

## *Original Paper*

# Research on the Talent Training Mode of Business English Based on University-Industry Collaboration

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### ***Abstract***

*With the in-depth implementation of China's free trade port construction, the demand for business English professionals is growing. However, graduates who only have language skills cannot meet the needs of enterprises, and the current business English talent training model needs to be updated. Meanwhile, there are some problems such as the outdated teaching content of business English and the weak teaching staff. This paper puts forward the discussion of the university- industry cooperation mode. First, it clarifies the professional orientation and enterprises' needs. College teachers and enterprise tutors cooperate deeply, and then improve the teaching content, build a curriculum system integrating theory and practice. It puts forward four cooperation modules, which are research and innovation, technology transfer, providing expert consulting services, and product commercialization.*

### ***Keywords***

*Business English, University-industry collaboration, Talent training mode*

## **1. Introduction**

The construction of a free trade port in Hainan is a major strategic decision made by the Party Central Committee to promote the innovative development of socialism with Chinese characteristics with an eye on both the domestic and international situation. Hainan has a large domestic market and is a strategic pivot point of the "Belt and Road" initiative, with the ability to radiate Southeast Asia and access to the world. At the same time, Hainan has a weak foundation, slow economic development, low level of industrial and agricultural development, and a relative lack of various types of talent. In this context, it is important to explore the innovation of business English talents training in the free trade port and cultivate more and more professional and complex business English talents. Exploring how to adjust

the talent training mode to meet the needs of the construction of Hainan free trade port is the main problem that needs to be solved. Universities should discard the old and promote the new as soon as possible, so that they can adapt to the new needs of the development of the free trade port construction and cultivate high-level internationalized professionals to accelerate the process of free trade port construction.

## **2. Development of Business English as a Discipline**

In the late 1960s, the English for Specific Purposes (ESP) theory was born and a new discipline, Business English, emerged. Business English is a kind of specialized English with English as the medium and business knowledge and skills as the core (Dudley-Evans & St John, 1998; Bargiela-Chiappini & Zhang, 2013). Taking the concept of building a new liberal arts as the starting point, the Teaching Guide for Undergraduate Business English Majors in General Higher Education Schools puts forward the cultivation of complex foreign language talents and further elaborates the connotation, characteristics and methods of complex English talents. As an important training content of business English majors, practical teaching focuses on online and offline hybrid teaching, virtual simulation practice, and social practice in accordance with the requirements of the Ministry of Education to strengthen practical teaching and innovative entrepreneurship cultivation of college students (Wang, 2021). Internet + education, school classroom will be changed into smart campus, intelligent classroom, which is a strategic choice to change English course teaching (He, 2016). Therefore, the combination of industry-university-research and the construction of business English practical teaching system is the development trend of business English majors.

As a new major formed by the intersection of multiple disciplines, the talent cultivation mode of business English majors is still in the process of continuous exploration and innovation, with great room for improvement and development potential. How to adapt the training of business English talents to the changing market demand and overcome the existing outstanding problems such as unreasonable professional curriculum, outdated teaching mode, weak business English faculty, and teaching content not matching with market demand (Liu, 2017; Huang, 2012). How to understand the employment demand of enterprises, adjust the talent training mode, optimize the curriculum system, and innovate the practical link of internship are the key points facing the talent training research.

## **3. Existing Problems of Talent Training Mode**

The construction of free trade port needs composite talents who are skilled in business management, master foreign trade practice, understand international laws and regulations, and are good at foreign communication. At present, there are various historical problems in the cultivation of talents in business English majors in universities, which are limited by the actual situation and do not match with the demand for talents in the construction of FTTP.

### *3.1 The Teaching Content is Relatively Lagging Behind*

The teaching materials and contents used by business English majors are relatively outdated and cannot match the demands of the construction of FTTP, but still stay at the level of English subject foundation and focus on the cultivation of basic language skills. In addition, the curriculum system of Business English majors is incomplete, and the curriculum is not comprehensive enough. Too few professional courses are offered to provide a comprehensive knowledge system teaching, which is manifested in the following three aspects: first, lack of disciplinary knowledge cultivation, including economics, management and law knowledge; second, lack of business knowledge cultivation, including business organization governance structure, strategic planning, etc.; third, the learning and application of practical knowledge, including the content and process of business work, international business rules, etc.

