

Discussion on the reform of business English talent training based on the “dual system” education model

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Abstract: Along with our country economic strength continuously promotes, the society and related enterprises for professional talent's knowledge and skill level requirements step by step promote, at the same time industry enterprises on talent employment standard has had a great change. However, traditional college and university personnel training mode can no longer meet the needs of the development of society and enterprise, in this regard, college and teachers must use dual system personnel training mode. In this way, business English professionals can be trained to meet the needs of social development. In this regard, this paper makes a brief analysis of the reform path of business English professional talent training based on the “dual system” education model, hoping to provide readers with some valuable reference.

Key words: dual system; Business English major; Talent training

Introduction

Through the author's investigation, it is found that in recent years, there is a disconnect between the training of talents in colleges and universities in China and the real needs of talents, resulting in the inability of professionals trained in colleges and universities to meet the needs of enterprise and social development, which not only affects the employment and development of college students, but also causes obstacles to the comprehensive development of enterprises and society. In 2019, The State Council issued the “National Vocational Education Reform Plan”, which clearly pointed out that “China's vocational education personnel training level is uneven, we must do a good job in personnel training reform.” It can be seen from this that the reform of college talent training mode has reached an imminent stage. In this regard, it is necessary for colleges and universities to base on the needs of the development of The Times, learn from the “dual system” education model, reform the traditional talent training model, cooperate with enterprises and integrate industry and education, so as to improve the quality of talent training, better meet the urgent needs of society and enterprises, and promote the employment and career development of college business English majors.

I. Overview of dual-system personnel training model

Dual system talent training mode is a main form of vocational education in Germany, which mainly refers to universities and enterprises in various industries. The two through close integration, thus forming dual talent training mode, in order to ensure the quality of talent training. Under the dual talent training model, German students participate in both school and enterprise learning. They mainly learn relevant professional theoretical knowledge in the school, receive practical teaching in the enterprise, and mainly receive professional training in vocational skills. At the same time, students have a personal identity, which is the status of students in the school, and accept the teaching of full-time teachers in the school. In enterprises outside the school, students are apprentices, receiving professional skills training and teaching and training from enterprise masters. This mode of personnel training is to integrate the theoretical knowledge learned by students with the practical knowledge received in the enterprise, so as to cultivate professionals with not only solid professional theoretical knowledge, but also superb practical skills and abilities.

II. The significance of the implementation of the dual system of personnel training mode

1. Cultivate students' core competitiveness and provide impetus for their employment development

At present, college students are facing great employment pressure. According to the data survey, the number of college graduates in China will exceed 10 million for the first time in 2022, resulting in an imbalance between supply and demand in the talent market, and college students are facing greater employment pressure. However, the traditional talent training mode has been unable to meet the needs of the current enterprise and social development, in this regard, the use of dual system talent training mode can effectively improve the core competitiveness of students, so that they can stand out in the competition with talents, smooth employment, and thus obtain development.

2. Improve the level of education and promote teaching reform

Under the dual-system talent training model, business English major teaching is no longer confined to the traditional classroom. Professional education can be effectively promoted in schools and extended in multiple dimensions by relying on the strength of enterprises. In various ways, not only can the quality of business English professionals be improved, but also colleges and universities can be optimized and reformed in personnel training to a certain extent, so as to better train professionals who meet the needs of society and enterprise development.

3. To serve the development of enterprises and drive regional economy

From an objective point of view, the dual system talent training mode is a kind of characteristic vocational education mode that can promote the win-win situation of schools and enterprises and drive the development of the industry, and it can inject high-quality talent motivation and development vitality into the regional market economy. At present, with the rapid development of information technology

in China, the “weakness” of traditional business English talents training has become increasingly prominent. The cultivated students cannot keep up with the employment needs of society and industrial enterprises, which directly leads to a series of social problems such as “unemployment upon graduation” and “difficult employment”. However, students jointly cultivated by schools and enterprises can not only acquire solid theoretical knowledge in school, but also good English listening, speaking, reading, writing and translating skills. Through direct real or simulated skills training and practice in the enterprise, they have obtained various skills and knowledge required by various positions in this major. Such as business platform application, cross-border e-commerce data operation, big data operation analysis and other real work survival and development skills, you can start work after graduation, seamless docking.

The implementation of the dual-system talent model can further improve the correlation and integration between business English major and relevant enterprises, so that the education goals and achievements of the major are in line with the talent needs and talent strategies of enterprises, which can not only promote the sustainable development of enterprises, but also drive the development of local areas and push the regional economy to another development peak.

III. Existing problems in the process of talent training for Business English majors in colleges and universities

1. The training goal is out of line with the actual position

The main teaching purpose of colleges and universities is to provide a large number of professional talents needed by society and related enterprises, and many colleges and universities have put forward the core concept of “employment-oriented” education and training, and have taken relevant measures to improve the quality of talents. However, the author’s practical investigation shows that the business English professionals trained by some colleges and universities cannot meet the actual job needs of enterprises, so that they can not provide help for the development of enterprises, thus affecting the employment and development of students

2. The curriculum system is not perfect enough

Business English majors in colleges and universities attach great importance to the improvement of students’ practical ability. However, students spend most of their time on campus and lack practical teaching experience, which leads to the inability to effectively improve their practical ability, which seriously affects the quality of business English majors.

