

# The Research on Methods of Business English Talent Training Based on the Needs of Enterprises

Qian Wang\*

Haojing College of Shaanxi University of Science and Technology, Xi'an, China  
wangqian728@163.com  
\*corresponding author

**Abstract:** In recent years, economic globalization has encountered a countercurrent which is unprecedented in a century. Also, with the rise of protectionism and unilateralism, the Sino-US trade war has intensified, and the international trade situation can be described as turbulent. Affected by the global epidemic of new crown pneumonia, the world economy has fallen into a deep depression, and the international trade market and demand have shrunk dramatically. Under the difficult situation of global trade, enterprises put forward higher requirements for business English talents. In terms of recruitments of business English talent, many enterprises have not only demanded on the high requirements of English communication skills, familiarity with enterprise trade development strategy and enterprise product characteristics, as well as enterprise foreign trade processes. Also, those people are required to be familiar with international trade trends, China's latest foreign trade strategy and the new direction. Based on the latest demand of foreign trade enterprises, the cultivation of business English talents in colleges and universities should adjust the cultivation strategy, direction and goal in time, in order to offer foreign trade enterprises professionals with ability to understand the overall situation with accuracy.

**Keywords:** Need of foreign enterprises talents, Business English talent, Talent training mode

## 1. Introduction

Business English talent is undoubtedly the key to open the trade door for most of foreign trade enterprises. Whether an enterprise can carry out its foreign trade work efficiently and smoothly depends not only on the language communication ability of business English talents, but also on the familiarity with the product features of the enterprise [1]. It is also necessary for business English talents to grasp the international trade situation, different trade policies and trade standards [2]. Under the new trade situation of rapid development and changes in the international trade, foreign trade enterprises should respond in a timely manner to the latest foreign trade guidelines, policies and strategies of the state, and they should rapidly adjust the relevant plans and measures of their foreign trade, to achieve the interests of the enterprise and the interests of the state as well as a more long-term development of enterprises. Based on the latest trade situation and demand for business English talents, this paper will explore diversified and accurate training methods for business English talents [3, 4].

### 1.1 Background and Current Situation of Business English Talent Training

The original intention of cultivating business English talents in colleges and universities is to export a team that understands English, enterprises and foreign trade institutions in China [5]. At present, the cultivation of business English talents in many colleges and universities still stays in the traditional situation that is single and mechanical to cultivate English language ability. In terms of curriculum, it is only limited to traditional theoretical courses such as English language, business knowledge and skills, cross-cultural communication and humanistic quality. The course rarely involves the latest situation of international trade, the latest trade law, the latest trade strategy and so on. In terms of teaching, it is also limited to the theoretical teaching in the school. There is little interaction with foreign trade enterprises, and production, learning and research are seriously separated. Students not only failed to timely understand the changes in the industrial structure of foreign trade enterprises, but also failed to receive the needs of foreign trade enterprises for comprehensive business English talents. In terms of teachers, most of the teachers have a single knowledge structure and lack of practical experience. The teaching methods are limited to the textbook. The classroom rarely involves the international trade situation,

China's interpretation and analysis of strategy, and rarely involves the changes in the demand of enterprises for business English talents. Teachers rarely give guidance on the future employment situation, employment background and vocational skills of business English students.

Business English is a very practical subject. The traditional business English talent training method, that is "behind closed doors", is divorced from practice, which makes universities and enterprises seriously divorced from the relationship between talent supply and demand, resulting in the dilemma that it is difficult for enterprises to recruit suitable talents and students to find matching jobs [6]. In view of the above difficulties, this paper will explore a more diversified and more suitable business English talent training method.

## **2. Research on business English Talents Cultivation Based on the needs of Enterprises**

### ***2.1. Keep Pace of the Latest Changes in the Country's Trade Policies to Train Business English Talents***

Business English talents are not only the core executors of enterprises' foreign trade work, but also the practitioners to carry out the foreign trade policies in this country. As the key "bridge" of foreign trade between countries and enterprises, business English talents should have the most thorough understanding of national trade policies. The training of business English talents in colleges and universities should take the study of national real-time trade policies as a compulsory course. Business English majors are required to master not only the history of national foreign trade development, but also the latest foreign trade policies issued by relevant national authorities [7]. Only on the basis of in-depth understanding of national trade policies and understanding the overall situation of international trade can business English students make suggestions and seek for greater development prospects and space for foreign trade enterprises, and help enterprises avoid violations of national trade law in time, and finally create value for enterprises.

