



Research and Practice on the Construction of First-class Business English Major in Local Colleges and Universities — Taking Taizhou University as an Example

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Abstract: Under the background of double-class and big data discipline construction, in order to actively meet the needs of talent development in Jiangsu and Yangtze River Delta. Combined with the actual situation of our university, this paper gives effective strategies and ways to realize the first-class Business English specialty construction from the aspects of specialty construction goal and specialty orientation, personnel training plan revision, personnel training concept renewal, personnel training mode optimization, specialty characteristics condensation and specialty development suggestions. Provide professional construction reference for first-class specialty construction and Business English applied talents training in local universities.

Keywords: local universities, Business English, first-class specialty construction

Although China's Business English major started late, it was piloted in 2007 and officially listed in the catalogue of basic majors of the Ministry of Education in 2012 (professional code 050262). Its development momentum is rapid. By 2021, there are 15 batches and 416 colleges and universities in China offering undergraduate majors in Business English (one of which is a second-degree college). In recent years, the Business English major has changed from scale development at the beginning to quality development. The newly promulgated National Standards for Undergraduate Teaching Quality of Business English Major in General Colleges and Universities and the Guide for Undergraduate Teaching of Business English Major point out the important direction for the construction and development of Business English major in the new era.

Taizhou University, as a local university offering Business English major in the eighth batch (2014), keeps pace with the development of Business English major in China under the situation of strong demand for Business English talents. In the past seven years, we have found a suitable position in the extensive, multiple, multi-level, diverse and frequent development of international economic and trade exchanges, and trained applied talents to meet the needs of local economic and social development.

With the start of "double-first-class" construction in China (the list of the first batch of world-class universities and first-class disciplines established by the Ministry of Education, mainly based on the original "985" and "211" universities), as a local university, although the school conditions, experience and discipline advantages are not as good as those of the country and some provincial universities with outstanding geographical advantages. In order to effectively improve its own school-running level and discipline level, Taizhou University actively integrates into the "double-first-class" construction. On the premise of fully considering the reality and needs of local economic and social development, the development direction and path with local characteristics are selected, and the training mode of applied talents with local characteristics is constructed. In this paper, we follow the motto of "seeking truth and being pragmatic, paying attention to practice", follow the orientation and direction of running a school with characteristics, high level and application, and combine the actual needs of local economic and social reform and development to make some exploration, practice and research on the construction of first-class Business English major in Taizhou University, specifically in the following five aspects:

1. Basic ideas of construction

The construction of first-class Business English major in local universities should highlight one core, promote two reforms, improve three mechanisms and enhance four abilities. The specific contents are as follows, highlighting one core: keeping close to the needs of talent market and professional posts, and focusing on improving the quality of talent training; Promote two reforms: promote the reform of talent training mode and practice teaching mode; Perfecting the three mechanisms: perfecting the teaching quality guarantee system, the construction of "double-position" teaching team and the system construction; Improve four abilities: improve teachers' scientific research and social practice ability, students'

independent innovation and sustainable development ability, social service and radiation ability, professional competition and development ability.

2. Professional orientation and direction, personnel training objectives and specifications

2.1 Professional orientation and direction

The positioning of the first-class Business English major in local colleges and universities should be based on the school-running positioning framework. Taizhou College's orientation is a distinctive high-level application-oriented undergraduate university that leads the development of local culture and education and serves the transformation and upgrading of local economy. Service-oriented based on Taizhou, facing Jiangsu, radiating the whole country. Accordingly, after investigation and demonstration, the orientation of the first-class Business English major is to strengthen the party's educational policy and policies, and to cultivate socialist talents who are firm in the new era of socialism with Chinese characteristics, can meet the needs of economic and social development in Jiangsu Province, especially Taizhou City, are competent in international business-related work, and can radiate the international business needs of the Yangtze River Delta urban agglomeration and even the whole country.

