

# Research on the Innovation of Training Mode of Applied Talents in International Business from the Perspective of Practical Education

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## Abstract

Practical education has become an important way of education in the process of university education. Especially for colleges and universities, how to improve students' practical innovation ability through practical education is a very important problem. With the development of economic globalization, business activities between economies of various countries are more extensive, and the demand for international business talents is becoming more and more urgent. At present, China's international business talents can not meet the needs of society. Therefore, from the perspective of practical education, this paper analyzes the basic qualities that international business applied talents should have in the new era, combines practical education with theoretical arms, analyzes the problems existing in the training mode of international business applied talents in Colleges and universities in China, and then puts forward countermeasures and suggestions for the innovation and reform of the training mode of international business applied talents, In order to cultivate students' practical skills and truly achieve the purpose of practical education.

## Keywords

Practical Education; International Business; Talent Training Mode; Innovation Path.

## 1. Introduction

Facing the new situation, new problems and new challenges, the party and the state have issued a series of documents, which put practical education in an important position of talent training, providing policy guidance for colleges and universities to establish the concept of practical education and deeply explore the path of practical education. As a scientific educational concept, practical education is an educational concept based on the Marxist concept of social practice and on the basis of respecting the law of educational development and the direction of talent training, which permeates all links of teaching and education. Practical education is an important way and way of Ideological and political education in Colleges and universities, and it is an important part of the three complete personality education bureau in Colleges and universities. Carrying out practical teaching in professional talent training is an important carrier and form to promote practical education.

With the continuous development of economic globalization, international business exchanges between countries or regions around the world are becoming more and more frequent in multiple directions and levels. China has increasingly integrated into the world economy. Enterprises have higher and higher requirements for the ability of international business talents. There is an urgent need for a large number of Applied international business professionals who master the cutting-edge skills of the industry. However, the reality is not ideal, and there are many problems, which are mainly reflected in the shortcomings of the

existing international business talent training mode, training objectives, teaching security system, practicability and innovation ability, among which the most obvious is the disconnection between the training of professional talents in Colleges and universities and social needs. At present, China is very scarce of high-level applied and innovative international business talents who are familiar with international market practices and WTO game rules, proficient in more than one or two foreign languages and have the ability of international business decision-making and management activities. In the new era of economic globalization, China's colleges and universities shoulder the mission of talent training. They should change their ideas, rethink the urgent needs of the international market for business talents, summarize the problems existing in the existing talent training mode of international business majors from the perspective of practical education, and explore the coincidence between the talent training mode and the concept of practical education, Carry out fundamental reform and innovation on the talent training mode of international business major in Colleges and universities. This is of great practical significance for cultivating comprehensive talents with excellent comprehensive quality to meet the needs of economic and social development.

## **2. Basic Qualities of International Business Talents**

Today's world is an open and competitive world. International business talents must have strong sensitivity and judgment, be able to grasp business opportunities in the unpredictable international market and seize the international market. Therefore, high-quality international business talents who meet the needs of the market must be compound talents, and should have: (1) broad vision of the international market, broad knowledge, self-design ability, information acquisition ability, development and innovation ability, the ability to use a variety of technologies and the ability to systematically manage international affairs; (2) Proficient in international economic and trade knowledge, with strong international communication ability and international business operation ability, especially the ability to skillfully use more than one foreign language to carry out business activities; (3) Be familiar with international trade laws and practices, as well as China's foreign trade policies and regulations, and have the ability to use laws to solve practical problems; (4) Have the practical operation ability of international trade, and skillfully use computers and various modern tools to collect information and engage in business activities; (5) Master cross-cultural knowledge, have the ability to understand, respect and reconcile cultural differences and the ability to communicate in the international community. It should be emphasized that the professional ethics of honesty and trustworthiness is the premise and foundation for international business talents to give full play to the above abilities. In order to meet the needs of international business talents in the foreign trade situation, China has also carried out continuous reform and innovation on the training mode of international business talents.

## **3. Problems Existing in the Training Mode of International Business Professionals**

In the context of strong demand for international business talents, many graduates majoring in international business are difficult to find jobs. At present, there are many common problems in the training mode of international business talents in Colleges and universities.

