

Research on the Transformation Path of Business English Talents Training-taking Tianjin Universities as an Example to Serve Local Economic Development

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Abstract: To build a “interdisciplinary + industry linking” training mode for business English professionals, we should aim at training one-stop service talents for small and medium-sized enterprises, making full use of school-enterprise cooperation, and linking the development of local pillar industries. Based on the present situation of Tianjin’s economic development, it can be regarded as a feasible way to make clear the training objectives of business English talents in colleges and universities and make the discipline construction of business English develop from “instrumental” to “professional”.

Keywords: Business English; Talent cultivation; Chain industry; Local economy

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1. Introduction

It is an indisputable fact that business English is interdisciplinary, but the interdisciplinary orientation is no longer of significant guiding significance for the construction of business English specialty to get out of the current development situation. With the development of global economic integration, China’s economy is developing rapidly. Taking Tianjin as an example, the “circle of friends” of foreign trade has been growing, and the import and export volume of goods has increased from 730.29 billion yuan in 2012 to 857.67 billion yuan in 2021, with an increase of over 120 billion yuan in ten years. The continuous stimulation of the vitality of trade faces a huge gap in foreign language inter-disciplinary talents.

The establishment of business English major is in full swing in colleges and universities all over the country, but what is the fundamental reason for not providing effective talents? Because business English has long adhered to its “instrumental” orientation, it has not met the real demand of industrial development for talents and deviated from the trend of industrial value chain, and academic foreign language talents cannot give full play to their localized social service functions to some extent. Therefore, the construction of business English major in colleges and universities should be in line with the development direction of industrial value chain, which will be a feasible way to get rid of the current dilemma of discipline development and talent training.

2. The traditional path of cultivating business English talents

The naming of business English majors itself reflects the obvious interdisciplinary nature. It is the product of the integration of business discipline and English language discipline, with the goal of “cultivating interdisciplinary and international business talents”. There is no doubt that the interdisciplinary nature of business English is a final conclusion, but there are still disputes among experts and scholars on which is more important between “business” and “English” and how to combine both organically. At present, it is widely accepted by most scholars that business English is a branch of English for specific purposes (ESP). Under the guidance of this theory, the curriculum of business English major in colleges and universities is usually divided into four parts, namely, “language knowledge and skills, business knowledge and skills, intercultural communication ability and humanistic quality” to form a profes-

sional curriculum system. (Chen Zhunmin, Wang Lifei, 2009)

In English-speaking countries such as Britain and the United States, as a relatively mature discipline, the field of business English research witnesses many representative researchers and research achievements, including Hymes (1972), Bachman(1997), Ellis(2000), Hyland (2003), Bhatia (2004) and other scholars' basic theories. As a branch of ESP, there are many teaching methods of business English, such as case teaching, task-based teaching, discussion method, communicative teaching, etc. At present, the most popular teaching mode in China is to use business materials to teach English.

There are many commonalities in the construction of foreign language majors in Tianjin universities, and many achievements have been made. However, there are still many limitations in the training mode of applied talents, such as the emphasis on academic courses, unreasonable proportion of practical courses and theoretical courses, single teaching resources, lack of teaching platforms for specialized courses, etc., which directly cause students to feel at a loss after employment and unable to be competent for English communication and daily work in the business environment.

3. Business English talents training breakthrough road

Since 2013, the country put forward the cooperation initiative of "Silk Road Economic Belt" and "21st Century Maritime Silk Road", Tianjin's location advantage as a port city has become increasingly prominent. Thanks to the good policy support of local governments, some industrial clusters that have been formed, and the geographical advantages as an open port city, Tianjin is now accepting more and more diverse economies and economic models. The demand for enterprises from all over the world to invest in this area is not small, and the supply of excellent business English talents is in short supply. "Interdisciplinary + industry linking" will have important practical value and broad development space.

3.1 Clarify the role of the government and strengthen school-enterprise cooperation

The transformation and development of higher education is inseparable from the strong support of the government. First of all, the government should strengthen the professional construction of applied disciplines and give priority to education. Local governments should actively guide universities within their jurisdiction to define their positioning and service direction from a macro perspective, update the concept of professional development in colleges and universities, and guide universities to explore new development models of mutual assistance among colleges and universities and dependence on off-campus enterprises according to their own strength and characteristic majors. On the other hand, enterprises should be further promoted to join the talent training mechanism in colleges and universities, with institutional guarantee and policy support from governments. The distribution of rights and responsibilities among the government, enterprises and universities in the training of applied talents should be clarified, and a resource sharing platform for professional construction in colleges and universities should be built.

The cultivation of business English applied talents is not only the responsibility of colleges and universities, but also the active participation of enterprises guided by the government. Enterprises are the forefront of testing the quality of business English talents.

3.2 Combined with local economic characteristics, define business English talents training objectives

Colleges and universities in Tianjin should be based on the local economy in Tianjin, actively linking the development of local industries through curricula of business English major,. Teachers should not only impart theoretical knowledge and language skills, but also guide students to understand the corporate culture of local leading enterprises. By assigning homework after class, students can collect and sort out background knowledge about enterprise business scope and mainstream businesses, such as Tianjin food enterprises Guifaxiang and Goubuli, medical and health enterprises Sino Medical, Jiu'an Medical, manufacturing industries Youfa Steel Pipe, automobile molds and SMIC. Some translation and writing courses for tourism brochures, product brochures, project brochures, etc. can be introduced.

