

## Research of Business English Teaching System Planning From the Perspective of Economic Linguistics

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**Abstract:** Today is an era of economic globalization. All countries are scrambling to occupy a place in the international economic competition, and business English plays a very important role in it. In order to have a stable position in international trade, we need a group of high-quality and high-ability business English talents in the company. Therefore, this paper discusses the teaching of business English from the perspective of language economics. Firstly, it introduces language economics; secondly, it elaborates the orientation of business English teaching under the background of language economics; finally, it studies the development of business English teaching mode under the background of language economics, hoping that the introduction of this paper can promote the teaching development of business English and the progress of international trade.

### 1. Introduction

After a long period of development, business English teaching subjects set up in colleges and universities are gradually maturing [1]. Mature disciplines usually have disciplines that can support their continuous development. Business English is a relatively comprehensive course, which contains many theories and has cross-directional characteristics [2]. It is precisely because of these characteristics that the theory that can support business English also needs to be comprehensive. A very important theoretical support subject of business English is language economics, which can assist the school's business English teaching [3]. The improvement of the system can better train more compound foreign language talents. This article analyzes the current college English teaching system in the context of linguistic economics, hoping to advance the goal of the business English talent training plan, thus towards a more personal and diversified direction [4].

### 2. Introduction to Language Economics

Linguistic economics is a new discipline emerging in recent years and has connections with many disciplines, such as economics and linguistics [5]. Communication and communication between people are inseparable from language, with the continuous progress of human society [6]. With the development, language is gradually given economic attributes. Today is an era of economic globalization, so language economics is also paid more attention [7]. Next, some related theories of language economics are analyzed:

#### (1) Language is human capital

The theory that language is human capital is the core of linguistic economics. Obviously, no matter whether the language you master is a mother tongue or a foreign language. As long as you master the language, it is very important for individuals or their teams [8]. For individuals, mastering a language can make their language knowledge and skills more and more complete, so that its actual language utility can be improved. At the same time, it can also obtain income, and improve its other skills when communicating and communicating with others [9]. Can make the comprehensive skills be effectively played, and ultimately get better benefits? For the team, the comprehensive skill level of the entire team of personnel is improved, then the level of income will

be significantly improved.

(2) Economic value can improve the learning and application of language

From the perspective of market analysis, the more skills the labor force has, the higher the quality and the higher the capital is [10]. The language as a basic skill of humans will also have a certain impact on the capital value of the labor force. The study of English is actually a capital investment, which has a very high economic value, and the level of economic value depends on the proficiency of the worker in the language and the ability to apply it, still more it also has social needs close ties. In business English teaching conducted by major universities, you will learn many aspects of theories, such as economics and linguistics, so it is of great significance to carry out business English teaching based on language economics.

### **3. The Orientation of Business English Teaching under the Background of Language Economics**

With the continuous development of the trend of economic globalization, English is used more and more frequently, and it is widely used in international economic and trade, science and technology, international politics and other fields, which has also caused a wave of learning English. The development trend of integration has a very important role in the market demand. The value of the language economy and the development trend of business English teaching have gradually become positively related. The value of business English in the current language economics is becoming more and more important [11]. The rapid development of business English teaching provides motivation. From the perspective of linguistic economics, the positioning of business English teaching mainly needs to control the following:

(1) The teaching of business English should focus on the cultivation of students' language skills and the ability to communicate with others, especially the language practice.

(2) The teaching model of business English and the arrangement of courses require that Business English must be able to have its independent subject status, so that it can better promote the teaching of business English more scientifically and can develop longer [12].

(3) From the perspective of the characteristics of language economics and business English in the course of practice, in the teaching process of business English, we must constantly optimize the training methods of talents and the arrangement of courses, and at the same time, we must conduct market research according to actual conditions [13]. The fine division clearly defines the training scale of business English talents. In general, the economic value of language brought by business English is very high, which puts forward new requirements for business English teaching in universities, according to the current market [14]. Demand and the needs of talents to train talents to make them more distinctive.

