
The training model for international business students under the background of entrepreneurship education

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Abstract: The implementation of enrollment expansion in universities has gradually transformed the universities that have always been regarded as "elite education" into "mass education", and one of the impacts of this change is the infinite increase in employment pressure. Based on this, in response to the market demand characteristics of international business students, analyze the current problems in entrepreneurship education in universities, and propose a training model for international business students in the context of entrepreneurship education.

Keywords: Entrepreneurship education; International business; Training mode

The continuous decrease in the employment rate of college graduates has made improving the employment rate an increasingly important concern for the government and universities. Entrepreneurship education, as an educational method to enhance students' employability, is gradually being valued by domestic universities as an important concept and means to cultivate students with competitive employment abilities.

1. The connotation of entrepreneurship education

The concept of entrepreneurship education has been highly valued abroad for a long time. As early as 1947, Harvard Business School established entrepreneurship education courses, and its emergence and development in China began in the late 1990s. With the continuous deepening of research on entrepreneurship education, scholars at home and abroad have given different definitions of its connotation. Lei Jiayi believes that there are two definitions of entrepreneurship education. Narrowly speaking, entrepreneurship education is an education that cultivates students' comprehensive abilities to engage in business activities, transforming them from mere job seekers to creators of professional positions; Broadly speaking, entrepreneurship education aims to cultivate individuals with innovative personalities. Liu Xiaopeng believes that entrepreneurship education is an education that cultivates people's entrepreneurial awareness, entrepreneurial thinking, entrepreneurial skills and other comprehensive qualities, and ultimately enables the educated to have a certain level of entrepreneurial ability. The author believes that entrepreneurship education is the whole process of cultivating talents in higher education institutions through professional knowledge lectures, practical ability training, and other methods, so that students have good communication skills, collaboration abilities, entrepreneurial spirit, entrepreneurial skills, and other individual attributes

2. The Training Model for International Business Majors under the Guidance of Entrepreneurship Education

(1) Improve the curriculum system and infuse entrepreneurial concepts

The curriculum system is a systematic architecture established based on the requirements of talent cultivation goals, reflecting the teaching philosophy of the major, and systematically planning the teaching content. In the construction of the international business professional topic system, full consideration should be given to the demand for talents in this field in domestic and foreign markets. As far as international business majors are concerned, they should not only attach importance to the education of professional system theory knowledge, but also emphasize the cultivation of advanced applied talents who are competent in international business

management positions in the process of improving personal sustainable professional competence. Therefore, the concept of entrepreneurship education should be integrated into the international business topic system, combining professional education courses with entrepreneurship education courses, transforming the traditional curriculum system based on disciplinary knowledge into a curriculum system that emphasizes the combination of entrepreneurial skills and professional abilities, and cultivating compound talents that meet the needs of enterprises.

(2) Promote school enterprise cooperation and connect theory and practice

At the level of school enterprise cooperation, universities, as the main body of talent cultivation, should play a leading role in promoting the effectiveness of cooperation. Mobilize the strength and relationships of all teachers, and seek opportunities for cooperation with enterprises. At the same time, students can be transported to professional related enterprises for practical experience through on-the-job internships such as orders. Intensify negotiation efforts, increase cooperation opportunities with enterprises, and enable students to exercise in enterprise operations during their school years, reducing personnel usage costs for enterprises. At the same time, consolidate the relationship between schools and enterprises, and achieve a perfect "win-win" effect for schools, enterprises, and students.

(3) Play the role of clubs and create an entrepreneurial atmosphere

The impact of campus culture and club activities on students is often implicit, but their roles cannot be ignored. Professional academic associations, as campus organizations with the goal of exchanging professional knowledge and cultivating professional abilities, are powerful carriers for implementing entrepreneurship education and can play a significant role in creating an atmosphere for entrepreneurship education. Therefore, fully utilizing professional clubs and integrating the concept of entrepreneurship education into club activities is an important means of cultivating innovative and entrepreneurial thinking and abilities among international business students.

Reference:

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Effective Integration of College English Education from the Perspective of International Understanding Education

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Abstract: With the gradual deepening of social internationalization, international understanding education has gradually become the main trend in the development of international education. However, there are still deficiencies in English education in Chinese universities from the perspective of international understanding education. This article proposes specific strategies for integrating international understanding education from the perspectives of teaching objectives, curriculum, and teaching of college English, providing reference for promoting the effective development of college English education in China.

Keywords: International understanding education; College English education; integration

International understanding education is mainly an educational and teaching activity that takes "international understanding" as the educational philosophy. The main purpose of university English education and teaching based on the perspective of international understanding education is to cultivate excellent qualities such as unity, friendship, tolerance, and mutual assistance among students. The shortcomings of current university English education in international understanding education

1. College English education emphasizes language knowledge and lacks the cultivation of international awareness

In the process of college English education and teaching, the focus is mainly on learning the English language, and there are still significant deficiencies in cultivating students' international awareness. Many teachers in the English classroom mainly focus on the English proficiency test as the main teaching content, with the main goal of improving students' English knowledge and ability. In the process of learning college English, students usually spend a lot of time understanding and mastering the vocabulary, sentences, and grammar knowledge of classroom English teaching. In the process of reading training, teachers and students often adopt a neglected attitude towards the specific content of English reading. This traditional method of teaching college English completely overlooks the cultivation of students' English language practice and communication abilities. Students are unable to understand international cultural knowledge and achieve the goal of international understanding education through learning the English language.

2. There are deficiencies in the teaching materials of college English, and the knowledge of international understanding education is not prominent

At present, Chinese university English education has gradually incorporated the content of international understanding education into the textbooks of university English courses. For example, some articles introduce local cultural characteristics, geographical features, etc. Although the knowledge content of international understanding education is very extensive, the content of international understanding education is not prominent, and the learning objectives of the curriculum are not clearly defined. The international cultural education in college English education has not formed a good education system, and there is no clear teaching outline. In this