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# **Internationalization of Undergraduate Education: A Model Analysis and Optimization Plan for Economics and Management**

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## **Abstract**

With the development of globalization, the demand for undergraduates to study abroad is increasing. At the same time, in order to cultivate undergraduates who are in line with international standards, the School of Economics and Management has also continuously learned from the international undergraduate training model to improve students' ability to adapt to the trend of international development. Therefore, this study aims to investigate and study the advanced international training models and training programs at the undergraduate stage of domestic and foreign universities, analyze the main factors affecting the international development of undergraduate education, and put forward targeted optimization plans for the international training model of undergraduates in the School of Economics and Management. Provide theoretical guidance for the international training of undergraduates and undergraduates studying abroad.

**Keywords:** *international training, economic management, undergraduate, education*

## **1. Significance**

Talent training is the core mission and inevitable requirement of colleges and universities. At the critical moment of the new journey of building a modern socialist country in an all-round way and marching towards the second centenary goal, the government has put forward new requirements for talent training in colleges and universities. Chinese government pointed out that education, science, technology, and talents are the fundamental and strategic support for the comprehensive construction of a modern socialist country. We must insist that science and technology are the primary productive force, talent is the primary resource, and innovation is the primary driving force. We must thoroughly implement the strategy of rejuvenating the country through science and education, the strategy of strengthening the country through talent, and the strategy of innovation-driven development, open up new areas and tracks for development, and constantly create new momentum and new advantages for development<sup>[1-2]</sup>.

Adhering to the "student-centered" principle and promoting the "four returns" is an action declaration for running undergraduate education well in the new era. "Student-centered" requires us to attach great importance to undergraduate education and regard undergraduate education as the top priority for talent training in colleges and universities. As well as, the internationalization of higher education is an important means to accelerate the construction of an important talent center and innovation highland in the world and to strive to form a comparative advantage in international talent competition. It is an inevitable choice to accelerate the construction of a strong country in education, science and technology, and talent in the new era, adhere to educating people for the Party and cultivating talents for the government, comprehensively improve the quality of independent talent training, and strive to create top-notch innovative talents. First-class undergraduate education is inseparable from attaching great importance to and continuously developing internationalized undergraduate education.

This study aims to investigate and study the advanced internationalized training models and training programs at the undergraduate level of domestic and foreign universities, and on the basis of the survey, to investigate the willingness, evaluation and needs of undergraduate students in the School of Economics and Management of the school regarding internationalized training, analyze the main factors affecting the internationalization of

undergraduate education, and propose targeted optimization plans for the internationalized training model of undergraduate students in the School of Economics and Management.

## **2. Current situation analysis**

Hou and Zhang (2003) believe that internationalization is an essential feature of high-level universities. To create high-level universities, we must first establish an international development strategy, make full use of international education resources, actively adjust professional settings and talent training models, and cultivate innovative talents with international competitiveness<sup>[3]</sup>. Wang and Xu (2004) believe that university internationalization is a systematic project, including the creation of an internationalized school-running mechanism, the establishment of internationalized training goals, the establishment of an internationalized curriculum system, and the creation of an internationalized school-running environment<sup>[4]</sup>. Li (2005) attempted to construct an evaluation index system for university internationalization<sup>[5]</sup>. After determining the composition, observation points and weights of the index system, he initially established an evaluation system including first-level indicators and second-level indicators.

Zhang and Jin (2006) pointed out that in the fierce international competition environment, high-level research universities must actively adapt to the trend of internationalization of higher education, and continuously enhance their international competitiveness and improve their international status through the internationalization of educational concepts, talent training, and curriculum construction<sup>[6]</sup>. Liao et al. (2008) found that Chinese university education should take the path of localized internationalization, learn from historical experience and lessons, get rid of the dependent development model, and change the one-dimensionality and singleness of the internationalization strategy of Chinese universities<sup>[7]</sup>. Chang (2008) advocated the establishment of an evaluation index system for the internationalization of Chinese universities from four aspects: international mobility of personnel, internationalized curriculum setting, strengthening international academic exchanges and cooperation, and attaching importance to foreign language teaching<sup>[8]</sup>.

Cai and Meng (2013) conducted a survey on the willingness, evaluation and needs of undergraduate students majoring in international economics and trade in six universities, including Shanghai Lixin University of Accounting, Shanghai University of Foreign Trade, Beijing Normal University, Xiamen University, Dongbei University of Finance and

Economics, and Fuzhou University, and analyzed the main factors affecting the internationalization of undergraduate education<sup>[9]</sup>. Zhang (2020) proposed a training model of organizing excellent teaching staff, based on "scientific research teams", and providing internationalized teaching for excellent undergraduates, aiming to cultivate undergraduates' ability to independently conduct scientific research innovation and international vision<sup>[10]</sup>.