### **4. Research on Business English Teaching Model under the Background of Language Economics**

#### **4.1 Give play to the guiding role of linguistic economics**

The current era of economic globalization, coupled with the rapid development of the current knowledge economy, business English has become more prominent in the international economy, and the demand for talents who master business English is also increasing [15]. Universities and colleges are actively preparing to develop business English majors, hoping to cultivate more and better comprehensive talents with business English skills [16]. After the establishment of business English, foreign language education has carried out degree positioning and teaching materials for business English teaching. And research and analysis in many aspects such as courses. After a long period of research, there have been considerable achievements, but they still cannot meet the needs of the current social and economic environment to change and adapt to the changes [17]. The current economic globalization Rapid development, the requirements for culture are getting higher and higher, and the requirements for business English talents are also getting higher and higher. Not

only it is in terms of quantity, but also the requirements for quality have become higher [18]. Only the trained business English talents with higher quality and stronger ability can better promote the rapid development of society and enterprises. Only the following requirements are required: the language quality should be high, the theoretical foundation of foreign trade must be solid, professional business communication skills, and professional knowledge are mastered. From the perspective of language economics, the stronger the practical ability of job seekers is, the more they can bring. The higher the economic value is, the greater the profit the company will get, and the more salary it will receive [19]. Therefore, when the school conducts business English teaching, it is necessary to tap the value of the language economy and bring it into play to guide students to enhance their practical ability.

#### **4.2 Strengthen the application of language economics theory in the teaching process**

The cultivation of talents with business English ability in universities should be adapted to the supply and demand of the language market and the needs of the talent market. The teaching of business English courses conducted in universities is very different from the traditional English teaching. The purpose of this subject is mainly to cultivate cross-cultural business talents. From the perspective of linguistic economics, business English teaching should use the most basic theory of linguistic economics-market supply and demand theory, which requires universities to carry out. When developing a training plan for business English talents, one must do a good job of market research in the early stage, mainly to investigate the information on the level, specifications and demand of the required talents, and then analyze the data information surveyed and finally determine reasonable level of talent training and the corresponding curriculum model and talent training plan [20]. After the previous plan and model are determined, they are not always used and will not be changed, but due to market supply and demand and the requirements for talent quality are constantly changing. So regular market research should be conducted to continuously improve the plan. In order to ensure that the talents trained meet the needs of the current market, the value will be greater and the company's economic benefits will be improved.

At this point, the more popular trend is that schools and enterprises jointly run schools, which is often referred to as school-enterprise cooperation. In this way, schools can teach students theoretical knowledge, and companies will bring students to practice in practice, thereby improving students' abilities. Schools and enterprises, therefore, can achieve a win-win situation.

#### **4.3 Change teachers' training methods according to the requirements of language economics**

To improve the quality of business English teaching, there is a close connection with the teaching methods of business English teachers, so it is very necessary to promote the development of business English teachers in the direction of more professional and professional. With China's current influential ability getting stronger and stronger and China's foreign trade becoming more active, it has created a huge disparity in business English talents. Enrollment will get expanded, but the number and quality of business English teachers in colleges and universities are obviously unable to be equally matched, and the team of teachers cannot be guaranteed still worse. Hence the goal of improving business English teaching cannot be supported. Therefore, analysis from the perspective of language economics to train business teachers in colleges and universities is needed, we must pay attention to the use of innovative training models and find more professional training methods. Schools can actively support teachers to take the initiative to study and continue to improve their professional abilities and skills, and colleges and universities should also jointly build with relevant departments. A professional skills training platform for business English teachers is greatly urgent.

In the process of innovative research on teaching methods of business English in colleges and universities, the guidance role of linguistic economics should be fully exerted, and it should be truly applied to the teaching theory, and at the same time, it must be better adapted to the current economy and the development environment requires talents with business English skills.

## 5. Conclusion

From what have been analyzed, it can be concluded that business English not only pays attention to the professional knowledge of English and business, but also has the practical application in various business activities and the standardization of unified standards. Therefore, according to these characteristics of business English, teachers should combine various teaching methods when teaching business courses. On the basis of the traditional teaching methods, combining with modern high-tech multimedia network teaching methods can make teaching resources opulent, broaden students' horizons, and help students learn some boring and difficult theories by given cases. When it comes to specific business situations, the situational teaching method is used to enable students to carry out practical training and improve their interest in learning. In short, teachers should use new teaching methods to improve the interaction between teachers and students so that students can participate more in classroom teaching activities, still more the class can become student-oriented which is helpful for them to better master business English knowledge.

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