

Analysis on the effectiveness of international economic and trade talents training in Colleges and Universities under the new business

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Abstract: with the advent of the digital economy era, China has also started to carry out reform and innovation in the business field to cope with the development of the times and promote the progress of China's economy. Therefore, under the background of the new business, cultivating talents of the new era has become the key to college teaching. Among them, the cultivation of international economic and trade talents is the most important. Therefore, the advent of the digital economy era has made international ties closer and trade more frequent, so China urgently needs more international economic and trade talents with a global vision and comprehensive cultural quality to lead the development of China's foreign trade. Therefore, the international economic and trade teachers in Colleges and universities need to formulate reasonable talent training strategies according to the background of the new business era, so as to meet the development of China's trade economy in the new era.

Key words: new business; International Economic and trade talents in Colleges and universities; Personnel training; Digital economy era

Preface

At present, most colleges and universities in China still have some problems in the process of cultivating international economic and trade talents. Students' professional quality grows slowly and does not meet the market demand, which not only affects the development of China's foreign trade economy, but also has a negative impact on the future career development of these students. The existing problems include that many teachers fail to combine the market demand trend in time when carrying out professional teaching, which leads to the students' inability to effectively apply the knowledge they have learned in practice, thus affecting the students' professional development. In addition, some teachers majoring in international trade and economics ignore the cooperation with relevant enterprises when carrying out professional teaching, which reduces the students' practice opportunities, thus affecting the students' comprehensive development and is not conducive to the students' future career growth. Finally, most colleges and universities in China lack double qualified teachers. Most of the teachers majoring in international economy and trade have rich theoretical knowledge, but they lack relevant practical experience and can not bring good practical teaching to students. Therefore, the existence of many problems has seriously restricted the cultivation of international economic and trade talents in China's new business. Teachers of international economy and trade major in Colleges and universities in China should formulate strategies according to the problems, and truly cultivate talents of international economy and trade major that meet the market demand, so as to promote China's economic development.

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1 Analysis on the necessity of cultivating new business talents

1. Conform to the development of the times and cultivate compound talents

In today's digital economy era, international trade is becoming more and more frequent, which also leads to many economic exchanges need some international economic and trade talents to complete. But at present, although many international economic and trade talents in China have solid professional knowledge, they do not have a correct understanding and mastery of some new technologies and concepts. For example, some international economic and trade talents did not effectively master the operation process of e-commerce and the use of relevant information equipment, which led to many problems and low efficiency in the process of international economic and trade, and ultimately affected the process of trade. Therefore, the cultivation of new business talents can effectively solve this problem, truly cultivate a group of interdisciplinary talents, fully adapt to the development of the times, and help China's international economy and trade to a new peak.

2. Promote educational innovation and improve the talent training system

The cultivation of new business talents has also played a good role in the innovation and development of China's education field, and is an effective measure to improve China's talent cultivation system. Because the new business school pays more attention to the comprehensive training of talents, which is also in line with the comprehensive demand for talents in the current era. The new business school has played a perfect role in China's talent training system. In the past, China's talent training paid more attention to theoretical talent training, so the trained talents lacked the awareness of innovation, entrepreneurship and creation, which also limited the growth limit of these talents and had a serious negative impact on China's economic and Technological Development. However, in the context of the new business, China's talent training began to develop towards innovative talents, and some new teaching methods and educational concepts were gradually added to the actual talent training, so as to improve the quality and efficiency of talent training in China. Therefore, the training of new business talents has played a very good role in promoting the improvement of China's talent training system, and is conducive to the development and progress of China's social economy.