2.2 Personnel training objectives and specifications

According to the requirements of National Standards for Undergraduate Teaching Quality of Business English Majors in Colleges and Universities on the talent training objectives and specifications of this major, as well as the related requirements of Taizhou University's "14th Five-Year Plan" career development plan and discipline specialty construction plan, that is, taking serving local economic and social development as an important mission, closely tracking the needs of local industries, enterprises and institutions, actively integrating into local economic and social development, enhancing the degree of fit with regional economic and social development, and striving to improve the level of serving local economic and social development. At the same time, on the basis of cultivating students' comprehensive humanistic quality and professional quality, we should focus on the cultivation of applied talents, cooperate closely with local industries and enterprises, and cultivate compound and applied Business English professionals who can adapt to local economic and social development. The establishment goal of the first-class Business English major is: mainly to train specialized talents of applied Business English, who have solid English language skills, high humanistic quality and broad international vision, master relevant basic theories and knowledge such as English language and literature, applied economics, business administration, law (international business law), be familiar with the general rules and practices of international business, be familiar with the operating rules and procedures of major cross-border e-commerce platforms, and have strong Business English application ability, cross-cultural business communication ability, business practice ability, autonomous learning ability, speculative and innovative ability, and can engage in international business related work. The training specifications are as follows: ① Quality requirements: Business English majors should have noble moral character, humanistic and scientific literacy, international vision, social responsibility, dedication and cooperation spirit, innovative and entrepreneurial spirit and healthy body and mind. ② Knowledge requirements: Business English majors should master language knowledge (phonetics knowledge, vocabulary knowledge, grammar knowledge, discourse knowledge, pragmatic knowledge, etc.), business knowledge (economics knowledge, management knowledge, international business law knowledge, international finance knowledge, international marketing knowledge, human resource management knowledge, financial management knowledge, business operation rules, information technology knowledge, etc.) and cross-cultural knowledge (foreign literature knowledge, European and American culture knowledge, business culture knowledge, Chinese culture knowledge, etc.), humanities and social sciences knowledge (regional country knowledge, international political knowledge, world history knowledge, world religion knowledge, diplomatic knowledge, etc.), interdisciplinary knowledge (interdisciplinary knowledge, interdisciplinary integration knowledge, etc.). ③ Competence requirements: Business English majors should have English application competence (English organization competence, English application competence, English learning strategies), cross-cultural communication competence (cross-cultural communication competence, cross-cultural business communication competence), business practice competence (general business skills, professional business skills), thinking and innovation competence (cognitive ability, emotional adjustment ability), and autonomous learning competence (self-planning, self-decision-making, self-monitoring ability, Self-evaluation ability).

3. Optimization of training mode and ISP training concept

The optimization of talent training mode is based on knowing exactly who the society wants, so as to "what to teach"

and "how to teach". First, investigate "who do you want". The major conducted research in enterprises in Taizhou Medical High-tech Zone, foreign-funded enterprises, Taiwan-funded enterprises and Hong Kong-funded enterprises in Gaogang Development Zone, and formed a research report entitled "Research on the training specifications and curriculum system construction of Business English majors based on local needs". Under the guidance of the idea of "Community of Shared Future for Mankind" put forward by President Xi, based on the above problems and the understanding of the function of language service under globalization (we firmly believe that globalization is always the development direction of the world economy), this major puts forward such a talent training mode. In the era of globalization, we take language services as the purpose, application courses as the main line, Ability training as the leading factor and All-round development as the goal, that is, "GLS+AAA" mode. Its core features are: high-quality prescribed actions (the first A and the third A)+ flexible optional actions (the second A). "Flexible optional action" is manifested in timely docking and two-way adjustment with enterprises. See Table 1 for details. Based on the "AAA" training mode, the analysis table of Business English major's work field and study field, in which "work field" and "corresponding study field" are dynamically adjusted in two directions to adapt to the changing market.

Table 1. Analysis table of correspondence between work field and study field of Business English major

