

Research on the International Vision and Ability Training of Enterprise Management Talents

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ABSTRACT. *The trend of global economic integration is becoming more and more obvious, and the process of enterprise internationalization is speeding up. In this context, it is urgent for Chinese international enterprises to have business management talents with international vision. It is an important goal of cultivating business administration talents in China to broaden the international vision of business administration talents and cultivate their international strategic thinking. The international vision and ability training of business management professionals is not achieved overnight. It is necessary to set up phased training objectives. At the same time, according to the characteristics of business management discipline, combined with the education environment of colleges and universities, targeted and scientific training is needed to ensure the international vision and ability training of business management professionals.*

KEYWORDS: *Business administration, International vision, Professional personnel training*

1. Introduction

Economic globalization is the inevitable trend of global economic development. Economic integration and mutual influence of various countries have made international trade an indispensable part of the socialist market economy system. With the improvement of China's infrastructure, network economy has become a new engine of China's economic growth. In the new environment of global integration and Internet development, China's economy has undergone tremendous changes, and various industries have achieved rapid development. Under the new economic situation, talents have become an important driving force for the development of enterprises, and industrial and commercial professionals with international vision are more irreplaceable. In the process of operation, enterprises have begun to pay attention to the excavation and training of international talents. This paper analyzes the common problems and training mode of business administration talents in Colleges and universities, hoping to provide reference for the international vision and ability training of business administration talents in

Colleges and universities, improve the application level of business administration talents, and lay the foundation for the cultivation of business administration talents with international vision in Colleges and universities. [1]

2. Necessary Quality of Business Management Professionals

2.1 Characteristics of Business Administration Discipline

Business administration is a comprehensive discipline. It is a general knowledge summed up from business activities. Business Administration covers many disciplines, business operation theories, profit methods and general technologies in different fields. It comprehensively and systematically studies the business activities of enterprises or profit organizations, abstracts and summarizes the general laws, and extracts the suitable ones. The content of enterprise management and practical management, business administration is a partial application of the subject, practicality is its most significant feature. [2] At the same time, business administration is a dynamic discipline. With the development of social economy, the expansion of market economy continues to improve innovation, and in turn, it acts on the economic society, providing theoretical basis for enterprise development and economic progress.

2.2 The Cultivation of International Vision is the Outstanding Feature of Business Management Professionals in the New Era

The cultivation of professional talents under the discipline of business administration is also the cultivation of professional talents of business administration in the popular sense. The most prominent feature of business administration is practicality. It is an application-oriented discipline closely related to the development of social economy and business operation and management. All disciplines of business administration are closely related to the production and management of enterprises with social economic development. Under the background of the current economic globalization, the application-oriented business management talents with international vision are the inevitable demand of the current market economy development for the directional talents. According to the division of the Ministry of education, business administration is a comprehensive discipline attached to management science. According to the division of the Ministry of education on undergraduate management, there are seven categories of management science, namely business administration, marketing, financial management, human resources, e-commerce and tourism management. Different disciplines have different focuses, but they have different comprehensive qualities and knowledge for students. All of them have high requirements. [3]

Business administration is an applied discipline, focusing on the practicality of the discipline. Therefore, business administration talents must meet the needs of market economy development, the needs of enterprise and social progress,

especially the needs of enterprise production and operation promotion. With the continuous development and improvement of socialist market economy and the acceleration of global economic integration, the comprehensive expansion of the market means the intensification of market competition. The core of enterprise competition is the competition of talents. Under the new economic form, the market is constantly improving the requirements for the ability of management talents of modern enterprises and international industrial and commercial industries. It is still not enough to have a wide range of knowledge and marketing ability. Only new industrial and commercial management talents who have a deep understanding of the international market and know the operation rules of the international business market are the current international development background. New talents urgently needed in the market. [4] Therefore, the education of business administration should keep pace with the times, follow up the pace of the market, fully understand the characteristics of the industry development, summarize in practice, develop a new model of talent training, improve the standards of talent training, keep up with the pace of the mainstream economy, meet the challenges brought by economic globalization, adapt to economic development, and ensure the practicality of business administration education.

3. The Importance of Training Business Management Professionals

3.1 Basic Concepts of International Vision

International vision is an economic concept, which refers to a thinking mode. This mode requires business managers to have an international vision, observe the general laws of economic operation and marketing ideas from a global perspective, and formulate a set of programs suitable for the international development of enterprises.

