

Research on the Reform of "Teaching Staff, Teaching Methods and Teaching Materials" of Business English in Higher Vocational Colleges Based on Digital Transformation of Foreign Trade Industry

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Keywords: Foreign trade industry; Digital transformation; Higher vocational colleges; Business English; "Three Reforms"

Abstract: "Three Reforms" is mainly carried out from three aspects as Teaching Staff, teaching methods, and teaching materials. The significance of carrying out "Three Reforms" in Business English majors of higher vocational colleges is to improve colleges' efficiency and quality, enhance teachers' teaching abilities from multiple aspects and levels, and enhance students' comprehensive literacy and professional abilities. Especially in the context of digital transformation of foreign trade industry, it is urgent for higher vocational colleges to carry out the "Three Reforms" of business English. Therefore, this paper mainly analyzes the significance of carrying out "Three Reforms" in Business English majors of higher vocational colleges, and proposes specific teaching reform strategies, so as to provide certain reference strategies for promoting "Three Reforms" of Business English in higher vocational colleges.

1. Introduction

Implementation Plan for National Vocational Education Reform clearly states that vocational colleges should carry out effective teaching reforms in combination with new educational concepts to effectively enhance teachers' teaching abilities. When carrying out "Three Reforms", it is necessary to start from three aspects: teaching staff, teaching methods, and teaching materials. Teaching Staff should be the domination of the reform, teaching materials should be the carrier, and teaching methods should be the reform path, so that they complement each other, the overall teaching ability of vocational colleges can be improved, and students' professional abilities can be enhanced. For Business English majors, it is of great significance to carry out the reform of "teaching staff, teaching methods and teaching materials", especially in the context of digital transformation of foreign trade industry, strengthening "Three Reforms" can improve the comprehensive professional literacy of Business English majors ^[1].

2. Significance of "Three Reforms" of Business English in higher vocational colleges under digital transformation of foreign trade industry

2.1. Beneficial to promoting the development of service-oriented education industry

Vocational education, like general education, has a very important position in the education. When developing vocational education, it is necessary to always maintain a spirit of keeping up with the times. In the context of digital transformation of foreign trade industry, it is of great significance for students majoring in Business English in higher vocational colleges to carry out "Three Reforms", which is conducive to promoting the development of service-oriented education industry. By reforming teaching staff, teaching methods, and teaching materials, it can effectively enhance the status of vocational education in society and promote the high-quality development of service-oriented education industry.

2.2. Strengthening the development of industrial economy

Vocational education is closely related to economic development. In the context of digital transformation of foreign trade industry, strengthening the transformation and reform of vocational education is conducive to strengthening the linkage between vocational education and industrial development. Due to the different educational attributes of vocational education from general education, vocational education places more emphasis on cultivating applied professional talents. Therefore, strengthening "Three Reforms" of Business English in higher vocational colleges can transform the traditional vocational education model, better serve various industries, and strengthen the development of industrial economy.

2.3. Providing high-quality employment opportunities for students

Strengthening "Three Reforms" of Business English in higher vocational colleges can promote students to better learn more professional knowledge, liberate students from traditional teaching models, cultivate students' abilities, promote students' understanding of vocational education, and enable them to better integrate the theory and practice, fully enhance students' professional and learning abilities, and lay a solid foundation for their future employment.

2.4. Laying a solid foundation for building high-level vocational colleges

In the context of digital transformation of foreign trade industry, higher vocational colleges are carrying out "Three Reforms" of Business English, with Teaching Staff as the domination to carry out education reform. The reform of teaching content, teaching methods, and teaching materials is conducive to improving the comprehensive level of vocational colleges, improving the overall teaching quality, and laying the foundation for cultivating technical talents in higher vocational colleges. In addition, continuous reform and optimization can lay a solid foundation for the construction of high-level vocational colleges ^[2].

3. Specific measures for "Three Reform" of Business English in higher vocational colleges under digital transformation of foreign trade industry

3.1. To establish correct values

In the context of digital transformation of foreign trade industry, when carrying out "Three Reforms" in Business English majors of higher vocational colleges, the first step is that Teaching

Staff are required to establish correct values, in order to better guide students to achieve high-quality simultaneous development. In the process of teaching reform, they must always adhere to the fundamental task of "building morality and cultivating people", and in the teaching process, teachers should aim to cultivate composite technical talents with both ability and political integrity. Therefore, teachers should establish correct values during the teaching process of professional courses, so that students can form the morally sound values and outlook on the world and life. For example, in the teaching of Business English related to *Vocational Practical English II*, teachers can combine the professional characteristics of students majoring in Business English and the talent needs of relevant positions to deeply explore the knowledge points related to ideology and politics in the textbook. For another example, when conducting business negotiations with the topic of "invitation", teachers can combine traditional virtues and etiquette of the Chinese nation to enable students to be aware of the importance of being polite and respectful in business interactions during the learning process. One of the important contents of "Three Reform" in Business English is to make students establish form the morally sound values and outlook on the world and life through simple course teaching^[3].

