

Analysis on the Construction of International Business Comprehensive Demonstration Center in Foreign Language Colleges-Take Hainan College of Foreign Studies as an example

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Abstract: International business majors such as international trade, cross-border e-commerce and business English are highly complementary. Hainan College of Foreign Studies integrates foreign language majors and business majors in depth according to the rules of higher vocational education to create "foreign language+skills" school-running characteristics and cultivate compound talents. As an important part of the practical ability of higher vocational education, on-campus training plays a vital role in the process of personnel training. The International Business Comprehensive Demonstration Center of Hainan College of Foreign Studies has explored the construction of teaching staff, personnel training mode and innovation and entrepreneurship based on the needs of foreign trade industry and positions.

In building the "characteristics" of the international business comprehensive demonstration center, Hainan College of Foreign Studies has built around the functions of the international business characteristic training center according to the idea of "talent reserve-talent cultivation-teaching effect", mainly including the following measures:

1. Formulate and Improve the Rules and Regulations of the International Business Comprehensive Demonstration Center

System construction is the center and prerequisite for the construction of an international business comprehensive demonstration center[1]. Whether the demonstration center can operate normally depends on whether there is a perfect management system. The management system of the International Business Comprehensive Demonstration Center includes two categories: hard management system and soft management system. Hard management systems include systems related to hardware and equipment, such as the Fixed Assets Management System of the International Business Comprehensive Demonstration Center, the Low Value Material Management System of the International Business Comprehensive Demonstration Center, and the Dangerous Goods Management System of the International Business Comprehensive Demonstration Center. Another type of systems are management-related systems, including the Open System of the International Business Comprehensive Demonstration Center, the Use System of the International Business Comprehensive Demonstration Center, the Personnel Management Measures of the International Business Comprehensive Demonstration Center, and the Safety Management Measures of the International Business Comprehensive Demonstration Center. As the International Business Comprehensive Demonstration Center of Hainan College of Foreign Studies is different from the general training room and the general computer classroom, some rules and regulations reflecting the special functions of the business comprehensive demonstration center should be formulated under the premise of the above system management regulations. Since the International Business Comprehensive Demonstration Center is different from the training places of engineering colleges and universities in that it has a large number of equipment, which mainly uses teaching software for training. In addition, since it involves multiple majors to carry out training in

this demonstration center, each computer is equipped with a large number of training software belonging to different majors. Therefore, some regulations on teaching software can be formulated to prevent students from uninstalling or deleting the teaching software required for teaching other majors by mistake.

2. Establishing a Long-term Mechanism for Teachers

The International Business Comprehensive Demonstration Center of Hainan College of Foreign Studies guarantees the construction of teaching staff through the establishment of a long-term mechanism, including the following measures.

First of all, in terms of teachers' personal development, it is guaranteed that post teachers in the training room have the same opportunities as other post teachers in terms of professional and technical promotion, training and learning, and it is even possible to appropriately increase the inclination to post teachers in the training room so that more professional teachers are willing to work as teachers in the training room. At the same time, a competition mechanism can be properly established, and the work experience in the International Business Comprehensive Demonstration Center can be taken as an important indicator for job promotion, and linked to the performance salary income of teachers. Teachers can be willing and actively engaged in teaching jobs in the International Business Comprehensive Demonstration Center through the formulation of scientific and rigorous reward and punishment mechanisms.

Secondly, due to the professionalism and particularity of the teachers in the teaching posts of the International Business Comprehensive Demonstration Center, Hainan College of Foreign Studies 's International Business Comprehensive Demonstration Center is a professional training center, which is different from the general computer classroom and has strong professionalism. Therefore, the staffing of the teaching staff should not only focus on the use and maintenance skills of computers, but should also understand and systematically learn all the curriculum contents and the application methods of the installed teaching training software in the International Business Comprehensive Demonstration Center. For the above reasons, the selection of teaching staff in the International Business Comprehensive Demonstration Center should be made from professional teachers related to the courses offered, rather than from computer teachers.