### **3.1. The Professional Boundary is not Clearly Defined**

The major of international business has only recently joined the catalogue of undergraduate majors in Colleges and universities. Although it belongs to the discipline of management, it is similar to the major of international economy and trade in the actual employment direction of students in the future. From the actual situation of other colleges and universities in China, most

of the international business majors that have been opened have been improved from foreign language majors or international trade majors, and most of the students' jobs are in the foreign trade industry. At present, there are some problems in international business major, such as unclear professional guiding ideology, vague professional training goal orientation, and unclear professional characteristics.

### **3.2. On the Path of Talent Training**

At present, the problems existing in the talent training path are mainly reflected in two aspects: first, the objectives of the existing international business talent training show convergence, and the positioning is not clear enough. For the international business related majors at the level of higher vocational colleges, on the one hand, most of them emphasize the application-oriented positioning for front-line posts, on the other hand, they are faced with the confusion of "too specialized" and short theoretical knowledge, low comprehensive quality and students' lack of potential for development; For international business related majors at undergraduate level, there are generally contradictions between the cultivation of systematic theoretical basis and the cultivation of practical ability, and the positioning of application-oriented and research-oriented; For the graduate level international business related majors, although the positioning of research talent training is relatively clear, there is a general contradiction between the research positioning and the demand for market applied talents. It can be seen that the difficulties and the continuous changes of social and economic development. The second is the lack of innovation in talent training. Constrained by the traditional educational concept, especially the majority of teachers follow the traditional education and teaching mode, so that teaching reform and innovation have become the compulsory action of the competent education department and school leaders.

### **3.3. Problems of Talent Training Carrier**

The content of traditional international business textbooks is old, and many new international business rules and operating skills are not reflected in professional curriculum and textbooks in time. The knowledge and skills of graduates lag behind the development and changes of economic and trade situation. For how to get out of the classroom and integrate with practice, the usual practice is "classroom plus computer room", which has not made a substantive breakthrough in creating a flexible teaching situation, and the organic integration of foreign language education and professional courses is not enough. This is mainly due to the limited compound ability of teachers, resulting in the low combination of the two. Either the teachers who teach English are not familiar with foreign trade business processes and professional knowledge, or the English level of teachers who teach professional courses is not high enough. Of course, it is impossible to organically integrate foreign language and foreign trade in teaching, As a result, students' ability to apply foreign language to business environment can not be effectively improved.

### **3.4. Insufficient Government Policy Investment**

At present, the relevant policies on international business talent training issued by the Ministry of education are not sufficient. Influential foreign educational institutions cannot run schools in China, and it is difficult to form a joint mechanism between domestic and foreign universities. The so-called high-level talents selected to study abroad every year are mainly research teachers, so it is difficult to establish a long-term practical mechanism. In addition, the role of government departments in promoting the combination of schools and enterprises and building an off campus practice platform is almost zero, resulting in little actual effect in the practice of international business graduates in Colleges and universities.

## **4. Innovation Path of International Business Talent Training Mode**

### **4.1. Define the Training Objectives and Refine the Training Requirements**

With the development of social economy, international business major should change from the ability training of talents' basic skills to the training of comprehensive quality and comprehensive professional ability. Therefore, the training goal of this major should be to cultivate compound talents who can meet the needs of the era of economic globalization in the 21st century, adhere to the concept of "practical education", and cultivate comprehensive development of morality, intelligence, physique and beauty. We should take the international business discipline as the core, take the economic theory as the foundation, take the foreign language as the tool, take the computer as the means, take the natural science knowledge as the support, understand both economy and management, understand both humanities and nature, understand both China and foreign countries. Practical teaching should focus on compound knowledge background, diversified operation skills and cross-cultural adaptability. In the layout of disciplines, we should pay attention to the comprehensiveness and intersection of disciplines; In terms of curriculum setting, we should implement the intersection of Arts and Sciences and the infiltration of Arts and Sciences, highlight the integration of the comprehensiveness and foundation of the curriculum content, so that students can master professional knowledge and have a considerable understanding of other disciplines, such as international commercial law, so as to reflect the "wide caliber, thick foundation" and continuously optimized knowledge structure on the whole, To meet the requirements of the market for international business talents.

