

# Discuss How to Train Employability of College Students Who Major in International Economic and Trade in the Post-crisis Era

Aiping YAO<sup>1+</sup> and Liping WAN<sup>2</sup>

<sup>1</sup> College of Economics and Management, Southwest University, Chongqing, China

<sup>2</sup> Institute of Basic Medicine, Chongqing Medical University, Chongqing, China

**Abstract.** The world is now in the post-crisis era, which brings up new requirements of international economic and trade professionals. It is particularly important to improve employability of the college students who major in international economic and trade. This paper analyzes the employability status quo of the college students who major in international economic and trade and discusses how to train their employability from three aspects, a professional competence, adaptability and competitiveness.

**Keywords:** Post-crisis Era, Employability, Practical Ability.

## 1. Introduction

The outbreak of the financial crisis in 2008 has a tremendous impact on our country's foreign trade, and also kills the jobs of graduates who major in international economic and trade. Although we have stepped into the Post-crisis era and the demand for professionals in international economic and trade has risen sharply as our country economy recovers gradually, the deficiency of employability and more other problems seriously affected employment situation of college students who major in international economic and trade. So, it is very important and practical to train their employability.

## 2. Post-crisis Era and Employability

### 2.1. Post-crisis Era

The post-crisis era refers to a more stable state with the crisis easing. Since the second half of 2008, by the serious effect of international financial crisis's spreading, the world's major economies were sharply impacted again after World War II. With the national governments introducing a series of economic stimulus, the global economic confidence is gradually restored, and the world is sliding into the "post-crisis era. Naturally involved in our most substantial reduction in the export business and some Chinese export enterprise had to lay off staff to reduce losses, and even some closed down. But with Chinese economy recovering, the demand for talents who major in international economic and trade began to sharply and requirements for talents are gradually improved under the trend of the development pattern transformation. Therefore, in order to better respond to the challenges and opportunities brought about by the crisis and realize their life values, changes in the market require that students must strengthen and train the employability.

### 2.2. Employability

Employability refers to the individual can have access to jobs, retain jobs, and do work well after the learning process. Employment rate is the number of concepts, focusing on the intention to guide the employment and broaden the employment channels to improve college students the number of jobs. The employability, the concept of quality is not to focus only on the number of short-term employment, it is also concerned that the long-term career development in an area of expertise, or even converted to the cultivation of the ability to work different areas of expertise. Therefore, it is not narrowly focus only on the employment

---

<sup>+</sup> Corresponding author. Tel.: +008613677618157.  
E-mail address: yaoaipinggirl@163.com.

of university graduates, but to attach importance to the competitiveness of university graduates. Even if what they have learned in the labor market or job market has become saturated, they can still generate spillover effects and the ability to transfer to other professional areas of employment and career development. Improving the employment force of college students can effectively solve the difficulties in finding jobs by the crisis, promote social harmony and stability, be more conducive to future's college students go to work quickly, give full play to their professional knowledge or skill and their expertise, create the benefit, and realize their own value.

### **3. Employability Status Quo of College Students Who Major in International Economic and Trade in the Post-crisis Era**

#### **3.1. Lack of Professional Competence**

Professional competence refers to the necessary knowledge and skills of entrepreneurial activities and how to use the knowledge and skills to solve practical problems in the professional work. Generally speaking, professional competence and Employability is directly proportional to the strength. Professional competence of college students who major in international economic and trade consists of three parts, the knowledge of international trade (including the theory and practice), computer literacy and foreign language proficiency. At present, the college students who major in international economic and trade are mostly lack of application knowledge and practical ability. Recruits in foreign trade enterprises tend to be those college students which have good ability to operate and are very familiar with foreign trade business applications, because these students do not need foreign trade enterprises to invest too much cost to train. Many graduates have solid theoretical knowledge, but do not have the practical ability. For example, some even can't make a money order, the invoice. Some students understand some foreign trade practical knowledge, but they can not keep up the development of international trade. They can't use EDI, and then they can not engage in foreign trade business. In addition, people who have done the international trade business know that commodity businesses' every link from the beginning of the inquiry, offer, counter-offer, acceptance and making contract is to rely on verbal communication between the two sides. It is difficult to imagine that the two do not understand the language of each other can have good business negotiations. Therefore, the foreign language is a very important issue to be placed in the foreign trade enterprises and candidates. Many foreign trade enterprises have reflected that the few candidates can fluently use foreign language.

