

Exploration and Practice of English Course Teaching of Business Administration Major in Vocational Colleges

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Abstract : With the rapid development of China's economy and society, the reform of talent training mode for business administration has become the most concerned and valued issue in the current teaching work in colleges and universities. From the current situation of undergraduate education curriculum system construction in vocational colleges, the traditional teaching methods of higher English still occupy the majority. The all English bilingual course for the undergraduate major of business administration takes the basic knowledge of language and the theory of natural science as the core content. Therefore, this paper will focus on how to build a perfect talent training mode for business administration majors that meets the actual needs and employment direction of students, and put forward specific teaching strategies in order to provide more application-oriented and professional development platforms for business administration students.

Keywords : Vocational Undergraduate; Business Administration; All English Courses; Exploration and Practice

1. Introduction

With the development of China's economy, the training mode of talents majoring in business administration can no longer meet the social needs. In particular, it has become an inevitable trend to set up vocational technology and management courses and carry out all English bilingual teaching in applied undergraduate colleges. The business administration major in vocational colleges should set up characteristic, series and targeted courses in combination with the national and local development needs. In order to cultivate students' comprehensive ability, we should focus on improving them after mastering basic theoretical knowledge.

2. Characteristics of all English courses

2.1 All English courses cover a wide range

The all English course is comprehensive and covers a wide range. It is a language science with strong comprehensiveness. All English teaching is not limited to the classroom. From the perspective of students' own development: cultivating their comprehensive ability and professional quality is the educational goal; It can improve the quality of applied talents and create value and interests for the society; Broadening employment and interdisciplinary learning space can become one of the directions of English curriculum reform for business administration majors in higher vocational colleges. Moreover, with the development and progress of economy, society, science and technology, and the increasingly fierce international competition, it has become one of the development themes of the times to require vocational colleges to train applied talents in business administration. Therefore, it is particularly important to strengthen the teaching of students' all English ability; Under the new situation, in-depth research on it has practical significance and long-term role.

2.2 It is very important to pave the way for the early knowledge of the whole English class

In the teaching process, students need to combine their own situation to carry out full English teaching. Business administration is a comprehensive discipline combining theory and practice. Through the analysis of the content and characteristics of this course, it

can be seen that its knowledge structure is relatively rich. It is an essential course for students after entering the university. The teaching contents of the whole English class include: professional basic knowledge, basic ability and application skills, comprehensive English writing, etc. Teachers should select appropriate course modules for teaching according to the characteristics of teaching objects and the requirements of teaching materials; We should combined with the actual situation of the classroom, it is very important to select the contents of corresponding chapters to carry out practical activities, integrate theory with practice, instill new ideas and methods into students step by step, and guide students to learn and master knowledge points by themselves.

2.3 There are many teaching contents of all English courses

All English courses mainly include: professional basic courses, English speaking and writing ability training and comprehensive practice courses. It covers all aspects of business administration major in vocational colleges, such as basic theory, basic courses and practical teaching. Most of the students trained in the traditional undergraduate English education classroom learn knowledge passively. With the development of the times and social needs, the requirements for talent quality continue to improve. Based on this background, applied talents have become one of the goals pursued by major higher vocational schools. Moreover, the selection of all English course content and teaching methods is also more flexible, which provides students with a broader, diverse, comprehensive and systematic knowledge structure. In the business administration major of undergraduate colleges, the cultivation of applied talents is put forward under the talent cultivation goal of business administration major, which is of constructive significance, and it is also an important way to cultivate higher talents.

3. An analysis of the current situation of offering all English courses for business administration majors

3.1 Improper way of offering all English courses

Before setting up all English courses for business administration majors in vocational colleges, it is necessary to reform the courses to meet the needs of social development. At present, the training mode of applied talents in higher vocational education has gradually formed the new characteristics of “double main” teaching mode and “three auxiliary integration”; We should make corresponding plans from the aspects of students’ own situation, comprehensive quality evaluation and employment direction to help them improve their English ability and level in an all-round way; However, due to the lack of theoretical guidance of system science and lack of practical experience, the course focuses on the explanation of basic knowledge and ignores the mastery of practical skills. Moreover, the core of all English course teaching is to cultivate students’ “self-learning ability”. However, in the process of setting up, some schools still have many misunderstandings and deficiencies about the unreasonable or unspecified teaching contents and class hours of teachers in the classroom.