In particular, under the special circumstances affected by COVID-19, some countries have adjusted their trade policies towards China in order to prevent and control the epidemic situation. More countries have adopted extreme trade measures for tourism and food exports in China. Under such a severe external environment for trade development, many foreign trade enterprises in China have been hit hard. In response to this situation, the state has also timely formulated policies to stabilize foreign trade, such as "six stabilities" and "six guarantees" from the central to local governments, and implemented a series of "combination boxing" to stabilize foreign trade, including continuously optimizing the port business environment, reducing enterprise costs, promoting the development of new trade formats and creating an open "new highland". Foreign trade talents constantly improve their English language knowledge and skills [8]. At the same time, they should actively learn and master the latest national trade policies and trade laws, and expand their knowledge of the national trade situation and national trade strategies, so as to better serve the foreign trade work of enterprises.

### ***2.2. Based on China's Foreign Trade Industrial Structure, Business English Talents Who Understand Enterprises Should be Cultivated***

Business English talents are the "spokesperson" of enterprises' foreign trade. Only on the basis of in-depth understanding of the enterprise's foreign trade development strategy, enterprise industrial layout, product structure, characteristics and attributes can we "speak" for the enterprise's foreign trade more accurately, far sighted and planned, so as to promote the establishment of long-term, friendly and healthy trade relations between the enterprise and the enterprises of trading countries [9].

The main product categories of China's foreign trade exports are organic electrical products, furniture and toys, clothing, textile products, agricultural products, shoes, etc. Colleges and universities should carry out accurate training in Business English talents according to the main composition structure of China's foreign trade industry, subdivided fields and positions. In addition to the necessary study of daily English grammar, the business English courses should include the professional terms of different subdivided industries, and even expand the study of the developed characteristics for different types of enterprises and different development policies in foreign trade enterprises. Also, much attention should be paid timely to the latest demand and post ability requirements of foreign trade enterprises for business English talents [10]. Guided by the job market and constantly optimizing the training mode of business English talents, enterprises can more accurately output high quality and high

executive business English talents who can take up their posts after graduation.

### ***2.3. Strengthen the Education of Patriotism and Democratic Spirit, and Cultivate Diplomatic English Talents who can "Carry the Banner"***

Business English talents are the "representatives" for a country to establish an international image. The national spirit, moral quality, professional quality and spiritual outlook displayed by the words and deeds of business English talents in the process of foreign trade may directly affect the attitude of world and international friends towards China and Chinese people.

Based on the above reasons, the cultivation of business English talents in colleges and universities is of great significance to strengthen the education of patriotism and democratic spirit. At present, with China's continuous prosperity and development and the gradual rise of its international influence, some foreign hostile forces continue to stir up trouble around China and create humiliating events and remarks against China. The broad masses of the people, especially business English talents, should firmly stand on the national position and oppose these challenges with great patriotic enthusiasm. In foreign trade and foreign-related exchanges, people should always maintain China's image, clarify the position, and defend the interests of the country. In terms of business English talent training, colleges and universities should, based on the problems and situations faced by China's foreign trade, strengthen diplomatic etiquette education, strengthen business English talents, actively maintain their image, be neither humble nor arrogant, and seek common ground while reserving differences and other diplomatic etiquette attitudes. In the process of foreign trade, enterprises should establish a good image of patriotism, dedication, unity and national interests first for international friends, so as to win more respect from trading countries and create more interests and values for enterprises.

### ***2.4. Based on the National Conditions and Characteristics of Major Trading Countries, Business English Talent Should be Accurately Trained***

Foreign trade is not only the business activities between people, but also the process of mutual learning and infiltration of national culture. In the process of foreign trade, business English talents should have a deep understanding of the politics, economy, culture, humanistic structure, climate characteristics, behavior habits and communication preferences of different trading countries, so as to know themselves and each other, to do well in trade and to help enterprises win a hundred battles in trade activities.

