

## Research on the Talent Training Mode of Business English Major Based on Talent Demand Analysis

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**Abstract:** When China's market is deeply integrated into the international economy and society, the demand for business English talents in the domestic talent market is increasing due to the landing of a large number of foreign-funded companies. According to the requirements of training business English majors, this paper puts forward relevant teaching suggestions. Since China joined the World Trade Organization, the development of foreign economic and trade and cultural and political exchanges have been greatly improved. Therefore, China needs a large number of English-speaking talents to serve the modern economic system reform. For the business English major, it has a strong interdisciplinary role and belongs to an emerging major, and the talent training methods for this major are also constantly progressing and developing. To effectively improve the overall level of business English teaching, we need to scientifically grasp the specific teaching direction and objectives, reasonably select Business English teaching materials, pay attention to the cultivation of students' language ability, and strengthen the construction of teaching team.

### 1. Introduction

With the promulgation of English national standards, the three majors of English, translation, and business English have clear talent training capabilities and quality requirements. Among them, the business English major is positioned to cultivate compound talents. Therefore, the professional construction needs to be combined with the school's positioning, The needs of talents and the goal of talent training services are carried out [1]. The development of business English directly affects the exchanges of foreign trade, which also shows that language professionals can promote the pace of social development [2]. Business English is the perfect combination of business professional knowledge, operation ability and English language skills. Business English majors aim to cultivate strong English communication skills, cross-cultural thinking and professional business knowledge talents, meet market demand and promote economic development [3]. With the development trend of economic globalization, the demand for business English professionals is increasing, so it is very important to strengthen the cultivation of talents and expand their quality. From the feedback of the current job market, business English students do not fully meet the talent demand of the job market, showing the characteristics of a single talent structure [4]. Looking at the current situation of business English professional training, there are many problems, such as weak language foundation, lack of curriculum communication and so on. In today's changing market environment, the problems of curriculum defects, backward teaching mode and poor overall quality of business English teachers must be effectively solved [5]. Based on the analysis of talent demand, this paper analyzes the actual situation of business English professional training, and adjusts the talent training mode according to the actual situation, so as to better train and transport business English professional talents for the society.

### 2. Analysis of Talent Demand and Basic Ideas of Business English Major Construction

#### 2.1 On the Demand for Talents

Talent demand refers to the requirements of society for talent ability in a certain period and scope. With the development of society, the demand for talents with multiple skills is increasing. Business English is ESP English for Specific Purposes. In teaching, it is necessary to straighten out the needs of learners and society for language, ability and quality. Talent training needs to combine the needs of the market and the needs of learners themselves. With the development of China's foreign trade, the amount of trade transactions has increased year by year, and the establishment of market economy has led to an increase in economic and trade activities. According to the survey, some talents with strong English communication skills and skilled practical skills are favored by all employment enterprises. Under the background of the current “internet plus”, the cultivation and development of talents will face certain challenges and opportunities [6]. As a business English major in higher vocational colleges, it is a very important requirement to improve their e-commerce skills and communication skills. Many domestic colleges and universities generally have a problem in cultivating language talents, that is, they pay too much attention to the training of basic skills, and do not pay enough attention to the cultivation of students' language ability. They cannot fully and effectively enhance students' language application ability, which will affect students' practice Application effect. In the course design and implementation of the balance, designers and teachers must analyze the subjective and objective needs of students through interviews, observations, questionnaires and other methods, and then determine the content and methods of students' learning. This can be called demand analysis. This kind of analysis is derived from ESP and is the basis for scientifically determining the goal of talent training. The knowledge and skills most lacking by business English learners are shown in Table 1, and more than 41% of graduates answer business practical skills. Humanistic and business expertise is the second and third lack of knowledge and skills. This shows that the urgent need for business English courses for college students is to improve business practice teaching and cultivate practical business skills.

Table 1 the Knowledge And Skills That Graduates Lack Most

Options	Number of Participants	Percent
English proficiency	8	7.1%
Business expertise	22	18.8%
Business practical skills	46	40.9%
Humanistic knowledge (such as Chinese and foreign culture, legal and political knowledge)	33	28.2
Cross-cultural communication skills	6	5.0%
Total	115	100%

The employment demand for professional foreign language talents is mainly reflected in the professional communicative ability of business foreign languages, which requires good professional oral expression and communication skills, as well as mastering the basic knowledge of international trade and commerce. Foreign trade companies have high requirements for foreign trade talents, and foreign trade talents need to master a variety of professional skills and understand many aspects of knowledge, and few people meet this requirement. At present, when looking for foreign trade professionals, companies not only need to seek foreign language professionals, but may also need to seek more foreign trade professionals. Communication is an important part of business English teaching, and it also has higher requirements for students to master the basic language ability. Business English is an important branch of professional language, which is mainly used in business activities. It is professional, communicative and practical.