#### **3.2. Lack of Adaptability**

Adapt, in psychology usually refers to the individual to adjust their motivation and mental state so that it is consistent with the requirements of the environmental conditions. Adaptability is in the social system of organizations, groups or an economic and cultural factor, individual's the survival function, development objectives and accordingly the ability to change. Adaptability directly affects the success or failure of employment. We can say that adaptability is the core competence of the employability. Examining college students' adaptability who major in international economic and trade mainly depends on its ability to interpersonal skills, organization and management ability, objective evaluation of self-ability and ability to withstand a certain frustration. According to the above indicators, their adaptability is not strong. For example, in looking for trade opportunities and process of negotiating business, many students do not know their partners' social etiquette, customs. In the event of emergency or unexpected situations, business is often difficult to go on because they often do not know how to do it, so they often missed business opportunities. As another example, international trade is often accompanied by disputes, friction. Today's universities students, most of them are the "only-child", whose ability to bear setbacks are not strong.

#### **3.3. Lack of Competitiveness**

The modern society is a highly competitive society. From time to time, it is full of competition. The competition is to promote the development of society. Facing the highly competitive job market, how to break the ice of the difficult employment, and how to get their own place in the fierce competition for jobs

rely on the competitiveness of the employment. To have a stronger competitiveness, we must have the good thinking ability, marketing ability, capacity development, innovation, entrepreneurship. At present, many colleges and universities are lack of training the students' sense of competition, not to mention how to develop students' healthy competition's psychology, good competition's quality and creating a competitive environment. Some students also fall in the "traps". They are college students, "Proud Children of Heaven", and they are blindly optimistic, learning not as good as before the college entrance examination. There are serious dependencies in some students that they think that their parents will help them solve the employment problem. The family and friends will certainly supply them for a good job. They do not need study so hard. All these circumstances may lead to the weak competitiveness of today's college students.

#### **4. How to Train Employability of College Students Who Major in International Economic and Trade in the Post-crisis Era**

##### **4.1. How to Train Professional Competence**

Strengthening the teaching reform to actively explore the establishment of a scientific and rational international economic and trade professional courses system. The curriculum content of traditional disciplines should be improved, which is made of three stages: basic courses, professional basic courses, specialized courses. We should gradually establish a focus on overall quality of college student's integrated network system made up of basic courses, professional basic courses, specialized courses, and elective courses practice including course training, cognitive practice, and graduation practice. In addition, to improve computer and foreign language proficiency we can open the courses such as "import and export business and EDI" and bilingual courses "International trade", "International Trade Practice". Only these college students who major in international economic and trade can adapt to the development of China's international trade on the demand for professionals

##### **4.2. How to Train Ability to Adapt**

First, we must pay attention to the educational function of school, family, society and guide students to take the initiative to adapt to society. Second, to strengthen the practice and training is to improve students' social resilience. Furthermore, in order to enable them to have truly correct attitude toward all aspects of life, we should pay attention to the hidden education so that students see the dark side of society while more to see the bright side. Finally we should optimize psychological counseling to enhance students' frustration ability. In the post-crisis era, international trade has new features, such as more exchange rate risks, more compliance risks, more trade frictions and new trade barriers. To train them to have better ability to cope with those is necessary to develop their ability. These require college students who major in international economic and trade to have good sensitivity and good analytical ability to market, strong sense of risk and risk management capabilities, strong ability to respond to trade friction.

##### **4.3. How to Train Competitiveness**

First, we must train students' sense of competition. Although the impact of international trade by the global financial crisis is not small, there is an irresistible trend of economic globalization. Facing the international and domestic markets, there will be increasingly fierce competition in the field of international trade. Therefore, training college students' sense of competition who major in international economic and trade is particularly important. Second, Competitiveness can penetrate into the subject teaching and it can also be implied in the inside and outside class activities. Through a colorful, impressive inside and outside class activities such as a variety of business competition, campaign, competition, discussions, debates, lectures, role-playing, Specialty-showing and the outcome of Review, we can develop and exercise the students' thinking ability, marketing ability, capacity development and so on. Third, we can also train their entrepreneurship and innovation capability by the means of case teaching, interactive discussion, simulation experience, first class with the docking of the second class, strengthening combination of industry, college

and institute and actively organizing and encouraging students to participate in outstanding entrepreneurs report.

## 5. Acknowledgements

The authors are very grateful to Professor Chen Jiyong's guidance on this paper and southwest university that supported the funds by 2011JY03.

## 6. References

- [1] X. L. Qi. Study on the Path of Enhancing the Students' Employment Competitiveness in the Post-crisis Era. *China Adult Education*. 2011, (13):68-70.
- [2] J.H. Wan et al. Study on the Practical Talent Cultivation Practice in the Higher Vocational Major of international Trade. *Science and Technology Innovation Herald*. 2011, (3):138-140.
- [3] Y. Chen. Discussion How to Carry on Teaching Reform in the Major of International Trade. *Finance Teaching and Research*, 2011, (2):76-78.
- [4] F. Yang. Discussion on the Students' Competitive Spirit and Competitive Ability. *Journal of Chinese Society of Education*. 2004 (6):38-40.
- [5] Wikipedia Card .Employability. <http://baike.baidu.com/view/2281052.htm>.