Therefore, the cultivation of business English talents in colleges and universities should set up political, economic and cultural courses for different trading countries on the basis of subdividing different trading countries, so as to help students majoring in Business English fully understand the historical, political, economic and cultural characteristics of employment trading countries, and lay a solid literary foundation for precision employment.

### ***2.5. Combined with the Foreign Trade Talent Needs, the Practical Methods of combining Production and Learning Should be Carried Out***

College Business English talent training methods should abandon the current traditional and non-dynamic teaching methods. They should timely receive the needs and requirements of enterprises for compound Business English talents, establish a talent training and supply-demand relationship with large foreign trade enterprises with in-depth integration of production, learning and research, and explore demand training feedback optimization and sound talent training system. Through the construction of training room and practice base, it is the only choice for talent training in colleges and universities to increase the practice inside and outside the school, continuously optimize the business English talent training scheme in combination with the talent demand of foreign trade enterprises, timely track the employment of exported talents, and improve the continuous and targeted ability improvement courses for business English personnel engaged in foreign trade. Talent training is not achieved overnight, but a lasting and gradual process. Only by carrying out the teaching mode of learning and practice over and over again, by combining industries with universities, and by producing true knowledge through practice, can we cultivate sound talents really needed by the country, enterprises and the market.

### 3. Conclusion

One of the main purposes of education is to let people master common sense and integrate into society. The cultivation of business English talents promotes the talents engaged in foreign trade to form international common values, and world outlook. Also, it can help them to master the knowledge and cultural background of common exchange through diversified educational methods, so as to lay a solid foundation for China to establish a stronger national image and create more fair trade opportunities in foreign trade activities. The cultivation of business English talents in colleges and universities can only be carried out with the combination of theory and practice on the basis of adhering to the national trade policy, fully grasping China's trade industrial structure, timely understanding the needs of foreign trade enterprises for business talents, taking the national trade policy as the guiding ideology, and treating the national trade industrial structure as the action direction. The talent training and teaching methods can better play the role of education and finally can achieve the goal to accurately cultivate those people with high-quality and high-standard for enterprises and the market. The "living signboard" of business English talents continues to strengthen and spread China's international image, making China's international image change from "other-directed" in the past to "I-directed", so as to continuously improve the reputation of China's international image.

### References

- [1] Liu, J.B. (2020) *Research on Business English Talent Cultivation Model Based on Talent Demand of Foreign-funded Enterprises under the Background of "One Belt One Road*. *Foreign Trade and Economic Cooperatio*, (03), 145-147.
- [2] Hou, S.H., Cao, Y.Z. (2020) *Analysis on the Training Mode of Business English Applied Talents in Independent Colleges Based on the Development Needs of Enterprises*. *Enterprise Reform and Management*, (05), 127-128.
- [3] Zhou, X.Y. (2019) *An Analysis of the Training Strategies of Business English Talents in Higher Vocational Colleges Based on the Needs of Enterprises*. *Enterprise Reform and Management*, (15), 87-88.
- [4] Jiang Heli. *Exploration of Business English Talent Cultivation Methods Based on the Analysis of Enterprise Needs*. *Knowledge Economy*, 2019(12):173-174.
- [5] Jiang, X.Y. (2021) *The Influence of Cultural Differences on International Business English Translation and Countermeasures*. *Journal of Hebei Radio & TV University*, 26, 63-66.
- [6] Hong, H. (2021) *Research on the Reform and Innovation of Business English Teaching from the Perspective of Curriculum Ideology and Politics*. *Science, Education and Literature Collection*, (08), 185-187.
- [7] Yu, L.T. (2021) *Curriculum Construction of Business English Based on EOP Theory*. *Journal of Shanxi University of Finance and Economics*, 43(2), 160-163.
- [8] Jin, D.X., Shan, X.R. (2021) *A Study on Flipped Classroom Teaching Practice of Business English Listening and Speaking Courses in Applied Undergraduate Colleges*. *Teacher*, (20), 100-102.
- [9] Zhu, H.X. (2021) *An Empirical Analysis of English Majors' Business English Writing Ability*. *Business English Teaching and Research*, (00).
- [10] Sun, L. (2021) *Research on the Cultivation Model of Reflective Business English Talents*. *Education Teaching Forum*, (13), 143-146.