

# Research on the Synergetic Education of International Trade Education and Aesthetic Education in Higher Vocational Colleges from the Perspective of "Three Complete Education"

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**Abstract:** In the new era, the "three complete education" is given an important mission to cultivate talents in all kinds of schools. All kinds of schools at all levels are required to adhere to the principle of establishing morality and cultivating people, comply with the development requirements of the new era, and cultivate high-quality talents. The meaning of "three complete education" is to train talents in all aspects, including all teachers, the whole process of teaching and education. International trade professional education is to carry out teaching and educating activities in the course teaching of professional courses, and further implement the effective reform of classroom teaching by adjusting the subject content, competition, teaching materials, classroom and other factors. "Five educations" is an important way to implement the Party's educational policy and promote the all-round development of people. At present, aesthetic education has been incorporated into the whole process of talent training in various schools at all levels and runs through all stages of school education.

**Keywords:** Higher vocational colleges; International trade major; Aesthetic education; Collaborative education

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## 1. The necessity of collaborative education of professional education and aesthetic education in higher vocational colleges

### 1.1 Aesthetic education as an emotional education promotes the deep development of vocational education

Aesthetic education, as a kind of education and emotional education to cultivate students' ability to understand, love and create beauty, can fully realize students' experience of realistic beauty and artistic beauty, enhance their ability to recognize and recognize beauty under aesthetic education, and is more conducive to stimulating students' ability to create beauty and interest in beauty, and internalize it into their own quality and accomplishment.

### 1.2 Cooperate aesthetic education and professional education to cultivate high-quality talents

Aesthetic education should be combined with professional education to achieve the co-directional and synergistic effect of moral education, intellectual education and aesthetic education. Professional learning and education is the way to cultivate talents. Through the study, practice and innovation of professional theoretical knowledge, we not only follow the normative guidance of moral education, but also implement the pursuit and guidance of aesthetic education, so as to create academic achievements conducive to students' personal growth, academic progress, professional development, social development, and era leading. And aesthetic education should also be regarded as a goal of talent cultivation. Through this emotional education, students can be shaped into complete personality and noble moral sentiment, and set up lofty goals and lofty spiritual pursuits; The educational reform of combining aesthetic education with specialty has realized a broad, standardized, scientific and diversified learning process, and promoted the cultivation of first-class

high-quality talents.

### **1.3 Necessity of aesthetic education for students in higher vocational colleges**

With the continuous expansion of college entrance examination, higher education has become more and more popular, which has a great impact on the quality of students in higher vocational colleges. Most of them have a poor foundation in cultural courses, low scores in general, weak basic knowledge, weak desire to learn, poor subjective initiative, and various aspects of literacy need to be improved. Their self-awareness is very strong, their ability to distinguish right from wrong needs to be improved, their thinking is blind, and they are easy to be changed by others. In the past learning experience, most of the students in higher vocational colleges have experienced failures and strikes and lack self-confidence.

Based on the above reasons, higher requirements are put forward for professional course teachers in higher vocational colleges in the teaching process. In the process of teaching professional courses, the teacher is not only a "teacher", but also should seize all "education" opportunities. Their self-awareness is at the stage of gradual maturity, so they need to be respected, cared for, considerate and motivated in particular. As teachers, we should grasp this point to help them build self-confidence, love their profession, love their country, and guide them to face their profession with a positive attitude and correct thinking, master basic skills, and be useful to the country and the collective with the guiding ideology of "fish is better than fish".

## **2. The role of aesthetic education in foreign trade education**

### **2.1 Match with industry and demand**

For a long time, people's understanding of the foreign trade industry can be basically summarized as follows: respecting contracts, keeping promises, being professional and solid, complying with international trade laws and regulations, and establishing the service concept of customer first. Therefore, in the process of school education, the training objectives of international trade professionals should meet the actual needs and industry requirements. In the process of educating people, teachers should always take the cultivation of technical and skilled foreign trade talents with noble moral character, excellent professional quality and sound personality as the purpose and goal. In the process of building socialism with Chinese characteristics in the new era, building a harmonious industrial system is also a process of aesthetic development.

