

Research on the Connection Between Talents Cultivation in Business English Major in Colleges and Universities and Needs of Enterprises

Lu Zhao

Liaoning University of International Business and Economics, Dalian, Liaoning, China. 116052

Abstract: In the era of globalization, Business English is an important branch of foreign language education in colleges and universities, so it needs to innovate the talent cultivation mode according to its professional characteristics, and its key element is “matching the needs of enterprises”. The theme of the paper is how to cultivate new-age talents with solid language skills and the ability to flexibly cope with the challenges of international business through educational innovation. In the process, colleges and universities should follow the principle of student-oriented teaching, focus on improving students’ practical ability while strengthening the cultivation of cross-cultural communication, international market analysis, English business negotiation and other aspects of the ability, in order to lay a solid foundation for the smooth employment of students in the future. Based on this, I combine my own experience to give a few feasible teaching suggestions, in order to provide new teaching ideas for colleagues in the education sector.

Keywords: English in colleges and universities; Business English; The needs of enterprises

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As an important link connecting different countries and cultures, Business English plays a crucial role in international trade, transnational negotiations and cultural exchanges. With the increasing integration of the global market, there is a growing demand for professionals who are both proficient in English and familiar with international business rules in enterprises. This shift in demand requires that higher education should not only focus on the cultivation of students’ English skills, but also strengthen the training of their practical business knowledge and cross-cultural communication skills. Therefore, the close integration of business English education in colleges and universities with the actual needs of enterprises can not only provide students with richer English learning resources, but also promote the overall development of students, so that they can better adapt to different types of business environments. ^[1] In addition, this kind of docking can cultivate the professionals with language skills and business strategies for enterprises, and they can achieve greater success in their own development field, so that the international competitiveness of the enterprises can be enhanced. Therefore, in-depth study and implementation of this educational model is of great significance in promoting the process of economic globalization and strengthening international business exchanges.

1. Background Analysis

When examining the background of the study on the docking of business English personnel training in colleges and universities with the needs of enterprises, we need to deeply understand the far-reaching impact of globalization on the pattern of education. Business English, as the hub of international business communication, is at a critical moment of education model innovation. In the face of this challenge, institutions of higher education must accurately match the specific needs of modern enterprises and commit themselves to cultivating high-quality talents who can lead the future market.

In the face of increasingly severe competition and survival environment, business English professionals in colleges and universities need to have the ability to cross language skills. On the one hand, they should have a keen cross-cultural perception, and deeply understand the business customs and regulations and policies of other countries; on the other hand, they should broaden their knowledge horizons and understand the operation and development mechanism of modern enterprises in advance, so as to help themselves accumulate as much practical experience as possible.

The rapid development of science and technology has brought new perspectives to the education of business English talents. In this context, digital skills and network communication ability have become the necessary skills in this field. Therefore, colleges and universities should add the teaching of the application of digital media and network technology on the basis of traditional teaching, so that students can perform well in the modern business environment. In addition, the importance of practical teaching should not be ignored. The integration of theory and practical operation can significantly improve students' practical ability. Through the close collaboration between universities and enterprises, students are provided with practical work experience, which helps them gain a deeper understanding of business practices and meet the professional employment needs of the business community.^[2]

Finally, innovation is the core element of business English talent cultivation in colleges and universities. Traditional teaching methods can no longer fully meet the needs of modern enterprises for composite talents. Interdisciplinary teaching is introduced, and the knowledge from business, international law, economics and other fields is combined, so that a comprehensive learning platform is built for students and it can stimulate their innovative thinking and problem-solving ability.

2. Business English talent cultivation mode in colleges and universities based on the needs of enterprises

2.1 Setting talent cultivation objectives with the market as the goal

First of all, colleges and universities need to carry out in-depth exchanges and cooperation with enterprises to ensure the close connection between the education content and the enterprise demand. For example, through regular enterprise research, colleges and universities can obtain first-hand information about the industry, including the specific needs of enterprises for business English talents, the challenges they face and the future development trend. In this process, business leaders can be invited into the classroom to share their practical experiences and provide students with learning opportunities in real-life scenarios.