3. Lack of in-depth cooperation between universities and enterprises

When colleges and universities cooperate with relevant enterprises, the enterprises will arrange specialized personnel to receive, train and visit the students, etc. However, some enterprises are difficult to bear various risks of students’ on-the-job internship. In the process of cooperation, the relevant enterprises can not get any economic compensation; The tax deduction amount of enterprises for arranging students to do on-site internship can not be implemented; During the internship period, the management of students is relatively neglected by colleges and universities. Considering the above various reasons, relevant enterprises can give up or even reduce school-enterprise cooperation.

4. Lack of teaching staff

With the advancement of education reform, a large number of mathematics has flooded into colleges and universities, resulting in a serious shortage of teacher resources in some colleges and universities and the lack of high-quality teachers, which affects the improvement of professional teaching quality in colleges and universities. At the same time, in order to solve this problem, colleges and universities began to recruit a large number of professional teachers. As a result, many professional teachers graduated from colleges and universities engaged in professional teaching work just after graduation. Their professional basic knowledge is relatively solid, but their teaching level and practical experience are relatively poor, which is one of the problems that many colleges and universities need to solve urgently.

IV. Based on the dual system of business English professional talent training strategy

1. Optimize the training program

In professional teaching, the cultivation of students’ comprehensive professional ability should be set as the first priority in business English major teaching based on their actual conditions, and practical teaching methods should be continuously extended and explored to make professional teaching more social and effective. Under the dual-system talent training model, first of all, professional teachers can incorporate skills practice, enterprise internship, enterprise introduction, professional practice, graduation project and other off-campus practical training courses into the practical teaching system. Secondly, schools and professional teachers are responsible for the transfer of students’ new theoretical knowledge, while enterprises are responsible for the training of students’ practical experience and professional skills. Advanced technology and good resources of enterprises can be used to make students’ growth and development meet the needs of market enterprises. Finally, schools and professional teachers should also introduce the production projects of relevant enterprises into the course teaching, and take this opportunity to subdivide the content of professional courses, strengthen the cultivation of students’ practical ability, and lay a reliable foundation for them to better perform their jobs. In addition, professional teachers should integrate skills competition with professional teaching, introduce competition items into teaching, and use effective incentive mechanism to stimulate their interest in learning, mobilize their initiative and enthusiasm, deepen their professional teaching experience, and cultivate their professional quality.

2. Enrich the teaching form

Under the dual-system talent training mode, professional teachers should actively innovate the original teaching mode, gradually realize the transformation of teaching mode from old to new, introduce diversified teaching methods into professional teaching, and promote

the smooth development of students' new knowledge application and operational ability. In the practice teaching of business English majors, teachers also gradually abandon the backward teaching methods and introduce various methods such as skill competition, project teaching, interactive teaching and practical training into the teaching, so as to improve the teaching effect of Business English majors, cultivate students' professional quality and promote their all-round development. In addition, education informatization has become a major labor trend at present. In this regard, professional teachers can introduce information technology into professional teaching. In this way, the teaching effect of business English major can be improved and students' professional quality and comprehensive ability can be cultivated

3. Deepening school-enterprise cooperation

Under the dual-system talent training mode, universities and professional teachers should gradually set up professional and normative practice platforms. On the one hand, the school has comprehensively allocated and integrated the existing teaching resources such as venues, instruments and equipment, and created multi-level practice venues according to the needs of practical teaching of business English majors, so as to effectively improve the utilization rate of resources of the school. On the other hand, with the support of the government and enterprises, colleges and universities have introduced some more advanced teaching facilities to lay a good foundation for students' professional practice learning and contact. In addition, the university has also actively connected with social enterprises, signed strategic cooperation agreements with them, and built a professional training base based on the financial support, technical support and personnel support provided by enterprises, so as to provide students with a more realistic training environment, and promote their practice and social adaptability to be fully improved. At the same time, Business English majors will work with enterprises to teach professional knowledge and build a curriculum system, thus establishing a new talent training mechanism for university-enterprise training.

V. Strengthen the construction of teachers

Teachers play an important role in the teaching process of business English major in colleges and universities. Therefore, in order to better implement the "dual system" talent training model, colleges and universities must strengthen the teaching staff, create a "double-qualified" teacher team, improve the overall quality of teachers, and further improve the educational effectiveness of this major. On the one hand, it is necessary to combine the strength of enterprises and regularly assign teachers to the enterprises for on-the-job practice to enrich their professional cognition and strengthen their practical education skills; On the other hand, it is also necessary to actively introduce enterprise teachers into professional education, further promote the reform of professional teaching mode, provide updated information and more impetus for educational research and development, and promote the professional teachers' career and comprehensive quality to be orderly improved. In addition, colleges and universities should focus on the construction of "double teachers" and do a good job in the selection and assessment of the team of double teachers. For example, enterprises can be introduced into the assessment of professional teachers. On this basis, seminars and symposiums on the direction of "teacher quality improvement" can be held regularly, and countermeasures are proposed to solve the problems existing in teachers of both sides. To ensure the advanced nature of the "double teachers" team at all times, so as to implement the concept of collaborative education and finally achieve common development.

In short, "dual system" is an important support for college business English majors to ensure the quality of education in the new era. In this regard, colleges and universities should proceed from the reality, actively focus on the connotation of dual-system talent training mode, and on the basis of grasping its educational significance, constantly use new ideas and new methods to do a good job in the innovation of professional teaching mode and system, so as to ensure the effectiveness of business English teaching and education, and cultivate more outstanding talents to meet the needs of enterprises.

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