

New Mode of Cultivating Business Compound Talents

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Abstract: With the advance of globalization, China requires a lot of business complex talent in the process of foreign economic development, in order to better carry out foreign exchange. Therefore, the cultivation of business compound talents is a hot topic in the contemporary era. We will analyse the current economic situation and how to cultivate business compound talents in this paper, hoping to create a new model for business compound talents in the context of globalization and to provide more high-quality business for social and economic development Compound talents.

1. Demand Characteristics of Business Compound Talents for the Global Environment

1.1 The Growth Trend of the Demand for the Cultivation of Business Compound Talents

With the rapid improvement and development of China's economic level in recent years and the deepening of economic globalization, China's economic aggregate is second only to the United States which ranks second in the world. This has greatly improved China's international status, and also make the status of Chinese companies in the world rising [1-2]. At the same time, China also developed and implemented a series of promoting social programs of economic development, proposed to build awareness of the fate of the human community, which greatly enhance China's international influence, provide for the development of the Chinese intellectual world. This also allows more foreign companies to better enter the Chinese market. This one-on-one combination makes the demand for international business compound talents for all major enterprises increases day by day. At the same time, it also provides a new direction for talent training in major universities and educational institutions-training business compound talents. All education departments keep pace with the times and keep up with the trend of the times. They hope that through some more effective adjustments, they can promote the effective realization of the training of business-oriented talents.

1.2 Demand Structure of the Cultivation of Business Compound Talents

1.2.1 Business Compound Talents-application is the Best Embodiment.

In an international environment, companies need to face complex and diverse business activities, which puts new requirements on talents participating in international business, and requires newcomers to complete their studies in colleges and universities in related professional systems faster. adapt to the practical requirements of the work, but a serious lack of existing university education, practice teaching, and the majority of students in school, most of the time are spent on learning of theoretical knowledge and accumulated, ignoring the cultivation of practical ability. And in China's current business curriculum teaching system, a large part of the teaching content is difficult to keep up with the speed of the times [3]. On the surface, students gain knowledge, but they do not know how to solve it when they encounter practical work. Therefore, after entering formal work, it is still necessary to continue to learn and supplement knowledge. This provides new requirements for the cultivation of talents in enterprises, which invisibly increases the training burden of enterprises. Therefore, companies need to be able to quickly compound talents speed

adaptation practices are a priority.

1.2.2 Business Compound Talents—Exploit the Cultivation of Overseas Talents.

At present, for training overseas talent showing a more rapid growth, mainly due to China's major enterprises in recent years, with the integration of international rising, and has made a few into performance, has a certain influence. In the course of economic development, overseas talents have played an irreplaceable role in the internationalization of Chinese companies. In particular, Chinese enterprises in order to relatively fast development in certain areas can get better development, you need to train a group of applicable overseas talents, stimulate the inherent potential for the enterprise. But the shortage of overseas talent is a big problem. Therefore, more new attempts must be made in this regard to promote a better fit between overseas talents and the development of enterprises, and to promote enterprises to adapt to the needs of internationalization.

2. The Status Quo of Cultivating Business Talents in China

2.1 Problems Encountered in the Process of Cultivating Business Compound Talents in China (Taking Business English as an Example)

2.1.1 Too Much Emphasis on Theoretical Teaching in The Teaching Process of Colleges and Universities, While Ignoring the Use of Theory

First, the current Business English major colleges and universities in our country the majority of cases the contents of the textbook of choice too old with , and with the current inconsistent with market trends, in reality, operability are not; secondly, university teachers in the teaching process More emphasis on theoretical teaching, but neglecting the emphasis on practical teaching. Few teaching plans and programs are formulated in conjunction with various links in international business activities. Students lack a deeper understanding of the economic background and do not know how to treat themselves [4]. The combination of learning and practice. Teachers in various subjects also lack the necessary academic communication with students, and it is difficult to truly stimulate students' interest in this course; finally, communication is a particularly important skill on business compound talents, but most students speak the basics Poor, and usually lacks the corresponding exercise so that when facing a real business situation, I don't know how to communicate, resulting in insufficient communication and affecting the development of business activities.

2.1.2 The Professional Talents of Business Professionals in Colleges and Universities are Relatively Lacking, and the Teachers are Insufficient.

First of all, most of the business English professional teachers in colleges and universities in China at the present stage, most of them directly entered the ranks of teachers after graduating from school, lacking social practice experience and practical work experience related to business activities and background business knowledge, are "academic" teachers, even if these teachers' professional knowledge is very rich, but still lack of practice by the experience. Second, the current teaching content of business English majors is limited to traditional textbook knowledge. The relationship between the teaching case and today's business activities can be said to be minimal, and in the usual classroom teaching, teachers also focus more on teaching students some basic theoretical knowledge It is rarely possible to realize the great significance of practice for students ' learning and development. Finally, teachers did not specifically target globalization and some related business strategies and set teaching goals corresponding to them, resulting in students lacking relevant background.

2.2 The Goal of Training Business Compound Talents

2.2.1 Compound Business Talents with Certain Innovation Capabilities

With the rapid development and deepening of the economic situation, China's overseas market

has further expanded, and friendly economic exchange activities have been carried out with more and more countries, demonstrating the power and confidence of major powers. In such a market favorable economic environment for business training compound talents university also made further demands: that is, in addition to master the basic business skills and have some basic language, but also should want to have a strong ability to innovate, Business analysis ability, problem-solving ability, etc.