Finally, to establish a scientific and reasonable leadership organization for the international business comprehensive demonstration center, the corresponding relationship between the international business comprehensive demonstration center and teaching should be fully considered in the post selection of the person in charge of the training center, and ordinary teachers who only focus on specialized courses teaching are not suitable for the post. In higher vocational education, practical training is an important skill training link, and the on-campus training room is the main training place. On-campus training greatly improves students' skill application ability. The development of skill training in each link is inseparable from the employment skill post requirements in the talent training plan, and cannot be practiced for practical training. Therefore, the first requirement for the selection of the person in charge of the international business comprehensive demonstration center is to have a detailed understanding of the professional talent training program, preferably the person who wrote or participated in the talent training program. Another quality that the person in charge of the International Business Comprehensive Demonstration Center needs is to be responsible for the construction of the teaching staff and to be able to unite and lead the training teaching staff.

Relevant teachers will be sent to enterprises for training, and talents will be reserved for building an international business comprehensive demonstration center featuring "foreign languages+cross-border e-commerce"[2]. By sending English or other minority language teachers to e-commerce enterprises to participate in cross-border e-commerce training every year, Hainan College of Foreign Studies will build a special reserve of teachers for cross-border e-commerce. Most of the higher vocational colleges in Hainan Province are engaged in teaching e-commerce, especially cross-border e-commerce. Most of them are teachers graduated from e-commerce or other related economic management majors. Cross-border e-commerce as a new major combining

international trade and information technology has broken the traditional form of face-to-face trade. The emergence of a large number of cross-border electronic commerce platforms has also given people from various countries the opportunity to participate in international trade, since the trade target may come from anywhere in the world. Therefore, language communication has become the premise of trade communication. Therefore, foreign language skills, especially English skills, are the most needed skills for cross-border e-commerce. Under this background, Hainan College of Foreign Studies is giving full play to its foreign language advantages by sending foreign language teachers to cross-border electronic commerce enterprises to bring the latest cross-border e-commerce knowledge and advanced e-commerce industry concepts into the classroom through short-term temporary job training. The training of "foreign language+skills" teachers is also an important premise and foundation for Hainan College of Foreign Studies' s International Business Comprehensive Demonstration Center to create foreign language characteristics. Only a strong "foreign language+skills" teacher team can ensure the quality of personnel training.

3. Around the Function of the Characteristic Training Center, a Talent Training Program Featuring "Foreign Language+Skills" is Formulated

Centering on the characteristic of "foreign language+skills", Hainan College of Foreign Studies integrates business and foreign language majors based on the actual situation of the college, creating a multi-major and multi-directional group including international trade practice, e-commerce, e-commerce (cross-border e-commerce direction), business English (foreign trade business and cross-border e-commerce direction), making full use of the strong complementarity and distinctive features among various majors. the organic combination of foreign trade, e-commerce and foreign languages highlights the school-running characteristic of "foreign language+skills". The construction of the International Business Comprehensive Demonstration Center also follows the same line. After optimizing the structure of the teaching staff, a scientific and reasonable personnel training plan is designed.

In the design process of the talent training program, the integration of training modules is increased. According to the job skill needs and the workflow of foreign trade and cross-border e-commerce, the entire business comprehensive demonstration center is divided into several modules, including foreign trade skill module, cross-border e-commerce skill module and domestic e-commerce skill module. The business comprehensive demonstration center is built into three regions according to the skill module.

The first area is a skill training place based on foreign trade skills. Business English major, international trade practice major and e-commerce major are all arranged here for training. The hardware construction of the area should reflect the foreign trade business process. The links such as import and export declaration, inspection and quarantine, chartering and booking space, bank settlement and so on can be displayed visually. The students are divided into several groups in the training process. According to the complete foreign trade process, each group of students will be assigned a post, such as importer and exporter, bank's international settlement department, customs, inspection and quarantine department, freight forwarding company, customs declaration company and other departments, which can be further subdivided within a link. Foreign trade companies have foreign trade salesman posts and operation personnel posts. After the division, students will be allowed to adapt to other posts through rotation. Since foreign trade in a broad sense includes both trade negotiation, signing of import and export contracts and international freight forwarders, sand table models can be appropriately introduced into the construction of training rooms so that students can have a more intuitive understanding of all aspects of international logistics.

