

On the Cultivation of Innovative and Entrepreneurial Talents of International Trade Major in Higher Vocational Colleges

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Abstract: Higher vocational colleges are becoming more and more important in the field of cultivating compound professional talents. The society has put forward stricter requirements for the training methods of innovative and entrepreneurial talents in international trade major in higher vocational colleges, gradually focusing on the optimization and improvement of the practical teaching mode of international trade major, and actively exploring the teaching methods that are highly consistent with the development needs of the times in combination with the ideology of keeping pace with the times. Therefore, in the context of the new situation, this paper analyzes in detail the effective ways of cultivating innovative and entrepreneurial talents of international trade major in higher vocational colleges, so as to lay a solid foundation for further improving the talent training ability of higher vocational colleges.

1. Introduction

From the perspective of the practical needs of the development of international trade major, the standard requirements for innovation and entrepreneurship talents mainly mean that the relevant staff should not only have a solid scientific foundation and strong overall comprehensive knowledge, but also have a positive spirit of innovation and entrepreneurial ability in the process of carrying out various practical work, and have a comprehensive quality highly consistent with the current social development needs of our country. Looking at the actual demand for innovation and entrepreneurship talents in China's current international trade major, we attach great importance to the cross-border e-commerce ability and innovation and entrepreneurship ability of relevant talents. Therefore, higher vocational colleges must actively cultivate the innovative trade thinking and professional ability of professional students who combine international trade and e-commerce, so as to provide a large number of compound and practical professionals for the all-round development of China's international trade industry.

2. Reasonably Set up the Courses of International Trade to Improve the Richness of the Course Content

Cross-border e-commerce has replaced the traditional model as the main form of China's international trade at this stage. Under the new situation, higher vocational colleges should strengthen the active training of adaptability and flexibility of innovation and entrepreneurship talents majoring in international trade to ensure that the development needs of different foreign trade enterprises can be fully met. Under the background of increasingly fierce market competition environment, higher vocational colleges must take professional and targeted measures to reasonably set up relevant courses, integrate a large number of valuable knowledge and skills, and fully present the richness of the course content on the basis of the actual development needs of the market and their own actual training and education ability in the process of training innovation and entrepreneurship talents of international trade major^[1].

Higher vocational colleges should have a clear understanding of the characteristics and needs of

cross-border e-commerce, fully grasp the shortcomings of the current teaching of international trade major, actively cultivate and strengthen students' commodity knowledge, and adopt the business English teaching mode of combining online and offline to ensure that the international trade courses can fully teach the substantive value of e-commerce to students. For example, on the basis of the traditional simulation experiment teaching of international trade, higher vocational colleges can reasonably integrate the teaching contents of cross-border electronic operation, enterprise website and other professional platform marketing into the practical teaching courses. On this basis, students majoring in international trade are actively encouraged to take the initiative to participate in the innovation and entrepreneurship competition, so as to stimulate their innovation and entrepreneurship awareness and comprehensively cultivate their innovation and entrepreneurship ability [2].

3. Strengthen the Active Establishment of Trade Practice Bases and Comprehensively Strengthen Students' Practical Ability

Higher vocational colleges should strengthen the active construction of the practice bases of international trade major, establish a real atmosphere with high similarity with the actual trade environment for students, enable students to gradually establish the professional responsibility of future international trade practitioners through contacting different links of various trade activities in specific situations, so as to improve students' comprehensive business ability in the subtle practical training. In the actual practice bases, students can fully convert the knowledge content learned in the classroom into practical skills, and quickly and effectively solve the problems encountered in the transaction process through direct discussion and analysis on the actual practice site.

Practice can not only enable students to establish an objective, comprehensive and full understanding of the product positioning and the development status of the international trade market, but also ensure that students' English level and cultural literacy are further enhanced and their international vision is effectively exercised. In this process, teachers should actively assist and guide students' participation in all links of practice, conduct real-time supervision and management of students' relevant behaviors in trade activities, actively cultivate students' innovative thinking ability in e-commerce and international trade, and ensure that students' entrepreneurial ability can meet the market employment situation [3].

