

Exploration of the Teaching Reform of Application-Oriented Business English Major under the Background of Cross-Border E-Commerce

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Abstract: With the rapid development of China's Internet technology and economic trade, China's foreign trade plays an important role in the development of cross-border e-commerce. At present, our country cross-border electricity development speed, the society to be familiar with the master English talent demand is more and more big, in order to cultivate talents conform to the society, this paper on the background of cross-border electricity applied business English teaching, and under the background of cross-border electricity applied business English teaching methods and methods of the analysis, provide special talent contribution for our country.

Keywords: Cross-Border e-Commerce; Applied Business English; Teaching Reform; Practice

Introduction

At present, the development direction of China's economy and trade is relatively broad, and business trade is not limited to China. With the continuous development of China's society and economy, many enterprises carry out cross-border e-commerce work through Internet technology, and the demand for application-oriented business English talents is gradually increasing. Therefore, it is necessary for the school to change the traditional teaching concept and reform and innovate the application-oriented business English professional teaching under the background of cross-border e-commerce, so that the talents trained by the school can meet the needs of today's social development and improve the employment opportunities of students.

1. The concept of cross-border e-commerce

At present, cross-border e-commerce refers to the transaction and settlement of different commodities and different borders as the main body, payment and settlement through the e-commerce trading platform under the Internet, and the transportation and transaction of commodities through cross-border logistics. Simply put, it is called cross-border e-commerce. At present, cross-border e-commerce mainly includes the trade mode between enterprises and between enterprises and consumers. With the deepening of China's opening to the outside world and the realization of the development trend of global economic integration, cross-border e-commerce has become an important mode of China's e-commerce trade with foreign countries^[1].

2. Applied business English major positioning

With the continuous optimization and reform of China's education system, Business English has been positioned by the Ministry of Education as "Business English is a professional skill and a carrier. Only by combining English with a certain carrier can professional English be formed". When English major conducts talent training, it transforms from the "classics-style" talent training mode to the compound and applied talent training mode. It can be seen from English teaching that the relevant departments of education in China position business English as the combination of business English and international business, rather than a simple language subject. In applied business English talent training, with the local economic and social development of applied business English talent demand and requirements, the combination of point, to cultivate students' ability to work in the future to determine the local economy service and to integrate with international standards, and establish training applied and compound talent training ideas, ensure that students to applied business English learning more thoroughly, and exercise the students' language skills and international e-commerce

knowledge training and exercise students' professional skills^[2].

3. Teaching reform strategy of applied business English majors under the background of cross-border e-commerce

3.1 Build a scientific and reasonable business English curriculum system

Relevant colleges and universities in the applied business English professional talent training plan, to combine the current social demand for such talents and the requirements, through scientific and reasonable way to talent training teaching, the cross-border e-commerce talent post included, and carry out the relevant e-commerce courses, at the same time improve the related e-commerce platform use and management practice course. For example, business etiquette and international e-commerce and marketing course practice course, combine cross-border electricity and related professional positions, establish a perfect teaching system and professional English teaching mode, to ensure that the course and the new situation of economic development direction and trend, to ensure the cultivation of talents can conform to the needs of the society. The main courses of applied business English major include three modules: quality development, language skills and business skills. In the daily course education, relevant teachers improve the construction of courses and practical training courses, focusing on cultivating students' practical ability, working ability and the application of language communication ability. For different courses, diversified practice and teaching modes such as classroom discussion, case analysis and on-site observation are adopted^[3].

3.2 Reform of the teaching mode

When conducting application-oriented business English teaching in related classrooms, teachers should change the traditional teaching concepts, optimize and innovate the teaching methods to ensure the novelty of the teaching methods, so as to improve students' learning efficiency. Teachers and students should cooperate and help each other, highlight the subjectivity of students in the classroom, and focus on the cultivation of students' working ability. Effectively combine theoretical teaching and practical teaching, improve the practice of simulated enterprise practice, virtual imitation real training and cross-border e-commerce platform operation, and encourage students to start their own businesses. Let the students firmly master the business skills and basic business knowledge, and constantly cultivate the students' English language ability and can solve the international business problems through the language ability. In addition, to strengthen the importance of the combination of industry and education, we can invite high-quality technical personnel related to foreign trade in enterprises to the classroom to lead students into the scenario simulation teaching, and teach students how to operate the cross-border e-commerce platform, how to release products, how to contact customers and how to offer prices, etc. In addition, schools should apply for enterprises to provide an e-commerce platform for students, so that students can get contact and understand products through operation, so that the classroom can be simulated into an enterprise. Through the teaching method of role transformation, the relevant theoretical knowledge of students can be correctly verified by the operation, so as to improve the learning effect of students.

3.3 Strengthen the construction of “double teacher and double ability type” teachers

The professional skill level of teachers has a direct relationship with the training and teaching of application-oriented business English talents, and teachers' professional ability and teaching ability play a key influence on the reform and innovation of teaching and education. As application-oriented business English is a very practical learning major, it is necessary to strengthen the construction of teachers' “double teacher and double ability” teachers, and cultivate compound teachers of English and international business. And improve teachers' salary and favorable policies, to attract the enterprise professionals to the school to part-time, enterprise part-time teachers will be the new dynamic of the enterprise into the school, help teachers to understand the latest case of enterprise demand, let the teacher according to the latest demand for students, in order to improve the professional skills. School management personnel to make applied business English teachers into the enterprise to study, through the teachers create positions to make teachers access to the international electronic commerce activities and cross-border e-commerce practical operation and international trade practice comprehensive e-commerce skills, ensure that teachers in the future teaching to the enterprise talent needs and related work skills can be integrated into the teaching.

Schools should actively organize teachers to conduct business English skills training and further study, so as to ensure that teachers' teaching ability and knowledge structure can be continuously optimized, and the teaching and education level can be continuously improved. In order to build a comprehensive teacher teaching team with modern teaching ideas and which can use new teaching methods, and improve the teaching efficiency of teachers. In addition, the school applied business English teachers should work with external enterprise experts of business English teaching and practice content research and development,

university-enterprise cooperation on business English subject, and the scientific research results into teaching, make teachers' professional skills effectively exercise, realize "double double can" teachers, to improve the purpose of business English talent training.

3.4 Promoting the examination reform

In the course of applied business English teaching under the background of cross-border e-commerce, the intensity of examination reform should be improved. According to the actual situation and characteristics of business English, in the assessment of students' learning results, not with single test scores to determine the students' professional level, should adopt diversified examination for multiple times, should combine oral and written examination, the classroom performance and practice teaching participation into the examination, enable the students to through multi-channel and comprehensive way to show their professional skills learning effect and level, ensure the authenticity of the students learning judgment.

4. Conclusion

To sum up, the proportion of cross-border e-commerce in China's foreign trade is gradually increasing, the trade scope of cross-border e-commerce is gradually expanding, and the requirements and demand for applied business English talents are increasing. In the context of cross-border e-commerce, applied Business English should clarify the training objectives of talents, optimize and innovate the way of talent training, strengthen the faculty of schools, apply the integration of industry and education education to meet social needs and talent training, and create a majority of employment opportunities for students.

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