

Research on the ideological and political construction of business English listening and speaking course based on PDCA cycle

Huan Wen

Software Engineering Institute of Guangzhou, Guangzhou 510900, China

Abstract: Business English listening and speaking course plays an important role in the education of international economics and trade major. In addition to enabling students to master solid professional English expression and professional foreign trade knowledge, strong intercultural communication skills and international trade terms communication skills, it also plays a role in cultivating students' moral cultivation, patriotism and international vision. In this paper, PDCA cycle is adopted as the main guiding principle of Ideological and political education in this course, and the principle of morality and talent cultivation is followed to achieve the overall goal of coordinated development of education, teaching and ideological and political education.

Key words: curriculum ideological and political education; Business English listening and speaking; PDCA cycle;

1 Introduction

In June, 2020, the Ministry of education of the people's Republic of China issued the guidelines for the ideological and political construction of courses in Colleges and universities, which made it clear that the teaching content of classroom ideological and political education should be adjusted and improved closely around the aspects of basic moral cultivation, cultural literacy, family and national feelings, so as to form a full, whole and integrated education and teaching system. The major of international economy and trade is a comprehensive discipline to cultivate college students' all-round development. It should organically integrate professional ability education and ideological and political education. While training them to understand and skillfully apply international business English knowledge and trade business communication skills, it should further strengthen the teaching goal of cultivating morality and talents, which will help them develop good socialist moral quality. At the same time, we should focus on improving their patriotism and socialist humanistic feelings, focus on the overall growth of individuals, and strive to cultivate socialist successors who have a world vision, understand international trade norms, are proficient in Business English, are familiar with international trade negotiations, and serve the country's foreign development and construction.

2 Principles of Ideological and political teaching design of business English listening and speaking course under PDCA cycle

1. introduce PDCA cycle and comprehensively integrate ideological and political elements

PDCA cycle system is a common model used to improve efficiency in enterprise management, usually referred to as demingcircle. As the basic method and idea of total quality management, PDCA cycle mode divides the total quality management process into four important stages, namely plan, do, check and action. PDCA cycle system refers to the formulation of pre planning and scheme in strict accordance with the implementation of the project, keeping track of the implementation steps, and then evaluating the effectiveness through inspection. The remaining difficult problems will be handled in the next PDCA cycle system mechanism. Therefore, the closed-loop management of the curriculum ideological and political security system is realized by establishing the PDCA cycle development model of step forward and spiral rise. The PDCA model is not a closed loop formed rigidly through the four stages of planning, implementation, inspection and management. Instead, it adheres to a cycle of ideas, and has the characteristics of rigorous procedures, rich levels, simple management methods and remarkable results. It is of certain practical significance to study the effect of PDCA cycle teaching mode on the improvement of Ideological and political work and teaching quality in Colleges and universities, and to improve students' Ideological and political efficiency and ideological and political classroom effect. Business English listening and speaking is a widely used professional course, which should pay attention to both professional information and ideological and political knowledge. See Table 1 below for details.

Table 1 comprehensive combination of Ideological and political elements of curriculum based on PDCA cycle

stage	step	concrete content	channel
Plan	instructional design	Clear and specific course objectives, teaching difficulties, teaching design, etc	0be decomposition
	Course content	According to the content characteristics of business English listening and speaking course, excavate the professional ideological and political content, and find a good ideological and political entry point	Identify the entry point of Ideological and Political Education
Implementation (do)	classroom teaching	Enrich teaching methods, use the Internet, app, etc. to find appropriate listening and speaking resources such as video, audio and pictures, and organically combine them with the social classroom;	Flipped classroom and situational teaching method
	Second class	Understand the cultural exchanges of various countries; Deliver the latest development trend of the trade industry; Actively organize and carry out professional related technology competitions	Smart tree platform Professional skills competition

Check	Teaching evaluation	Teachers' personal evaluation, teaching team evaluation and students' evaluation	Anonymous score
	impact assessment	Do not test students' Ideological and political learning level by means of questions or examinations, and evaluate the teaching effect by students' learning achievements	questionnaire survey Experience
Improvement (action)	Teaching diagnosis improvement	Form a comprehensive teaching diagnosis working mechanism of supervision, peers, students and individuals	Teaching and Research Association
	Teaching guidance	Up and down linkage, sharing mature cases of Ideological and political construction, and learning from each other among teachers	Special training Lectures of famous teachers

2. practical exploration

(1) Carry out research on teaching characteristics and propose teaching ideological and political objectives (plan)

The purpose of business English listening and speaking education is to cultivate business elites who respect customers' attitudes and values and have Chinese traditional virtues. The learning objectives of this course are based on the knowledge of business English, and cultivate students' business English communicative ability from listening, speaking, reading, writing and other aspects; The ability goal needs to train students to skillfully use English language skills in work and business communication, and carry out barrier free communication with foreign customers; Ideological and political goals require students to establish correct confidence through ideological and political learning, and gradually develop good psychological quality, team spirit, moral concept and craftsman quality.

