

Research Article**THE INFLUENCE OF MODERN ENTERPRISE MANAGEMENT CURRICULUM CONSTRUCTION ON THE CULTIVATION OF APPLIED TALENTS FROM THE PERSPECTIVE OF INTERNATIONALIZATION****¹Yingli Zhang, ¹Yanyan Peng, ^{1,*}Xiaojun Ke, ¹Shengxin Zhang, ¹Chaoyu Wu and ²Weijie Wu**¹Guangzhou Institute of Science and Technology, Guangzhou, 510540, China²Quanzhou Normal University, Quanzhou, 362000, China**Received 20th June 2024; Accepted 24th July 2024; Published online 30th August 2024**

Abstract

This paper discusses the influence of modern enterprise management curriculum construction on the cultivation of applied talents from the perspective of internationalization. By analyzing the influence of internationalization of the curriculum system, innovation of teaching content and methods, integration of enterprise practice, internationalization of the teaching staff, and cultivation of students' cross-cultural ability, this paper reveals the key role of modern enterprise management curriculum in cultivating applied talents with international vision and high practical ability. This study proposes that deepening and expanding the internationalization of the curriculum system, innovation and practice of teaching content and methods, integration and collaborative education of enterprise practice, promotion and introduction of the international of teachers, and cultivation and strengthening of students' cross-cultural ability. The research points out that the international curriculum not only improves students' theoretical knowledge level, but also enhances their ability of cross-cultural communication, international cooperation and competition, and provides enterprises with high-quality management talents who meet the needs of globalization.

Keywords: Internationalization, Modern Enterprise Management, Curriculum Construction, Applied Talents, Cross-cultural Communication.

INTRODUCTION

In today's deepening globalization, the competitive environment facing enterprises is increasingly complex and changeable, and the demand for management talents is also put forward higher requirements (Li, & Xue, 2022). As the key field of cultivating the core competitiveness of enterprises, the curriculum construction of modern enterprise management plays a decisive role in the cultivation of application-oriented talents. Especially from the perspective of internationalization, how to build a modern enterprise management curriculum system in line with the trend of globalization has become an urgent problem to be solved in higher education (Fragouli, 2020). Constructing a modern enterprise management curriculum from an international perspective is an inevitable requirement to meet the challenge of global competition. With the increase of the transnational business activities of enterprises, the international vision of management talents and the cross-cultural communication ability of management talents have become necessary (Zhu, & Wang, 2022). Traditional enterprise management curricula often focus on management practices in the domestic market and a single cultural context, which makes it difficult to meet the needs of enterprise internationalization development. Therefore, introducing international elements to build a curriculum system covering international enterprise management theory, cross-cultural management strategies, and international trade and investment rules has become an important way to cultivate international competitive management talents (EIKaleh, 2021). The application orientation of modern enterprise management curriculum is the key to improving the practical ability of talents. Enterprise management is not only a theoretical discipline but also a practical discipline.

In higher education, combining theoretical knowledge with practical application and cultivating students' practical operation ability is the core problem in the construction of modern enterprise management curricula (Liao *et al.*, 2022). Through case analysis, simulation practice, enterprise practice, and other teaching methods, students can master theoretical knowledge, accumulate practical experience, and improve their ability to solve practical problems, which is the key way to cultivate practical talents (Han, 2022). Therefore, constructing a modern enterprise management curriculum from an international perspective is conducive to promoting and improving students' comprehensive quality. In the context of globalization, management talents need not only professional knowledge and skills but also good foreign language ability, cross-cultural communication skills, team spirit, and other comprehensive qualities. The construction of an international curriculum system will not only help broaden students' international vision but also promote the comprehensive improvement of their quality and lay a solid foundation for their future careers (Zapp & Lerch, 2020). To sum up, the construction of modern enterprise management curricula from the international perspective profoundly impacts the cultivation of applied talents. By building a curriculum system in line with the trend of globalization, innovating teaching content and methods, and strengthening the combination with enterprise practice and other measures, applied talents with international vision and high practical ability can be cultivated, providing a strong talent guarantee for the sustainable development of enterprises and society.

