Study on the Win-win Strategies of English Major Development and Practice Base Based on School-based Curriculum

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Abstract: School-enterprise cooperation is an important mechanism for the full utilization of corporate resources and college resources, and is a win-win initiative. This paper adopts a comprehensive scientific research method to investigate the current situation of the development of English major and primary school students' qualities, and then 16 themes including courseware, teaching methods, teaching contents and teaching steps will be developed in the scientific thinking course aiming at the development of primary school students' survivability, thinking ability and behavior ability, and finally puts forward the concrete path of win-win strategies for the development of English major and the practice base.

1. Introduction

The Ministry of Education and other six departments issued the "Vocational Studies" would be formally implemented on March 1, 2018. "School-enterprise cooperation promotion measures" proposed: School-enterprise cooperation refers to the cooperative activities implemented by means of joint construction of institutions, shared resources and cooperative research. "School-enterprise cooperation promotion measures" issued by the state proposes to promote the integration of production and education, to promote schools and enterprises to comprehensively strengthen in-depth cooperation. According to the research and actual situation of previous scholars, the paper finds that the cooperation between schools and enterprises has problems of insufficient cooperation, lack of professionalism, lack of professional development of colleges, low degree of commercialization of results, and low degree of student recognition. Then it is analyzed from both the enterprise and colleges, and pointed out that school-enterprise cooperation should be based on the principles of professionalism, value-oriented, integration and hierarchy.

1.1 Significance to the schools

The sustainable development of local economy needs a large number of applied talents. Due to the lack of experimental conditions and the lack of professional work experience of professional teachers, English majors teaching stays in the theoretical lever. Through school-enterprise cooperation, both sides can obtain a lot of benefits from each other, and jointly design talent training programs. Therefore, reforming the education curriculum system, inviting enterprise staffs to participate in the talent training process, and striving to train some professional talents to meet the market needs.

1.2 Significance to enterprises

University graduates are undoubtedly an important source of business people. Through cooperation between schools and enterprises, enterprises can set talent training programs, or even directly participate in the teaching process to cultivate for their own staffs. Meanwhile, teachers can be sent to the enterprises to work, and carry out project research to strengthen and improve teachers' practical teaching ability and improve the quality of talent training.

1.3 Significance to students

For the junior and senior college students, they should not only master the basic English literacy,

but also needs to find the right positions after graduation. Especially for the students of English education directions, they should get the teaching certificate and gain considerable teaching experience. Therefore, it is necessary to combine the English major development and practice base together to create win-win strategies to solve the current problems.

2. Dilemmas for the school-enterprise cooperation

2.1 Colleges lack awareness of the importance of school-enterprise cooperation

A lot of colleges' consciousness only stays at the level of students participating in corporate internships. The investment of funds and energy needs to be further increased. Most of the ways are to arrange students to visit the company. Enterprise experts are invited to give the students a speech at the school. It's just a sign of an internship base. And the colleges seldom exchange opinions with the enterprises and colleges lack relevant information about the types of talents companies need.

2.2 Enterprises lack enthusiasm for school-enterprise cooperation

Therefore, in the current stage of the development of English major, it is necessary to take the school-based curriculum as a fit point to create and practice the win-win situation of the base.Unlike German companies' enthusiasm for cooperation with schools and enterprises, a lot of domestic enterprises are relatively indifferent to cooperation between colleges and enterprises. Also, students go to companies for internships, and companies need to bear management costs and security responsibility. Finally, college evaluations need to standardize the materials for internship bases. It takes a lot of time and energy, which has weakened the company to some enterprises participation in school-enterprise cooperation.

3. Research content and objectives

In order to pursue innovation and humanistic quality, this project is based on scientific cognitive theory for cultivating primary school students' qualities from the aspects of human science and natural science. 10 junior and senior students of English education major of the department will be selected as experimental teachers of the project for a two-year course. In the practice base, the students from Grade 4 and Grade 5 are selected as experimental objects. The teaching materials are developed by members of the research group, including courseware, teaching methods, teaching contents and teaching steps. It is planned to research and develop 16 themes, namely Good Personal Image; Self-control; Concentration; Observation; Safety Awareness; Ability to Withstand Frustration; Transposition Thinking; Leadership; Time Management; Verbal Expression; Problem-solving Ability; Logical Thinking and Survival; Practical Ability; Gratitude; "He and She"; Fairness and Justice.