There is a serious lack of teaching reference materials involving the construction of FTTP. These existing problems restrict the cultivation of diversified talents in business English and make the cultivation of talents under the construction of free trade port have a large teaching shortage.

### *3.2 Lack of Innovation in Teaching Mode*

The current form of business English teaching is too general and lacks targeted practical teaching methods. Most colleges and universities teach business English according to the public English teaching mode, and do not update the teaching mode according to the characteristics of business English majors, which leads to students' inability to have comprehensive business English ability, lack of application-oriented skills, and difficulty to carry out cross-cultural language communication and use in practical work. Therefore, colleges and universities should carry out various teaching activities that break through the tradition and change the previous unchanging teaching methods to provide students with a variety of scenarios to enrich their learning of the practical application of business knowledge, so that their comprehensive quality and professional ability can be fully exercised.

### *3.3 Over-emphasis on Teaching Language Knowledge, Neglecting the Cultivation of Practical Ability*

The teaching emphasis of foreign language majors in colleges and universities is not the same as it should be, focusing too much on the teaching and consolidation of basic language skills and not enough on students' comprehensive ability, diversified knowledge background and practical application level. The traditional teaching model focuses on vocabulary, grammar and other knowledge, but the requirements for business English talents under the construction of the free trade port are much more than that. If you only have the basic knowledge but not the practical application ability and comprehensive ability, it will affect business negotiation, business cooperation and business operation.

### *3.4 Weak Teachers and Single Knowledge Structure*

Most of the teachers of business English majors studied in teacher training or foreign language colleges and universities, although they generally have solid basic language skills and majored in literature, linguistics or translation, they lack knowledge reserves of economics, management, law and other related knowledge. Teachers lack business management knowledge and have no practical experience in working in enterprises, which makes it difficult to meet the demand of training composite business English talents.

Institutions generally face the dilemma of weak business English teachers, and the teacher problem inevitably restricts talent cultivation.

#### **4. Industry-university-research Cooperation Talent Training Mode**

##### *4.1 Define the Professional Orientation and Enterprise Talent Demand*

The training target of business English talents in the context of the construction of FTZ has clear regional characteristics and needs to cultivate composite talents in production, operation, service and management, which can be summarized as whether the graduates can meet the demand of economic development, have corresponding professional knowledge and skills, and whether their professional knowledge and skills match with the regional economic development of FTZ.

The primary consideration of the talent training program is the professional orientation. Taking the demand for talents from enterprises as the lead, we conduct an in-depth survey to analyze the current situation of the industry and the demand for talents from relevant enterprises. Then, we will understand the possible pillar industries and their development direction in the future of the FTZ construction, and understand the talent structure status, job expertise and skill requirements, and talent demand intention of related industries. After fully investigating the market demand, the professional training program will be clarified to match the industries and industrial chains related to the development of the free trade port.

##### *4.2 In-depth Cooperation between University Teachers and Enterprise Instructors*

In order to cultivate composite talents with professional knowledge and familiar with enterprise operation, in-depth cooperation with enterprises is an indispensable part. Firstly, to build a professional teaching team on the basis of joint construction, the teachers should have both professional knowledge of economic management and strong business communication skills, and they should understand international laws and regulations, etc. There are two main ways: First, full-time teachers are required to improve their skills and practical skills and increase their practical work experience in enterprises. Full-time teachers are encouraged to participate in enterprise business practices and go deeper into the actual work of enterprises, thus improving the relevance of teaching; secondly, invite enterprise personnel to serve as part-time teachers, whose core competency is to master the practical operation of jobs. As industry insiders, they have high enough practical ability to analyze the market frontier dynamics from the industry's perspective.

College teachers and industry instructors work together to develop professional teaching objectives, job occupation standards, joint lectures, joint textbook writing and joint guidance for student internships to narrow the distance between classroom teaching and enterprise needs. And to reach this condition, the cooperation of industry-university-research with enterprise alliance and business park is an essential part.

##### *4.3 Improve Innovative Teaching Contents*

According to the talent demand of the construction of the free trade port, students are encouraged to accumulate a broad knowledge involvement, improve their comprehensive knowledge reserve and cultivate an open international vision; train their language use ability so that their foreign language

communication level can be improved; cultivate their practical level and improve their practical ability in real life and work scenarios.

