Research on the Economic Role of Business English and Talent Cultivation Model

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Abstract

Business English majors have strong knowledge and play an important role in international trade, tourism industry, logistics economy and other fields, and are a bridge and medium for practitioners in related industries to communicate. In the context of economic globalization, clarifying the training objectives of business English talents, constructing a precise teaching curriculum system, cooperating with schools and enterprises to increase the construction of practice bases, scientifically establishing a training quality evaluation system and comprehensively enhancing the construction of teachers will lead to a path of development that adapts to the times and national trade.

Keywords

Business English; Economic globalization; Business communication; Talent training; Model

Connotation and Characteristics of Business English

Business English is a kind of English language training that aims to adapt to the language requirements of working life. Its language content covers all aspects of business activities and requires business English-related majors to successfully master all English skills related to the development of business activities. Compared with other English language education, business English places more emphasis on a series of communication languages and customs applied by western enterprises in the process of business activities. In terms of the scope of application of business English, it is applicable to foreign cooperation, communication and work processes, and includes both business concepts and cultural connotations. In terms of the application characteristics and scope of business applications, it is not limited to the initial business activities, but can also be used in daily life communication with western people, but at the same time has strong business-oriented characteristics. Business English is highly knowledgeable, and its content mainly includes several aspects such as economic and trade, finance, public relations, and marketing. The essence of Business English is the integrated use of business background expertise and language. Business English is interlinked with General English and based on General English, it is formatted, specialised and professionalized, and thus serves as a bridge and medium of communication between Chinese and foreign business people.

Important Roles of Business English in the Economic

The Role of Business English in International Trade

An important feature of economic globalization is that it is financial-based, knowledge-based, information technology-led and multinational corporation-based, and a new trend of economic globalization is the globalization of international trade. Business English, as an English skill specifically used for communication in business places, has a very important fundamental role in helping our enterprises to communicate with each other and develop internationally. Business English in international trade plays the role of such a knowledge element, thus serving the current international trade, devoting itself to the economic integration and efficient development of productivity at home and abroad, creating a more harmonious and harmonious environment for communication and exchange of trade activities, and creating favorable conditions for successful trade. The role of business English in economic development is self-evident, in trade negotiation, order agreement, logistics negotiation, technology exchange, patent sharing, product promotion, service trade, international law, and other fields, etc., are inseparable from business English as the most important medium and bridge to achieve the connection between China's economy and the world economy, to promote the integration of China's economy into the world, to allow more Chinese enterprises to participate in the international market, and to make China's goods and services more competitive in the market.

The Role of Business English in the Tourism Industry

Business English is the basic premise of tourism economic development and communication, the application of business English can fully meet the work needs of tourism enterprises, and business English itself is applicable to business activities, some enterprises and employees even in the case of not understanding why to use this language, but also through the application of business English for themselves and their customers to construct a smooth business communication platform, can quickly and timely solve each other in The use of business English is more than just a way of communicating with your customers, it is a way of solving problems in business cooperation and avoiding problems caused by miscommunication and cultural differences. The application of business English has been more than the previous business communication occasions, its application in the world is very common. In the development of China's tourism economy, relevant tourism organizations and practitioners can rely on a good grasp of business English to quickly establish a good business communication environment with each other in the world through the skills of business English, to avoid differences in cultural concepts between the two sides and effectively avoid miscommunication between them, which has a positive effect on the attitude and ability of both sides to communicate, and is also an important guarantee for ensuring that China's tourism industry It is also an important guarantee for the high quality development of our tourism industry.

