

## Research on the Ideological and Political Construction of the Course of International Trade Practice in Colleges and Universities

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**Abstract:** It is the primary heart of the university personnel to cultivate the party, and the international trade practice of the undergraduate university should be achieved from the professional education to the goal of the professional education. Strengthening the construction of professional courses can achieve the coordination and unification of “knowledge teaching” and “value leading”.

### 1. Introduction

In December 2016, the general secretary of the national university of China, xi jinping, proposed that various courses in colleges and universities should be combined with the thought politics class to develop a collaborative effect. The university's national trade practice major should be able to allocate the connotation system of the education, each of the main thoughts and the design of the task, how to carry out the construction of the education teaching goal, and to conduct in-depth exploration and positive practice.

### 2. The Goal of the International Trade Practice of Undergraduate Universities

The talents training scheme of all kinds of professional students in colleges and universities is an important document that stipulates the training target and culture specification of the professional personnel. The cultivation of target and culture specification in a certain talents training program of university colleges and universities can be seen that the international trade practice major is to cultivate the ideal faith, comprehensive and comprehensive development, have certain professional level and ability, and also have good humanistic quality, professional ethics and innovation consciousness, especially the spirit of the craftsmanship and the professional ethics of professional ethics. This cultivation target and the culture specification highlight the importance of the comprehensive shape of the students' ideological and cultural qualities, and established the direction for the construction of the international trade practice of the undergraduate universities.

### 3. Professional Professional Ability Analysis of International Trade Practice

In general, the professional skills of international trade practice in the undergraduate universities can be divided into the comprehensive quality ability, the professional basic application ability, the professional English application ability, the professional ability of the foreign trade position, the cognitive ability, the practical ability, the innovation entrepreneurship ability, the interpersonal ability, the professional knowledge development ability and so on several aspects. In all abilities, there are no exceptions to the professional ability and the humanistic quality and the moral quality. It can be seen that the cultivation of students is no longer just a matter of skill, but a double repair. Therefore, in the course of the whole talent culture, we should always adhere to the virtue of the German tree, adhere to the practice of teaching and practice, and do the same thing as the “value leading” of “knowledge teaching” and “value leading”. At the same time, it is important to note that

the teaching of knowledge and value is not a simple, blunt splicing, but a combination of each other. To cultivate solid and applicable professional skills, and to subtly infiltrate the people of thought to the people, to be “full of sound and silent.”

#### **4. The Relationship between the International Trade Practice and the Thinking Course of the School**

At present, from the teaching schedule of the international trade practice of an undergraduate university, the main course of thinking politics is the course of ideological and moral cultivation and the legal foundation, MAO zedong thought and the theory of socialism with Chinese characteristics. These courses have an important guiding role for students to establish the right worldview and outlook on life, which can make students more accurate in the theoretical results of the Chinese process of marxism, and more arouse the spirit of the students' patriotic patriotism. To help students understand the meaning of life and help students to grow up to be the right people to be the right people to be. Other thoughts include military theory, situation and policy. The courses are mainly subject to international trade theory, import and export business, foreign trade negotiation, import and export document practice, international business risk prevention, international business culture and so on. These courses will lead to the students' professional skills, and in each course they will set up the goal of thinking about politics and integrate into the future. Therefore, the international trade practice course and the professional course of the international trade practice are completely consistent in the cultivation of talents. Through the joint action of the two, the goal of talent training is finally realized. The development of the course of thinking is guiding the right direction, and the success of the professional course provides the guarantee of intelligence, which jointly builds the curriculum system that covers the education and professional training.

