A Study on the Construction of International Economy and Trade

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Abstract. There are still some problems in the development of international economy and trade in China’s universities. How to build the major to make it more suitable for the current talent demand in China? This paper argues that on the basis of absorbing the domestic and foreign experience, the course system should be reformed, the construction of teachers’ team should be strengthened, and the training base should be perfected, which is mainly composed of “applying” talent cultivation to achieve the target.

Introduction

According to the general law of superstructure determined by the economic basis, the present development situation of higher education in developed countries has certain reference value and foresight to the future development trend of higher education in China. In developed countries, the major which is close to the training of international economy and trade in China is the international trade or international business, which is mainly attached to the business school. These two majors are currently training students for employment in a typical position: in multinational corporations, international banks, non-governmental organizations, as well as in government agencies engaged in foreign trade, marketing, overseas market expansion or project operation and management. The representative universities include the George Washington University, University of San Francisco, Carlton University of Canada, the Queensland University of Technology in Australia and so on[1]. To sum up the key points of the cultivation of relevant professional knowledge competence in developed countries: one is emphasis on economics analysis ability; second, to attach importance to the management ability of transnational enterprises; third, it is importance to international communication ability; and to pay attention to the training of knowledge application ability.

At present, China’s international economy and trade specialty has been developed from the 1990s since the professional fields of international economy, international commerce and industrial foreign trade gradually converge, with the acceleration of global economic integration and the further integration of domestic and international market after China’s entry into WTO, a large number of high-level specialized personnel with solid international economic and trade theory foundation, familiar with international trade practice and proficiency in foreign languages are urgently needed. According to the data released by the Ministry of Education in 2017, nearly 600 of the 919 public undergraduate colleges and universities have opened international trade major, while about 1,200 vocational colleges have set up too. Although many universities are taught, there are basically two types: one is to pay attention to theoretical research and focus on cultivating talents who are able to engage in a variety of research institutions, foreign enterprises and banking financial institutions work for international trade and policy analysis; the other one is focuses on the cultivation of business application talents with broad professional knowledge, and the employment is mainly engaged in practical business management and publicity planning for foreign economic and trade departments or foreign enterprises.
The Target of the Discipline Construction of International Economy and Trade

The specialty of international economy and trade has strong applied professional characteristics, only through the reform of talent training mode and curriculum system, deepen the talent training program, then promote the connection between course content and professional standards, teaching process and production process. And the improvement of the experimental quality, practical training, practice links, can effectively internalize the practical skills of students, create high-quality applied talents and take the initiative to solve the problem of difficult employment and low employment quality.

Therefore, the overall goal of professional construction is that based on the orientation of “application-oriented talents”, guided by the talent demand of social and economic development, we should actively promote the teaching reform and carry out mismatch development with similar majors in China, reform the mode of talent training, deepen the reform of talent training scheme and curriculum system, strengthen practice teaching, and cultivate students’ innovative spirit and practical ability with high quality. All of the above are helpful to enhance the professional capacity to serve the development of regional economy and industry.

Thoughts on the Development and Construction of International Economy and Trade Specialty

Further Optimizing the Talent Training Program and Perfect the Curriculum System

According to the changing trend of the demand for talents and the orientation of the major in the social development, the educational ideas and concepts should be further changed. In the continuous strengthening of social research, exchanges and cooperation between schools and enterprises while the extensive absorption of relevant industries and employers to participate in the revision of talent training programs, more emphasis on the application of skills and practical abilities. Make it form the basic, international, practical industry combined with the curriculum optimization system, to achieve the goal of talent training.

Speeding up the Curriculum Reform around the Goal of Talent Training

Adhere to the course construction policy of “employment-oriented, competency-based, career oriented”, according to the idea of “combining curriculum construction with teaching reform, matching it with curriculum evaluation, carrying out the construction of high-quality courses in a planned, targeted, step-by-step and hierarchical way”[2]. In the content of the course, we should fully reflect the quality requirements of the international economy and trade professionals in the region and industry; in order to improve the proportion and quality of multimedia courseware teaching, we should pay attention to the use of case teaching, special topic teaching, bilingual teaching, field teaching, simulation teaching and so on. Moreover, actively push the reform of the exam, and establish an assessment system that correctly evaluates students’ knowledge, ability and competence, thus promoting the improvement of teaching quality.

Strengthening the Construction of Teaching Materials for Specialized Courses

Pay attention to the construction of teaching materials. It is necessary to carry out the work of teaching syllabus and textbook construction matching with relevant courses, perfect the selection of teaching materials, compile the management system, and actively select the winning textbooks. Teachers should be encouraged to participate in the compilation of teaching materials, and the excellent academic achievements of this major should be reflected in the teaching content as soon as possible.

Strengthening the Construction of Applied Teachers

To build a “double-teacher and dual-ability” teachers team to adapt to the integration of production and teaching development, the adjustment of teacher structure as an important task in the construction
of application-oriented specialty. Actively invite industry and enterprise talents with high skills to participate in the process of professional teaching, further expand the "part-time teachers resource bank", it is beneficial to optimize the structure of teachers to set up professional curriculum team jointly between school and enterprise. Meanwhile, professional teachers are selected to receive training, job assignment and practical training in enterprises, which will improve the faculty’s ability to teach students.

**Strengthening Base Construction on Experiment, Practical Training and Internship**

To establish a talent training process led by the improvement of practical ability, highlighting the training of students’ international trade operation ability. Implement the spiral training model of “Learning - Practical training - Employment practice” with comprehensive application ability as the core [3]. And strengthen the experiment and training section, which shall be more than 30% of the proportion of the total period of professional teaching. The course content system, technical skill training system and experimental training environment are constructed according to the real technology and process of employment. Increase the investment in laboratory construction, make it more intensive and efficient, and improve the quality of training practice base, establish the quality assurance mechanism of practice.

**Summary**

To sum up, the construction of international economy and trade should be insisted on education and improve students’ comprehensive quality as a fundamental, taking the brand construction of discipline, specialty and curriculum as the main line, centering on the teaching of undergraduate course and focusing on the construction of teachers team. In addition, with the effective system and incentive mechanism as the guarantee, the professional construction should be strengthened on the basis of the existing advantages.

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**References**