Ma and Zheng (2021) referred to the undergraduate training model of first-class universities at home and abroad, absorbed excellent experience, and made a series of attempts to further deepen international cooperation and reform and explore new international training systems for top-notch classes<sup>[11]</sup>. Tan et al. (2022) proposed to build a scientific research training system with "undergraduate tutor system as the core", an international training system with "expanding academic vision as the core", an evaluation incentive system with "mobilizing teachers' teaching input as the core", and a practical education system with "enhancing innovation awareness as the core" to achieve innovative development of science talent training in colleges and universities<sup>[12]</sup>.

### **3. Existing problems**

First, the discipline and professional training program is the action guide and working principle of undergraduate education in universities. However, looking at the talent training goals set by current universities, the positioning of emphasizing and highlighting the training of international talents needs to be improved. At present, in the specific implementation process of the internationalization of undergraduate education in schools, there is a certain degree of disconnection between the training goals and students' wishes, organizational forms, and career planning, and a training system and scientific plan for international undergraduates that conform to the actual school situation has not yet been formed.

Second, the quality of teachers and teaching guarantees are one of the important aspects of the student training process and the basis for the internationalization of undergraduates. Compared with the training methods of postgraduates, undergraduates currently generally focus on the form of teacher teaching. The internationalization level of teachers themselves and the internationalization level of teaching links are particularly important for the cultivation of undergraduates' international qualities and knowledge construction. Nowadays, when introducing teachers, colleges and universities have gradually strengthened their requirements for their overseas study and work experience, and the opportunities for local

teachers to engage in international cooperation and exchanges have progressively increased, but the current problems are also very obvious.

Third, the international exchanges and cooperation of colleges and universities provide a platform for undergraduates to integrate into an international environment and atmosphere. Through direct contact, personal experience, and practical training, they can accelerate the cultivation of their international qualities and the construction of knowledge. In terms of local internationalization, the degree of attention and investment paid by schools to the internationalization construction of different majors varies greatly. Often, these policies and resources are challenging to benefit students in some disciplines and majors. In general, the frequency and popularity of students' participation in international exchanges on campus also need to be improved.

#### **4. Development Trends**

Today's higher education shoulders the responsibility and mission of cultivating international talents to cope with international competition and challenges. As the main force of higher education in my country, colleges and universities need to increase the intensity of undergraduate international talent cultivation from different aspects in response to the current prominent problems and shortcomings.

(1) Set clear and specific goals for undergraduate international talent cultivation.

The internationalization positioning of professional talent cultivation goals has a strong value orientation. The talent cultivation goals at the undergraduate education level are different from the application and locality of the junior college training goals, and are also different from the emphasis on the independent research ability of graduate students in the graduate training goals. In the future, colleges and universities will develop and improve the internationalization positioning of professional talent cultivation goals.

(2) Strengthen internationalized course teaching and faculty team building.

Undergraduate teaching is a key link in cultivating international talents. In view of the current problems of insufficient internationalized faculty and low internationalization in the teaching process, we need to make systematic plans and take a comprehensive approach. The most direct way to cultivate undergraduate international talents is to implement course teaching. Suppose we want to create internationalized undergraduate education that suits my country's

national conditions. In that case, we should place the courses in the global context, cultivate college students' solid basic theoretical knowledge and broad vision from the perspective of knowledge, cultivate college students' innovation and expression capabilities from the perspective of culture, and cultivate college students' scientific practice methods and practical capabilities from the perspective of method theory.

(3) Create a normalized mechanism for the internationalized cultivation and exchange of undergraduate students

Strengthening the cultivation of internationalized talents for undergraduates is a comprehensive and systematic project. Its target is undergraduate students, and the quality of talent cultivation is mainly reflected in the relevant knowledge and abilities that college students have or can potentially develop after several years. Therefore, the most important and direct link in this systematic project is to strengthen the practice of cultivating internationalized talents for undergraduates and provide them with a broad, high-quality, high-level, and multi-level international exchange and cultivation platform.

## **5. Discussion**

In terms of curriculum setting, we will add cutting-edge courses such as international economy and global supply chain management, integrate international authoritative textbooks, and let students get in touch with international cutting-edge knowledge. At the same time, we will strengthen business English courses, add a second foreign language elective, and improve students' foreign language communication and application ability. The practical link cannot be ignored. We will actively establish internship bases with international companies to create overseas internship opportunities for students and accumulate experience in a real international business environment. We will encourage students to participate in international business competitions, such as the International College Student Business Management Challenge, to exercise their teamwork and ability to solve practical problems. In terms of international exchanges, we will expand exchange student programs to allow students to immerse themselves in foreign education models and cultures. We will organize short-term study tours and use winter and summer vacations to understand the teaching of foreign universities and local economic culture. We will invite international scholars to give lectures at the school and hold international academic lectures to broaden students' horizons. In addition, we can also build an international campus platform, establish international student

associations, hold international cultural festivals, promote multicultural exchanges, create an international campus atmosphere, and cultivate the international literacy of undergraduate students in economics and management in all aspects.

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