Work field	Work task	Professional ability	Corresponding study field
Foreign trade business contact	Looking for customers	Good marketing ability	Marketing, Business Communication and Etiquette, International Trade Practice, Foreign Trade Correspondence, Business English Listening, Business English Speaking, Comprehensive English and Business English Interpretation
	Business discussion	Good communication skills, good oral and written English expression skills	
	Concluding a contract	Mastering the drafting of international trade contract terms and the review of contracts	
Making foreign trade documents	Reading the letter of credit	Be able to read and accurately understand the terms of the letter of credit	International Business Documents
	Making foreign trade documents	Be able to make bills of exchange, invoices, bills of lading and other documents according to the contract	
	Checking foreign trade documents	Be able to review bills of exchange, invoices, bills of lading and other documents according to the contract	
Foreign trade documentary	Export trade contract fulfillment documentary	Be able to organize and coordinate various departments within the enterprise to complete the stocking within the specified time	Foreign Trade Documentary, Import and Export Business Operation
		Be able to handle consignment, customs declaration and insurance procedures	
		Be able to follow the delivery order, timely feedback and tracking	
	Import trade contract fulfillment documentary	Be familiar with the application procedures and methods of import license	
		Be able to handle freight insurance	
		Be able to carry out inspection of imported goods according to relevant procedures	
Handling of company documents	Using computer network to assist in writing documents	Be able to use all kinds of office automation equipment and office software skillfully	Secretarial Practice, Business Administration
	Writing documents	Proficient in writing business letters and other common practical writing	
Meeting arrangements	Arranging the meeting	Be able to arrange and record meetings skillfully; be able to independently analyze general problems and propose solutions	
Business travel arrangements	Arranging the business travel	Be able to arrange business travel skillfully; be able to independently analyze general problems and propose solutions	

In order to strengthen students' practical application ability under the AAA mode, this major establishes the practical teaching mode of "ISP (Idea + System + Platform)".

(1) Idea: It includes the concept of language ontology, basic theory, comprehensive quality and language service.

① Language ontology concept

Business English is an interdisciplinary subject. According to the division of disciplines and majors in Chinese colleges and universities, Business English belongs to the third-level discipline under the first-level discipline “Foreign Language and Literature” and “Foreign Linguistics and Applied Linguistics”, so its essence is a language teaching. Pickett pointed out that the ontology of Business English is a language with general and professional business context, and it is a style that not only has the language characteristics and rules of general English, but also embodies the core characteristics of business language. It is manifested in the breadth and depth of specialized vocabulary, syntactic structure, discourse, register, stylistic features, context and cognitive rules of professional knowledge, etc. In short, Business English is English in a specific business context, thus showing stylistic features different from common English. The research on it is essentially the study of language phenomena.

② Basic theoretical concept

In Business English major, the concept of business is quite broad. 2012 Ministry of Education’s professional catalogue of Business English majors mentioned that Business English majors should have “specialized international business knowledge and skills, master the basic knowledge and theories of economics, management and law and other related disciplines ... and be proficient in using English to engage in business, trade, management, finance and other work in the international environment”. It can be seen that in Business English major, the teaching of business content largely depends on the understanding of market demand in colleges and universities. How to integrate the basic theory and operation of one or more majors in business disciplines (such as trade, finance, management, etc.) with the characteristics of language skills training and language teaching, so as to achieve the best teaching effect, is the core of formulating talent training mode. The emphasis on basic theory and operation is because it is unrealistic to ask students to master the contents of many business majors in the limited time of four-year undergraduate teaching. However, knowing only one of these majors will lead to the dilemma of narrow employment choices for students. Therefore, it is necessary and feasible to provide students with basic knowledge in related fields and familiarize themselves with the basic operation processes in related fields. The mastery of basic knowledge also provides a platform and foundation for students’ subsequent study.

③ Practical operation concept

What language teaching and business teaching have in common is that their learning achievements need to be consolidated and developed in practice. Therefore, the establishment of practical teaching system of Business English is an important part of the training plan of Business English major. The three modules of the practical teaching system, we rely on five practical teaching platforms to achieve the practical teaching goal through four ways. On the platform of off-campus practice base, the corresponding analysis of professional ability and learning field required by specific tasks in the work field can make the practice teaching in the base more targeted and effective.

④ Comprehensive quality concept

In the fierce competition of the job market, market demand has gradually become the vane of higher education orientation. However, we can’t get away from the essence of education. Students’ comprehensive quality and humanistic quality should still be important indicators to measure the success or failure of higher education. First, pay attention to professional quality and ideological and moral quality education. In the stage of higher education, educating students on good moral and behavioral norms, cultivating correct professional ethics and establishing correct values and outlook on life will have a profound impact on students’ career and personal development. Second, strengthen the cultivation of students’ intercultural communicative competence. Business English majors cultivate professionals who can communicate with foreign countries and engage in business activities between two or even many different cultures. Therefore, students’ sensitivity and tolerance to cultural differences and flexibility in dealing with cultural differences should be cultivated in the teaching process. Third, strengthen the establishment of lifelong learning concept, the cultivation of autonomous learning ability and innovative learning ability. Because students have to learn both languages and business in their limited study time, many knowledge can only stay at the theoretical level, so many problems that students encounter in practical jobs can’t be solved simply by relying on the basic theories and operations learned in school. At this time, students’ autonomous learning and innovative learning ability based on the original knowledge structure will directly determine their development prospects in this industry.