In the process of professional teaching, according to real cases, let learners know the styles of letters of credit, correspondence and contracts commonly used in international business activities. Provided a real business English environment as much as possible, professional learning can be transformed from "instrumental" to "professional" and talents training can be transformed from "knowing English" to "knowing English + business".

3.3 Realize the integration of production-education-research and build a comprehensive practice platform

In addition to enriching the content of classroom teaching, we should actively contact enterprises, establish cooperative units, and encourage students to participate in various forms of professional learning and internship activities after class or during holidays, such

as leading students to observe or participate in various industry exhibitions, translation and recording of city promotion films, updating of major enterprises' web pages. Through practice, students can not only deepen their understanding of theoretical knowledge, but also enhance their practical operation ability.

In addition, qualified universities can build professional training rooms in conjunction with professional companies to ensure the quality of practical teaching. Under the condition of modern educational technology, the course teaching based on practical training should be carried out. Make full use of multimedia resources, establish a translation training center, including interpretation and translation simulation scenario laboratories, and add a network-aided practice module for translation quality courses. The school can collect and sort out information about internship opportunities, such as the international automobile trade exhibition, the international catering materials exhibition and the international software exhibition held by Meijiang Convention and Exhibition Center every year, and notices of English speech contests, translation contests and other competitions as well. Students can experience the actual translation scenes and vivid translation cases, and build a professional terminology database belonging to each industry field.

3.4 Carry out practice teaching in classroom

In the classroom, under the guidance of simulating the real business background, students are organized to perform business English activities, thus effectively improving translation skills and communication skills. In addition to encouraging students to participate in various national, prefecture-level English competitions, if class hours permit, they can also independently carry out small-scale competitions with classes as the unit, so that more students can be involved. Encourage and support students to organize related English learning activities spontaneously, ranging from student club activities and foreign language cultural activities in colleges and departments to learning interest groups in classes and dormitories, so as to cultivate students' language skills in many ways. At the same time, the reform of assessment mechanism should keep pace, and practice assessment can be added to related courses, such as subject competitions and industry practice operation competitions.

3.5 Improve teachers' professional level and professionalism

Adopt the "dual" teacher system, employ translation experts from all walks of life, such as experts and scholars from translation associations, full-time translators from translation institutions, and senior executives and technical experts from enterprises and institutions as visiting teachers to enrich the teaching staff. At the same time, the school should give teachers the opportunity to work in enterprises, so that academic teachers can broaden their career horizons, improve and update their language application ability, text processing ability, and master technical terms.

After the connection between teachers and industries, college courses can then take the reform measures of upgrading the courses to regional industries and corresponding industries, that is, cultivating regional business English talents to serve regional and local economic and social development. This measure will directly alleviate the shortage of business English talents in local economic development.

4. Significance of the transformation of business English talents training to serve the local economy

The instrumental era of business English major has declined, and the era of specialization is beginning. The development of localization characteristics of business English major will be an effective way for business English to become specialized. The development of business English major in colleges and universities is related to local pillar industries, and the cultivation of business English talents can be integrated into the industrial value chain, thus realizing the real integration of production and education. In order to maintain full communication with enterprises, colleges and universities can guide local small and medium-sized enterprises to create new job groups, such as foreign-related business consulting and business specialist posts, to realize one-stop professional business operation, and also increase the teaching of corresponding content according to the specific employment needs of enterprises, so as to truly become an irreplaceable link in the industrial value chain.

As the supporting point of the land-sea intersection of the Maritime Silk Road and the Silk Road Economic Belt in the 21st century, Tianjin is not only the eastern starting point of the China-Mongolia-Russia Economic Corridor, but also an important node of the new Eurasian Continental Bridge Economic Corridor. The regional advantage is self-evident, and Tianjin's economic development needs more high-quality business English talents. The training goal of business English majors should be changed from the language communication carrier of to the business talents who use language as a tool to fulfill product marketing, industry consultation and

industry promotion, and build a deep integration with the local industry value chain.

5. Conclusion

As the most commonly used language in international business activities, English plays a vital role. Under the background of new economy, there is a great demand for excellent business English talents in Tianjin's industrial development. As a think tank of social development, colleges and universities should take advantage of the situation to reform the talent training mode and cultivate more talents with solid English language foundation, strong humanistic quality and international business English knowledge, so as to meet the needs of social and economic development. Based on the perspective of local economic development, this paper puts forward the feasible path of business English professional training transformation from the perspective of serving local economy, that is, "interdisciplinary + industry linking", hoping to cultivate more high-quality business English talents.

How to integrate the business English major into the industrial value chain and connect with the local pillar industries will be a long-term choice for colleges and universities to reform the talents training mode of business English major, and the localization and innovative development path of business English major will surely push the discipline construction of business English to a new level.

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