#### **5. Practice of International Trade Practice**

##### **5.1 To Establish the Goal of the Education of the Main Courses**

There are common cultivation goals in each course, but there are differences. For example, the “international trade foundation” course is through the study of the theory and phenomena of international trade, the cultivation of the students' love conditions, and the students' confidence, responsibility and mission of the revitalization of our foreign trade cause. The “international business law” course is a study of the law of the same law, the international goods purchase and purchase law, the product liability law, and the awareness and ability of the students to keep the law and use the law to protect their rights. The “import and export business” course mainly introduces the business link and professional skills, and its thinking and political goals are mainly in the spirit of cultivating students' integrity and improving the quality of the craftsman. In the case of “international business risk prevention”, the course of the study is determined to improve the awareness of student risk prevention, improve the ability of students' communication ability and team cooperation ability. The “international business culture” course introduces the business cultural elements and the business culture characteristics of various countries, and its thinking and political goals are determined to cultivate students' international vision, and they can identify international cultural differences, and therefore adapt to the international cultural differences, and eventually can cross international cultural differences and achieve smooth business exchanges and exchanges with countries around the world.

##### **5.2 To Excavate the Thinking Policies of Various Specialized Courses**

The purpose of the international trade practice course is concrete and achievable. This goal is present in the practice of professional course. And to fully and reasonably excavate the thinking policies of various courses, it is important to find the grasp of the professional course and the work of the education. For example, the trade conditions in the “international trade base” course mainly introduce the comparison between the actual benefits of the transaction in the country. Its thinking

politics is the comparison of trade conditions, which makes students understand the important impact of a country's productivity level on a country's foreign trade, and leads students to think about how our country can translate from a big trade country to a strong trade power. The terms of the contract in the “import and export business” course contain this thinking policy element, which leads students to uphold the principle of honesty and faith in the negotiation process, and establish a good international image in international trade activities. The “import and export documents” course can take the spirit of the craftsman as the subject of the course. The course itself requires students to be conscientious and highly responsible, and these are the concrete embodiment of the spirit of the craftsman in this area. The “international business culture” course contains a lot of thinking. For example, in the international brand culture, we can start with the introduction of world brand culture, and guide students to think deeply about how to build our country into a brand power. In the “international business negotiation” course, we can integrate the concept of “and different” in our country into the teaching content. The “international business etiquette” course is also rich. The teaching content of the course is combined with the rich etiquette and cultural connotation of our country, so that the students should be proud of their life in the state of courtesy, and they can consciously improve their own quality and have a good personal style.

### **5.3 The Implementation of International Trade Practice**

The curriculum of the international trade practice of colleges and universities should be carried out through classroom teaching and training practice in the second class. Every course is like a canal that is instigated into the mind of a student, and is like a part of the responsibility field that takes the thought of the education into the student's mind. A canal, only to be able to be pure and pure, can be done; Only if the soil is fertile, the root is growing. Every course, a canal, a field of land, can be able to work with the talent of the people, and achieve the ultimate goal. In order to implement the method, we should abandon the stilted moralization, and make the rational elements of the party into the course teaching content and teaching process. In order to integrate the “gene” into the value dimension of the talents, the whole process of the professional course of the professional course of the professional course of the cultivation of the talents is carried out, and the connotation of the teaching of the teaching is always in the course of the teaching process of the specialized course. The teaching method of the education of the professional course can be used in a variety of flexible form case teaching, video teaching, etc. The method of teaching is to adapt to the needs of contemporary college students, and to fully arouse the enthusiasm and ability of students to learn about the content of the government, so that they like to learn, learn and enter into the brain.

## **6. Conclusion**

The international trade practice course of the undergraduate university is the same as other professional thinking and education, which also has the dual characteristics of explicit education and invisible education. Only by combining the thought politics course and the course of the course will we achieve the goal of talent cultivation. At the same time, the thinking course course has some kind of articles of association, and it will be adjusted for the course. The international trade practice of the undergraduate university is to be “full of sound” and “the unmarked and the”. To clear standards and improve teaching methods and techniques from the level of talent training, so that the practical education process will not be fully read up. In conclusion, the goal of curriculum policy will be achieved if the course of the undergraduate university international trade practice is accurate, the course is the course of the course of the course, the course of the course is the course of the course of the course, and the course of the course is very flexible and innovative.

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