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Research on Constructing the Smart Course of Ceramic Business English Based on "Teaching, Learning, Examination, Assessment and Educational Research"

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Abstract: *In the dynamic global business landscape, effective communication skills are really important, especially in specialized sectors like the ceramic industry, which operates in a global marketplace. This paper explores the significance of learning Ceramic Business English, its challenges in traditional courses, and proposes solutions through smart educational platforms. The smart curriculum focuses on improving teaching, enhancing learning, innovating exams, implementing formative assessment, and promoting educational research. Lingji Smart Learning Platforms offer interactive and comprehensive support, addressing the limitations of traditional methods. This innovative approach aims to equip students with practical skills, ensuring their success in the ceramic industry and the evolving global business environment.*

Keywords: *smart course, Ceramic Business English, "Teaching, Learning, Examination, Assessment and Educational Research"*

1. Introduction

In the fast-paced and ever-changing situation of global business, effective communication skills have become more critical than ever before. This is particularly true in specialized fields such as the ceramic industry, where professionals must be familiar with a global marketplace. Recognizing the significance of language proficiency in this context, researchers and educators have embarked on a journey to construct a smart curriculum for Ceramic Business English in universities. This paper is devoted to the comprehensive research conducted on this innovative curriculum, exploring the importance of its various components and the potential benefits it holds for students[1-2].

2. The importance of learning Ceramic Business English

The Ceramic Business English course takes an exceptionally important position in today's global business environment. With the continual growth of international trade and the trend towards corporate globalization, effective cross-cultural communication and business English skills are especially important for successfully engaging in business activities within the ceramic industry and other related fields.

The study of Ceramic Business English equips students with the ability to master professional terminology and industry-specific language. The ceramic industry has its unique set of terms and business processes. A proficient command of business English can help students better understand and actively participate in ceramic industry activities. A good mastery of specialized terminology not only facilitates communication in the international ceramic business environment but also enhances students' professional image within the ceramic industry[3].

The Ceramic Business English courses can provide students essential skills for successful communication in the international ceramic marketplace. In the context of globalization, ceramic enterprises need to communicate with partners, clients, and suppliers from diverse cultural backgrounds. Possessing strong business English skills enables students to communicate with international counterparts confidently and fluently in future career, fostering the establishment and maintenance of important business relationships[4-5].

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Additionally, Ceramic Business English courses will cultivate students' abilities to engage in cross-cultural communication within a ceramic business context. The ceramic industry often involves collaboration with partners from various cultural and linguistic backgrounds. Learning Ceramic Business English not only helps students adapt linguistically to the international ceramic business environment but also enables them to better understand and respect cultural differences, facilitating more effective coordination of ceramic business activities[6].

Lastly, Ceramic Business English course can foster students' problem-solving abilities in the international ceramic business environment. By learning and practicing ceramic business communication skills, students are better equipped to address common challenges and issues in the ceramic industry. This problem-solving capability is essential for individuals aiming to become successful professionals in the ceramic field[7-8].

Therefore, the significance of the Ceramic Business English course extends beyond merely improving language proficiency, for it plays an important role in providing students with comprehensive skills necessary for successful work in the ceramic industry and the global business environment. Through these courses, students can gain a better understanding of and actively participate in the business activities of the ceramic industry, laying a solid foundation for their future career development.

3. Challenges for traditional Ceramic Business English courses

The traditional Ceramic Business English course faces some challenges that not only limit the imparting of subject knowledge but, more importantly, hinder students' ability to apply their skills in real business activities and adapt to cross-cultural communication.

Over-emphasis on theoretical knowledge: The emphasis on theoretical knowledge in traditional Ceramic Business English courses often neglects the incorporation of practical industry cases and simulations of business situation, which leaves students lacking real-world experience and the capability to address practical challenges in the field of international ceramic business[9].

Failure to connect with practical applications: In Ceramic Business English courses, the teaching of language skills often falls short in connecting with practical applications. Traditional methods tend to overly focus on grammar and vocabulary, neglecting the development of students' communication skills required in actual business environments. Although students may memorize industry-specific terms, they often struggle to fluently apply them in real business communication. In the realm of international ceramic business, effective cross-cultural communication is particularly important. However, traditional Ceramic Business English teaching methods have failed to adequately cultivate this skill, leaving students ill-equipped when collaborating with business partners from diverse cultural backgrounds.

Reliance on singular teaching methods: The reliance on singular teaching methods with a lack of interactivity is a significant shortcoming of traditional Ceramic Business English courses. Students passively receive information, impeding their active engagement with course content and limiting their understanding and application of the subject matter. Furthermore, the slow update of teaching resources poses another challenge to the development of traditional Ceramic Business English courses. While the ceramic industry evolves rapidly, traditional courses are unable to keep their teaching materials updated, resulting in students being exposed to outdated content that fails to align with industry advancements[10-11].

