

Curriculum System of International Economy and Trade in Higher Vocational Colleges Based on Application-oriented Personnel Training

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Abstract: The existing vocational education is difficult to meet the needs of the society, so the development and training of application-oriented talents at the undergraduate level has become a new focus, training application-oriented talents at the undergraduate level has important practical and theoretical significance. In the course system of international economy and trade in higher vocational colleges, there are some problems, such as the imbalance between theoretical and practical courses. Based on applied talents in order to better study the international economic and trade professional curriculum system in higher vocational colleges, this article embarks from the professional curriculum system reform ideas, this paper expounds the professional curriculum system reform method and route, and guided by the applied talents training mode, this paper discusses the scientific construction of higher vocational international economy and trade professional curriculum system. Then, this paper adopts literature method, comparative research method, investigation method and other research methods to analyze and compare the talent training mode of higher vocational colleges, and then studies the curriculum system of international trade of several higher vocational colleges in a province, and puts forward Suggestions for improvement.

1. Introduction

In recent years, under the background of the rapid development of higher education in China, local higher vocational colleges have made increasing contributions to regional economic development and gradually become the main force for higher education to serve local communities [1-2]. Due to its characteristics in geographical location and regional services, local higher vocational colleges should take application-oriented talents as the main objective of talent training according to the current situation of local economic and social development and determine the specifications of application-oriented talents [3-4].

Wu Chunrong believes that China needs more talented people with knowledge of English and intercultural communication skills. Therefore, students majoring in business English are faced with great opportunities and challenges. In learning, it is not only necessary to understand what is culture and intercultural communication, but also to master intercultural communication strategies and improve intercultural communication competence [5]. The cultivation of innovative talents is an important task of graduate education. Through the investigation of the current situation of the cultivation of graduate students' innovative ability in China, it is found that there is still a great space for the cultivation of graduate students' innovative ability in China. Yaqing Tu, based on the quality composition of innovative talents and the academic needs of graduate students, analyzes the factors that determine the quality of innovative talents training, and proposes a cooperative mode in which the government, enterprises, universities, colleges and employers work together to cultivate innovative talents. The connotation and mechanism of the model are elaborated in detail [6]. Retaining qualified employees is one of the most important areas for organizations to consider because employees are the most important resource in the world today. Rony, Nazneen Islam took oil and gas service providers in The Federal region of Nabun, Malaysia as research objects. Rony, Nazneen Islam discussed internal marketing tools such as external rewards for employees, internal

rewards for employees, leadership, training and development, and the impact of employee satisfaction on employee retention [7].

Based on the connotation of the cultivation of applied talents in higher vocational colleges, education target, talent specification as the breakthrough point, the mode of higher vocational education in our country's present situation analysis [8-9], discusses the combination of theoretical knowledge in higher vocational colleges how to improve the international trade course system based on this, in practice, for the international trade course system in higher vocational colleges provide improvement advice [10].

2. International Trade Curriculum System

2.1 Application-Oriented Personnel Training

Applied talents in higher vocational colleges are vocational education at the higher vocational level. They can apply objective laws and scientific principles to transform the world according to the needs of social development and create benefits for the development of human society. Social development requires both academic talents who can constantly discover new knowledge and applied talents who can apply knowledge. The two complement each other and serve social development together. Although vocational application-oriented talents are cultivated in different ways, they all have strong social adaptability in general and require to master theoretical knowledge, practical ability and certain academic ability.

In order to meet the changing needs of economic and social transformation, it is necessary to strengthen the cultivation of technical skills and innovative and entrepreneurial ability, and to cultivate the composite talents with knowledge, skills, technology and innovation. Centering on the orientation of talent training objectives, the corresponding talent training scheme, curriculum system and teaching content are constructed.

2.2 International Economics and Trade Curriculum System

International trade and economic comprehensive curriculum system design frame structure should be in order to promote vocational and technical post general ability construction to cultivate the core, outstanding professional work practice the important support position in professional course system framework construction, according to the actual amount of professional work objectives and working process of the actual situation organize courses, building combining with the professional technical ability, professional and technical core business ability, moral education and professional quality to strengthen the training of comprehensive curriculum system.

3. Design of the experiment

3.1 Experimental Background

In the Outline of The National Program for Medium - and Long-term Education Reform and Development (2010-2020), the Party Central Committee put forward the following specific requirements: the overall scale of application-oriented, compound and skill-based personnel training in colleges and universities should be accelerated. Under the requirements of this era, higher vocational colleges are also actively seeking for effective changes in the professional teaching mode, hoping to improve the teaching mode effectively and enhance the professional training and teaching quality of applied technical talents. To better carry out our country international trade professional teaching in higher vocational colleges, to speed up the implementation applied professional talents cultivation of big development goals, it is necessary for our country applied under the strategic positioning of talent cultivation of higher vocational colleges in our country international trade professional teaching mode reform, more in-depth exploration and reform of teaching research.

