

Research on the Training Model of Bilingual Business Talents in Fujian Applied Undergraduate Universities

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Abstract: Fujian Province is not only the main body of the economic zone on the west coast of the Taiwan Straits, but also the second batch of free trade pilot zones and the core zone of the “One Belt and One Road”. The “dual superposition” has brought unprecedented opportunities for the development of foreign trade in Fujian Province. At the same time, the gap of compound and applied foreign language talents has become one of the problems that need to be solved urgently in the development of Fujian's foreign trade. Under the new situation of local undergraduate colleges transforming to application-oriented, Fujian Jiangxia University opened a French (Business French direction) major, with the purpose of serving the local economy, proposed a “French + English + Business” talent training program, and explored “dual foreign languages” With the school-running characteristics of “tools + professional knowledge and skills”, try a differentiated French talent training model to enhance the social and economic development capabilities of the service area.

1. Introduction

Application-oriented undergraduate colleges and universities with the goal of cultivating innovative, compound, and application-oriented talents have become the basic direction of the transformation and development of undergraduate colleges in the new era. In 2019, the State Council issued the “National Vocational Education Reform Implementation Plan”, which further clarified “a large number of the development indicator of the transformation of ordinary undergraduate colleges and universities to application-oriented.

However, the basic issues of how to develop applied universities, how to train applied talents, and how to evaluate applied talents, universities are still in the exploratory stage of crossing the river. Sorting out the existing related research, some scholars from the perspective of employment, some scholars from the perspective of innovation and entrepreneurship, some scholars from the perspective of specific disciplines, and some scholars from the perspective of regional perspectives on the cultivation of applied talents Models and mechanisms have been usefully explored. This article intends to explore the training model of French professionals from the perspective of specific disciplines, taking Fujian Jiangxia University as an example, in the context of the transformation and development of applied undergraduate colleges, in order to provide reference for how language majors in local undergraduate colleges serve regional social and economic development.

2. The Training of Fujian French Professionals and the Transformation of Applied Undergraduate Universities

The training of French talents in colleges and universities in Fujian Province can be roughly divided into three levels: French language and literature talents, business French talents, and English-French dual foreign language business talents.

The first French major in the province was Xiamen University. Similar to the French majors of many “985” and “211” key universities in China, the French major of Xiamen University trains senior French professionals who are engaged in French language, literature teaching, research, interpretation and translation. The French major of Xiamen University has a team of teachers with high scientific research ability and academic level, builds a resource-rich academic platform, and attracts high-quality students for a long time, which enables it to train pure language research

professionals proficient in French The necessary conditions for French graduates also laid a solid foundation for French graduates to continue their studies in well-known universities at home and abroad or to engage in French teaching, research and translation in government agencies, enterprises and institutions. However, the current situation of the employment market in Fujian Province shows that government agencies, institutions and large enterprises have extremely limited demand for pure French professionals, and require high professional standards for French professionals. Most of these positions are used by Xiamen University and other domestic and foreign professionals. It is dominated by graduates of French majors from key universities, the supply and demand relationship is basically balanced and the market is relatively saturated. If other colleges and universities in the province, especially local undergraduate colleges, continue to blindly copy the talent training programs of key universities or foreign language colleges to cultivate pure French language and literature talents, they will not find their own positioning and form their own characteristics. The academic level, practical ability and Comprehensive competitiveness will be very limited and will face the situation of being eliminated by the job market.

Taking into account the supply and demand of French-speaking talents in the Fujian job market and their own educational positioning, local undergraduate colleges and universities in Fujian Province have begun to combine the needs of regional economic development to cultivate compound and applied foreign language talents, and offer specialized French courses to broaden employment channels for students. Among them, the Fuzhou Institute of Foreign Languages and Trade opened the Applied French major in 2009. Its training goal is to have a solid French language foundation, broader business and economic expertise, strong practical ability and innovative spirit of “French + Business” application type Talent.

