

Study on the Reform of Business English Talents Cultivation Mode under the Background of Internet Plus

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Abstract: The advent of the Internet Plus era has brought about great changes in our life style, and thus the impact of Internet Plus cannot be avoided in higher education. With the in-depth integration of Internet Plus and higher education, the cultivation of Business English talents also needs to utilize the ample intellectual resources of the Internet, in order to integrate education resources and explore the reform and innovation of Business English talent cultivation mode.

1. Introduction

Internet Plus means Internet Plus various traditional industries, but it is not the simple addition of the two, but the in-depth integration of the Internet and traditional industries by means of information technology and Internet platform. Under the background of the flourish development of Internet Plus, no industry can get out of the dramatic social change. As the subject of the exploitation and utilization of intellectual resources, colleges and universities should conform to the trend of the times and construct a new pattern of Internet Plus higher education actively.

2. Internet Plus and Higher Education

2.1 Overview of Internet Plus and Higher Education

Nowadays, the Internet has deeply integrated with various fields of our modern life, with a non-linear and leap-type mode of development. With the popularization and deepening of the Internet information technology, more and more people are beginning to put forward the idea of "Internet thinking". The so-called "Internet thinking" refers to the way of thinking about nature and future by leaps and bounds by means of the evolving Internet technology. Internet Plus is the creation of "Internet thinking", which is not the general application of Internet Plus and traditional industries, but the deep integration and new transformation of them. The same is true of higher education. Due to the unbalanced development and uneven distribution of the global education resources, only a minority of the learned can enjoy high-quality educational resources. However, with the Internet, high-quality educational resources are probable to spread and be shared all over the world.

2.2 The Relationship between Internet Plus and Higher Education

The Internet has influenced the development of higher education greatly in China. The essence of Internet Plus and higher education is to motivate the vitality of higher education Internet thinking, which is integrated into all links of higher education so as to promote the deep integration of them.

In the future, colleges ought to focus on constructing an open and interactive school-running system and improving their level by using all favorable resources. In addition, colleges should try to create flexible system to achieve the individualized academic customization for students. The support of information technology tool is helpful to create open space for study and provide a more appropriate education and better management services for learners.

2.3 The Development Trend of Higher Education in the Era of Internet Plus

(1) In the current era of Internet Plus, colleges should fully seize the opportunity and achieve

breakthroughs, which cannot rely solely on the role of the Internet, but also gives full play to the subjective initiative of schools, teachers and students. Perfect faculties are the guarantee of optimizing advanced education. As there are a huge number of relevant resources on the Internet, it is necessary for colleges to improve students' abilities to search and deal with useful information, and enhance their awareness and control of active learning. Colleges should also try to provide the training of the application of information-based teaching methods for teachers, and motivate them to explore practical talent training methods and classroom forms according to the professional characteristics of the major. Besides, colleges should promote the popularization of digital application comprehensively, network signal coverage, network stability and network security. Colleges should also make the best of the resources to achieve high-quality curriculum sharing, library digital resource sharing, based on big data to reconstruct teaching management.

(2) Highly qualified teachers are subjects of optimizing higher education. The Internet is just a means and tool for the reform and development of higher education, while teachers are crucial to make Internet Plus and higher education play a positive role.

Teachers engaged in higher education should keep up with the times, accept the latest teaching concepts, utilize advanced teaching resources, and master advanced techniques, in order to provide students with the best learning conditions and environment. Teachers should also take students' interest and characteristics of learning into consideration, and try to design effective classroom teaching based on the Internet platform, so as to stimulate students' interest in knowledge construction knowledge students' ability to explore knowledge related to the major actively.

3. Suggestions on the Reform of Training Mode for Business English Talents

3.1 Training Objectives and Talent Specifications for Business English Majors

3.1.1 Training Objectives

Major of Business English is committed to cultivating well-rounded talents who possess practical abilities, especially English communication skills and practical skills on business, as well as high comprehensive quality, with which they can deal with various business activities in English. Business English teaching should try to cultivate and improve learners' professional theory, meanwhile, it should focus on their English proficiency, and abilities to analyze and solve problems comprehensively. The training objective takes "appreciating the foundation, broadening the scope, strengthening the practice, and enhancing the quality" as the principle, and takes teaching quality as the core, in order to cultivate applied talents with English communication abilities as well as business practice abilities.

3.1.2 Talent specifications for Business English majors

Business English professionals should have such knowledge as general English, Business English, international settlement and payment, translation theory and practice, commerce, international trade, import and export practice, international business negotiation skills, etc. The basic skills for Business English professionals are language competence, business knowledge and comprehensive skills. Business English professionals curriculum should highlight multiple applied training characteristics of both English and business, while teaching should be based upon a wide range of business knowledge, laying emphasis on learners' communication skills, and focusing on their applied and creative abilities, in order to improve learners' comprehensive skills. Besides these, Business English professionals should also need some knowledge about computer application to cope with work related to words and number.