The influencing factors of the construction of modern enterprise management curriculum on the cultivation of applied talents from the perspective of internationalization

The construction of a modern enterprise management curriculum under the perspective of internationalization

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profoundly influences the cultivation of application-oriented talents, which involves many key factors that act on the quality and effect of talent training. From the perspective of internationalization, the influencing factors of modern enterprise management curriculum construction on the cultivation of applied talents mainly include:

Internationalization of the curriculum system

The internationalization of the curriculum system is the key factor directly affecting the quality of applied talent training. A highly international curriculum system covers international enterprise management theory and cross-cultural management strategy and includes international trade and investment rules. Such a curriculum system ensures that students are exposed to the most cutting-edge knowledge of international business management, with an understanding of the business environment, cultural differences, and laws and regulations in different countries and regions. Through systematic learning, students can better adapt to the global competitive environment and solve transnational business problems (Zhang, *et al.*, 2024; Hui *et al.*, 2020)

Innovation of teaching content and methods

The innovation of teaching content and methods is also crucial to cultivating applied talents. Traditional enterprise management teaching often focuses on teaching theoretical knowledge but ignores the cultivation of practical ability. From the internationalization perspective, modern enterprise management curricula should pay more attention to practicality and application and combine theoretical knowledge with practical application through various teaching methods such as case analysis, simulation exercises, and enterprise practice. Such a teaching method can improve students' interest and enthusiasm in learning, cultivate their practical operation ability, and solve practical problems (Shayery *et al.*, 2022; Gao *et al.*, 2021).

Integration of enterprise practice

Integrating enterprise practice is an indispensable part of the modern enterprise management Curriculum construction from the international perspective. Through close cooperation with enterprises, students can get more practical opportunities to apply their knowledge to practical work. This integration not only helps students better understand the operation of business management but also improves their professional quality and teamwork ability. At the same time, enterprise practice is also an important way to test students' theoretical knowledge mastery and practical ability, which helps institutions and enterprises jointly cultivate applied talents that align with the market demand (Bian *et al.*, 2022; Zhai 2023; Sun, 2021).

Internationalization of the teaching staff

The internationalization of the teaching staff also has an important impact on the cultivation of applied talents. Teachers with international backgrounds can provide students with a broader academic vision and practical experience. They understand the cutting-edge theory and practice of international business management and can introduce practical cases of transnational operation into classroom teaching. Through interaction and learning with international teachers, students can better master the ability of cross-cultural

communication and international cooperation and competition and lay a solid foundation for their future careers (Lu, *et al.*, 2021; Fragouli, 2020).

Cultivation of students' cross-cultural ability

In the context of globalization, management talents not only need to have professional knowledge and skills but also need to have good cross-cultural communication skills. Therefore, constructing a modern enterprise management curriculum under the internationalization perspective should pay special attention to cultivating students' cross-cultural abilities. Students can better understand the cultural differences and business habits of different countries and regions by introducing international elements and multicultural teaching content. At the same time, the institution can further improve students' cross-cultural communication skills and international vision by organizing international communication activities and providing foreign language learning opportunities. Such training methods can not only enhance students' international competitiveness but also provide strong support for them to better adapt to the global environment in their future works (ElKaleh, 2021; Jiajia, 2020). In short, the construction of modern enterprise management curriculum under the perspective of internationalization has many influences on the cultivation of applied talents, involving many key factors. By considering these factors and taking corresponding measures, more applied talents with international vision and high practical ability can be cultivated, providing a strong talent guarantee for the sustainable development of enterprises and society.

Exploration on the cultivation of applied talents in the construction of modern enterprise management curriculum from the perspective of internationalization

With the deepening of globalization, the competitive environment of enterprises is increasingly complex and changeable, and the demand for management talents with international vision and cross-cultural communication skills is also increasingly urgent. As an important way to cultivate this talent, constructing a modern enterprise management curriculum under the internationalization perspective is particularly important in its exploration and practice. The following analysis and thinking based on the five key factors described above.

Deepening and expanding the internationalization of the curriculum system

The internationalization degree of the curriculum system is the core element that directly affects the quality of applied talent training. In the current context of globalization, more is needed to introduce some international enterprise management theories and cross-cultural management strategies and further deepen and expand the curriculum system's international connotation. We should not only pay attention to the dynamics and trends of the international market but also combine these contents with the actual situation in China to form an international curriculum system with local characteristics. For example, the curriculum can be offered on the business environment, laws, regulations, and cultural customs of specific countries or regions so that students can learn more about the business practices of different countries and regions. In addition, entrepreneurs or experts with rich transnational business experience can also be invited to the university for

lectures to provide students with more international vision and practical experience (Zhang, *et al.*, 2024; Butum, *et al.*, 2022).

Innovation and practice of teaching content and methods

The innovation of teaching content and methods is an important way to improve the practical ability of applied talents. Traditional enterprise management teaching often focuses on teaching theoretical knowledge but ignores the cultivation of practical ability. From the perspective of internationalization, we need to pay more attention to practicality and application and combine theoretical knowledge with practical application through various teaching methods such as case analysis, simulation practice, and enterprise practice. In particular, some cases with international backgrounds should be introduced to improve students' transnational operation and cross-cultural communication abilities in analyzing and solving these problems. At the same time, modern teaching methods, such as virtual reality and online curriculum, can provide students with a richer and more diversified learning experience (Duffy *et al.*, 2022; Hui *et al.*, 2020).