3.2. To optimize teaching content and teaching methods

The purpose of "Three Reform" is to cultivate composite, high-quality, and innovative skilled talents who meet the development needs of various industries. In the teaching process, "Three Reform" should mainly focus on improving students' comprehensive professional abilities, so that students' professional literacy, comprehensive professional abilities, competence, and stress resistance can be effectively exercised. Therefore, when carrying out "Three Reform" in the teaching process, we should attach importance to the reform of teaching methods and promote the development of Business English majors in higher vocational colleges by optimizing teaching content and methods. In the teaching process, teachers should organically integrate professional knowledge related to Business English into the textbook content. For example, when teaching the course *Vocational Practical English II*, a modular teaching model is adopted. Based on the specific learning situation of Business English major students, teaching is conducted based on textbooks such as *New Vocational English* and *Business English*, teachers should simulate real workplace situations to make students use their learned knowledge for practical simulation and connection, which helps to improve the practicality of teaching. Expanding professional English knowledge in the process of public English teaching, as well as highlighting the applicability and practicality of teaching content, is beneficial for teachers to apply modern teaching technology to achieve comprehensive online and offline teaching and optimize teaching methods. During the teaching process, it is necessary to make full use of online teaching resources to expand Business English professional knowledge, and flexibly apply various online teaching software to achieve cross space and cross time teaching, so that students can engage in professional learning at all times, their interest in learning can be better stimulated, and their knowledge reserves can be enhanced.

3.3. To optimize the overall quality of the teaching team

In the process of "Three Reform", higher requirements have been put forward for the teaching ability and comprehensive quality of teachers. In order to better solve the problem of "who teaches", the overall quality of the teaching team should be fully optimized in the teaching and reform process. In the process of teaching Business English majors, due to the impact of digital transformation of foreign trade industry, more emphasis is placed on the integration of industry and education, as well as school enterprise cooperation. Therefore, it is very important to optimize the overall quality of the teaching staff and achieve the reform of a "dual teacher" and "dual ability"

structured teaching team. During this process, schools can adopt a teaching model that is compatible between full-time teachers and corporate mentors to enhance teachers' practical abilities. During holidays, teachers can receive professional training to enhance their comprehensive teaching abilities and lay a solid foundation for students' learning^[4].

3.4. To integrate theoretical teaching with practice

In the context of digital transformation of foreign trade industry, Business English majors in higher vocational colleges should clarify the importance of deepening the integration of industry and education, strengthening school enterprise cooperation, and enhancing students' ability to combine theory with practice when carrying out "Three Reform". Therefore, in the reform of teaching methods, it is necessary to closely combine theoretical teaching with practice and adopt the "action-oriented teaching method" and implement simulation teaching and task-based teaching, so as to actively promote students' brainstorming ability and strive to achieve targeted, practical, and professional teaching in the process of teaching method reform. For example, when closely combining theoretical teaching with practice, teachers can adopt an action-oriented approach with students as the main teaching subject in the process of Business English teaching. Teachers play a guiding role, allowing students to complete a certain teaching "task", which can cultivate students' comprehensive professional qualities and abilities. For instance, before class, the teacher assigns oral communication tasks to students, allowing them to preview the teaching content in advance through group cooperative learning, and verifies students' preview situation through dialogue in the classroom, so as to improve students' English oral communication skills.

3.5. To implement diversified evaluation and integrate teaching reflection into the teaching process

In "Three Reform", attention should be paid to the cultivation of students' learning ability. Through diversified assessment and evaluation methods, students' learning situation and teachers' teaching ability can be tested. In the teaching of course *Vocational Practical English II*, a diversified evaluation model is adopted to enable students to evaluate their learning situation and knowledge mastery ability more scientifically and reliably through self-evaluation, peer evaluation, and teacher evaluation, and to enable students to better reflect on themselves. And combining the evaluation content and teaching process, teachers need to reflect on their teaching from various aspects such as their personal teaching ability, understanding of textbooks, and application of teaching methods, in order to truly achieve and implement the core content of "Three Reform"^[5].

4. Conclusion

In summary, in the context of digital transformation of foreign trade industry, it is of great significance for higher vocational colleges to carry out "Three Reform" of Business English majors. In the process of teaching reform, measures, such as establishing correct values, optimizing teaching content and methods, optimizing the overall quality of the teaching team, integrating theoretical teaching with practice, applying modern teaching technology to achieve comprehensive online and offline teaching, achieving diversified evaluation, and doing reflection on teaching, are conducive to promoting the development of the service-oriented education industry and strengthening industrial economic development, providing high-quality employment opportunities for students and laying a solid foundation for building high-level vocational colleges.

Acknowledgement

This work was supported by Education and Physical Education Teaching Guidance Committee of Guangdong Higher Vocational Colleges 2022 Project (No.2022G054); Guangdong Nanhua Vocational College of Industry and Commerce 2022 Scientific Research Project (No.3).

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