

Practice Training Mode of Business English in Vocational College under the Integration of Production and Education

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Abstract: under the Integration of Production and Education, This Thesis is Base on the Practice Training Mode of Recent Years in Domestic. by Exploration the Mode, Analyse the Intension and the System of That, to Supply the New Direction of Reform and Development for the College Education.

1. Introduction

1.1 Research Status

These years, to promote the Integration of Industry and Education in the process of cultivating Applied talents in Colleges and Universities, it had promulgated a number of documents one after another, which was the main point in the research and reform of Education in Colleges and Universities. “A number of opinions on deepening the integration of production and education” are introduced in 2017, which emphasizes the promotion of the full integration of the talent training supply side and the industrial demand side structural elements, and the cultivation of high-quality and innovative talents and technical skill talents. and others, besides, Experts and scholars had do many explorations and practice on it, such as the Order mode of training, which is cooperative with the enterprise to order the talents what they need, on the other side, the school would revise the talent training scheme with the enterprise together. Aim to cultivate the talent to be professional. “Two fields in one”, it refers to the integration and unity of learning place and professional place, which is the concept of innovation of Integration of production and education. Contacting between the learning and the professional, to carry out Integration of production and Education and School-enterprise cooperation in the cultivation of job-oriented vocational education, in order to cultivate students' comprehensive vocational ability better, which is also a new direction and practice of the development of training model theory.

1.2 The Present Situation of Practice Training Mode of Business English

At present, under the great environment and guidelines of the Integration of the production and education, the cooperation between the school and the enterprise, and the Cooperative education, Colleges and universities in many places have carried out the reform and practice of talent training mode one after another, and the transformation has developed to the direction of applied undergraduate course, and many local colleges and universities have achieved good experience and achievements in the reform and innovation. Such as, some colleges and universities deepen the implementation of the idea of integration of industry and education by building training bases with enterprises; Through the integration of vocational education and higher education, some form complementary, cultivate and improve students' vocational skills and applied practical ability; Some, through the form of pre-employment, let the students enter the enterprise for a year in advance, and combine to complete the graduation project in the post practice, so that the students have the opportunity to simulate the process of entering the workplace in advance, and organically combine the employment with the practice practice.

Chen Zhenming, Wang Lifei had said: “the purpose of business English major in colleges and universities is to train compound English talents with solid English basic skills, broad international

vision, reasonable international business knowledge and skills, basic knowledge and theory of economy, management and law, high humanistic literacy and intercultural communication skills, and ability to engage in business, economy, trade, management, finance, foreign affairs and so on in the international environment.”

However, when some colleges and universities are faced with the level of transformation and reform, because of the concept of collaborative education is too macro and broad, it is difficult to carry out or implement this concept into the relevant personnel training and construction, and it is difficult for schools and enterprises to achieve the whole process of joint management and long-term supervision. Some enterprises have low participation in the process of cooperation, and the reform and development of the practice training model is of little help. It can not be integrated into the mechanism of school management and education in an all-round way, which is also one of the problems and dilemmas faced by some colleges and universities at present.

According to the Business English Major, the goal of personnel training is to have certain professional theoretical knowledge and professional skills, be familiar with various business laws and regulations of the country, be familiar with the application of English application and the actual operation of the computer, engage in foreign trade, foreign-related business, accounting, finance and investment, High-level application-oriented composite professionals working in insurance and related legal industries.

2. Research Objectives and Contents

2.1 Exploration on the Training Mode of Business English Practice in Vocational Education under the Integration of Production and Education.

The Integration of production and Education, which refers to the integration of production process and education system. In the process of talent training in colleges and universities, the industry being the guider and supports the reform of in the direction of application-oriented running a school, integrates talent training into social needs, develops regional economy, carries out deep cooperation with enterprises, industries, and all sectors of society, cooperates in educating people, jointly expands the characteristic path of talent training, through the construction of practical courses, practice ability, and the cultivation and promotion of innovative and entrepreneurial ability. Combining the cultivation of theoretical education and practical ability organically, and promoting the integration of production and education into the cultivation of talents in colleges and universities.

The connotation of practice training mode of the Business English in Vocational under the integration of industry and education refers to the construction of multiple cooperation platforms, the reform and optimization of specialty setting, curriculum system and school-enterprise cooperation, the docking of specialty setting with industry demand, the matching of curriculum system and post requirement, the integration of teaching process and industry, the construction of a new mode of practice training, and the improvement of students' practice ability and comprehensive vocational skills. Cultivate more practical talents in line with the development of the times, the needs of enterprises and the economy and society.

For the major of Business English in vocational colleges, practice will not only help students to deepen and sublimate their professional knowledge, but also help students to understand society, understand the industry, broaden their horizons, expand their knowledge and accumulate experience, so as to lay a good foundation for their future work.

