

Cultivation of Ecological Civilization Literacy of Business Talents in the Post-epidemic Era

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Abstract. COVID-19 has revealed the increasingly serious ecological crisis in human society, and the development of an ecological civilization has become an important issue in the post-epidemic era. In this context, the cultivation of business talents should place the ecological civilization literacy in an important position in the formation of their professional literacy and future career planning, with the purpose of enabling business talents to play a decisive role in the transformation of social production and consumption and the construction of new business models in the future. In the undergraduate education stage, it is necessary to cultivate the ecological civilization literacy of business students in some ways, such as improving the breadth and depth of the general course of ecological civilization, adding the ecological economy content module in the specialized course, carrying out the practice of ecological civilization construction, and advocating the green campus culture.

Keywords: COVID-19, Business talents, Ecological civilization literacy.

1. Introduction

The COVID-19 epidemic that broke out in early 2020 is still raging around the world. According to the statistics of World Health Organization, the cumulative number of infected people worldwide had exceeded 65 million by December 5th. It is clear that this COVID-19 outbreak is an epoch-making crisis beyond ordinary public health events. The International Monetary Fund says COVID-19 has triggered the recession of the world economy that has not seen since the Great Depression in 1929.

In the post-epidemic era, it is a major issue for all countries how to restore and accelerate economic development. In this process, the people who study business should undertake an important historical responsibility. The essence of the epidemic is an ecological crisis, and the deep root of the ecological crisis lies in people's incorrect ideas and behaviors (Liu Guihua, Yue Wei, 2013). As a business education activity, it should introspect the cultivation of ecological civilization of business students in the post-epidemic era.

A short span of 20 years in the 21st century, due to the disharmony of human being and nature, MERS, SARS, Ebola, and COVID-19 followed. Global plague virus is traceable to wild animals, and virus from wild animals to humans, need to be very complex conduction and adaptation process, which is often directly related to the encroachment or destruction of wildlife habitat and the human predation of wildlife.

COVID-19 is far more complex than previously cognizant. It is highly hidden and contagious and easily breaks through the multinational health and epidemic prevention system. COVID-19 has severely damaged the modern Western society, despite its advanced technology and information, public health facilities. And COVID-19 has seriously damaged the human society's confidence in the western governance model and the development of modern science and technology. To fight against this crisis, it is necessary to mobilize the society extensively, play the role of organizations, and restrict the lifestyle and behavior of citizens, which is exactly the ideological mobilization for the transformation of social consumption structure and lifestyle in the post-epidemic era.

The important lesson of the epidemic is to always promote harmony between mankind and nature. (Liu He, 2020). With the epidemic as an opportunity, global economic development in the post-epidemic era faces more opportunities and challenges, and higher requirements have been put forward for the comprehensive quality of business students, especially for ecological civilization.

It has become a major and urgent practical topic at present to cultivate and shape new business talents with strong ecological civilization consciousness and prominent ecological civilization literacy.

2. The necessity of ecological civilization literacy cultivation of business talents in the post-epidemic era.

2.1 Ecological civilization is the major trend of international economic development in the post-epidemic era

From the long history of human civilization, we can find that the evolution of human civilization is always inseparable from the interaction with nature. In the interaction with nature, human beings have developed their civilization from primitive hunting and gathering civilization to nomadic farming civilization and then to industrial civilization (Liu Haixia ,2020).The modern Capitalist development raises the question of a crisis on a planetary scale and of the necessary forging of an ecological civilization, that is, the shift to a society of substantive equality and ecological sustainability (John,2017) .

In 2007, the Communist Party of China included ecological civilization in political report for the first time at the 17th Congress and put forward the overall plan for promoting all-round economic, political, cultural, social and ecological progress at the 18th Congress. And leading the people to build a socialist ecological civilization is written into the Party constitution.

The Chinese government has been committed to building an ecological civilization, including carrying out supply-side reform, accelerating the transformation and upgrading of traditional industries, and promoting green industries and green consumption concepts. On the one hand, shut down the backward production capacity. On the other hand, promote medium level industries to the high level industries, and improve the level of science and technology. At the same time, The Chinese government guides some high level industries to green manufacturing, reduces pollution emissions and energy consumption, and realizes green productivity.

