

## **New Ideas of Business English Teaching Reform in Higher Vocational Colleges under the Background of Big Data**

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**Abstract:** The establishment of higher vocational education professional education resource bank is an important measure to promote the reform of vocational education and improve the quality and level of personnel training in higher vocational colleges. Based on the background, concept, framework and implementation of business English expert database, this paper explores the key points of building an open, shared and highly scalable teaching resource system of business English. Commercial banks are the cultivation and information platform for the complex skills of business English education resources. They can build a solid guarantee and a unique professional education resource system for promoting the reform of business English education.

### **1. Introduction**

In order to implement the requirements of the Ministry of education and the Ministry of Finance on speeding up the reform of higher education institutions and the development and construction of National Model Colleges and universities, and deepen the reform of higher education teachers. The construction of science and higher professional courses, the sharing of higher education resources and the improvement of the quality of personnel training are strengthened. The Ministry of culture and culture is promoting the construction of professional education resources of higher education institutions (hereinafter referred to as "resource bank") and the banking industry[1]. From 2010 to 2012, the Ministry of culture and culture is promoting the construction of the sharing database of professional education resources of higher vocational education, and promoting the specialized education resources of industrial enterprises and banks Source, build together, and emphasize the common construction and sharing mechanism of resources. There is also a co education model of talents among government schools, enterprises and enterprises[2]. In 2016, with the development of "Internet +", the comprehensive application of information technology in the field of education reform and vocational education implementation is advancing. The Ministry of culture and culture proposes to build and share high-quality education resources in order to realize "possible learning and supplementary education". In addition, the direction of building the professional education resource base of vocational education is clarified, and the development opportunities are expanded.

### **2. Construction Background**

The establishment of a teaching resource system for business English major in higher vocational education is an important measure to promote the teaching reform, improve the teaching quality, and improve the overall talent training and social service ability. The relevant banks of business English education resources in Colleges and universities have conducted a thorough investigation. The objectives and guidance have provided strategies, the improvement of special construction, and the improvement of education standards. For the experts of business composite technology, the dynamic business English education resources system has been opened to build the information platform for training talents, the development of business English education reform and education informatization, and the practical importance[3]. The establishment of business English training

resource base is an important way to deepen the reform of business English professional training mode and promote educational informatization.

### **3. Construction Thinking**

#### **3.1. Overall Plan, Highlight Features**

At the same time of clarifying the development of business English education, according to the actual professional needs, according to the requirements of "comprehensive design, structured curriculum, granular resources", the planning of resource system structure is scientifically adjusted. And excellent language + skills "to build an information platform and unique foreign language rules for the purpose of talent training.

#### **3.2. Auxiliary Guidance and Flexible Learning Ability**

Based on the purpose of learning "energy", students, teachers, learners and social personages, through the realization of systematic and individual learning of various starting points of self-discipline use of resource sharing library, realize specific learning objectives and conditions of teaching courses, soft arrangement of educational content of resource class library, encapsulation of educational assistance, and guide to be used in order to achieve the objectives.

#### **3.3. Highly Practical Shared Personality**

Resource base, "service-oriented, employment oriented" vocational education principle, adhere to the construction goal of "the improvement of students' ability, as the core of professional construction", different users such as teachers, students, social people, industry, etc., such as enterprises, adhere to. Create a multi-dimensional, universal and shared personalized customized service space.

#### **3.4. Continuous Development, Combination of Internal and External**

Establish and improve the long-term mechanism of resource-based construction, management, application, promotion and protection. Based on the necessary integration and full utilization of existing industrial information resources, introduce international business information resources. And actively organize the development information resources with local and professional characteristics, constantly update and improve the resource base, and explore a variety of promotion and application models.

### **4. Construction Framework**

Superstar era relies on the platform, the teaching material resource database of business English major, and the goal of business English professional training plan. Therefore, the functional direction of "education of learning assistant of ability" shows that the overall structure is "one platform and two modules" as the plan. Resource management platform is a resource management platform, users and routes within the resource base, which encapsulates multiple functions such as resource management, user management, class management, resource management and site management. Release course statistics and notices. The platform will automatically record various learning behaviors of users [4]. Based on data analysis, it conducts quality diagnosis, user behavior analysis and learning effect evaluation for individual learners.

#### **4.1. Application Module**

The application module, the design concept of "user centered", realizes good user externality[5]. Based on the relationship between online learning platform and mobile learning application, teachers can sign online before, during and after class through different stages of teaching design. The functions of assignment distribution, online examination, comprehensive understanding of students' learning conditions, early warning and so on; students can learn anytime and anywhere, participate in online communication and discussion, live video interaction and other information-

based channels, and enhance learning motivation.

## 4.2. Resource Module

The construction of business English professional education resource database, based on the standard of "industry, location", and the students and teachers around the field of "route, module, material", is helpful for the integration and practicability of business practitioners and to ensure the comprehensiveness of resources[6]. The basis of curriculum standard, the standardized learning of resources can not only not be provided, individual autonomous learning can meet the high granularity and strong structure of the characteristics of being standardized, basic language knowledge points and mainly covers business skills points. Moreover, it has rich expansion resources and characteristic resources.

## 5. Contents of Construction

Combined with the characteristics of vocational education and learning objectives of business English major, this paper establishes the construction objectives of "three libraries and three centers", emphasizes the disciplinary nature of "language" + "business", and embodies the comprehensive construction of language and business. It can provide teachers and students with a high-quality and complete self-learning platform, realize the seamless three-dimensional connection of specialty, position and skills, and meet the comprehensive education of culture and cultural knowledge.