In order to create a more real foreign trade scene, physical goods placement areas can be added in this area, and some common foreign trade goods can be selected for display. Students can trade through these physical goods to experience a more real foreign trade transaction process.

Another area is the cross-border electronic commerce training area, which can also share the real goods in the foreign trade training area. The difference is that the real goods are sold through the cross-border e-commerce platform. cross-border electronic commerce, as a cross-discipline of

foreign trade and e-commerce, has developed rapidly in recent years. Students are allowed to sell physical goods online through stores operated by Amazon, AliExpress and other cross-border electronic commerce platforms. After the order is generated, students responsible for international freight forwarding will transport the goods to the destination. Domestic e-commerce and foreign trade cross-border e-commerce can be carried out simultaneously, so that students can have a very clear understanding of domestic e-commerce and foreign trade e-commerce by comparing the processes of domestic e-commerce and cross-border e-commerce for the same commodity.

Finally, a separate place can be set up for business negotiation. Transaction negotiation is the premise and basis for trade. The negotiation process requires both the buyer and the seller to reach agreement on the terms of the contract through continuous offer and return. Before conducting the transaction negotiation, the buyer and the seller should formulate careful negotiation strategies, price negotiation skills, etc.

4. Help Students Start Businesses with International Business Comprehensive Demonstration Center

After the reserve of teachers and the personnel training program, the effect of personnel training is achieved. At the beginning of its establishment, the International Business Comprehensive Demonstration Center also had the function of starting a business. It made full use of the mutual accommodation of foreign language major, foreign trade major and e-commerce major to guide students to start a business according to the needs of the foreign trade market[3]. At present, many foreign trade enterprises need to publicize their corporate image and the products they sell. As the customers are all foreign buyers, the corporate image publicity videos and product publicity videos produced are also aimed at foreign customers, and the language in which the videos are shot is particularly important. Obviously, the audience is relatively small in using Chinese, so different foreign languages need to be selected according to the different languages used in the target consumer countries for video recording of products. The source of the products is not to let students dub and record the purchased products. All the products used are products provided by e-commerce companies. Students from Hainan College of Foreign Studies will describe and dub the products in English, which is also an innovation. Hainan College of Foreign Studies has cooperated with many cross-border e-commerce enterprises in Shenzhen to describe and dub their products in English by students of Hainan College of Foreign Studies. The works of students of Hainan College of Foreign Studies have been well received by enterprises and employers on the cross-border e-commerce platform.

Hainan College of Foreign Studies is the most multilingual foreign language college in Hainan Province and the only public foreign language vocational college in China. It has a solid foundation in foreign language education and has opened major languages in the world. In addition, foreign trade, e-commerce and other specialties cooperate with it to create an innovative business model featuring "foreign language+skills". Recording videos can only be completed in a professional place. The International Business Comprehensive Demonstration Center of Hainan College of Foreign Studies took student entrepreneurship as an important indicator at the beginning of its design and equipped with a series of professional facilities such as video capture, audio and video production and product promotion to ensure that the entire production process of foreign trade commodity publicity videos can be completed in the International Business Comprehensive Demonstration Center. The dubbing of foreign language products by foreign language major students is done in this training room. The students have the skills to lay the foundation for starting a business in the future. It is also the perfect embodiment of the running idea of "foreign language+skills" in Hainan College of Foreign Studies.

To sum up, the comprehensive international business demonstration center of Hainan College of Foreign Studies is the embodiment of Hainan College of Foreign Studies 's "foreign language+skills" school-running feature. the center perfectly combines foreign language skills with foreign trade and cross-border e-commerce skills, and gives full play to the role of language as a tool discipline. by building a professional teaching staff, formulating a talent training program with

the characteristics of foreign language colleges, and assisting students to start businesses, the center has been built into a multi-disciplinary on-campus training place with foreign language as the center and foreign trade and e-commerce as the two wings.

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