Table 2 Learning Motivation

Options	Number of Participants	Percent
To get a degree	9	8.2%
To enhance employment competitiveness	96	81.5%
To work/study abroad	2	2.0%
Out of interest	12	6.3%
Others	2	2.0%

Total	121	100%
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The results shown in Table 2 show that the vast majority of respondents (81.5%) study because they want to improve their employability, and only 6.3% of respondents study because of their interests. Data show that students' main motivation for learning business English is to develop professional knowledge and skills that can help them improve their competitiveness. However, it should be noted that 9 respondents (8.2%) chose to “get a degree” and 2 respondents (2%) claimed that they chose the business English course only because the course name sounds good. This shows that a small number of students do not have a clear understanding of the educational objectives and curriculum design of business English course. Schools should guide these students to establish appropriate learning motivation.

### 3. Talent Cultivation from the Perspective of Demand Analysis

#### 3.1 Pay Attention to the Cultivation of Students' Language Ability

To effectively promote the smooth development of modern business English teaching, it is necessary to combine the actual market changes, start from the employment ability needs of specific posts, focus on improving the overall effect of teaching reform, provide students with more advanced and scientific teaching content, and guide students to master sufficient and reasonable knowledge and skills. Textbooks are an important foundation for the smooth development of teaching activities. The textbooks used in business English teaching activities in the past are largely unable to adapt to the actual development of today's society and cannot meet the needs of teaching activities. In view of this situation, it is necessary to combine teaching work and choose scientific and reasonable business English textbooks to provide students with accurate teaching support. On the basis of sufficient social needs survey, the basic goal of business English training should also be adjusted to be based on English language, with business and cross-cultural knowledge as the background, and the cultivation of practical application ability as the core. In the process of practical development of business English subject, it involves theoretical knowledge of various subjects, and its most prominent feature is the cross and compound content. Based on this, this feature must be fully considered in the process of business English curriculum reform, and the language skills, business knowledge, cross-cultural communication and other modules must be organically combined, So as to form a unique business English talents compound training mechanism. Business English major should be oriented towards the development of talents needed by professional development, and the goal of training talents should be changed from practical talents of international trade major to comprehensive quality talents of professional ability. The goal of improving the training ability of business English talents in colleges and universities is to have professional knowledge and industrial advantages, as shown in Figure 1.

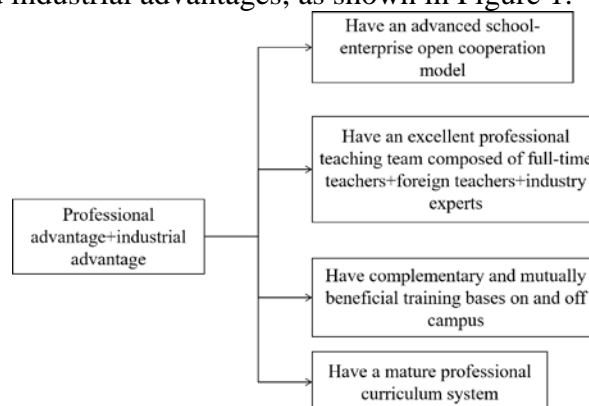


Fig.1 Business English Talent Training Objectives

To really want to cultivate a group of outstanding talents who can adapt to the rapid development of the foreign trade and investment industry as soon as possible, we must first clarify the

fundamental goal of enterprises to train talents. The school should focus on cultivating students' corporate innovation ability, dispute resolution negotiation ability and frustrated adaptability, team coordination and cooperation leadership ability, communication and exchange ability.

### **3.2 Strengthen Talent Training**

In the process of specific business English teaching activities, colleges and universities can create a more real language simulation environment for students by using situational teaching method and taking practical cases as teaching materials. Colleges and universities need to pay attention to the introduction of teaching talents with high theoretical level and practical ability, inject fresh vitality into their own teaching staff, and constantly improve and optimize the structure of the teacher team. To actively carry out business English teaching activities, it is necessary to combine the employment ability needs of real jobs, pay attention to cultivating students' special application ability, and promote the continuous improvement of students' overall quality. It is necessary for colleges and universities to scientifically grasp the specific teaching direction and objectives, reasonably select business English teaching materials, pay attention to cultivating students' language application ability and strengthen personnel training.

## **4. Conclusions**

Business English teaching should combine the characteristics of the development of the times, and innovate the teaching mode according to market development and talent needs. Under diversified teaching and guidance methods, we will cultivate more outstanding business English professionals. With the rapid development of science and technology, the society's demand for professional talents is constantly changing, and new requirements are put forward for school professional talent training. The school urgently needs to reform the talent training specifications, curriculum system and teaching content. In the process of cultivating business English talents, we should fully adapt to the basic needs of social development and regional economic development, constantly adjust the teaching content and methods, realize the optimization of the teaching curriculum system, and finally provide Applied Business English talents for the development of society and regional economy. In this paper, based on the talent demand analysis, the talent training mode of business English major is analyzed, which is constructed in combination with the characteristics of colleges and majors, as well as the needs of talents and society, hoping to truly achieve the goal of talent training.

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