2.2.2 Able to Combine Theory and Practice of Business People

The 21st century is a technological era in which information technology is developing rapidly. The interaction between science and engineering disciplines and social and humanities disciplines poses new challenges to how to cultivate good business compound talents. In theory teaching, it is necessary to pay attention to grasp the basic knowledge of students, training students to have a good language communication ability, mastering certain knowledge of foreign trade and business activities, and encouraging students to participate in practice more and how to apply the theory learned to practice. , Help to cultivate students' independent thinking ability, problem analysis ability, innovation ability and so on. If you want to train compound talents that are compatible with the society, you must achieve the combination of coaches. You must let students use the knowledge they learn as much as possible, and reject all the formalism of "talking on paper".

2.3 The Teaching Model of Cultivating Business Compound Talents in Colleges and Universities

2.3.1 Teaching Materials and Teaching Model in Urgent Need of Reform and Innovation

Teaching materials and teaching model in urgent need of reform and innovation .In order for students to better adapt to work needs and have a good business analysis ability after graduation, colleges and universities should pay attention to the combination of the content of the textbook and the actual situation when selecting the corresponding teaching material, which also provides for the compilation of textbooks. Certain requirements have been put forward: the content should be selected as much as possible from the new news materials, close to the actual facts, too old topics not only can't develop the students' thinking ability and update the understanding of the actual situation, too old methods are more likely to be Affect the judgment of the current situation. In the same time, a single mode of teaching should teach only theoretical knowledge but also to innovate. Students must not only grasp basic theoretical knowledge and lay a solid language foundation, some skills are also necessary: business language communication, reading business reports, how to call business negotiation telephones, etc. should also be implemented in the teaching process, which is It is very advantageous to cultivate good business compound talents. Because this process is not only a language learning, but also a skill training. Practice has a role that cannot be underestimated for a major. What is learned and learned from practice is far greater than the knowledge in books.

2.3.2 Consciously Stimulate Students' Ability to Innovate

Our country has made it clear to the development of innovation-driven development strategy, has seen the importance of innovation spirit. Therefore, cultivating innovative talents is one of the goals of major universities in cultivating talents. In the past, a single mode of teaching is difficult to improve students' ability to use business, students can only blindly passive recipients of knowledge in the classroom, it is difficult to shock from students for courses curiosity, so focus on business-related training courses should be placed and inspire Cultivate students' learning ability and innovation ability . Reforming the previous teaching model, giving students more substantial practical opportunities and cultivating students' good quality.

2.3.3 Strengthen the Training of Qualified Personnel for the Business Aspects of the Teaching Staff

Facing the problem of lack of practical experience of college teachers, colleges and universities can arrange business professional teachers to go to the corresponding companies for learning and

exercise to improve the relevant practical experience; at the same time, they can also strengthen academic exchanges and practical exchanges between various institutions to learn from each other, Mutual progress. In addition, you can also accept people who have corporate experience to work in colleges and universities. There is nothing more convincing than the feelings and experiences brought by practical operation.

3. The Plan for Training Business Compound Talents

3.1 Set the Plan for Training Talents by Adapting to the ‘Global Strategy’ as the Basic Principle

As the process of globalization advances, new requirements are put forward in order to better adapt to social development. To this end, major colleges and universities should be combined with the development of the social situation and their own actual situation, accelerate the pace of education reform to adapt to the new set of personnel training programs , the teaching center of gravity to achieve from the past emphasis on theoretical weight to practice this shift . In addition, major colleges and universities should be made in close connection with the current international market development to the latest requirements, especially in conjunction with some of the employer's specific needs, develop more reasonable and effective nurturing programs. Universities need to firmly grasp the "globalization" of economic requirements to cultivate compound talents as a business objective to carry out reform of the teaching mode, better on the ability to innovate and cultured.

3.2 Using the Practical Characteristics of the ‘Global Strategy’ as the Vane to Rectify the Teaching Model of Business Courses

Language teaching modes Major universities should always focus on the characteristics reflected in the process of "globalization", and teaching activities should focus on "internationalization" and "practicality", actively explore flexible and diverse teaching modes, and strengthen the cultivation of language foundation. College teachers can combine teaching themes and appropriately introduce real cases of "globalization", which is conducive to enriching classroom teaching content. With the upgrading of multimedia equipment, it can also reform the current teaching model by means of science and technology teaching methods, teaching methods through a combination of speaking practice, for the student to provide adequate display platform, develop their ability to think independently. While grasping the teaching of basic theoretical knowledge from the perspective of "globalization", practical teaching cannot be ignored. Major colleges and universities based on theoretical knowledge of the corresponding arrangements professor of practice, to better address the real problems.

4. Conclusion

As can be seen from the article, the cultivation of business compound talents is a major trend in the context of globalization. At the same time, this article also presents some suggestions appropriately on how to reform the business teaching model and how to find a clear career positioning for establishing a clear talent training Objective. It is hoped that China will better export business compound talents that promote social and economic development after proper rectification.

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