Exam-focused evaluation method: The exam-focused evaluation method is an inherent flaw in traditional Ceramic Business English courses. Overemphasis on exams, which primarily test written knowledge, neglects the assessment of practical application skills, hindering a comprehensive assessment of students' performance in business English practices.

Lacking a real-time feedback mechanism: A lack of a real-time feedback mechanism between teachers and students is an evident weakness of traditional Ceramic Business English courses. Students often find the course challenging to receive timely insights into their strengths and weaknesses, while teachers are confused at how to adjust their teaching methods promptly to meet students' needs, which eventually limit the improvement of teaching effectiveness.

The absence of a comprehensive educational framework: The absence of a comprehensive educational framework is a significant drawback of traditional Ceramic Business English courses.

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These courses fail to seamlessly integrate language skills, practical application abilities, and cross-cultural communication skills, making it challenging for students to apply their acquired knowledge holistically in real-world work settings[12-13].

To address these challenges, the introduction of intelligent educational platforms becomes urging. Various versions of the Shanghai Lingji Smart Classroom, such as the Language Laboratory Edition, Simultaneous Interpretation Edition, and Library Edition, can offer innovative teaching methods. These platforms, with their emphasis on interactive teaching, real-time student feedback mechanisms, and abundant learning resources, provide comprehensive support for Ceramic Business English courses. The integration of features like Teaching Cloud, Examination Cloud, Resource Cloud, and Academic Affairs Cloud can enhance the flexibility and practicality of Ceramic Business English courses. Such smart education platforms offer students a more comprehensive and practical learning experience, effectively resolving the myriad issues present in traditional courses.

4. How to construct the smart curriculum of Ceramic Business English based on “Teaching, Learning, Testing, Assessment and Academic Research” with the help of smart educational platforms

With the rapid development of information technology, educational approaches should continuously be improved. To better meet the demands of today's society and the international market, establishing an smart Ceramic Business English course is an imperative task. In this process, by utilizing smart learning platforms and focusing on the five aspects of "teacher teaching, student learning, examinations, formative assessment, and teacher research," a series of constructive teaching reform measures will contribute to the creation of an intelligent Ceramic Business English course that integrates advanced technology and innovative teaching concepts.

(1) The improvement of teaching

By making the best of Lingji educational information technology, especially the Teaching Cloud, Exam Cloud, and Language Laboratory series, we can comprehensively enhance the teaching proficiency, creating a more enriching and personalized learning experience for students.

The Teaching Cloud platform provides teachers with efficient and convenient teaching tools, enabling them to flexibly utilize multimedia teaching methods, thereby enhancing the classroom's appeal and interest. This digitized management of teaching resources, including presentations, videos, and audio materials, makes the teaching content more interactive and better suited to meet the diverse learning needs of students.

The Exam Cloud introduces greater flexibility into teaching assessments, supporting various evaluation methods such as open-ended questions and practical applications,which facilitates a more comprehensive assessment of students' understanding and application abilities, fostering their practical problem-solving skills. Additionally, the automatic scoring feature of Exam Cloud streamlines the assessment process, allowing teachers to concentrate on teaching design and personalized guidance.

The Language Laboratory series significantly supports language teaching. Through this technology, teachers can design lively and engaging language practice activities, enhancing students' overall language skills in listening, speaking, reading, and writing of Ceramic Business English. The laboratory's support for speech recognition and real-time interaction provides students with immediate language feedback, aiding them in mastering Ceramic Business English language skills accurately.

Throughout the teaching process, teachers can access student learning data and feedback through Lingji educational information technology platform. These data not only contribute to formative assessments, assisting teachers in better understanding students' learning progress, but also aid in optimizing personalized teaching. By analyzing students' learning habits, weaknesses, and strengths, teachers can adjust their teaching strategies to better meet individual student needs, ultimately improving overall teaching effectiveness.

(2) The enhancement of learning

With Teaching Cloud, Exam Cloud, and the Language Laboratory series of Lingji, we can comprehensively enhance students' learning, creating a more effective, interactive, and personalized learning experience. The Teaching Cloud platform provides students with a more convenient and flexible learning path. Students can access teaching content and educational resources through Teaching Cloud anytime, anywhere, facilitating their participation in online discussions and academic

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interactions. The application of Exam Cloud enables students to show their knowledge and skills more comprehensively during assessments. The introduction of open-ended questions and practical application tasks not only assesses students' memorization abilities but also emphasizes their understanding and practical application levels. Additionally, Exam Cloud supports real-time feedback and automatic scoring, aiding students in promptly identifying and correcting learning issues, thereby enhancing learning effectiveness.The Language Laboratory series can provide students with an immersive learning environment for Ceramic Business English. Through speech recognition and real-time interaction, students can practice spoken English in real-life scenarios, improving their listening, speaking, reading, and writing skills. This practical approach to language learning not only motivate students' interest in learning Ceramic Business English but also be in line with modern language learning trends. Finally, the application of educational information technology promotes personalized learning. By analyzing students' performance on Teaching Cloud and Exam Cloud, the system can provide personalized learning recommendations for each student, assisting them in more targeted knowledge expansion and improvement.