2 Training strategies of international economic and trade talents in Colleges and Universities under the new business

1. Adjust the actual teaching strategy according to the market demand

When the teachers of international economy and trade major in Colleges and universities in China carry out teaching, there are still some problems, such as the teaching content deviates from the market and the teaching method is too single. The specific performance is that many teachers majoring in international economy and trade in Colleges and universities blindly explain the theoretical knowledge according to the textbook content, while the textbook content of international economy and trade in many colleges and universities has not been updated for a long time, and there is a big deviation from the market direction. This also makes it difficult for some students to give full play to their knowledge and skills after entering the market, so they cannot be recognized by enterprises and the market. Based on this, teachers of international trade and economic cooperation in Colleges and universities should adjust the actual teaching strategies according to the market demand, so that students can effectively improve their professional ability and cultivate new business talents, so as to lay the foundation for students' future growth.

In order to better adjust the actual teaching strategy according to the market demand, the teachers of international trade and economics major in Colleges and universities should start from three aspects. The first aspect is to connect some professional knowledge closely related to international economy and trade with the professional knowledge of international economy and trade, so that students can better understand and master the professional knowledge related to the major of economy and trade while learning professional knowledge. It includes e-commerce, data processing, artificial intelligence and so on. Reasonable course content convergence will enable students to better grasp the international economic and trade process, meet the market demand for talents, and then develop in the right direction. The second aspect is to adjust the teaching strategy. Teachers of international trade and economic cooperation in Colleges and universities can not blindly adhere to the traditional teaching methods to carry out teaching, but need to take students as the main body of the classroom, so that students can actively participate in the classroom, explore and master the knowledge and skills related to their majors, and actively collect some market information and do market research, So as to improve their professional ability. Therefore, adjusting the dominant position of students is also a key way to cultivate talents majoring in international economy and trade in new business. The third aspect is that teachers use information technology to collect the development trends of the international economic and trade market, recent cases and so on, and integrate them into the teaching content of the course. In this way, students can master the latest market trends, so that they can conduct professional analysis combined with their knowledge. In this way, we can enrich the teaching content and activate the teaching atmosphere, which has played a very good role in promoting the development of international economic and trade major in Colleges and universities. Therefore, the adjustment of teaching strategies in combination with market demand and the new business education concept can change the traditional talent training system, and play a very good role in promoting the development of international trade major teaching and the cultivation of relevant talents in Colleges and universities.

2. Strengthening school enterprise cooperation to realize students' comprehensive development

International trade professionals in the new business school not only need to have rich theoretical knowledge, but also need to have good practical ability to truly transform theoretical knowledge into practical work ability, so as to create benefits for enterprises and the

country in practical work therefore, international trade teachers in Colleges and universities need to change the status quo that they used to pay too much attention to the teaching of theoretical courses, Through strengthening the cooperation between colleges and enterprises to achieve the comprehensive development of students, so that students can grow into professional talents needed by enterprises and the country, so as to promote the cultivation of new business talents majoring in international economy and trade in Colleges and universities in China, and promote China's economic development.

At present, the cooperation between many universities and enterprises in China is relatively single, and most of the cooperation between universities and enterprises is limited to enterprises providing corresponding internships for schools and coming to universities for school recruitment. However, such cooperation is not very effective in promoting the comprehensive development of students and cultivating new business talents. Based on this, the teachers of international trade and economics major in Colleges and universities and the principals of colleges and universities should actively communicate with the principals of enterprises, expand the mode of cooperation and strengthen the depth of cooperation, so as to truly provide students with a good practice place, so as to realize the comprehensive development of students. For example, the teachers of international economy and trade major in Colleges and universities can invite some enterprise economic and trade talents to enter the school classroom to explain some actual international economy and trade cases for students, so that students can further integrate their professional knowledge and realize the cultivation of self comprehensive ability through the explanation of these talents with strong practical ability and rich experience. Secondly, teachers can borrow the foreign trade software system used by the enterprise through effective communication with the person in charge of the enterprise, and develop a new simulation system with the help of the enterprise, so that students can operate on the simulation system, so as to further strengthen the cultivation and improvement of students' practical ability. In addition, teachers of international trade and economic cooperation in Colleges and universities can also strengthen the cooperation between colleges and enterprises to give students more opportunities to enter enterprises for internship in each semester or spare time, which is also an effective measure to help students achieve comprehensive development. Therefore, strengthening the cooperation between colleges and enterprises is also in line with the concept and goal of new business talent training, and also provides more excellent professionals for the development of China's foreign trade.

