

A Study on the Setting of Business English Curriculum based on the Analysis of the Market Demand

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Abstract. The transformation of undergraduate colleges and universities has a huge research significance. However, in the process of transformation, the dilemma of some talent training models is gradually exposed. For example, the mechanism of running a school is backward, the teaching staff is not suitable for teaching reform, the construction of teaching materials is not suitable for the cultivation of applied talents, and the specialty setting is unreasonable. Taking Talent International College Guangxi as an example, this paper studies the research plan of business English major curriculum design based on market demand analysis under the background of college transformation, and suggests a preliminary research scheme.

Keywords: Business English, Market Demand, One Belt One Road.

1. Introduction

The Talent International College Guangxi is a full-time higher vocational education college approved by the Ministry of Education. This College is located in Qinzhou City, Guangxi, which is situated in the Beibu Gulf Economic Zone of Guangxi. As shown in the following figure, the Beibu Gulf Economic Zone faces Southeast Asia and is backed by Nanning, the capital city of Guangxi. It serves as a significant node city for the "One Belt One Road Initiative" that involves a new channel of international land and sea trade, and has the advantages of "big industry, big tourism, big port".

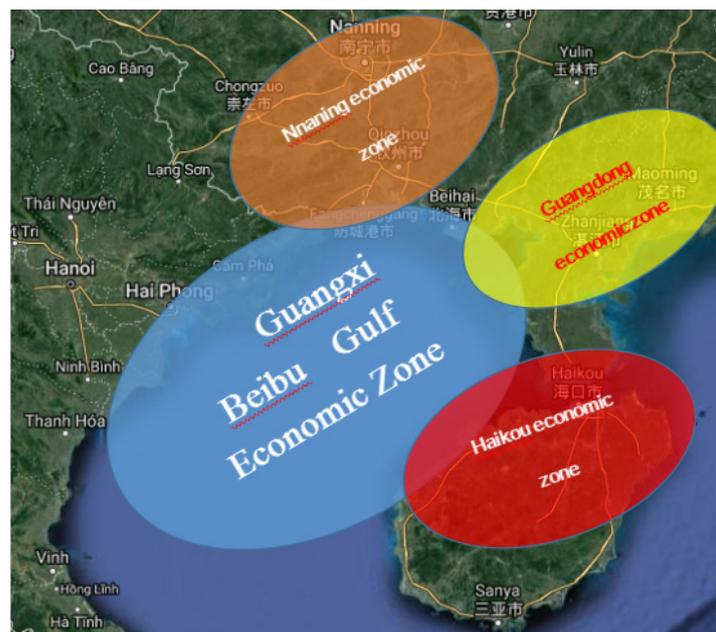


Fig 1. the Guangxi Beibu Gulf Economic Zone

This school sticks to the training of modern service high-quality applied talents, with the objective of applied colleges and universities, and characterized by internationalization. The employment rate among graduates has been kept above 95%. The high-quality and highly skilled talents contributed

by the school have become the backbone in various industries and the new force of local economic development, while making substantial contributions to the national economy and social development. In recent years, Talent International College Guangxi plans on transformation into local undergraduate colleges in order to better meet the market demand.

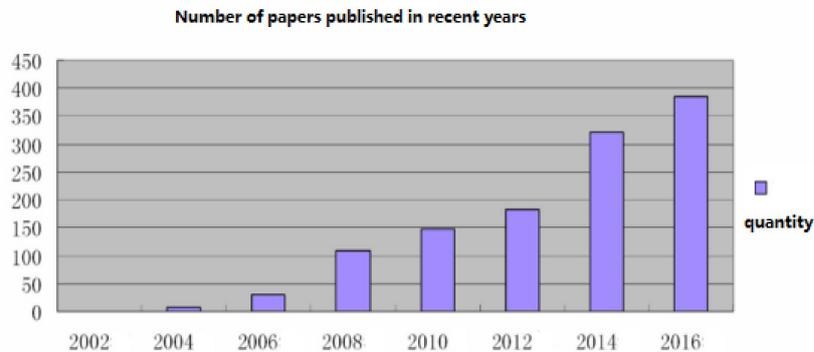


Fig 2. the number of studies on the transformation of undergraduate institutions over the calendar year

As shown in Figure 2, from 2002 to 2016, the distribution of topic retrieval in the transformation of local colleges and universities showed an exponential upward trend. As a result, both theoretically and practically, the transformation of undergraduate colleges and universities has a massive research significance. However, in the process of transformation, the dilemma of some talent training models is gradually exposed. Firstly, the mechanism of running a school is backward. The running time of higher vocational colleges is long, many ideas of running schools have been deeply rooted, and the transformation is difficult to enforce, which is contrary to the idea of running an applied undergraduate college. Secondly, the teaching staff does not meet the requirements of teaching reform. With the shift from higher vocational college education to applied undergraduate school education, restricted by various subjective and objective conditions, the orientation of "double-qualified" teachers is not only difficult to transform from theoretical schema to practical construction, but will become an obstacle to the construction of applied undergraduate teachers. Thirdly, the construction of teaching materials is not suitable for the training of applied talents. At present, there are few teaching materials that can really reflect the characteristics of higher vocational education, the contents remain obsolete and lacking in practicality, and there is a lack of corresponding training materials, which can not reflect the requirements of first-line posts for the corresponding knowledge and skills.