Through the application of Teaching Cloud, Exam Cloud, and the Language Laboratory series, students can achieve better development in knowledge acquisition, practical skill cultivation, and personalized learning. This series of improvements will undoubtedly create a superior learning experience for students in Ceramic Business English courses, better meeting the demands of today's students for efficient, flexible, and interactive learning.

(3) The innovation of exams

Utilizing Lingji Smart Learning Platform, teachers can innovate and reform the assessments for Ceramic Business English courses, enhancing the scientific nature and educational effectiveness of evaluations. Diversified Question Types: The application of Teaching Cloud and Exam Cloud supports diverse question type designs. It allows for a more comprehensive assessment of students' proficiency in Ceramic Business English language skills and practical application abilities by Introducing various difficulty levels of multiple-choice questions, fill-in-the-blank questions, practical application tasks, and project assignments. Real-time Speech Evaluation: With the Language Laboratory series, real-time speech evaluation technology can be introduced. Through speech recognition technology, students can undergo spoken English assessments for Ceramic Business English, allowing the system to evaluate their pronunciation accuracy, grammar usage, and other aspects in real-time, closely aligning with the practical language usage scenarios in Ceramic Business. Open-ended Project Assessment: Using Teaching Cloud and Exam Cloud, the design of open-ended project assessments is possible. Students can participate in simulated real-world environment of Ceramic Business, completing projects such as Ceramic Business English writing and business negotiation simulations. This comprehensive approach assesses their language proficiency and practical application abilities thoroughly.

By incorporating these innovative approaches, assessments for Ceramic Business English courses can be more scientific and applicable, meeting the diverse learning needs of students and elevating their overall proficiency in the field of Ceramic Business English.

(4) The implementation of formative assessment

Lingji's Smart Learning Platforms help to introduce the formative assessment into Ceramic Business English courses. Online Assignments and Feedback: Utilizing the Teaching Cloud, teachers can create an online assignment system where students can complete tasks related to Ceramic Business English, including written assignments, multimedia presentations, and online discussions. Through real-time feedback from the system, students can promptly understand their strengths and areas for improvement, encouraging active engagement in the learning process. Personalized Learning Paths: The Teaching Cloud, capable of recording students' learning progress and performances, can analyze the data to offer personalized learning paths and recommendations for each student. This personalized guidance enhances the ability to meet individual learning needs, making formative assessment more targeted. Multimedia Learning Resources: by Integrating multimedia learning resources, such as videos, audio files, and interactive simulations, into the Teaching Cloud. Students can gain a more intuitive understanding of the real-world applications of Ceramic Business English through these resources, thereby enhancing their language proficiency. And formative assessment can be conducted based on students' reactions and comprehension of these multimedia resources.

The innovative approaches outlined above aim to bring formative assessment closer to the actual learning needs of students. This reform not only enhances the scientific nature of teaching but also provides a more flexible and personalized learning experience, contributing to the comprehensive development of students in the field of Ceramic Business English.

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(5) The implementation of effective educational research

With smart educational platforms, effective educational research can be implemented by teachers. Course Design and Management with Teaching Cloud: Utilizing the Teaching Cloud platform, teachers can design and manage courses, including developing teaching plans, uploading educational resources, and creating online tasks. Analyzing data within the Teaching Cloud provides insights into student learning performances across various subjects and topics, offering abundant empirical materials for educational research. Real-time Online Teaching Feedback and Survey Research: Teachers can collect feedback from students, understanding their perspectives and suggestions regarding teaching activities. Regular surveys help validate the effectiveness of teaching strategies and provide direction for further educational research. Teaching Resource Sharing and Collaborative Research: The Teaching Cloud platform facilitates the sharing of teaching resources among educators. Teachers can exchange teaching designs, course materials, and case analyses. Collaborative research with other teachers helps accumulate a wealth of teaching experiences and methods, fostering interaction and enhancement in educational research.

All these practices enabled by Lingji's educational information technology, contribute to a comprehensive and effective approach to teachers' educational research.

5. Conclusion

In today's global business environment, Ceramic Business English courses play an exceptionally important role by providing students with essential skills for effective communication in the international ceramic market. To address these challenges, the introduction of smart education platforms has become imminent. Lingji's educational information technology platform assists teachers of Ceramic Business English courses in effectively enhancing teaching methods, student learning, examination systems, formative assessment, and educational research. These platforms help teachers in improving their teaching standards, enhancing students' learning experiences, innovating examinations, implementing formative assessments, and promoting effective educational research. It not only overcomes the challenges faced by traditional Ceramic Business English courses but also satisfies the current students' demand for efficient, flexible, and interactive education.

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