### **4.2. Establish a Perfect Professional Training System**

Colleges and universities must promote the international reform of the curriculum system of international business major and establish a perfect professional training system. First, according to the changes of international business development trend and China's demand for international business talents, constantly adjust and improve the curriculum of international business talent training in China. Curriculum is an important link to achieve the goal of talent training. We should learn from the training mode of foreign international business talents, increase the proportion of practical operation courses, and constantly strengthen the practical operation ability of China's international business talents. At the same time, optimize the allocation of high-quality curriculum resources in the school, break discipline boundaries and allocate school resources reasonably. At the same time, well-known scholars and entrepreneurs in the field of international business should be invited to the University podium to impart cutting-edge knowledge, trends and advanced management experience. Second, improve the training methods and means of international business talents. Advanced teaching methods such as multimedia courseware, video materials, three-dimensional animation, classroom teaching software, teaching network and micro class are adopted. At the same time, we should vigorously develop international business simulation and experimental teaching, further develop international business simulation software, and improve students' simulation ability in experimental operation. Implement the teaching method of "teaching middle school" to stimulate students to study more actively. Third, establish a scientific and complete bilingual curriculum system. The selection of teaching materials should be in line with international standards, select "bilingual" teaching materials, and set up some international, cutting-edge and cross semantic bilingual courses. The method of bilingual teaching should run through the learning of the whole major, so as to achieve "four-year continuous line of foreign language learning" and cultivate students' foreign language application ability.

### 4.3. Strengthening the Construction of Professional Teachers

The cultivation of international business talents needs a high-level teaching team. This requires colleges and universities to take a variety of ways to strengthen the construction of international business teachers. First, carry out planned and large-scale teacher training or training activities. It is far from enough for international business teachers to have their own and simple professional conditions. They should also participate in the training of international trade, international business, international finance, International Business English, pedagogy and other courses. The management of colleges and universities should actively establish a platform for exchanges between schools and enterprises, encourage the business community to provide opportunities for international business teachers to study and work in the business community, integrate theory with practice, so as to find out the key problems of international business teaching, understand the social demand for international business talents, and then clarify the teaching contents, teaching priorities, difficulties and teaching innovations of international business, Cultivate compound talents to meet the needs of society and industry. Second, the introduction of foreign intelligence is the external driving force to improve the level of education. Through international cooperation and exchange, inviting in and sending out, vigorously introduce overseas intelligence, promote the integration of imported overseas talents with domestic scientific research backbone, establish a number of discipline innovation and talent introduction bases with original innovation ability, cultivate a number of excellent middle-aged and young teachers, expand the talent team of colleges and universities, and improve the overall teaching level and scientific research ability, And then cultivate more innovative international business talents to meet the needs of China's international development.

### 4.4. Implement the Construction of Practice Center

Implementing the construction of practice center is an effective way to improve the comprehensive quality and ability training of international business students. In addition to the original central financial support, some colleges and universities are encouraged to increase business training bases and off campus practice bases on the basis of business skills training bases, build training facilities combined with commercial enterprises, improve the training environment, and build on campus and off campus practice bases, integrating teaching, vocational training, vocational skills appraisal, technology research and development It is a demonstration training base integrating enterprise consultation and service. Specific construction measures: strengthen the cultivation of students' practical ability through simulation practice and social practice, guide students out of the campus and participate in social practice activities, and the talent training mode of "combination of work and study" can shorten the distance between college students and the society and lay a good foundation for them to go to work in the future.

### 4.5. The Government has Increased its Attention and Support

In terms of establishing business talent training mechanism, the government should formulate and issue relevant talent training policies, encourage foreign educational institutions to run schools in China, or establish a joint training mechanism of colleges and universities at home and abroad; For multi-level cooperation in running schools, the government actively builds an international education cooperation and exchange platform, selects qualified international students to study in well-known foreign business colleges, allows senior international business students to study the language and understand the market locally, and even allows students to investigate and expand the market with practical training projects, so as to make them become the elite of international business talents as soon as possible. The cultivation of students' practical ability needs the support of the government and its policies. The government should encourage and support colleges and universities to actively carry out marketing activities,

realize the optimal allocation of talent training resources for international business majors through student and social publicity, and improve the reliability and quality of talent training.

## 5. Conclusion

To sum up, the cultivation of our international business talents is far from the requirements of internationalization. Colleges and universities still have a long way to go to cultivate high-quality international business talents. The reality of China's continuous opening-up requires us to speed up the pace. Chinese colleges and universities, which are at the forefront of educational reform, should seize the opportunity of reform, Carefully study the law of international business teaching, find out the existing problems, build a teaching team with international vision, interact with teaching, face the market, strive to achieve the goal of cultivating high-quality international business innovative talents, and walk out of an international business talent training path with Chinese characteristics.

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