3.2 Experimental Design

This survey is conducted in three forms: one is to collect information about a local talent

exchange center in 2018; the other is to collect information about the talent demand on the main network platform; and the third is to conduct a questionnaire survey among higher vocational colleges. Among them, 62 employers and enterprises were collected for the collection of information about the talent demand of the talent exchange center and the use of the network platform, providing 4,461 jobs. The questionnaire survey of higher vocational colleges includes 22 multiple-choice questions, mainly including the basic information of some enterprises cooperated by colleges and universities, various types of applied talents needed by enterprises, standards for employing enterprises and Suggestions for cultivating applied talents in colleges and universities. Some experimental results are shown in Table 1.

Table 1. Experimental results

The name of the module	The proportion(%)	Function module
General education	36	Comprehensive quality and ability
Basic course	17	Professional ability
Professional Core Course	20	The comprehensive quality
Career Direction Course	15	Professional ability
Comprehensive Practice Course	12	The comprehensive quality

4. Research on the Curriculum System of International Economy and Trade in Higher Vocational Colleges

4.1 Analysis of Curriculum System of International Economy and Trade in Higher Vocational Colleges Based on Application-oriented Personnel Training

Through the analysis, the most part of the higher vocational colleges, the course system of international trade of vertical, 53% of the general education course, discipline basic course) is aimed at students the basic knowledge of learning and the cultivation of comprehensive quality, 64% of the course is closely related to cultivate college students' professional ability, mainly including disciplinary basic courses and specialized courses, professional direction class and comprehensive practice class, 27% of the course is mainly rape to student's professional direction and the employment, mainly refers to class and comprehensive practice class, professional direction in the whole course system, some professional classroom extracurricular practice course of 43%. The curriculum setting not only pays attention to the cultivation of students' comprehensive quality and professional ability, but also emphasizes the cultivation of students' employability, practical ability, adaptive ability and innovative ability, reflecting the essential characteristics of application-oriented talents and realizing the trinity of "comprehensive quality, professional ability and career direction".

As shown in Figure 1, the recruitment requirements of employers are roughly as follows: College degree accounts for 64.11%, vocational high school and technical school accounts for 21.40%, and non-requirement accounts for 2.69%. College degree has become the main demand of employers, while the demand for master degree or above is less, and it is mainly required by the higher vocational college system. Every year, there are a large number of positions waiting for applied talents in higher vocational colleges. Application-oriented talents present a trend of substantial improvement. Following the principle that application-oriented talent cultivation is the core, vocational colleges need to flexibly make professional practice teaching plans according to the requirements of specialties and course characteristics, so as to achieve continuous practice, training, internship and internship. In terms of in-class practice, practice links such as probation and discussion should be increased, time should be increased in course experiments, theoretical guidance should be enhanced, the proportion of design and comprehensive experiments should be increased, practical teaching objectives should be clarified, contents, methods and approaches of

practical teaching should be enriched, and practical effectiveness of practical teaching should be effectively improved. In the course of extracurricular practice, it has built a practical teaching system with ability cultivation as the main line, actively cooperated with enterprises, improved the extracurricular practice teaching plan, and strengthened the supervision of centralized practice. The school strives to give full play to the role of in-class and extra-curricular practice through the whole-course practice teaching method, so as to enhance the cultivation of students' practical application ability and learning ability.

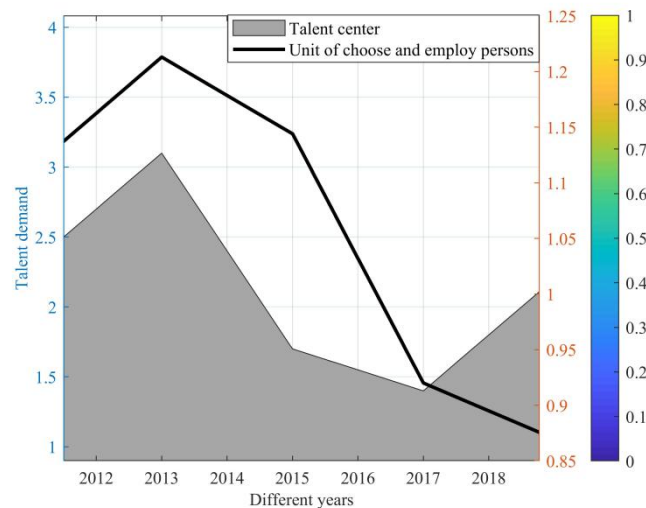


Figure 1. Analysis of talent demand of talent center and Employers in higher vocational Colleges

As shown in Figure 2, in the evaluation of international trade course system in some vocational colleges, the satisfaction of teachers and students is generally low, which proves that the teaching quality, teaching level and curriculum system design are relatively low. On international trade of professional curriculum system, in the teachers and students in the form of questionnaire to collect opinions, the conclusion is generally believed that at present most of the course of the international trading system in higher vocational colleges set up subject centered, heavy theory, light practice, the traditional higher education pattern, centering on the subject of the curriculum, in the international trade of professional teaching plan also continue to use the standard of curriculum structure of discipline. It can be seen that the professional curriculum should be set reasonably according to the training objectives of higher vocational education and the requirements of the current society.