⑤ Language service concept

Language service has become an important part of the global industrial chain. Professor Wang Lifei of University of International Business and Economics, the founder of Business English major in China, pointed out according to the investigation results of the Blue Book of Internationalized Language Service Talents (2016) that the gap of domestic language service talents is 200,000 people per year, and the number of talents is far from enough now. As for the cultivation of international language service talents, he pointed out that it is not a purely technical job, and it needs three conditions:

First, it needs an international vision, which is particularly emphasized by our foreign language major. Second, we should have professional knowledge of language services, solid foreign language skills and international business knowledge. Third, the ability to be familiar with international rules is the embodiment of cross-language and cross-cultural ability.

(2) System: Building a practical teaching system for Business English (Figure 1), and realizing the practical teaching goal through five practical teaching platforms (Figure 2) and four practical teaching approaches (Figure 3).

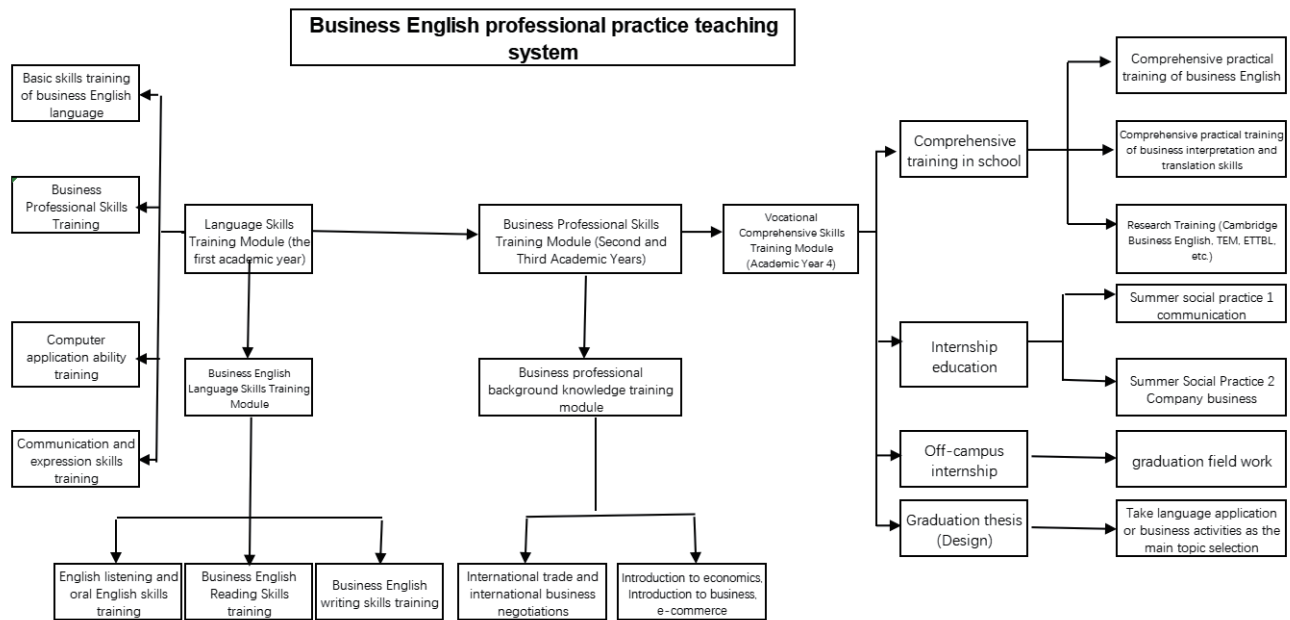


Figure 1. First-class practical teaching system for Business English major

The three modules of the practical teaching system rely on five practical teaching platforms (Figure 2) and achieve the practical teaching goal through four practical teaching ways (Figure 3).