However, as the demand for foreign language talents in the job market gradually diversifies, foreign language graduates who master a single language can no longer meet the requirements of today's international trade market for talent knowledge structure and practical ability. Through statistics on the major job search websites in the province, it can be found that on average in 2019, more than 100 households in Fujian provided nearly 150 jobs related to French majors. Among them, the import and export trade industries the demand is greatest, and the types of positions are mainly concentrated in “French foreign trade salesman” and “French cross-border e-commerce operation specialist”. Among the recruitment information for such positions, more than half of the job applicants have certain requirements for French proficiency. It is also hoped that job seekers have certain English listening and speaking skills and foreign trade business skills. In addition, compared with the job-seekers’ French theoretical knowledge, employers value their French application level and practical ability, that is, the ability to use foreign languages to solve practical problems in trade activities. It can be seen from this that the French-speaking talents most in short supply in the employment market in Fujian are compound talents with French-English bilingual foundation, professional knowledge of international trade and certain practical ability.

Application-oriented undergraduate colleges and universities should serve the regional economy as their purpose, adapt to the needs of regional economic development for applied talents, and accurately fill the shortcomings of talents in the local job market. Fujian Province is an important part of China's coastal economic belt and an important window and base for China to interact with the world. The scale of import and export has always been among the top provinces in the country. Small and medium-sized enterprises in the import and export trade industry in the province need a large number of French and English languages. Compound and applied French talents with ability and business skills. From the perspective of the level and knowledge structure of French graduates in the province and the relationship between French talent training and local economic development, there is a huge gap in high-quality applied talents with both French and English foreign languages and business knowledge. Double foreign language business talents provide a lot of space.

3. The Construction and Characteristics of the Training Model for French Professionals in Fujian Jiangxia University

Fujian Jiangxia University, as a key application-oriented local undergraduate college in Fujian Province, opened the French (Business French) major in 2018. According to the school's opening economic belt in Fujian (the pilot free trade zone, the core area of the Maritime Silk Road, Taiwan Experimental Zone), service orientation for small and medium-sized enterprises and institutions, combined with the specific needs of local economic development in foreign languages and industry categories, with "bi-foreign language tools + business knowledge and skills + cross-cultural communication skills" as the school-running feature, With the purpose of serving the local economy, we will explore a differentiated French-language talent training model to accurately fill the talent shortcomings of the local job market.

3.1 Talent Training Specifications and Goals

The French (Business French direction) major highlights the talent training characteristics of "French + English + Business", and cultivates a solid language foundation and flexible application skills in French and English as a foreign language, a broader business knowledge, a broad international vision and cross-cultural Communication skills, a comprehensive understanding of the national conditions and cultures of French and English-speaking countries, familiarity with international business practices, and the ability to use two foreign languages as tools in various business activities of foreign-related enterprises and institutions, using French and English as a tool French-English bilingual business talents in working languages. This talent training goal emphasizes the role of dual foreign language tools in a business environment, and highlights the requirements for students' French and English application ability and practical ability.

3.2 Curriculum System Construction

The content that dual foreign language business talents need to learn includes two foreign languages and business professional knowledge. Such rich cross-field and cross-disciplinary knowledge and skills need to be set up in a scientific curriculum to establish a reasonable time allocation and sequence to avoid the formation of simple knowledge stacking. [1]

The French (Business French direction) major adopts a dual foreign language main and auxiliary type, with French as the main and English as the supplement, focusing on the cultivation of students' French language skills, and improving students' English communication skills on the premise that students reach the professional level of French. The two foreign languages of French and English have a clear primary and secondary status. The total credit hours of French courses are about three times that of English courses. They are offered from the first semester and run through the four years of undergraduate study. Students will start from the first semester. Begin to consolidate the French language foundation. In the second academic year, I will put French in a business context and enter the study of business French. At the same time, I will directly start the study of business English in the sophomore year, using English to assist in solving problems in international business activities. [2]