Ecological civilization construction has achieved considerable performances in China. However, ecological civilization is not exclusive to a certain country or a certain region. It is a civilization shared by all human, and is essentially a global civilization. The transnational spread of COVID-19 has involved many countries, which proves the historical fact that the destinies of all countries in the world have been closely linked to form a community with a shared future for mankind. With the global ecological and environmental problems becoming increasingly prominent and serious today, it is impossible for any country or any nation to solve this worldwide problem alone.

In September 2015, the UN Development Summit adopted transforming our World: The 2030 Agenda for Sustainable Development, opening a new chapter in the cause of global ecological civilization and sustainable development. According to UN New Climate Economy Report in 2019, the economic benefits of the new climate economy are expected to exceed \$26 trillion by 2030. Business talents should capture the historic opportunity and play the role of leaders, promoters and

practitioners in ecological economic development in the post-epidemic era

2.2 The mission and responsibility of business talents in the post-epidemic era

Based on economics and management, business studies the economic behavior and management behavior of general organizations and individuals in commodity production and business activities.

From the ancient Silk Road to the large-scale industrial production mode represented by Ford automobile assembly line, especially the formation of global industrial chain in recent decades, it appears to be the power of capital, but it is actually promoted by outstanding business talents, including businessmen and entrepreneurs.

It can be said that under the condition of market economy, business talents build a bridge between natural resources, capital, social production and consumer demand, promoting the progress of science and technology and industry. Among them, business leaders hold huge social resources, have a significant impact on social and economic development, and bear important responsibilities.

Every crisis in history is the coexistence of danger and opportunity, and business talents are the driving force for important changes in the social economy. The SARS epidemic in 2003 gave rise to online shopping and the rapid growth of new industries such as modern logistics and online games. With the support of 4G/5G telecom infrastructure during COVID-19 epidemic, online classroom, online meeting and online office have been widely used, which cannot be separated from the efforts and concrete promotion of business talents. The impact of COVID-19 is extensive and profound, involving social, political, economic and cultural aspect. What long-term trends will take place about social and economic production and consumption in the post-COVID-19 era? This is a question that every business student needs to pay close attention to and seriously consider.

The COVID-19 epidemic has exposed the increasingly serious ecological crisis facing human being. it is a new mission to build an ecological civilization.

In this context, the ecological civilization literacy cultivation of business talents should place an important position in the formation of their professional quality and future career planning, so that business talents can play a decisive role in the transformation of social production and consumption and the construction of new business models and structures in the next 20-30 years.

3. What kind of ecological civilization literacy do business talents need in the future

In social and economic activities, business talents not only have deep contact with all social strata, but also have to deal with a large number of complex and trivial interests in their daily career. In the process of expanding the market and establishing the brand, the good ecological civilization accomplishment of business

talents will set up a good image of business activities and spread advanced culture. Therefore, the ecological civilization literacy is an important part of the professional literacy of business talents in the future.

a) A complete and profound view of ecology

On the premise of mastering sufficient knowledge, business talents need to establish a complete ecological view and ecological ethics based on human subjectivity and logic, and have critical thinking ability on various ecological views in the world. To establish a complete and profound ecological view, they should realize that:

First, man's understanding of nature and ecological civilization is a dynamic process with distinctive features of The Times. Some negative consequences of the development of modern science and technology and industry indicate that, from the perspective of dialectics of nature, man and nature are a community of life, in which man and nature coexist harmoniously, and the destruction of the nature on which man lives is the destruction of man himself.

Second, the construction of ecological civilization needs the participation of all mankind. Global epidemics, climate change due to global warming, and ocean and air pollution, which have crossed the national, ethnic and cultural boundaries. No country is immune. The human society has become a de facto community of shared future. All countries and regions need to break through regional and political constraints and build a clean and beautiful world that pursues common ecological interests, undertakes common ecological responsibilities, and realizes joint contribution, governance and shared benefits.

Third, a correct understanding of ecological justice. Driven by interests, human beings often destroy the ecological environment or harm each other. Under realistic conditions, different countries, classes and even citizens are actually unequal in the possession and distribution of natural resources, so there are intricate contradictions and differences in the view of nature and ecological values.

Business talents in economic activities often need to face the balance of interests and justice, and even need to carry out very difficult interest coordination, so it is necessary to establish a solid ecological view and business ethics. In the crisis of COVID-19, faced with the extreme contradiction between supply and demand, some enterprises started emergency production and expansion of production capacity. Faced with the rapid rise of raw material prices, they insisted on reasonable price, which won the respect of brands and the market. Only such enterprises can have sustainable development competitiveness in the market.

b) Foresight of ecological economy and spirit of green innovation

Ecological restoration and environmental governance are rapidly becoming important fields and economic growth points of modern science and technology and new industries. The dual nature of modern science and technology and industrial capacity should be fully recognized, which can not only damage the environment

and threaten the natural ecology, but also prevent and control pollution and improve the environment.