(3) Platform: It includes on-campus teaching and training platform, off-campus practice base platform, discipline competition platform, entrepreneurial innovation platform and social comprehensive practice platform.

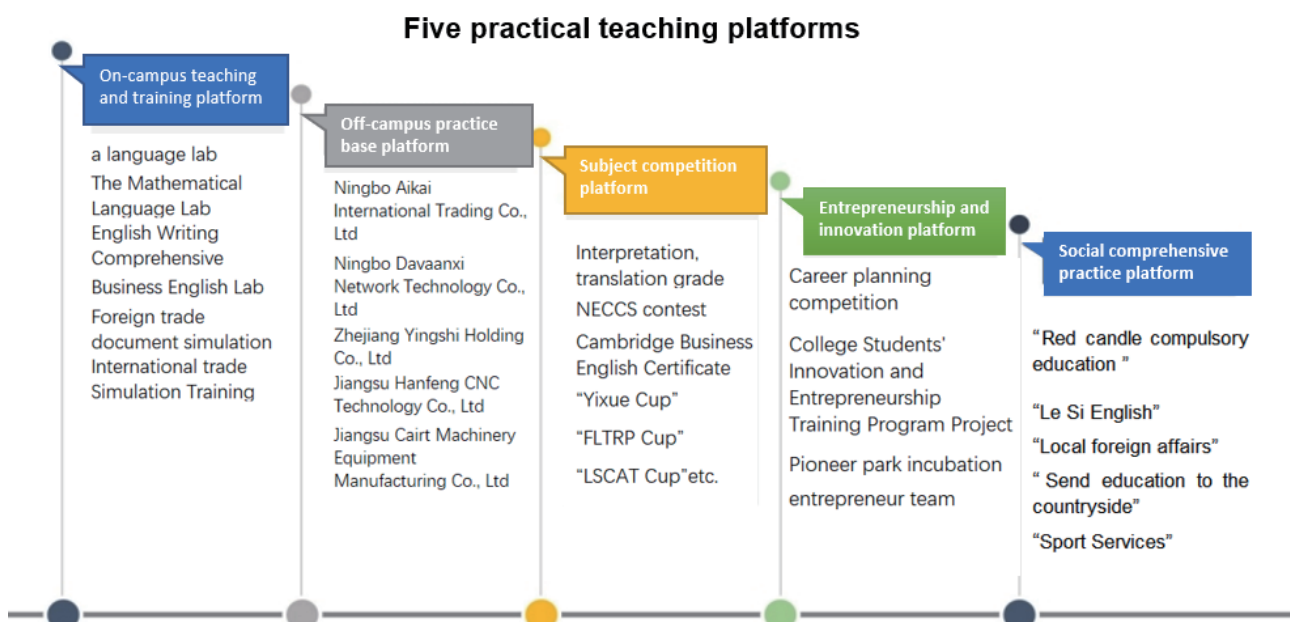


Figure 2. First-class practical teaching platform for Business English major

Four practical teaching approaches



Figure 3. First-class practical teaching approaches for Business English major

4. Concise professional features

The main disciplines of this major include foreign languages and literature, economics, management and law (international business law). Therefore, big business forms a strong support for this major.

Features 1: Strong support for “big business” (discipline and professional support). The management science and engineering that this major relies on is the key construction discipline in the 13th Five-Year Plan of Jiangsu Province. Finance and economics major (group) is the key construction major in the 12th Five-Year Plan of Jiangsu Province; English (normal) major is a characteristic major in Jiangsu Province; The introduced high-level talents of legal English have effectively undertaken the legal practice course in international trade, and the academic achievements have provided solid support for the professional development (the achievements are omitted).

Features 2: The “multi-service” effect is remarkable (the combination of learning and application is effective). Teachers and students of this major have become the main force of international activities organized by local governments (departments) and activities of local foreign trade enterprises, and the quality of tasks and service has been fully affirmed and highly praised by leaders of provincial and municipal governments and organizing committees of the conference, foreign guests and enterprises. The language and professional services provided by teachers and students of this major have become an important part of local foreign-related economic activities and foreign affairs activities. The Ministry of Education, China University Students Online, Jiangsu Education Network, Jiangsu Communist Youth League, Taizhou TV Station, Taizhou Daily, Taizhou Evening News, Hailing News and so on all made a lot of special reports.

