process, students need to strictly follow the spirit of craftsmanship, pay attention to details, pursue excellence, and ensure the feasibility and effectiveness of the plan. In addition, the school will regularly hold the "Craftsmanship Spirit into the Community" activity, organizing students to provide convenient services such as home appliance maintenance and software application guidance for community residents. By solving practical problems, students can experience the connotation of craftsmanship spirit in service, enhance their professional ethics and social responsibility. Through these practical activities, students can not only transform theoretical knowledge into practical skills, but also deeply understand and practice the spirit of craftsmanship in practice, laying a solid foundation for their future careers[9].

## 4. Conclusion

The spirit of craftsmanship, as a practical embodiment of the socialist core values, further standardizes the value orientation from an operational level. The spirit of craftsmanship focuses on a meticulous professional philosophy, which is a concrete manifestation of the personal dedication of socialist core values, reflecting the value orientation of Marxism that respects simple labor and values complex labor[9]. The value orientation of craftsmanship, patience, and attention to detail externalizes the socialist core value of "integrity", and further stimulates the creative enthusiasm of the vast number of workers. Through honest labor, they can achieve their life dreams, demonstrate their life value, and form a good social trend. Strengthening the cultivation of the spirit of craftsmanship among workers is not only beneficial for enriching the educational content of the new era, but also for cultivating and practicing the socialist core values, providing spiritual impetus for realizing the Chinese Dream of the great rejuvenation of the Chinese nation[10].

## Acknowledgement

1) China Adult Education Association's "Digital Empowerment Education" 2024 Annual Project, Research on the Path of Digital Transformation Empowering University Teaching Work (Project No.: 2024-SJYB-076S)

2) "Integration of Industry and Education, School Enterprise Cooperation" Education Reform and Development Project of China Electronic Labor Society in 2024: Research on the Reform of Craftsmanship Talent Training Mode under the Background of School Enterprise Cooperation (Project No.: Ceal2024156)

3) National Business Education and Research "14th Five Year Plan" 2025 Project, Research on the Construction and Implementation Path of a New Business Talent Training Model Empowered by Digital Intelligence (Project Number: SKJYKT-2505162)

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