

Thoughts on the Cultivation of Business English Talents in the Construction of "The Belt and Road"

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Abstract: In recent years, China has launched the "the Belt and Road" construction development strategy. In this context, China's demand for business English talent is growing. Therefore, Chinese universities must aim at the construction of "the Belt and Road" and rationally formulate methods for training business English talents. Based on this, this thesis takes business English as the research object, mainly analyzes the current situation of the cultivation of business English professionals in China, and puts forward effective measures for the cultivation of business English talents under the background of "the Belt and Road". I hope this article can be given to everyone some references.

1. Research background

The construction of "the Belt and Road" has promoted the development of foreign language talent training, and is also the main direction of my foreign language teaching. However, at this stage, the talent training mode of many colleges and universities in China is mainly to strengthen students' language skills, which is inconsistent with the requirements of China's "the Belt and Road" construction. Therefore, business English teachers in colleges and universities need to combine the needs of "the Belt and Road" construction. Develop appropriate talent training measures to cultivate more business English talents. Figure 1 below shows the overall concept of "the Belt and Road".



Fig. 1 The overall concept of "the Belt and Road"

2. Characteristics of Business English Talent Demand in the Background of "The Belt and Road"

2.1 Large demand for composite application talents

In recent years, as China has increasingly expanded its foreign trade market, economic trade with countries along the "the Belt and Road" has become more frequent, and the demand for business English talent has also increased. Especially in the context of the Belt and Road, trade between

China and nearby countries needs more than simple English talents, not composite application talents with comprehensive qualities, both in English and in English. Business knowledge, but also high-quality talents who understand the financial system and the economy. There are big differences in the legal regulations, policies, cultures and religions of various countries along the "the Belt and Road", and it is necessary to cooperate with relevant compound talents to engage in a series of economic and trade activities. In China's increasing promotion of the Belt and Road, it usually requires a lot of legal mechanisms and infrastructure construction and other close interactions. It must have strong English communication skills and a large amount of knowledge. Therefore, in this context, the cultivation of business English professionals must be developed in the direction of combining English and business, to cultivate more talents that are in line with the actual needs of the country. Each university must further explore the current international economic and trade situation by combining the background of the times and the specific conditions of social development, especially considering the "the Belt and Road" and its specific conditions, and doing the existing business English talent training system. Make appropriate adjustments to ensure that university personnel training meets the needs of social development.

- A. 2000: Demand outstrips supply
- B. 2005: Rapid capacity buildup, with many new entrants
- C. 2012: Consolidation gets under way
- D. 2017: Getting supply and demand in balance
- E. 2023: Market projection assumes scenario of continued demand growth¹