3.2 Analysis of Business English Talents Demand in the Era of Internet Plus

3.2.1 The Influence of the Internet on the Cultivation of Business English Talents

The Internet economy is a new mode of running and developing generated in economic activities, which takes advantage from the integration of the Internet and economy to achieve benefits. In the process of it, the development of cross-border e-commerce takes Internet technology as the trading

platform to realize online trading, payment and goods delivery by physical distribution. The development of cross-border e-commerce helps to promote national economy and break the limitations of traditional entity transactions, and the demand for related talents is also increasing. The project of Internet Plus initiated by the nation will further promote deep integration of various industries, while the development of Internet economy and industrial reform put forward new requirements for talent cultivation of higher education, which will also become a new impetus for the development of higher education in China. Taking characteristics of cross-border e-commerce into consideration and based on Internet Plus, colleges should conform to the development trend to conduct talent training reform in which the curriculum, teaching contents must be improved so as to perfect Business English talent training mode, and thus qualified Business English talents can be provided to the society.

3.2.2 Demands for Business English Talents in the Era of Internet Plus

With the increasing development of China's foreign economy and the continuous expansion of cross-border e-commerce, the demand for Business English professionals is further expanded. The demand which is larger and different from those of traditional international trade and e-commerce is more comprehensive. The employment of Business English talents is mainly in the fields related to international trade including service for import and export, international investment service and cross-border e-commerce. The employment demands professional knowledge of e-commerce, running procedures of e-commerce platform, management and running mode of enterprises, and the ability of business planning and trade problem solving. That is, in modern society, Business English professionals have to master not only knowledge of English and business, but also relevant comprehensive quality. Firstly, they need to have the capacity to communicate properly in context of situation; secondly, they must be acquainted with business etiquette and procedures as well as use them accurately; thirdly, employees must have highly comprehensive quality, acquainted with international trade regulations and the trend of consumer demand; meanwhile, they need to understand communication and negotiation skills in the process of business, and combine Internet techniques with Business English professional knowledge. Team spirit, cooperation consciousness, strong adaptability and learning abilities are also quite necessary.

3.3 Reform and Innovation of Business English Talent Training Mode

3.3.1 To Strengthen Industry-university-research Cooperation

Industry-university-research cooperation refers to cooperation of enterprises and colleges or scientific research institutions. Generally, enterprises are in need of techniques, which are provided by colleges or scientific research institutions. The essence of cooperation is to combine various production factors required to promote technological innovation effectively. As functions of colleges extend from talent training to social service, the trend of integration of higher education with science and technology and economy is gradually strengthened. Nowadays, colleges have become a powerful driving force to social and economic development. The rapid development of information technology has played a driving role in industry-university-research cooperation, which has become the most powerful driving force for economic social progress.

Colleges and enterprises can draw up the plan together. Experts and excellent management personnel are to participate in Business English talent training plan formulation, major settings, curriculum construction, practice bases construction, and students' employment guidance, which way of cultivation mode is helpful to train talents who can better meet industry requirements.

Colleges can make the best of social and enterprise resources to build internship and training bases inside and outside the campus. In the process of practice base construction on campus, a large number of investigations are needed. It is also necessary to take experts' advice, establishing practical training workshop in which English skills training and business practice can be realized. The training and practice contain business negotiations, foreign trade correspondence and telecommunications exchanges, exhibitions, documents production, etc. studies need to reflect the role and function of business activities. By the training, learners have more opportunities of

repeated practice and drill of business operation procedures and skills to become proficient in business activities. On the other hand, relying on cooperative enterprises, colleges can establish off-campus practice base construction of Business English to provide students with specialized courses practice and graduation internship places and jobs, which is beneficial for students to apply theoretical knowledge to practice, so as to deepen the understanding of knowledge learning. It is also helpful for enterprises to select talents, as well as for teachers to know more about the latest information related. The utmost utilization of resources of colleges and enterprises will effectively achieve the goal of zero distance between employment and post, as well as win-win situation between colleges and enterprises, which makes the application-oriented innovative talent training mode highly operable.

3.3.2 To Implement network teaching evaluation mode

Evaluation is an important part of Internet Plus and teaching reform, and a significant way to mirror the effectiveness of teaching. Traditional way of evaluation is generally simple and lags behind, while the Internet provides new ideas for solving the problem.

The Network Teaching Evaluation System adopts network real-time evaluation system, network question-answer system, network testing system, etc. Network real-time evaluation system based on the Internet allows students to communicate instantly in words, audio or video whenever and wherever they want to, which is so convenient and flexible that students can get timely feedback and assessment.

The network question-answer system mainly adopts interactive communication and online discussion. Teachers can summarize and analyze the questions, answers to find out students' doubts in the learning process, so as to adjust teaching methods and strategies timely and enhance the teaching efficiency.

The Network testing system is a remote real-time testing system based on the Internet and database, including test base management system, test system for students, and automatic marking system. The system supports online test and automatic marking whenever and whatever possible. Students can randomly select papers from the database to take unit quiz or integrative tests, the result of which can provide teachers with feedback on teaching and learning proficiency.

The Internet-based evaluation system is more scientific, which makes it possible for teachers and students to communicate timely and individualized instruction can be realized. By analyzing of the statistical results of big data, teachers can find out key points and difficulties more easily and accurately, so that they can be more targeted in lesson preparation. Teaching evaluation is no longer the result of teaching, but runs through it and becomes an important part of it.

4. Conclusion

The application of new information technology in the Internet Plus era provides a new model for higher education development, the deep integration of which offers a new platform for Business English talents training. Business English discipline should grasp the opportunity, trying to realize great-leap-forward development and talents training reform mode upgraded, in order that Business English graduates can better adapt to the demand of the society.

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