This subject takes survival and quality as the training objective of the practical process. The classroom teaching fully follows the standards for achieving the three "Nos": non-simulation, non-abstraction, and non-preaching. Ability is the goal of training. The teacher is not the lecturer, but the guide.

4. Effectiveness of the research

After the implementation of the course for one year, the research members conducted extensive surveys and questionnaires, and comprehensively analyzed the results and impacts. The satisfaction of the leaders of the teaching base, teachers, parents and students was very high. At the same time, the teachers from the college and staffs from the enterprises were getting together and exchanged the ideas from each other. Therefore, the course for cultivating the consciousness and ability of scientific thinking in the humanistic quality of primary school students can be served as a model, and gradually, similar courses can be gradually set up in each primary school, contributing to the improvement of primary school students' quality and scientific thinking.

5. Win-win strategies of English major development and practice base based on school-based curriculum

5.1 Development of a new curriculum system

The research members research, design, formulate and implement a series of scientific thinking curriculum systems, based on the principle of cultivating the consciousness and ability of scientific thinking in the humanistic quality of primary school students, research training methods and exercise the various survival abilities of primary school students, with the aim of improving primary school students' innovative consciousness and good habits of using scientific thinking. The research members originally develop a series of substantive elementary quality education unit courses including teaching methods, teaching content, teaching steps, etc. Each unit provides specific syllabus, teaching courseware, teaching procedures, teaching content, teaching aid requirements, lesson plans, etc.

5.2 Implementing of science and humanities education for elementary school students

During the process of the course, the curriculum for the cultivation of scientific and human quality of elementary school students will be fully rolled out in the teaching practice base, running through various fields such as science, ethics classes, lectures on the cultivation of scientific and human quality, and class meetings. A consultation center on mental health, self-management and innovation will be set up in the school base. The teachers and students will be arranged on duty at a fixed time every week. Any related problems for the primary school students such as psychological questions, self-management doubts can be put forward. At the same time, the base will hold lectures on psychological knowledge, self-management and creative practice once a month. Psychological professional teachers in the college will be invited to give a lecture to popularize psychological knowledge, self-management and creative practical knowledge for students.

5.3 Deepening the construction of professional connotation

At present, in the process of development, in order to achieve a win-win situation in the practice base, the construction of English professional connotation must be deepened. In the process of development, English major must take sustainable and scientific as the main development direction, and improve the quality of talent training in an all-round way. In the process of the construction of English professional connotation, it is necessary to control the training program, curriculum content, teaching reform, practical training conditions and other contents in order to provide a perfect program for the development of English majors. English majors must go deep into the enterprise, combining with the characteristics of the college and enterprise. English department must take the construction of English major as the core content, give full play to the information mode of English major courses, and use the network teaching platform to realize the optimal integration of teaching resources.

5.4 Taking school-enterprise cooperation as a platform

Realizing the benefits of school-enterprise cooperation, English department should meet the market demand for talent, improve the overall quality of employment of students. In order to improve the student's counterpart employment rate in an all-round way, English department should combine with the development of English major and the practical base, actively build a continuous platform for student employment. Meanwhile, enterprises should build a practical training base in line with the characteristics of the college to provide students with professional knowledge-related positions and guide English major students to direct internships. In the process of implementation of cooperation between enterprises in colleges, English can be innovative and developed, students can also choose English teachers, teaching assistants, tour guides and a series of positions.

5.5 Strengthening international exchanges and cooperation

In recent years, with the continuous development of market economy, exchanges and cooperation between China and foreign countries are becoming more and more obvious. In the

course of the development of English professional innovation, English department should increase international exchanges and cooperation, show the characteristics of integration into internationalization, and seek maximum space for the development of English major. At the same time, the appropriate language experts can be asked to give lectures to enrich campus activities.

6. Conclusion

To sum up, in the course of English school course inquiry, some achievements have been made in effectively integrating school-enterprise resources, strengthening practical teaching, and highlighting professional characteristics. Colleges should integrate the win-win way of English professional development and practice base, take students as the center, comprehensively improve students' English cultural literacy, and use various ways to create a good English learning environment for students. Combining enterprises practice with teaching links has also brought new vitality to the reform of English education and teaching.

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