Business students need sharp foresight and green ecological and economic innovation spirit, transfer the ecological demand into real products, liberate consumers from the false demand and bad culture in the social and economic life, advocate a healthy lifestyle, achieve the green productions and lifestyle through the system construction and innovation of science and technology, and contribute to ecological the construction and development of human society.

2.3 The ability to practice ecological civilization

The extensive participation of business intelligent in social and economic life determines the important influence on the dissemination, advocacy and practice of ecological civilization. In business communication and banquet, do not eat wild animals, do not choose or receive wildlife products, set up a good image of ecological civilization, and create a good brand image of the enterprise. In the process of production, adhere to the green, low-carbon, circular and sustainable mode of production and create ecological value by technological and management innovation. In finance, provide investment and financing support for advanced green technologies, develop green industries, guide green consumption trends, and create green values.

4. Result and Discussion

Taking undergraduate education as an example, according to the characteristics and needs of business students, the cultivation path of ecological civilization literacy can be divided into the following three aspects.

a) Improving the breadth and depth of ecological civilization teaching in general education

The ecological civilization education of business students should be based on certain ecological knowledge and logical reasoning to form a complete ecological view and have critical thinking ability. Only in this way, students can gradually deepen their understanding in the dynamic development of knowledge system and social development, and form a testable ecological view. The existing ecological civilization teaching is difficult to clearly explain the rich connotation of ecological civilization, leading to the students only grasp the knowledge in the superficial logic, and it is difficult to form a complete and deep ecological view and value.

Therefore, the general course of ecological civilization education should be set up separately in business colleges and universities. The course objectives should include three aspects. The first is the ecological cognition goal to systematically strengthen students' learning of ecological science knowledge, ecological crisis knowledge and ecological protection knowledge, so as to make them have the ability to objectively recognize the ecological environment. The second is the

emotional goal to train students to have the ecological ethics of harmonious coexistence between human and nature, and to cultivate the ecological emotion of integration between human and natural life. The third is the goal of ecological skills to train students to consciously choose a green and healthy lifestyle in their daily life, and to have professional skills to consciously participate in ecological environment supervision, pollution prevention and natural protection.

b) The construction of specialized courses keeps pace with the development of The Times

In order to cultivate the ability and leadership of business students in the construction of ecological economy, it is necessary to add modules related to ecological economy in the construction of professional courses. Specific measures may include the following.

The first is to increase the number of optional courses related to ecological economy, which can include low-carbon economy and carbon accounting, green finance and innovation, sharing economy, green technology and industrial innovation, etc., which should cover the main aspects of ecological economic activities such as industrial production emission reduction, economized production technology, resource recycling and utilization.

Second, under the existing curriculum, the contents of relevant specialized courses should be modified and added, and relevant cases reflecting the latest development of ecological economy should be added, so as to guide students to think about the economic factors behind relevant successful cases.

The teacher should deeply analyze and explain the case involved technical innovation using the way which can be understood by the liberal art students at the same time. For example, for the case of Tesla Electric cars, it is not only necessary to explain that electric cars use batteries instead of fuel to achieve carbon emission reduction and zero fuel exhaust emission, but also their essential innovation in battery management technology. Tesla have won customers with high-quality green products, and even become a fashion.

c) Carrying out practice of ecological civilization construction and advocate green campus culture

Business students should actively participate in the practice of ecological civilization construction and advocate green campus culture, which is an effective way to improve the quality of ecological civilization and exercise practical ability. For example, promoting a green lifestyle to reduce plastic waste, Publicity and consciously develop the habit of waste sorting and recycling, stop food waste and cultivate green consumption habits, conduct home/school carbon emission accounting and prepare carbon emission report.

At present, many provinces and cities in China, such as Beijing, have established carbon emission reporting systems for enterprises and public institutions. It is

necessary for business students to participate in relevant carbon accounting work, so as to accumulate first-hand experience for future ecological economic construction.

In addition, business students should actively participate in green cultural creation and publicity work, and lead green fashion with the spirit of innovation beyond the traditional policy publicity mode, so that young people have a sense of fashion for ecological civilization and ecological science and technology, and devote great enthusiasm and interest to green innovation.

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