From the sociological point of view, it focuses more on the role of a person in history and society. Therefore, from the sociological point of view, it explains more about a person's state in the economic environment of global integration, reviews the global history and the current international environment, evaluates the position and role of his country in this environment, and then pushes from the country to the individual, fully realizes that. In other words, the global vision in sociology refers to the multi-faceted display of knowledge, skills and literacy that individuals have in the global context. [5]

3.2 Meet the Needs of Modern Social Development

With the continuous development of social productivity, with the progress of science and technology, the society has made a transition to modernization. Compared with the traditional market, the modern market is more open. With the development of modern market, transnational trade companies are springing up one after another. Capital flows, exports and reorganizes in the world. International trade

is a new trade rule, and economic integration It is already a significant trend of economic development. Multinational companies have become an important new engine of world economic growth and an indispensable part of world market development. International brands are common in the market. International brands have become a part of people's daily production and life. Great changes have taken place in the individual, enterprise and market environment. Business administration education must meet the needs of social and economic development, innovate the education concept, and take the basic goal of importing a large number of business administration professionals who are familiar with the general laws of international trade to the society, and effectively improve the competitiveness of enterprises at home and abroad. [6]

3.3 Meet the Needs of Personal Quality and Competitiveness

In the process of global economic integration, more and more attention has been paid to the role of talents. In other words, from the competition of small enterprises to the competition of countries, the most fundamental competition point is the competition of talents. Behind the competition of talents is the competition of talents' self achievement and higher education ability. In the modern economy, the level of social opening has reached the historical level In such a big environment, higher education must be in line with international education, ensure the internationalization of education, increase the competitiveness of colleges and universities, create a new training mode of international vision and ability for business management professionals, and the talent training strategy of colleges and universities must be aimed at improving the global competitiveness of our country, so as to cultivate the talents suitable for the present The new-type talents in the modern society meet the development needs of talents themselves and the development requirements of market economy.

4. Ways and Measures to Cultivate International Vision and Ability of Business Management Talents

4.1 Define the International Vision and Ability Objectives of Business Management Talents

Colleges and universities need to be clear that in the current economic globalization and trade integration, the ultimate goal of college education is to cultivate international business management talents. In order to effectively optimize the international vision and ability of business management talents, colleges and universities must determine the general objectives of talent training in advance, investigate the knowledge and professional skills of international business management talents, and clarify different disciplines In order to improve the efficiency of personnel training, we should aim at a specific goal and carry out scientific education.

Generally speaking, the international business management professional knowledge system can be regarded as an advanced model. This model is mainly divided into three levels. The first level is the basic level. It requires that the talents in this level have basic business management knowledge and basic business level. Separately, the talents in the basic level need to learn and master seven categories of business management disciplines Basic knowledge, including management, business strategy optimization, human resource management and other basic business management skills. The second level is the receiving level, which requires that people in this level have comprehensive knowledge and ability of international industrial and commercial trade. Specifically, people in the receiving level need to have basic knowledge and ability of international marketing, international finance and finance, international channel management, etc. The third level is the target level, which is the international business management talents. They have international ability and international vision. They have international thinking mode, master multiple languages, can realize cross-cultural communication, and can easily handle international business. Level three is the basic goal of training international business management professionals, and also the core part of international business management professional knowledge and ability system. [7]

4.2 Develop an International Talent Training Model Suitable for the School Situation

Colleges and universities are the important hub of talent transportation. Colleges and universities can provide learning place and good education environment for business management talents. The cultivation of international ability and international thinking mode is not overnight, but often under the influence of colleges and universities, students' spontaneous learning is induced. The cultivation of international business administration talents is mainly divided into three modules. One is to internationalize the teaching content of students, the other is to internationalize the scientific research project, the third is to internationalize the campus management mode, so as to achieve the all-round international integration. Specifically, in the actual teaching, universities need to strengthen the cooperation with the international and create an international teaching atmosphere. At the same time, different universities should ensure that Keep their own characteristics, keep their own differences in the training of international talents, and create their own training mode. [8]

5. Conclusion

To sum up, the cultivation of international vision and ability of business administration talents is the inevitable development demand of enterprises under the new economic situation, and also the need of education reform of colleges and universities. It is a win-win event for enterprises, colleges and individuals. Therefore, colleges and universities must pay attention to the cultivation of international vision of business administration professionals, build an international communication

platform for college students, and adopt international education Learning method: in the actual teaching, we should pay attention to the input of the concept of nationalization, ensure that students can achieve the dual promotion of knowledge and ability, introduce practice in the teaching, deepen and expand the teaching content in the practice, pay attention to creating a sense of international atmosphere, and ensure that students can effectively improve their international thinking and ability in the practice.

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