French courses can be divided into two categories: basic French and business French, of which language foundation is the key to French learning. The basic French series of courses cover the knowledge and skills of language listening, speaking, reading, writing and translation. In the course of business French, it focuses on cultivating students' business oral, written translation, business negotiation and business French copywriting skills. Translation, interpreting and copywriting are the biggest demand for Chinese companies going abroad for foreign language services, while 31.9% of export-oriented companies have not set up special translation positions, and only use part-time staff or outsourcing for commercial translation, not only unable to translate Confidential documents, conversations, or highly professional content, and the translation quality is difficult to guarantee. [3] French (Business French direction) has set up business French oral, written translation and legal document translation courses in French courses, aiming to cultivate a compound type with a high

level of translation in the enterprise and mastery of professional business knowledge and strong business capabilities Business talents.

English courses start in the second academic year, focusing entirely on the cultivation of English application ability rather than the mastery of basic theoretical knowledge of language, and the practicality and pertinence of English in a business environment. For example, in the third semester, this major offers Business English Correspondence and Contract courses to strengthen business English writing skills in several specific types and formats. In addition, the integration of two foreign languages is also the focus of professional exploration of French (business French direction). The comparison and integration of two foreign languages is not in the learning stage of language basic knowledge, but in the foreign language application stage, combined with business professional knowledge. For example, courses such as French for Tourism, French for Exhibitions, French for Law, etc. will pay special attention to the bilingual comparison of professional terminology and common expressions in English and French, so as to cultivate students' comprehensive multilingual communication and problem-solving skills.

After conducting in-depth interviews with employers, we learned that the company's requirement for French compound talents is first of all their language ability, and secondly, related business knowledge. The business expertise and business abilities required for French-related positions can be quickly improved through continuous learning and practice in a real combat environment, while the foreign language level requires professional and systematic learning to lay a solid foundation. Therefore, this major does not require students to have a comprehensive and in-depth study of business theory knowledge like business students, but mainly study specific courses required for regional economic development and practice and operate, such as e-commerce operations, import and export declarations Wait. From the perspective of learning sequence, foreign language is a tool and means to learn business knowledge. Therefore, it is necessary to ensure that students have a solid language foundation, and then put the language in a specific business environment, learn business French and business English related courses, and gradually introduce business. Courses and practice in stages. The content that dual foreign language business talents need to learn includes two foreign languages and business professional knowledge. Such rich cross-field and cross-disciplinary knowledge and skills need to be set up in a scientific curriculum to establish a reasonable time allocation and sequence to avoid the formation of simple knowledge stacking.

4. Conclusion

The “dual foreign language + professional orientation” talent training model tried by Fujian Jiangxia University, that is, “a small language foreign language foundation + English communicative competence + professional knowledge and skills in a non-language field” is a “complex”, The combination of “applied”, “differentiation” and “internationalization” [4] meets the current needs of national and local economic construction, and has a high degree of generalizability among local undergraduate colleges and universities in China. It provides French for local undergraduate colleges and universities. Other minor language majors provide new ideas and experiences. Different provinces and regions across the country show different characteristics of regional economic development due to the differences in geographical environment, natural resources, political policies, social history and other aspects. When cultivating interdisciplinary foreign language talents, full consideration should be given to local superior industries and local economic construction. Specific needs, choose the appropriate language and professional inclination. The choice of professional orientation does not need to be limited to the more common business directions. It can even explore the needs of enterprises in the engineering, agriculture, forestry, transportation and other fields of the region in depth, identify the advantageous industries of the local economy, and the shortage of majors, and accurately fill positions. Shortcomings of talent in the job market.

Since the French (Business French) major of Fujian Jiangxia University is an undergraduate major declared in 2017, the talent training model is still in the stage of continuous exploration and experimentation, and there are still many adjustments and improvements in the future. For example,

the Sino-French cooperative education model or Sino-French inter-school exchange project will be one of the future development directions of this major. This will not only provide more possibilities for the future development of students, but also solve the serious shortage of domestic business French teachers.

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