Then, the curriculum design should reflect market orientation and focus on practicality and foresight. For example, in addition to traditional language skills training, the curriculum should incorporate modules such as business negotiation, cross-cultural communication, and international market analysis. More importantly, the curriculum should be constantly updated to reflect the latest trends and technological developments in the market, such as digital marketing, e-commerce and other various fields. In addition, practical teaching is a key channel to enhance students' practical application ability. Colleges and universities can allow students to learn and exercise in a real business environment through internships, simulation projects and case studies. For example, by cooperating with local or international companies and setting up real business projects, students can complete the whole process from market research to project planning and execution under the guidance of tutors and industry professionals. This mode of "learning by doing" not only improves students' professional skills, but also cultivates their teamwork and problem-solving abilities.

2.2 Taking students as the root and cultivating innovative and entrepreneurial abilities

Under this model, teaching is no longer a one-way knowledge transfer, but becomes a two-way, interactive process in which the teacher who is in the process can explore and grow together with the students. For example, through the project-based learning method, students are allowed to play a leading role in actual business projects. In this process, students can not only learn and consolidate the basic knowledge in the business English course, but also form and hone their professional skills of problem solving in real business environments, which facilitates the subsequent change of professional identity.

At the same time, colleges and universities should pay attention to the cultivation of students' innovation ability. This can be achieved by offering special courses such as "Design Thinking" and "Creative Writing". These courses can help students break the traditional mode of thinking, learn to look at the problem from a different perspective, and find innovative solutions. In order to better combine theoretical knowledge with practical application, colleges and universities can cooperate with enterprises to create a library of real business cases. Students can analyze these cases, propose solutions and simulate their implementation under the guidance of teachers. For example, the marketing case of an international company can be chosen so that students can analyze the company's marketing strategy and propose improvements. In addition, international exchange programs are also an important part of cultivating students' innovation and entrepreneurship. By participating in international exchange programs, students can not only improve their language skills, but also understand the business environment of different countries and regions for broadening their international

horizons, which can provide inspiration for their future innovation and entrepreneurship activities.

2.3 Building a dual-qualification teacher team on the basis of teaching

The “dual-qualification teacher team” integrates academic insight and industry experience, breaking the gap between traditional teaching and practical application. In concrete implementation, the construction of the team has various forms. Colleges and universities can regularly invite corporate elites into the classroom, whose insights and experiences provide valuable industry insights for students and faculty. An experienced, industry veteran international marketing professional can reveal to students the subtle differences in cross-cultural communication. In addition, teachers step into the “corporate world” to gain knowledge and experience in practice, building a bridge between theory and practice for students. In the specific teaching practice, those teachers who have participated in international trade projects can transform the practical experience into teaching content, and guide the way for students to learn.

In a word, the innovation of business English talent cultivation mode in colleges and universities lies in the construction of teaching-centered dual-qualification teacher team. Through the cooperation between teachers and enterprise experts, teachers’ practical participation and students’ on-site internship, this model bridges the gap between theory and practice, and creates a comprehensive and three-dimensional learning environment for students. This not only improves the quality and practicability of teaching, but also injects new vitality into business English education and makes students have higher expectations for the present and future development.

3. Conclusion and suggestions

The study explores the effective strategies to match the cultivation of business English talents in colleges and universities with the needs of enterprises, aiming at narrowing the gap between education and the market. Through in-depth analysis and practical exploration of the current teaching mode, the following conclusions are drawn and corresponding suggestions are made:

3.1 Implementing dual-track teaching mode

Colleges and universities should adopt a teaching mode that emphasizes both theory and practice. This requires that educational courses not only cover the language skills of business English, but also emphasize the cultivation of actual business operation ability. It is recommended to add courses that simulate business environment, such as business negotiation simulation, cross-cultural communication practical training, and enterprise case study.

3.2 Deepening school-enterprise cooperation

Closer school-enterprise cooperation relationship is needed to realize the synchronous updating of education content and enterprise demand. It is recommended that colleges and universities have regular dialogues with enterprises to understand the latest industry needs and feedback the information into curriculum design and teaching practice. In addition, enterprises are encouraged to provide internship opportunities for students so that they can learn and grow in a real business environment.

3.3 Promoting innovative education concepts

Business English education in colleges and universities should focus on the cultivation of innovation and adaptive ability. Diversified teaching activities, such as entrepreneurial project challenges and international exchange programs, are recommended to stimulate students’ innovative spirit and global vision.

In conclusion, the research emphasizes that business English education in colleges and universities, in the rapidly changing global business environment, must be constantly innovated and adapted. By implementing the above strategies, it can not only enhance students’ vocational ability, but also effectively meet the needs of enterprises for high-quality business English talents, thus promoting the effective docking between education and the market.

References:

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