The Role of Business English in the Logistics Economy

With the rapid development of the logistics industry and the development trend of the logistics industry in line with international standards after China's accession to the WTO, business English, as an intermediary medium, increasingly reflects its irreplaceable role in the logistics economy to enhance the international

supply chain system, actively participate in international competition, and share more of the achievements of new technologies to promote. The logistics industry is directly linked to various industries such as warehousing, packaging, transportation and information of goods, and is an important component of procurement, production and circulation. Logistics is the source of enterprise development, and its high-speed development can effectively reduce the cost of enterprises and maximize their profits. With the continuous development of network technology and information technology, the development of logistics industry has become a pillar industry in the national economy, which can improve the economic efficiency of enterprises, realize industrial structure adjustment and complete the upgrading of enterprise products. Business English is playing an increasingly prominent role in the development of the international logistics industry. Business English provides a reliable language communication tool for the development of logistics economy, and its use as a medium realizes the standardization and unification of logistics economic development and improves the efficiency of logistics industry.

The Path of Building Business English Talents Training Mode in The Context of Economic Globalization

Developing a Scientific Orientation for Human Resource Development Goals

The National Medium and Long-term Education Reform and Development Plan (2010-2020) points out that university education has an important responsibility in cultivating senior specialists, high-quality professionals with excellent skills and top-notch innovative talents, therefore, cultivating international talents based on the needs of China's economic development will be the focus of China's higher education development in the long run. The lack of demandability of talent cultivation is mainly reflected in the fact that the goal of talent cultivation is not based on "demand". This "demand" comes from two different environmental domains, internal and external to education. According to the concept of result-oriented education, Business English should fully combine the school's own characteristics and advantages, deeply analyze the requirements of today's society and the needs of students' future development, take the needs of jobs and industrial chain development as the guide, and focus on cultivating students' ability to use foreign language skills and business skills to solve practical problems in international business. In order to further refine the training objectives of Business English majors, we will develop a talent training program in line with the development direction of the major. In order to ensure that the talent training objectives are scientific, accurate and operative, we can conduct comprehensive surveys and visits to business English graduates, students and enterprises and institutions, analyze and summarize the requirements of today's society for business English talents, and clarify the focus of knowledge and skills to formulate training plans in a targeted manner.

Building a Precise Teaching Curriculum

The main basis for the construction of the school curriculum system is not only the inheritance of the school's historical traditions, in line with the actual student population of our school, but more importantly, the fundamental achievement of the school's training goals, which should reflect the core values of the school curriculum of "people-oriented, multicultural and independent choice", reflecting the basic, practical, selective, integrated and contemporary principles of curriculum design. The school's curriculum should reflect the core

values of "people-oriented, multicultural and independent choice" and the principles of basic, practical, selective, integrated and contemporary. Based on the full understanding of the market demand and employment situation of business English talents, business English majors should optimize the professional curriculum system according to the actual situation of the school and students' vocational skills requirements. In the selection of teaching resources and teaching contents, we should increase the learning of business course knowledge and skills training, and constantly strengthen the cultivation and enhancement of students' practical operation ability and practical innovation ability. The curriculum can be subdivided into different modules, such as basic course modules, focusing on the cultivation of English language knowledge and skills, mainly including comprehensive English, business English, English writing and grammar, spoken business English, business English-Chinese translation and other courses; professional course modules, focusing on the transfer of international business knowledge and skills, mainly including introduction to international business, international marketing, foreign trade import and export practices, international The module of comprehensive application ability focuses on the cultivation of students' practical operation ability, mainly including practical training courses of foreign trade business, cross-border e-commerce operation, foreign trade bill-making and settlement, etc. This module mainly highlights the professionalism and practicality. All modules should insist on highlighting the vocational ability and vocational needs, and serve the practice and position as the core.