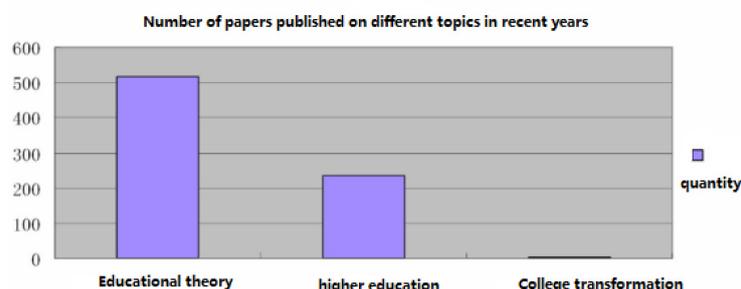


Fig 3. topic retrieval for self-organizing applications

Meanwhile, it can be seen from FIG.3 that the research on the transition of the colleges and universities is relatively limited, which presents a great opportunity to us. In the process of the transformation from the higher vocational colleges to the application-oriented colleges and universities, to evaluate its advantages correctly, build up the confidence, to analyze the difficulties and conflicts, develop effective policies, transform the school-running mechanism, the teaching method and effect, the teaching staff, and facilitate the construction of the teaching materials, the

establishment of a scientific and viable model for application-oriented talent cultivation is a subject to study in depth.

2. Actual Application Value

(1) Perfect the theoretical system

Firstly, according to the perspective and procedures of demand analysis theory, as well as the basic requirements and principles on how to shift to the application of transitional colleges and universities in the transition period, this paper analyzes and studies the case of business English major-related curriculum offered in the transitional stage across colleges and universities, which contributes to the modern curriculum theory and enriches its theoretical connotation of curriculum design. Secondly, combined with the theory of demand analysis, the theoretical research conducted into curriculum design can provide more effective theoretical guidance on the follow-up teaching practice. Finally, through questionnaires, interviews and case studies, this paper analyzes and sums up the problems with the curriculum design for business English majors, and the conclusions drawn from it are conducive to improving the theory of business English curriculum theory in China.

(2) Guide the course setting

Firstly, the empirical study conducted in this paper can identify the specific problems with the curriculum for business English major, so as to find out the root causes of the problems with the curriculum, and figure out the methods to resolve the problems from the perspective of combining theory with practice. Besides, it improves the quality of the running of business English major, for which graduates can be more adaptive to the requirements of the market economy, and employers can recruit the talents they need in business operations. Secondly, from a new perspective, that is, demand analysis, not only can the investigation and research into business English curriculum in the transitional period provide update on the investigation of business English curriculum, they also offer feedback on the curriculum teaching according to the conclusions drawn from data analysis, so as to improve the teaching skills and competence of business English teachers in the transition period.

3. Research Objectives

Based on the theoretical structure of this study and the content of the research, the research aims at three points. Firstly, through the analysis of the training objective, the course content and structure of the talent-training program for the business English specialty (trade and accounting direction) in the transformation colleges and universities need to be identified. In order to understand the ideal state of the business English course set, this paper provides a specific reference for the analysis of the field investigation results in the case of transition, and makes specific suggestions at the end of this paper. Secondly, through the study of the business English professional students case-by-case, the professional teachers' understanding of the business English professional course and the ability of the employing unit to the business English professional graduates are investigated on site, which helps understand the actual state of the business English course setting in the transformation stage of the case-by-case institution. After all, the text is a reflection of the top-level design, and it is the national requirement at the macro-level. Therefore, at the theoretical level, the text is still ideal, and the actual research can get the micro-level thoughts and opinions of the students, the teachers and the employing unit. The result obtained from the investigation is also the most relevant. At the end of the study, through a conclusive analysis of the ideal and actual state of the business English professional course set in a case-by-case institution, the actual problem is guided by the national transformation requirement, and the defect that the text is in the process of the joint transition policy is anti-roll-out with the actual problem, so that the text course and the actual course indicate the problem. That is, through a summary of the ideal and the actual state, the problems with the business English professional course setting of the English-China International Vocational College in Guangxi are identified, and the analysis and attribution of the problems are carried out, and then it is combined

with the demand analysis theory. Besides, some suggestions are made on the requirement of the transformation for the institution and the specific situation of the case-by-case institution.