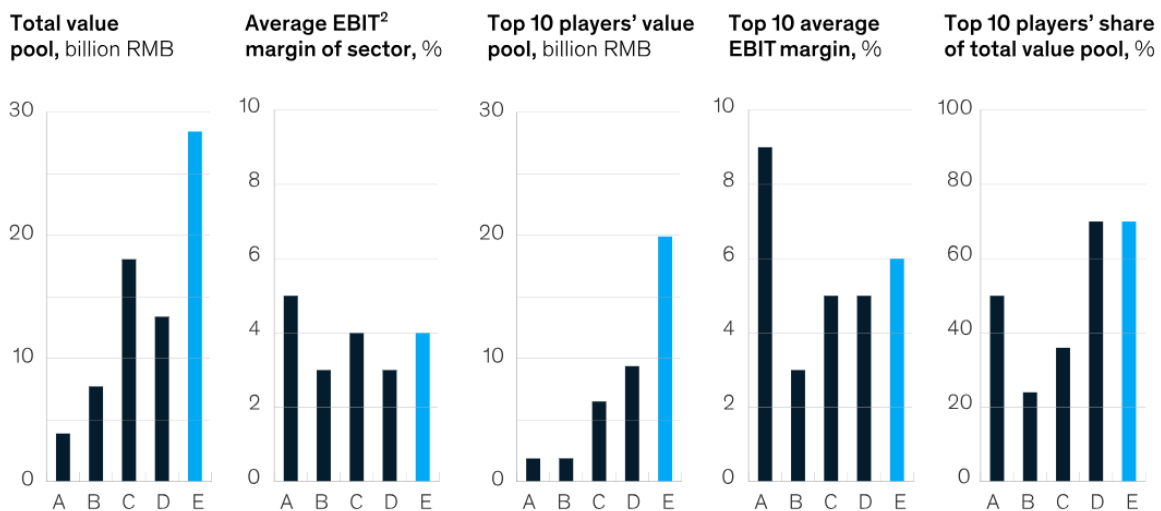


Fig.2 China's demand for compound talents

2.2 Business English professionals have broad employment prospects

The country put forward the "the Belt and Road" development strategy, which explains China's new economic and trade development direction. It is also a key development decision during the 13th Five-Year Plan period. It has been put in place since the initial proposal was put in place, and finally it has been relatively stable. The development trend of China and the economic and trade cooperation between China and the countries along the Belt and Road will surely maintain a rising trend for a long time, and will continue to rise in the cultural communication and bilateral trade with relevant countries. The development trend is bound to become a key point for China to promote the healthy development of economic and trade for a long time. China's foreign relations and economic trade have expanded from the original major trading countries to more countries, so that they cannot only maintain the previous market trade relations, but also build good cooperation with the countries along the "the Belt and Road ". In the past, the cultivation of business English talents in China was based on traditional trade, and the employment situation was very tense. However, in the context of "the Belt and Road", the employment situation of business English talents is quite broad.

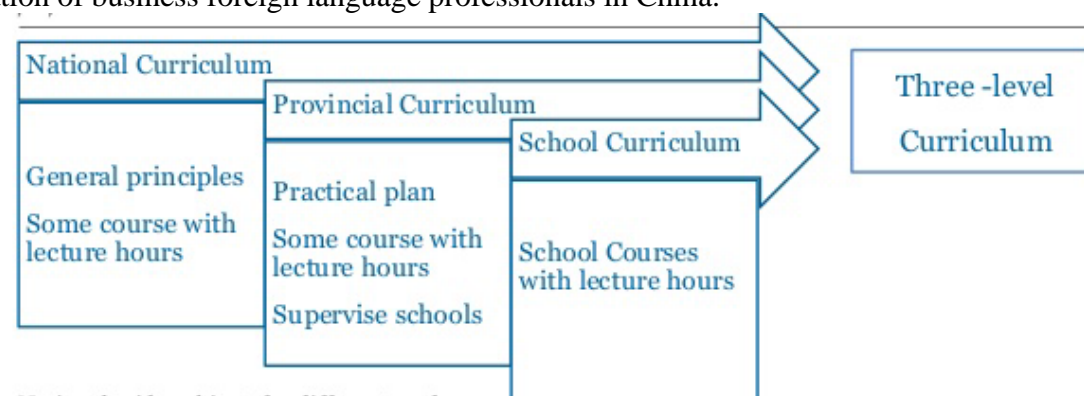
3. The Status Quo of the Cultivation of Business English Professionals in China

3.1 Lack of close connection between talent development and market demand

The country proposed the construction of "the Belt and Road", which not only brought many development opportunities for the industrial transformation of the manufacturing industry, but also won a broad space for promoting China's global economic cooperation. To meet the actual needs of overseas markets, China must cultivate international professional high-quality talents with both technical and foreign languages. The focus of training is to meet work requirements, improve operational level and strengthen skills. However, many technicians in China's foreign trade talents are flawed in foreign languages, and the managers themselves do not have operational skills [1]. In this case, it is easy to affect the stable development of the company. Therefore, for colleges and universities, teachers should not only teach theoretical knowledge, but also actively carry out teaching practice and strive to cultivate excellent international professionals. In addition, combined with the relevant data, there is a serious polarization of business English talents in technology. There are more ordinary technical talents, but excellent talents are relatively lacking, and there is a large proportion of talents at this level. The difference. For a long time, the lack of excellent business trade talents is the main factor affecting the development of China's international finance.