Cooperation between Schools and Enterprises to Increase the Construction of Internship Bases

Business English majors should give full play to the resource advantages of enterprises and schools, work together with enterprises to build internship and training bases with professional characteristics, update the equipment and platforms of training rooms in a timely manner, design internship and training programs for students at different learning stages according to the According to the law of "cognitive internship - job shadowing internship - on-the-job internship", we can jointly design internship training projects for students at different learning stages, optimize digital teaching resources, and fully meet the needs of teachers and students of business English for on-campus practical teaching. At the same time, students can also be sent to off-campus cooperative enterprises to participate in professional practical training and on-the-job internship, so that students can strengthen their practical skills in a real working environment. In addition, business English majors can also give full play to the role of school-enterprise community of destiny, open order classes together with enterprises, realize two-way attachment of school teachers and enterprise employees, jointly build professional teaching standards and curriculum standards, jointly develop teaching materials, jointly implement scientific research projects, jointly hold skill competitions and dual-innovation competitions, and jointly carry out vocational qualification examinations, etc. This can provide technical services for enterprises and make up for the shortage of talents, and also provide internship and practical training opportunities for teachers and students of higher vocational colleges, strengthen students' practical ability and job adaptability, and maximize the value of resource advantages and economic leverage.

Scientific Construction of a Training Quality Evaluation System

Quality is the lifeline. Combined with the talent cultivation characteristics of open education "suitable for

the needs, applicable, suitable for change", the quality of continuous improvement of open education talent cultivation evaluation is mainly reflected in the evaluation of the quality of talent training programs, talent training process, talent training quality evaluation and other aspects, changing the traditional educators The mode of "self-teaching and self-evaluation". For example, the training objectives of business English majors emphasize the cultivation of students' business practice ability, therefore, all aspects of the evaluation of the quality of talent training programs of business English majors should highlight the evaluation of students' business practice ability. The development and improvement of the talent training program should be in line with the development orientation of the school, the school's thinking and the training objectives of the business English majors. The training program for business English majors should be dynamically managed and regularly revised. Educators should determine the curriculum settings suitable for this major according to the talent training program for business English majors, and make strict control in the development of course syllabus, selection of teaching materials for each course, provision of teachers, classroom teaching, practical teaching, reform of teaching contents and teaching methods, assessment methods, graduation design (thesis) and other aspects, and include the cultivation of students' business practice ability. The evaluation of talent cultivation quality is mainly reflected in the analysis and evaluation of information such as students' course pass rate, innovation and research ability, graduation rate, degree award rate and evaluation by employers one by one. In the assessment and evaluation, we should change the traditional assessment methods and methods, highlight the professional characteristics of business English majors that emphasize practice, actively mobilize the "others" in the evaluation process, listen to the feedback of the "others" on all aspects of teaching, reconstruct the relationship between listening and The relationship between listening and "others" is reconstructed, forming a relationship of listening and mutual "others", and truly improving result evaluation, strengthening process evaluation, exploring value-added evaluation and sound comprehensive evaluation systematically throughout the student-centered education and teaching, improving teachers' teaching and Improving teachers' teaching and improving teaching standards.

Comprehensive Enhancement of the Teaching Force

The employment-oriented business English major emphasizes the combination of practicality, practice and sociality, so the cultivation of "double-teacher" professional teachers becomes the key to maintain the characteristics of this major. In addition to having high professional ethics and contemporary concepts, a business English teacher should have a knowledge structure adapted to the times and the ability to develop and innovate, and should also strengthen his or her learning and enrichment of basic knowledge of business English, spoken business English, business English and other related knowledge and skills, and have profound theoretical knowledge and skills research on the subject he or she teaches, in order to make teaching more relevant and practical, and to organize teaching comfortably. The teacher's value is to "guide" the students. The value of the teacher is to "guide", guide students' attention, interest, will and emotion, guide them to think independently and innovate, guide them to actively participate and plan their own learning process, and develop in the direction of personalized learning and active inquiry. Therefore, business English teachers should also continue to consciously learn and apply new education and teaching theories, abandon the traditional behaviorist concept of teaching mainly by indoctrination, actively adopt open and personalized teaching methods, keep abreast of the times, and effectively improve the level and effectiveness of teaching. In addition, colleges and universities offering business English majors can also try to start inter-school cooperation in terms of teachers, adopt the approach of going out and bringing in, share what they have and share resources, let

new teachers bring in new courses and ideas, and better integrate various educational resources in a broad sense.

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