### **2.2 Promote international trade students to establish correct values**

Foreign trade practitioners represent the excellent image of a harmonious society. Therefore, aesthetic education must be actively integrated into the training process of foreign trade professionals. Integrating aesthetic education into the teaching of vocational education can not only create a learning environment with the beauty of foreign trade, but also promote the students of international trade to establish correct values and professional ethics requirements, so that they can understand their foreign trade disciplines from the perspective of beauty, deeply study the knowledge of international trade, and finally achieve a high combination of professional training and aesthetic education, which not only improves the level of talent training, It has shaped the perfect personality of international trade professionals, and promoted the purpose of the foreign trade industry, which is the frontier of the economy, to better serve the entire national economy.

## **3. Integrate aesthetic education into foreign trade teaching**

### **3.1 Adjusting the curriculum system of foreign trade**

#### **3.1.1 The adjustment of curriculum system is an important way to implement the combination of aesthetic education and foreign trade education**

In the construction of our famous school in the early stage, the characteristic project "carrying forward the spirit of Wushang and cultivating modern Wushang" proposed that the spirit of Wushang was "being a business first", and refined the eight words "honest management" and "win-win cooperation" as the core qualities of modern Wushang. In addition, a series of courses such as "The Way of Wu Merchants Doing Business", "Xinyi Wu Merchants", "A Brief History of Wu Merchants" and "The History of Zhejiang Merchants' Entrepreneurship" have been set up in the school's foreign trade major, so that students can understand the development process of Wu Merchants, enrich the historical knowledge of business culture, and understand and feel the spiritual charm of Wu Merchants.

#### **3.1.2 Integrate aesthetic education and international trade professional education by stages and levels**

On the basis of the early curriculum reform, the school can combine aesthetic education with international trade professional education by stages and levels according to the curriculum objectives. For example, combining the course of Business Etiquette with the beauty of personal dress, speech and behavior, and the beauty of communication language, not only serves the educational purpose of professional courses, but also organically combines with aesthetic education. It enables students to find professional beauty, feel

professional beauty, love their majors, and internalize it into quality beauty. In the process of engaging in the foreign trade industry in the future, we can not only use our professional knowledge freely, but also show the image of beauty and the excellent image of a harmonious society in China's foreign trade industry.

### **3.2 Continuously deepen and promote scientific research, teaching and research projects and professional competitions**

Foreign trade teachers should think about how to continuously deepen and promote the multi-dimensional reorganization of scientific research, teaching and research projects and professional competitions in the process of learning the theoretical knowledge of discipline and professional education. Through the adjustment of localization, specialization and characteristic curriculum system, it is conducive to the development of professional education towards characteristics.

Under the adjustment of the curriculum system of international trade combined with aesthetic education, students' feelings of home and country, sense of mission and sense of responsibility will be shaped, and the perseverance to improve professional learning, overcome difficulties, and recognition of good things will be improved. Finally, the educational reform of combining aesthetic education with majors can comprehensively promote the development and progress of professional disciplines in depth and breadth through the adjustment of curriculum system.

## **4. Integrate the study of international trade professional knowledge with aesthetic education**

### **4.1 Encourage students to feel beauty**

Create a beautiful and comfortable campus atmosphere. Through the beauty of the campus environment, the decoration of the international trade training room, and the decoration of the dormitory culture, the beauty of the classroom content can be extended. Students can feel the beauty of foreign trade everywhere in the teaching building, the training room, and the dormitory, and want to learn this major from the heart.

### **4.2 Encourage students to show beauty**

Encouraging students to show beauty can be reflected in the process of teaching organization and community activities at ordinary times.

In teaching, the school can organize skills competitions, encourage students to hold small exhibitions with their own design works, and show and explain their design concepts and aesthetics after each project, and try to make every student fully participate in it, and strive to develop the beauty of their own works, so that they will be more willing to show themselves in the future study, so as to help students build confidence, Then dare to show beauty in the next study.

Community activities provide a platform for students to express beauty. Most of our college students' community activities are related to culture and art. The annual club art festival is also a stage for each club to shine and show its skills. Professional teachers are encouraged to establish professional associations. For example, teachers of international trade can guide students to set up business English communication and speaking clubs, business etiquette clubs, etc. The establishment of these associations can not only combine with their majors to learn knowledge, but also provide students with opportunities to express themselves and beauty.

## **5. Conclusion**

It is the fundamental task of campus aesthetic education to implement moral education and cultivate people. It is an important content and way to implement quality education and promote the comprehensive and healthy development of international trade students, and finally achieve the goal of "comprehensive education". Promoting the construction of campus culture needs to rely on professional characteristics. In the long run, aesthetic education and quality education are one of the goals of future school education development.

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