Integration and collaborative education of enterprise practice

Integrating enterprise practice is an indispensable part of the modern enterprise management Curriculum construction from the international perspective. However, at present, the corporate practice of many schools still needs to be solved at the surface level, lacking in depth and breadth. In order to achieve deep integration and collaborative education, we need to establish a closer cooperative relationship with enterprises and jointly formulate training goals and teaching plans so that students can get more practical opportunities in the actual work of the enterprise. At the same time, schools can also carry out research projects or practical activities with enterprises so that students can improve their practical ability and innovation ability in solving practical problems. This deep integration not only helps students better understand the operation of business management but also improves their professional quality and teamwork ability (Li & Eryong, 2022; Liao *et al.*, 2022).

Promotion and introduction of the international of teachers

The internationalization level of the teaching staff also has an important impact on the cultivation of applied talents. At present, many schools still need more international background and practical experience. In order to improve the internationalization of the faculty, we need to take a variety of measures. On the one hand, teachers can be encouraged and supported to conduct academic exchanges and visits abroad to improve their international vision and academic level; on the other hand, teachers with international backgrounds and rich practical experience can be actively introduced, who can not only provide students with broader academic vision and practical experience but also introduce practical cases of international operation into classroom teaching. At the same time, the school can also set up some international academic teams or research centers to promote international cooperation and communication among teachers (Li & Xue, 2022; Yufeng, 2022).

Cultivation and strengthening of students' cross-cultural ability

In the context of globalization, management talents not only need to have professional knowledge and skills but also need

to have good cross-cultural communication skills. Therefore, constructing a modern enterprise management curriculum under the internationalization perspective should pay special attention to cultivating students' cross-cultural abilities. In addition to improving students' cross-cultural communication ability through the curriculum system and teaching content, we can strengthen this cultivation through specific activities or projects. For example, students can be organized to participate in international exchange activities or competitions so that they can improve their cross-cultural communication skills in communication and cooperation with students from different countries and regions; some foreign language curricula or cultural curricula to make students better understand the cultural differences and business habits of different countries and regions. At the same time, the school can also encourage and support students to practice or exchange student programs abroad to experience and feel different cultural environments in real life (Zhao, 2023; Han, 2022). To sum up, constructing a modern enterprise management curriculum from an international perspective influences the cultivation of applied talents. By deepening and expanding the internationalization of curriculum systems, innovation and practice of teaching content and methods, depth fusion and collaborative education enterprise practice, promoting and introducing the internationalization of faculty level, and cultivating and strengthening students' cross-cultural ability, we can better cultivate international vision and cross-cultural communication ability of management personnel. It will help improve students' competitiveness and employability and provide a strong talent guarantee for the sustainable development of enterprises and society. In future exploration and practice, we need to constantly pay attention to the dynamics and trends of the international market, combined with the domestic actual situation and demand, and constantly improve and innovate the construction of modern enterprise management curricula under the perspective of internationalization.

Conclusion

Under the background of deepening globalization, constructing a modern enterprise management curriculum from an international perspective is crucial to cultivating management talents with international vision and cross-cultural communication skills. Through deepening and expanding the internationalization of the curriculum system, innovation and practice of teaching content and methods, integration and collaborative education of enterprise practice, promotion and introduction of the international of teachers, and cultivation and strengthening of students' cross-cultural ability these measures constitute the important path of cultivating applied talents. These efforts will not only help to improve students' competitiveness and employability but also provide a solid talent base for the sustainable development of enterprises and society. In the future, we should continue to pay attention to the dynamics and trends of the international market, combined with the actual situation and needs in China, and constantly improve and innovate the construction of modern enterprise management curriculum under the perspective of internationalization, to better adapt to the needs and challenges of the era of globalization.

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Author's Contributions

Yingli Zhang & Yanyan Peng: Authors contribute in drafting the article or reviewing it critically for significant intellectual content.

Xiaojun Ke & Shengxin Zhang: Authors make considerable contributions to conception and design, and interpretation of literature review.

Chaoyu Wu & Weijie Wu: Authors give final approval of the version to be submitted and any revised version.

Ethics

The article presents original content that has not been published elsewhere. The corresponding author confirms that all co-authors have reviewed the manuscript and that it does not raise any ethical concerns.

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