(2) Develop ideological and political elements and carry out discipline ideological and political teaching (do)

According to the course content of business English listening and speaking, this paper selects five key units to integrate the ideological and political elements, so as to realize the organic combination of business English listening and speaking knowledge and ideological and political elements. The specific content is shown in Table 2.

Table 2 integration points of Ideological and political elements

Teaching content	Curriculum ideological and political integration elements	Teaching effectiveness
Unit 2 Working in a company	Correct professional ethics Prevent major mistakes	Enhance students' professional ethics and advocate the spirit of professional craftsman
Unit 3 Job and responsibilities	Corporate Social Responsibility Concept of sustainable development	Let students understand the importance of corporate social responsibility, so as to strengthen the idea of sustainable development
Unit 5 Product presentation	Integrity education Craftsman spirit innovative thinking	Encourage students to carry forward the excellent traditional Chinese virtues of honesty and trustworthiness, cultivate the spirit of craftsman, and cultivate students' innovative thinking
Unit 6 Business travel	"Belt and road" initiative economic globalization Community of shared future for mankind	Encourage them to treat world international trade with a more open, inclusive and win-win attitude
Unit 9 Business dinner	Etiquette and standard code of conduct education Socialist core values	Cultivate a good sense of morality Carry forward the Chinese tradition of "a land of etiquette"

(3) Establish a scientific and reasonable classroom ideological and political evaluation system (check)

The assessment methods of Ideological and political teaching content of the course are mainly from the construction of Ideological and political teaching resources on the teacher side and the assessment of Ideological and political knowledge on the student side. The construction of teaching resources for business English listening and speaking course is based on professional English textbooks, supplemented by social hot practical cases. The case screening design should not only integrate the ideological and political points in the course unit, but also have the effectiveness of keeping pace with the times, and a case screening system with teachers as the leader and students as the auxiliary. It not only promotes interaction and communication with teachers and students, but also guides students to find new problems and analyze comments. The students' Ideological and political knowledge assessment of the course is based on the formative assessment of semester stage and final ability module assessment. The assessment scope is based on the goal of cultivating students' theoretical knowledge and language ability of English majors. Although the ideological and political content of the course is not a single inspection, it will be organically incorporated into the whole assessment design. The core of the subject examination design is the integration of Ideological and political elements and professional knowledge. The ideological and political education examination that is separated from the professional connotation tends to lead to students' resistance, and also lacks the significance of Ideological and political teaching of the invisible subject. Therefore, current affairs review, case analysis, group tasks and other forms can be used to investigate students' thinking ability, professional quality and team cooperation ability.

(4) Continuously carry out teaching diagnosis and improvement, and cultivate high-quality talents (action)

To ensure the smooth completion of the teaching ideological and political work and the goal of teaching reform, it is necessary to establish a comprehensive curriculum diagnosis and improvement system integrating supervision, peers and schools, and continuously improve the methods of curriculum teaching reform by taking measures such as teachers' individual active diagnosis and reform, teachers' group diagnosis and reform, etc. Regular review of the implementation plan of disciplines and talent training programs, full coverage of teaching supervision and class attendance, full coverage of peer evaluation by teachers, and full coverage of students' class evaluation have effectively ensured the effectiveness of teaching reform, and at least two-year curriculum implementation plans are required for disciplines carrying out ideological and Political Teaching reform in the classroom, so as to enhance the effect of teaching system reform.

3 Conclusion

The integration of Ideological and political education into teaching reform, in the final analysis, is the organic integration of knowledge transfer, ability training and value cultivation, forming a trinity teaching system. Business English listening and speaking, as a professional course with both instrumental and humanistic features, integrates the teaching of PDCA cycle. The development of Ideological and political education can drive a new round of classroom system reform in schools, so as to cultivate college students who not only understand Chinese and western traditional culture, but also can confidently display and output excellent achievements of Chinese socialist civilization. At the same time, teachers should also fully explore and cultivate the themes and connotations of College Students' Humanistic self-confidence, social ideals, value orientation, home and country feelings that can be cultivated in the classroom, and use the "Recessive Ideological and political" method to make the process of teaching ideological and political education like salt into water. At the same time, by using modern scientific and technological means, drawing on rich resources of Ideological and political education in disciplines and specialties, and constantly innovating the teaching mode of thinking, the ideological and political teaching content is moistened and silent through the natural integration of Ideological and political education elements, so as to achieve the fundamental task of all-round education in the whole process, and enable students to establish scientific social values while mastering professional knowledge and technology, Improve the humanistic quality and the ability to distinguish right from wrong, so that students become people with both ability and political integrity and all-round development.

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