Higher vocational colleges should strengthen the active construction of cross-border e-commerce platforms, regularly organize students majoring in international trade to carry out cross-border e-commerce platform practical teaching activities on various topics, help students accumulate rich professional experience, and ensure that students can fully understand the new requirements and higher standards of the current society for innovative and entrepreneurial talents majoring in international trade at the ideological and action levels. In this process, higher vocational colleges can fully present the role and value of the practical teaching of international trade major in cultivating innovative and entrepreneurial talents in front of people from the perspectives of innovative product integration mode, innovative product sales mode, innovative product sales channel, innovative product management concept, and innovative product practical skills. In addition, in the process of establishing the cross-border e-commerce platform, higher vocational colleges should also attach great importance to its practical operation performance to ensure that the functions of the cross-border e-commerce platform can effectively make up for the shortcomings of other international trade practice teaching. It is also necessary to strengthen the scientific planning and standard setting of teaching contents and practical teaching links, train students majoring in international trade in strict accordance with the requirements for talents under the current new situation, and continuously improve their social sensitivity and sense of social responsibility, so as to enable students to fully understand the professional knowledge involved in import and export trade, flexibly apply the cross-border e-commerce related skills in combination with the actual situation, timely and effectively handle the traditional foreign trade business in the process of practice, and successfully complete the related work in combination with the effective application

of the cross-border e-commerce professional knowledge and skills ^[4].

4. Strengthen the Establishment and Improvement of Teaching Evaluation Mechanism to Ensure the Effective Realization of the Goal of Teacher Construction

Higher vocational colleges should establish a relatively sound teaching evaluation mechanism for international trade majors from a diversified perspective, so as to ensure that the construction quality of teachers in related majors can fully meet the requirements of industry standards. In this process, higher vocational colleges should develop a high-density and high-frequency testing mechanism based on the training objectives and relevant requirements of innovation and entrepreneurship talents in international trade major, comprehensively investigate the updating speed of knowledge level and professional ability of teachers in international trade major, and reasonably set relevant evaluation standards in combination with specific teaching indicators ^[5].

Higher vocational colleges should also strengthen periodic training for teachers majoring in international trade, adopt the latest trade training form, ensure that relevant teachers can fully understand and master the latest ideas and advanced technical means in the field of international trade, and ensure that the overall teaching effectiveness of various training work is fully presented, so that the teachers of international trade major can have the idea of keeping pace with the times, actively reform the traditional single teaching method in combination with the actual development needs of students and the characteristics of the industry, and combine the highly targeted and diverse teaching methods into specific teaching activities, so as to ensure that the construction level of teachers of international trade major in higher vocational colleges can fully meet the requirements of industry standards. While steadily improving the training quality of innovative and entrepreneurial talents of international trade major in higher vocational colleges, students have the awareness and ability to meet the current social development needs ^[6].

5. Actively Carry out School-Enterprise Cooperation and Effectively Improve the Traditional Talent Training Mode

Through the school-enterprise cooperation mode, higher vocational colleges can comprehensively improve the traditional training mode of international trade professionals. Therefore, higher vocational colleges should strengthen the active cooperation with relevant enterprises, establish a cross-border e-commerce platform laboratory with enterprises in combination with the actual situation, and ensure that the theoretical knowledge and practical skills of international trade can be fully integrated in a real sense, so as to form a deep cooperation between the cross-border e-commerce model established by higher vocational colleges and enterprises, greatly improve the training efficiency of international trade professionals in higher vocational colleges, and provide talent support for relevant enterprises to create more social value and economic benefits. For example, through school-enterprise cooperation, it can not only upgrade and optimize the hardware equipment and software facilities required for innovation and entrepreneurship practice teaching of international trade major in higher vocational colleges, but also provide a professional platform for enterprises to develop various businesses, ensure that the needs of enterprises for foreign trade talents are fully met, and enable enterprises engaged in international trade to achieve healthy and stable development goals under the new situation ^[7].

6. Conclusion

Through the comprehensive analysis of the effective training ways for innovative and entrepreneurial talents of international trade major in higher vocational colleges in China under the new situation, it can be found that through the rational design of international trade major courses, improving the richness of course content, strengthening the establishment and improvement of trade practice bases, and constantly optimizing and improving the teaching evaluation mechanism, the practical ability of students can be effectively strengthened, and the construction standards of

teachers in higher vocational colleges can meet the relevant requirements. On this basis, we should strengthen the active implementation of the school-enterprise cooperation mechanism, ensure that the quality and effect of the training of innovative and entrepreneurial talents of international trade major in higher vocational colleges can meet the requirements of industry standards, and provide a steady stream of talent support for the stable development of China's social economy.

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