2.2 The Construction of Business English Practice Training System in Vocational Education under the Integration of Production and Education

2.2.1 Accurate Positioning of Talent Training Objectives, Optimization and Adjustment of Professional Settings

Under the integration of industry and education, the construction of practice training system, the first thing, colleges and universities need to optimize and adjust the professional settings. By the

influence of the integration of industry and education, professional construction is no longer only decided by one side of colleges and universities, but should be fully liberalized and give full play to their respective advantages. All sectors of society, including enterprises, industries and other sectors, should jointly participate in the construction, and jointly put forward suggestions for the future professional layout and development of colleges and universities. Through multi-access resource sharing and deep integration, with the help of enterprises, industries, related experts and so on, vocational colleges have a more accurate prediction of the trend and trend of national industrial development in the future, and through the control and understanding of various dynamics at the present stage, according to the development of society and the prospect of industry, colleges can adjust their professional direction more timely. For example, these years, with the development of Cross-border ecommerce, more cross-border factors must be integrated into business English majors.

2.2.2 Reform and Perfection of Curriculum System

The construction of practice training system can not be separated from the reform and construction of curriculum system. As the carrier of training scheme and knowledge imparting in vocational colleges, the construction of curriculum resources and the construction of the system determine the reform and implementation of the training mode of practical talents, and it is the concrete realization of the integration of industry and education in the cultivation of talents. The vocational education should meet the needs and development of the market as soon as possible, optimize and reform the curriculum system, increase the proportion of practical teaching, and properly integrate into the current hot content in the construction and development of curriculum resources.

The vocational Business English majors need to have strong English language skills and complete international business professional knowledge of composite high-end skilled business talents. Therefore, the precision goal of cultivating compound innovative talents in the international field of vision is divided into the construction of curriculum system of cross-cultural and general cultural knowledge, the construction of vocational skills training system with professional literacy as the core, the establishment of service ability, especially the promotion path of foreign service trade ability and labor service management ability, and the establishment of talent training guarantee mechanism. Always around the post core competence, with the business English major docking “foreign trade salesman” and “international business assistant” two core posts and their vocational core skills, on the basis of the “core curriculum support curriculum expansion curriculum”, strengthen the core curriculum, enrich the support course, refine the expansion course, construct three stages, promote. The modular curriculum system framework highlights the compound ability training system of “language advantage business background cultural literacy innovation consciousness”.

2.2.3 Establishing a Hierarchical System of Internship Education

In teaching, it should be paid attention to the cultivation of students' language basic skills and business knowledge skills, and to improve students' English listening, speaking, reading, writing, translation and basic operation of international business. Besides, make use of the time in and out of class and the winter and summer vacation to arrange for the students to practice the English language and the society, and set up a series of foreign trade practice classes to train the students' professional application ability and social adaptability, and so on. Otherwise, Simulate the foreign trade companies in reality, arrange certain class hours, let students use English to simulate import and export trade, business negotiation, e-commerce, etc., so that students can organically combine the business English, business correspondence, contract and document and negotiation skills, foreign etiquette and other courses, train students' ability of professional application in practice, and further improve and improve students' basic skills and professional skills.

2.2.4 Cooperation between Schools and Enterprises in Education

The integration of production and education is the deep development of school-enterprise cooperation. In order to carry out the reform and innovation of practice training mode, school-enterprise cooperation is the most basic premise and one of the most effective ways. The schools and enterprises not only need to keep in touch and cooperate, but also the enterprises demand to be more proactive in the joint running of colleges, through various paths for innovation cooperation and mutual fusion. Such as, setting up a studio of outstanding cooperative enterprises or famous experts about the Business English in the industry in the college, to emphasis the cultivation and education characteristics; or establishing the training base or the factory in the school; some enterprises carry out order-style personnel training, make specific requirements to the school for talent reservation and training model, and work together to formulate corresponding talent training programs and specific curriculum settings, and provide students with the opportunity and job to go to the enterprise for many times to carry out practical skills training as practice courses. Under the background of the integration of industry and education, through the deep integration and cooperation with enterprises, vocational education and enterprises cooperate to educate people, deeply participate in the cultivation of practical ability of talents, connect education and teaching with the production and development of industry, and increase the proportion of training applied technical vocational and skilled talents.

3. The Significance of Exploring the Practical Training Mode of Business English Practice in Vocational Education under the Integration of Production and Education

As an independent undergraduate major, business English major has a short history, subject construction and professional development are in the ascendant. Practical teaching is an important link in the training of business English majors, which is still relatively weak at present. In the background of the great efforts of the State to promote the integration of the production and education and the cooperation of the school-enterprise and the education, the higher vocational colleges and universities are in the system of the application-oriented talents cultivation of business English, and it is of great significance to carry out a series of exploration and practice on the training mode of practice practice. Including guide enterprises and industries to participate in the training of practical applied talents in higher vocational education through diversified paths. In the process of student education and teaching, help them expand, deepen the breadth and depth of participation and cooperation.

In the background of the integration of production and education, the mode of application-oriented talent cultivation has the active participation of the enterprises and the industry, and the selection and development of the cultivation mode will make more practical use of the industry, the actual employment needs and the professional characteristics of the industry, and further promote the accurate supply of the human resources. And provide a clear culture direction and a target for cultivating the high-quality applied technical personnel required by the industry.

Finally, because business English is an applied major, the business practice skills needed by students must adapt to the development and change of social economy, and the practical teaching content and teaching paradigm can not be unchanged. Therefore, the construction of practical teaching system for business English majors in various colleges and universities in different periods must be adjusted accordingly. Generally, the integration of production and teaching in higher vocational business English will be its way of development

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