Table 1 General knowledge and culture of Chinese English teachers in business English teaching

	Generalized Average Score of Cultural Knowledge	Average score of English expression of generalized cultural knowledge
English Majors	1233	897
Non-English Majors	897	1321
English teachers	537	555

### 5.1. Vocational Construction Library

Professional construction library is the display window of business English professional information and professional construction, which can let teachers, students and enterprise users fully understand the professional training plan and the main oriented training mode. Then, multidirectional. At the same time, it provides a comprehensive and systematic reference for the professional construction and teaching reform of business English related majors. In order to deepen the understanding of learners, we have made a lot of achievements in teacher training and guidance, team building, curriculum, resource development, experimental practice, student innovation, entrepreneur training, domestic and foreign educational exchanges, cooperation, etc. The education, research and Reform in the fields of professional personnel training objectives and professional development, as well as the practicability of the resource base and the diversification of information, have brought good accumulation for the future study and service development.

### 5.2. Corpus Restriction

Curriculum resource is the core content of establishing resource base. High quality professional education resources provide professional and technical support for students' self-study. Therefore, at the beginning of core and professional courses, the curriculum structure of "business knowledge" + "business skills" emphasizes the display of business English practice, business English conversation as the focus, the sharing and development of educational resources, and focuses on E-business English beyond the borders. International Marketing English, comprehensive business English and other online courses. The digital resources of the course are closely related to the complex and

application-oriented characteristics of business English major. In addition, in the process of Vocational and technical training, design teaching based on learning is carried out according to PBL plan[7]. The focus is on the construction of granular digital teaching materials, such as micro courses, so that students can learn online and offline. In addition, on the basis of the actual development of enterprises, industry groups and enterprise experts are invited to participate in the construction, detailed development of enterprise business cooperation courses and effective expansion of business skills.

Table 2 Teaching of Western English teachers

	Average score of narrow sense knowledge culture	Average score of English expression of narrow sense knowledge culture
English Majors	3286	174652
Non-English Majors	5130	2016
English teachers	1374	1400

### 5.3. Career Information Database

Based on the ability of regional economic development, establish professional information database, analyze professional ability, and display typical jobs related to professional growth stage and business English major. The latest development published in the industry makes the professional standards updated, and provides successful business situation, collection and sorting, industry and enterprise information, learning personnel provide an important platform for understanding the work responsibility, and improve the adaptability of the work position. At the same time, fully understand the industry and occupation. In addition, for the needs of corporate artists in the career information database, provide reports on jobs and entrepreneurship cases, corporate recruitment information, and employment data. It is convenient for learners to plan their career and provide reference for their employment[8]. It provides an important guarantee for the support and improvement of talent training plan.

### 5.4. Practice Training Center

The training project is an important foundation of practical teaching. This is the purpose of practical education for business experts, the condition of the position of specialized occupation, the special venue according to the obligation, the support based on the training venue, the resources of the campus's general research projects are constructed, and the complete education embodies the philosophy of "the unity of reality and reality" and "the harmony of learning to the end". Figure 3: the rule of language acquisition and learning skills. According to the training meeting, the use of resources for learning is completely based on the students' training, training, training points. Dance steps and resources can get training guidance from the library. In addition, improve the practical ability and professional quality to be helped and evaluated at any time. Teachers can also systematically design the content and process of training to achieve the purpose of training and improve the effect of practical guidance.

## 6. Construction and Implementation

### 6.1. Improve the Concept of Information Education and Teachers' Information Ability

Educational informationization brings educational modernization, which stimulates educational reform. Educational informationization is inseparable from the informationization of teacher education. We should gradually change the concept, goal, content and method of education, improve the quality and efficiency of education, and meet the requirements of teachers in the information society. In order to deepen the reform of educational informationization, it is necessary to have the information literacy, consciousness, knowledge and skills necessary for the active use of

information technology, and play the potential and role of information technology. Therefore, strengthening the construction of teachers' information awareness, improving teachers' information literacy and improving the ability of information education are the important foundation of building the teaching material database of business English major.

## **6.2. Strengthen Favorable Resource Sharing, Close School Enterprise Cooperation, and Jointly Develop and Integrate Professional High-Quality Education Resources**

As a carrier, the construction and spatial composition of high-quality digital resources, schools and enterprises jointly establish open, shared and highly scalable digital education[9]. Considering the close cooperation with enterprises, the deep cooperation between schools and enterprises will establish the construction of resource library as an important circulation mechanism for the construction and sharing of schools and enterprises. The rich practical experience, strong technical support and professional construction of the enterprise can not give experts guidance. In addition, this is the improvement of the training quality of the enterprise's employees and the encapsulation of talents, which can be achieved in the case of the victory of the schools and enterprises on both sides, and the long-term use of the resource swimming pool can be determined

## **7. Conclusion**

Continue to develop and improve resources, ensure the sustainability and expansion of the resource base platform, use it for education revitalization, ensure the stable updating, supplement and supplement of resources, and ensure the sustainability of resource base construction. Encourage teachers and students to use resource pool, increase the frequency of actual teaching and learning to use resource pool, and the value of resource pool is used for regeneration. The development of the venue in advance, the follow-up investigation of construction resources, the deepening of school enterprise cooperation, the continuous renewal and development, and the promotion of the development of educational resources in related professional fields have promoted the reform of business English education and built a unique special educational resource system.

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