4. Research Contents and Problems Put Forward

Firstly, by combing the literature, the author discovers that many business English majors in colleges and universities find that the knowledge they have acquired in school can not resolve the problems arising from their work well when they are employed, so they still need to re-learn a lot of practical knowledge and accumulate experience in work. In recent years, with the frequent changes in the international trade industry and business environment, the increasing demand for talents in the job market, the problems with the original teaching curriculum of business English in colleges and universities have been gradually exposed, for instance, the original curriculum and practical training curriculum can not keep up with the times, or the trend of the development in vocational education. To a certain extent, the curriculum and teaching of business English are inconsistent with each other, as a result of which students can not really "apply what they acquire" in school. In addition, the curriculum of business English major in case colleges and universities is mainly divided into three modules: English skill class, English knowledge course and related professional knowledge course according to the English syllabus issued by the Guidance Committee of Foreign language Teaching in Colleges and Universities (hereinafter referred to as the syllabus). There is no curriculum available that is based on the learning needs of the students.

Secondly, the relevant research reveals that the continuous deepening of the economic globalization is more and more demanding on the comprehensive talents who are proficient in both English and international business skills. The approval and opening of the business English majors in the major colleges and universities of our country do not meet the demand of the society for the talents well, which is reflected in the fact that the curriculum arrangement of the business English majors in our country is not in line with the needs of the social entities. Therefore, each university needs to construct the courses for business English majors considering the demand of the society, so as to develop the more excellent business talents which are adaptive to the development of the economic globalization and meet the needs of the employers. In foreign language teaching, especially in the course of business English, demand analysis is a kind of diagnostic process for implementing and improving the next teaching plan in the research field, which involves a series of procedures to resolve the problem first. The demand analysis is an empirical research and research, which is based on the specific investigation, and the final purpose is to make a decision and improve the course configuration and teaching. Therefore, it is of great significance to carry out case study on the configuration of business English course based on demand analysis.

Finally, through the analysis of the training scheme for business English professionals in the case of colleges and universities, the author finds that there is no clear priority in the curriculum arrangement. If the compulsory courses and selective courses are not clearly separated, it is difficult to know at a glance what the selective courses are and how many credits should be selected. In addition, we can see a framework for dividing theoretical courses and practical courses, but there remains no clear understanding of how many compulsory courses in theoretical courses. Besides, the compulsory courses and professional restricted courses overlap. Although the practice course is not classified by compulsory courses and selective courses, it is divided into curriculum practice and intensive practice, before being refined. This reflects, at a certain level, that the curriculum of business English major in case colleges does not meet the requirements of the transformation on colleges and universities.

5. Research & Innovation

In order to meet the needs of the society and economy for the English majors, the university has already actively studied the English course configuration in order to cultivate the English major talents needed by more countries, the configuration of the English course in college should start with

the basic language skills. On the basis of mastering the language skills, the students gain the knowledge required for the English major, so that the students can achieve all-round development, the English subjects can be contacted with other subjects, and the students can have more choices when trying to find employment. This concept of education is a new type of teaching, but in practice it is often hindered, for which the reform to the university is imperative for the reform to English major. This study is based on the analysis of the text and the series of problems identified in the research, at the level of study for students, the demand of the employers for the graduates, the target demand of the state for the transformation colleges, and the problem analysis and attribution of the level of the demand of the curriculum from the bottom to the top. Then, on the basis of the research into the three dimensions of the training goal, the course content and structure of the course configuration, some relevant suggestions are suggested.

6. Research Method

The research conducted in this paper is based on the collection of prior literature, and the theoretical framework is based on the demand analysis theory. Firstly, through the analysis of the text of the talent training program case-by-case, the ideal situation of the configuration of the business English professional courses is realized. Secondly, based on the analysis of the demand, in order to understand the practical situation of the business English professional course configuration in the transition period, the study on the needs of the four students in the business English major case-by-case and the ability of the employers to the business English professional graduates to understand the practical situation of the configuration of the business English professional course in the transition period. Finally, based on the actual situation of the research, the paper analyzes the requirements of the transformation of the colleges and universities and the specific conditions of the case-and-case colleges, sums up the reasons, and makes some practical suggestions, in order to effectively improve the course configuration of the business English majors of the English-China International Vocational College in Guangxi. Meanwhile, it can provide a useful reference for the teaching of business English in other colleges and universities in Guangxi.

7. Conclusion

This paper studies the research plan of business English major curriculum design based on market demand analysis under the background of college transformation, and suggests a preliminary research scheme.

Acknowledgements

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