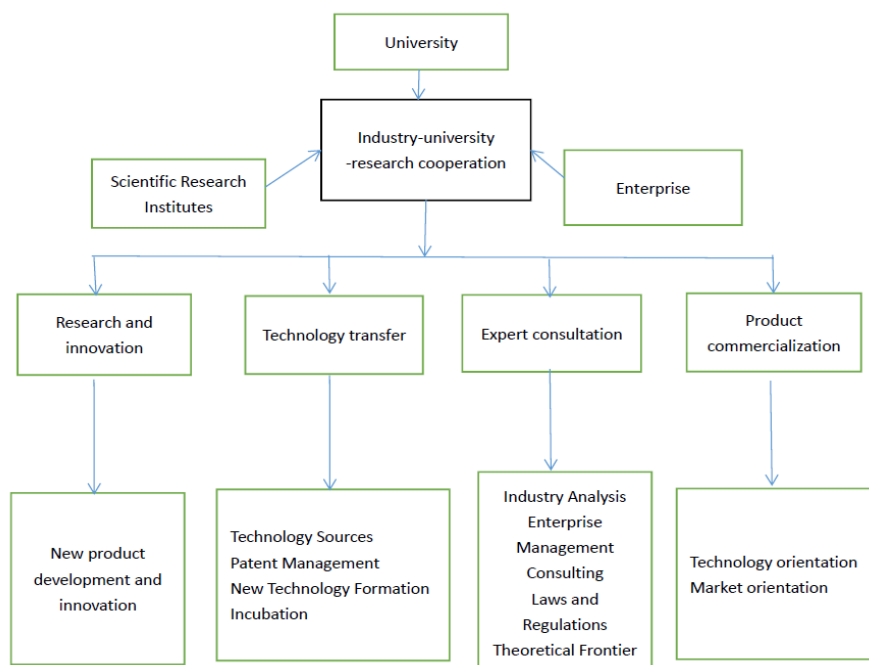
There is a serious lack of teaching reference materials involving the construction of the FTZ. The teaching materials of business English related to the construction of FTZ are in need of improvement, and the existing professional teaching materials are very limited. It is an important step for talent cultivation to carry out the course content discussion for the background of FTTP construction, create high-quality course content for business English students that meets the needs of composite talent cultivation, compile supporting teaching materials, form high-quality courses, and develop online virtual simulation courses.

#### *4.4 Build an Integrated Curriculum System of Theory and Practice*

The curriculum system is the core of talent cultivation. Combined with the economic development needs of FTZ, to cultivate composite talents with sufficient business English knowledge and professional skills, a professional theoretical and practical integrated business English curriculum system should be constructed. We should deepen and reform the traditional curriculum structure, closely combine the economic development trend of FTZ, take the talent demand and job standard as the basis of the curriculum, run through the central line of professionalism and practical ability cultivation, and build a curriculum system of “integration of theory and practice” to integrate theory and practice. The specific performance is to integrate the professional skills training of enterprises with the professional knowledge education of disciplines, and set the main courses of the profession in proportion to each other; according to the professional training program, integrate the teaching contents, reasonably arrange the learning objectives, and carry out project-based teaching, case teaching and situational teaching; enhance the importance of practical teaching, emphasize the skill cultivation, and deeply combine the market talent demand with the learning tasks.

#### *4.5 Coordinated Development of Industry-education Integration*

The integration of industry and education is a more advanced stage of the development of industry-university-research cooperation to a certain degree, with high integration and stability. The specific measures are universities and research institutes jointly build scientific research practice and internship training bases; the topics of graduation thesis are chosen from teachers’ professional practice and scientific research topics. The practical aspects of talent cultivation, relying on the external environment of industry and enterprises, joint research institutions, and gradually towards the coordinated development of industry, now the preliminary model of University-Industry-Research Cooperation is proposed, as follows.



**Figure 1. Industry-University-Research Cooperation Model**

## 5. Conclusion

The cultivation of business English talents in colleges and universities should start from the actual situation of local economic development, thoroughly and systematically study the employment needs of enterprises, cooperate deeply with enterprises, improve teaching contents, build an integrated curriculum system of theory and practice, and promote the coordinated development of industry-university-research. Through the four modules of research and innovation, technology transfer, providing expert consulting services and product commercialization, we will innovate the training mode of business English talents and cultivate the composite business English talents needed by the free trade port.

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