3.2 The teaching methods of all English courses are backward

When teaching all English courses in business administration major in higher vocational colleges, the traditional teaching methods are used, the teaching means are single, and the students’ understanding of professional knowledge is not deep enough. At present, the course teaching of business administration in higher vocational colleges in China mainly focuses on the basic theory, basic skills and application ability of general English. In all English classes, knowledge is mainly imparted and explained in the form of classroom teaching; The courses with strong comprehensive quality such as vocational skills, practical ability and innovative spirit are relatively less involved. However, the full English bilingual course for the undergraduate major of business administration is lack of systematicness and comprehensiveness; Students’ learning initiative is not high and the effect is not good, which seriously restricts their way to the international market and economic development.

3.3 The quality and effect of all English teaching are not satisfactory

With the development of economy and society, the talent training mode of business administration major in vocational colleges is constantly updated, and the teaching content keeps pace with the times. However, due to the lack of practical work experience and practical ability of students, the quality of all English teaching is not high, the application of theoretical knowledge is not solid, and the difficulty of homework after class is prominent; At the same time, some colleges and universities neglect to conduct in-depth research on the construction of basic bilingual teachers and professional characteristics in the process of setting up the science course of business administration.

4. Countermeasures and suggestions for all English teaching

4.1 Improving the importance of business English courses

In the traditional higher education, the professional class hours are insufficient, and the students' understanding of theoretical knowledge is not thorough enough. The teaching concept of all English course aims at cultivating applied business administration talents. Through a series of measures such as reforming and improving the current English teaching system for business administration major in undergraduate colleges, setting up bilingual teaching materials and establishing diversified evaluation methods, this problem has been solved and some achievements have been made; However, from the actual situation, there are still some aspects that need to be further improved: For example, the construction of teachers, the weakness of first-class teaching subjects in vocational colleges, the simplification of teaching methods and the lack of innovation; Students' interest in learning is not strong enough. Based on this situation, by improving the importance of business English course, highlighting the key points and flexible teaching methods, it can effectively stimulate students' interest in learning. In the process of developing all English courses, business administration majors in higher vocational colleges should adhere to the goal of cultivating applied talents.

4.2 Adopting advanced teaching methods

By reforming and developing the traditional talent education mode and method and paying attention to cultivating application ability, we can comprehensively improve the comprehensive quality and skills of business administration graduates in vocational colleges. In the whole English teaching process, teachers should set corresponding teaching objectives according to the characteristics of the subject, and adjust the classroom teaching time and progress in combination with students' learning needs. In the course setting, the improvement countermeasures are put forward from the two dimensions of classroom learning practice and peacetime performance test; In the design of training objectives, we should pay attention to the ability-based development direction, determine the employment rate improvement plan, and reform the curriculum system at three levels: the concept of talent quality.

4.3 Establishing and improving the evaluation mechanism

In teaching, we should pay attention to cultivating students' innovative consciousness, guide students to study independently, and strengthen the systematic and complete application of theoretical knowledge and skills. We should evaluate and feedback information in a variety of ways in the classroom. Emphasis is placed on the assessment results in the two stages of process objectives and final results. We should take the practical activity course as the main line to detect and summarize the teaching quality of classroom practical training, and pay attention to the cultivation of innovative ability, students' awareness of autonomous learning and the cultivation of cooperative inquiry spirit, so as to establish and improve the evaluation mechanism. We must carry out comprehensive, systematic and scientific education for students. It is a systematic project to set up the course content, objectives and assessment methods to realize the construction of employment rate evaluation system.

5. Conclusion

In the current talent training of business administration major in higher vocational colleges in China, there are great deficiencies in the teaching contents and methods of all English course, especially the practical ability needs to be further improved. In order to meet the needs of the development of the times, the application needs of business administration professionals in vocational colleges, reform and innovate the management and construction mode of colleges and universities, and it is urgent for higher vocational colleges to actively explore and deepen the reform of the evaluation mechanism of basic courses of business administration theory, so as to cultivate high-end compound senior skilled professionals with comprehensive nutrition, and provide a strong guarantee for the sustained, healthy, stable, sustainable and rapid development of the country's economy and society.

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