Features 3: Outstanding achievements in “competing for the upper reaches” (effective quality improvement). From the perspective of big business, teachers and students of this major have won various competition awards, innovation project awards and various ability certificates at various levels (omitted). The Shangtai Campus Culture Studio, led by Zhang Jia, a Business English major and the head of Taizhou University Entrepreneurship Association, won the Excellent Entrepreneurship Project for College Students of Provincial People’s Social Welfare Department, with annual sales exceeding 1.2 million yuan. At the same time, various “small and micro enterprises” have been hatched on the basis of various “studios”, and a large number of business backbones and management talents have been reserved for local industries and enterprises.

5. Suggestions for professional development

Focusing on the construction of the first-class Business English major, efforts are made to build and improve three major systems: theoretical teaching, practical teaching and quality education. These three systems are interdependent, integrated and indispensable. Language is the foundation, ability training is the key, and quality education runs through the whole process of talent training. Therefore, we should be bold in innovation and breakthrough.

First of all, we should strengthen the connotation construction. Mainly from the following aspects: ① Deepen the reform of curriculum teaching system, that is, scientifically formulate professional teaching plans according to students’

cognitive law, ability training law and quality formation law. Strengthen the construction of main courses to ensure that students of this major have solid language skills, Business English communication skills and business operation skills to promote the realization of the training objectives of this major. Optimize the curriculum and offer courses scientifically. ② Deepen the reform of assessment methods, and reform the final exam on the basis of fully understanding that scientific and reasonable assessment methods have important promoting significance for teaching and learning. Highlight the goals to be achieved in course teaching, put forward different assessment requirements for different courses, and adopt different assessment and scoring methods, so as to effectively stimulate students' learning initiative and initiative.

Second, strengthen the curriculum construction. Construct the curriculum model of "English as the main line, business as the environment and ability as the center". Pay attention to the extensiveness of basic language courses, which has become the cornerstone of some professional and technical core courses. Basic courses and professional courses are dominant in the whole teaching plan, which ensures that students of this major have a solid language foundation and relevant business knowledge. Pay attention to the development of professional teaching resources. Strengthen the interaction between disciplines and specialties and the transformation of achievements, speed up the development of curriculum resources (the construction of shared courses is included in the construction plan), and introduce and utilize high-quality online curriculum resources.

Third, cultivate high-level research results. Strengthen internal strength, that is, improve the system, and guide the transformation of output from quantity to quality. By external force, that is, fully relying on foreign language and literature, economics, management, law (international business law) and other main disciplines, with the construction of teaching team as the carrier, strengthening the practice of industry enterprises, and improving the scientific research ability and achievement level through team project cooperation.

Fourth, expand the channels of innovation and entrepreneurship. Do excellent "double innovation" projects (cultivating strength projects), strengthen the "base" platform (striving for high-quality bases), and take advantage of the resource gathering capacity and demonstration role of innovative carriers such as business incubation industrial parks. Getting familiar with "cloud" customs clearance means accelerating the construction and implementation of "single window" (<https://www.singlewindow.cn/>) and "Internet + government services" (such as "internet + Customs") in international trade, speeding up the renewal of the concept of "internet +" and accelerating the improvement of paperless customs clearance skills.

Fifth, strengthen the construction of teaching staff with "double-qualified" teachers as the main body, and cultivate professional and international language service talents. To ensure that students lay a solid language foundation and acquire relevant professional knowledge. Teachers of this major need the following two types: rich knowledge of English language and literature+teaching experience; English+business knowledge+practical business experience+teaching experience. In addition, we will strengthen the construction of teachers' echelon, and increase the intensity of external introduction and internal training in the next three years. At the same time, we will vigorously improve the training of high-quality "double-qualified" teachers, and appoint teachers for training and further study by stages and in batches, and work in enterprises to improve teachers' double-qualified and dual-ability quality. According to the college's requirements for this major, that is, teachers are sent to enterprises for professional practice every year, and strive to make up more than 90% of "double-qualified" teachers in this major by 2025.

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