3. Carry out teacher training and build a team of double qualified teachers

Teachers are the key figures in the process of students' learning and growth, and teachers' professional quality is directly related to the growth of students. Especially in the context of the new business, colleges and universities need a group of double qualified international economic and trade teachers to carry out teaching, so as to bring a better teaching environment for students majoring in international economic and trade in Colleges and universities in China and help them grow better.

At present, many university teachers in China are theoretical teachers, who basically have no practical experience, so these teachers can not bring good practical teaching experience to students in the actual teaching process. Based on this, the heads of colleges and universities in China also need to carry out teacher training according to this phenomenon, so as to build a double qualified teacher team to solve this problem. For example, university administrators can invite some economic and trade teachers with rich practical experience and teaching experience to give lectures in person to impart relevant teaching experience. Not only that, the invited teachers can also take the place of the original teachers to give lectures and let other teachers sit in. Such a training method can better enable teachers to master the correct practical teaching methods, and then combine their own teaching objectives to design and apply reasonably, so as to improve their professional ability. In addition, university administrators can also design relevant evaluation mechanisms for teachers to conduct scientific and reasonable evaluation according to the actual learning situation of teachers, so that these teachers can find their own shortcomings in the training and then correct them. The main assessment contents include teachers' theoretical assessment, practical experience summary and actual teaching performance, etc. Such assessment can well show the training situation of teachers, then help teachers adjust themselves, and finally achieve the teaching purpose of building a double qualified teacher team.

4. Set up correct ideas and expand international teaching activities

At present, there are some mistakes in the teaching philosophy of many university teachers majoring in international trade and economics. They adhere to the traditional teaching philosophy to carry out teaching, which leads to the narrow vision and limited thinking of the trained international trade and economics talents, and can not provide help for the development of China's foreign trade. Based on this, under the background of the new business concept, college teachers of international trade and economics should establish the correct concept, design and carry out relevant international teaching activities, so as to cultivate new business talents of international trade and economics, and promote the development of China's foreign trade.

Teachers majoring in international trade and economic cooperation in Chinese universities should understand that foreign trade cannot be separated from exchanges with the world, so it is wrong to carry out the teaching of international trade and economic cooperation only through continuous foreign exchange and interaction can students understand the world and trade rules, so as to better become professionals needed by the country and society. Therefore, teachers majoring in international trade and economic cooperation in Colleges and universities in China can design some foreign exchange activities to promote the ability of students. For example, domestic colleges and universities that have cooperation with foreign colleges and universities can design some exchange and interaction activities, and invite some foreign teachers and students majoring in economics and trade to China for exchange. For some universities that have no cooperation with foreign universities, teachers can lead students to sign up for some international trade competitions or conferences. Through such activities, students can better understand foreign trade culture, trade spirit and world trade rules, so as to cultivate new business talents in international trade and economics, Truly realize the reform and innovation of the teaching of international economic and trade major in Colleges and universities in

China.

epilogue

In a word, the new business school aims to cultivate professionals who are in line with the world and meet the social needs. Therefore, teachers of international trade and economic cooperation in Colleges and universities should change their teaching strategies, strengthen school enterprise cooperation, build a double qualified team and carry out international activities to achieve teaching reform and innovation, truly cultivate new business international trade talents and promote the development of China's foreign trade.

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This paper is the key project of the "14th five year plan" of education and Science in Heilongjiang Province in 2022. The name of the project is: Research on the cross-border integration of international economic and trade talent training system to meet the needs of the free trade zone from the perspective of new business science (project number: GJB1422624).