3.2 Pay attention to theoretical knowledge and ignore practice

At this stage, there are still many problems in the business English majors of colleges and universities in China, such as: the content of professional courses is old-fashioned, the lack of connection between theory and practice, the inconsistency of English content and business information, and so on. Setting up these teaching courses is not systematic and cannot meet the actual needs of the market. This will lead to a situation where the talents cultivated by the university are low-handed. That is, the students of Business English have a wealth of operational skills even if they have rich knowledge of business and trade [2]. Moreover, as far as the teachers of business English majors in China's colleges and universities are concerned, they do not accurately locate their own roles, and still use traditional teaching methods. To a large extent, this will adversely affect the cultivation of business foreign language professionals in China.



National-wide subjects for different grades

	Morality	Chinese	Math	PE	Art	English	Practice	Science	Social S.	Elective
Primary Grade 1-3	√	√	√	√	√					
Primary Grade 4-6	√	√	√	√	√	√	√	√		
Junior Secondary	√	√	√	√	√	√	√	√	√	√
Senior Secondary	Encourage individuality development ; pilot in credit system									

Fig. 3 Current Business English Teaching Model

4. Effective Measures for the Cultivation of Business English Talents under the Background of "The Belt and Road"

4.1 Combine the "the Belt and Road" to develop strategic talents and rationally formulate business talent training goals

Along with the continuous popularization of China's higher education, China's social economy is developing rapidly, and the business English talent training method is not static. It needs to be properly adjusted to meet the needs of China's economic development methods and industrial structure optimization. Since the introduction of the "the Belt and Road" development strategy in China, China must change its foreign trade and trade, and the economic and trade exchanges between various countries along the line are also expanding. The required talents will also be diversified, and more talents will be proposed. More requirements [3]. To cultivate excellent business English talents, it is necessary to combine the specific conditions of social development, closely grasp the characteristics of the economic development of "the Belt and Road", and change the structure of personnel training. It can integrate the market environment and culture of various countries along the line. Religion, etc., to ensure that business English talents trained in colleges and universities can adapt to the economic satisfaction of various countries along the line, and thus promote the construction of the country "the Belt and Road."

4.2 Innovative teaching model in combination with "the Belt and Road"

In the new situation, talent training needs to fully consider the changes in the market environment and the actual situation of social development, and innovate considering the actual needs of enterprises. Under the background of "the Belt and Road", there are more economic trades between China and the countries along the route. This requires many practical talents, not only with high professional quality, but also with enough practical experience. Can be qualified for the job tasks of the job, can better adapt to economic and trade development, and play an important role in China's foreign economic exchanges. Business English teachers must fully demonstrate practicality in the teaching process, so that students can accumulate more and more practical experience and improve students' business level. Compared with other disciplines, the focus of business English is on foreign-funded enterprises and enterprises engaged in Chinese and foreign business economic trade, while the main characteristics of business English talents are international, which is also not available to other professionals, which requires them to the market environment, the social mechanisms and cultures of the countries along the "the Belt and Road" are fully understood^[4]. In addition, under the premise of cultivating students' language application ability, teachers can strengthen teaching practice, create various internship opportunities for students as much as possible, and build cooperative relationships with some foreign trade enterprises, recommending students to study within the enterprise, thus cultivating students' practical ability to expand the horizon of students' knowledge.

5. Conclusion

In summary, in the context of the "the Belt and Road" construction, to change the business English talent training system, it is necessary to put forward more demand for business English talents based on a comprehensive understanding of the "the Belt and Road" construction. At the same time, business English teachers in colleges and universities must master the current situation of teaching, and formulate effective teaching measures according to the actual needs of "the Belt and Road". Only in this way can we cultivate business English professionals who meet the construction needs of "the Belt and Road". Thereby promoting China's foreign economic and trade development.

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