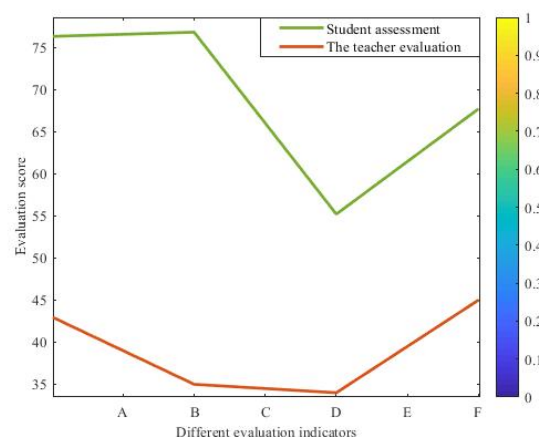


Figure 2. Survey on the satisfaction degree of teachers and students on curriculum provision in some vocational colleges

4.2 Suggestions on the Curriculum System of International Economy and Trade in Higher Vocational Colleges Based On Application-Oriented Personnel Training

First of all, we should make clear a development goal, that is, to focus on the training of

technology-based and skill-based, innovative and entrepreneurial high-level applied professionals. It is necessary to strengthen innovative technical management skills and personnel training, and cultivate a group of versatile and high-quality professionals with comprehensive knowledge, skills, technology and innovation, so as to effectively meet the market demand of China's economic and social development transformation. The corresponding teaching scheme, curriculum system and main teaching content of professional talent cultivation are built around the specialty of professional talent cultivation and the target teaching orientation.

We need to give prominence to regional characteristics and accurately meet the actual needs for economic and social reform and development in a region or more. Make full use of the ordinary characteristic brand advantage majors in higher vocational colleges, focus on professional, excellent strength, excellent practice base, teaching discipline education resources in colleges and universities, to develop the national modern education base, industry innovation of science and technology park and industrialization of education base advantages of higher vocational professional disciplines related to modern public services, increase the education input to the related edge discipline support. Discipline and admissions professional set plans to follow the development and change of market demand, do a good job in related disciplines in colleges and universities of professional career development situation and the trend prediction of future demand for professional talents timely adjusted college recruit students professional planning and policy options of personnel training, construction and market economy in our country's regions and industries and social development closely corresponds to the areas of the group of characteristic specialized subject and special talents resources system.

It is necessary to constantly strengthen the students' ability of practical innovation in higher vocational education and improve the quality of practical teaching in school education. In the process of personnel training, vocational colleges should define different comprehensive personnel training objectives according to the characteristics of application-oriented personnel training of different professional types, which will not only facilitate the implementation of personnel training in the early stage, but also facilitate the implementation of personnel training in the later stage. The main content and specific measures of professional skill training should be improved continuously, including: actively increasing the content quantity of joint practice and training base jointly built with large and medium-sized private enterprises and schools, expanding the content quality and measures quantity of joint practice and training base; Actively strive for the school to hire more front-line management technical staff with rich practical experience to work together as technical instructors and teachers of practical skills in education in large schools, so as to improve the initiative opportunities for students to actively contact with the latest market development strategic needs; Actively encourage students to actively participate in various types of vocational skills training school competition, improve students' operating practice ability, practice ability and the enterprise innovation design improve the effective system to build the school practice teaching model of professional skills training, improve the quality of school education practice teaching, let the school applied implement the teaching effectiveness of talent cultivation.

We should pay close attention to education in the spirit of independent innovation and entrepreneurship. The professional quality required for the selection and training of innovative and entrepreneurial technical personnel should mainly include solid professional theoretical knowledge, strong theoretical and practical innovation ability, strong creative thinking and innovative spirit of exploration. At present, the core of cultivating innovative and entrepreneurial talents in colleges and universities is to focus on cultivating students' independent innovation and entrepreneurship thinking, innovation and entrepreneurship consciousness, innovation ability and pay more attention to practice, individuality and cultural diversity to promote the realization of the educational goal of cultivating innovative and entrepreneurial talents in colleges and universities.

Conclusion

On the basis of reading a large number of relevant literatures, this paper introduces the concepts related to the training mode of applied talents, and analyzes the existing problems in the teaching

methods, curriculum and practice of international trade major in higher vocational colleges. Through comparative research, visiting and collecting the curriculum system construction and talent training scheme of some higher vocational colleges, combining the research results of applied talents training abroad and the exploration experience of China for many years, this paper puts forward effective Suggestions for the curriculum system reform of higher vocational colleges.

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