

A Study on Business English and Its Regional Economic Development

Jiguo Yao

Hunan Modern Logistics College, Changsha, Hunan, 410131, China

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Abstract: Colleges and Universities That Contribute to Regional Economic and Social Development Are the Inevitable Trend of Higher Education Development and the Inevitable Result of Economic and Social Development. This Paper Analyzes the Inevitability of Business English Professional Services for Regional Economic Development, the Main Problems of Business English Professional Services for Local Economic Development, and Finally Proposes Effective Methods for Business English to Serve Regional Economic Development. under the Circumstances of New Development, the Establishment and Development of Business English Major, in a Reasonable Position, Relies on the Climax of Market, Industry, University and Research Cooperation, Multi-Cultural Atmosphere, Creates the Level of Social Services, and Improves. So as to Achieve the Coordinated Development of Specialty and Regional Economy.

1. Introduction

With the Rapid Development of China's Economy and the Diversification of Regional Economic Development, Higher-Level Vocational Education Can Be Developed, and the Relationship between Higher-Level Vocational Education and Regional Economic Development is Increasingly Close[1-2]. the Social Service of Colleges and Universities Has Entered a New Development Period. in the Field of Global Economy, Business English is Playing a More and More Important Role as the World Language. It is of Great Practical Significance to Study the Social Service Ability and Methods of Business English Major in Order to Promote Regional Economic Development.

2. The Inevitability of College Business English Serving Regional Business

In the 21st Century, Economic Development is Becoming More and More Global. China Has Integrated into International Economic Life in a Wider Range of Fields and At a Deeper Level, Especially in Regional Economic Development. Seeking International Cooperation to Promote Regional Economic Development Has Become an Inevitable Choice for China's Development. the Number of Foreign-Funded Enterprises Continues to Grow, Becoming the Mainstream of Regional Economic Development. High Quality Foreign Language English Ability is the Main Factor That Affects the Development of Regional Enterprises. for the Development of Regional Economy, It is Necessary to Cultivate More Business English Professionals. in Order to Participate in the Market Competition, the Knowledge and Knowledge Advantage of the Higher Vocational University is Maximized, the Society Adapts, and Promotes the Rapid Development of the Higher Vocational School on the Basis of the Interests of the Society. It is Necessary to Support the Development of Regional Economy in the Orientation of Business English Major. with the Development of Regional Enterprises, It is Necessary to Improve the Personnel Training Mechanism Scientifically, Strengthen the Cooperation among Industries, Universities and Research Institutions, and Reasonably Carry out Education and Guidance[3]. "Proficient in Foreign Languages and Business" Foreign Trade Talents Will Provide High-Quality Services for Regional Economic Development.

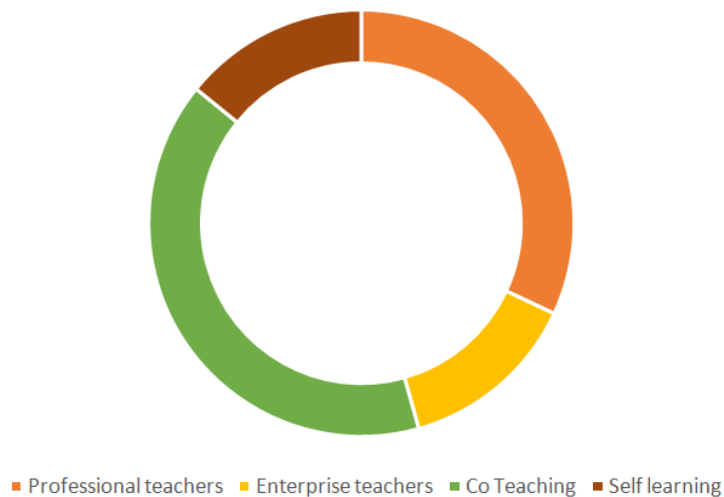


Fig.1 Business English Training for Students

3. The Current Situation of Regional Economic Development of Business English Service in Colleges and Universities

One of the important functions of College Business English major is to provide corresponding talent services, technical services, consulting services and cultural services for regional economic development. However, at present, the business English major can't reach the economic talents, the development of professional positions, the research cooperation of industrial universities, the establishment of internship bases at home and abroad and the guidance of research. In the process of practical study, the necessity of regional economic development talents which are directly related to the cultivation of talents who do not meet the needs of regional economic development is ignored, and only the cultivation of language basis and knowledge is focused on[4]. The development of business English major in universities and graduate schools is closely related to the development of regional economy. Enterprises should do a good job in career construction, improve the level of social services, realize social values and provide corresponding support. The development of business English Majors in universities and colleges must depend on the development of regional economy[5]. At present, in the process of completing the setting and training project for business English professionals, due to the lack of cooperation between enterprises, enterprises do not understand, and they are skeptical of the ability of business English professionals. Enterprises are confident to provide professional development related information. Service and practical practice directly limit the improvement of social service level of business English major. In addition, as the backbone of regional economic development, the government has not paid enough attention to the special colleges and universities for human and financial resources, nor considered the important role of the special colleges and universities from the perspective of regional economic development. In contradiction with economic development, the construction of regional cultural characteristics is also affected to some extent.

4. Strategies for the Development of Regional Economy in the Service of Business English Major in Colleges and Universities

The formation of regional economic structure of universities and the development of universities is the inevitable trend of social development, but also the focus of national vocational education policy. Business English provides a language basis for international economic communication and cooperation. It is an important factor in the process of internationalization of regional economic development. Business English majors actively contribute to regional economic development.

4.1 Build a Talent Training Model Guided by the Actual Needs of Regional Economic Development

Business English is helpful to the development of regional economy. The most important thing is to carry out reform according to the actual needs of regional economic development, establish a new talent training model, and train the talents needed by regional foreign trade enterprises[6]. The characteristics of business English major should reflect the comprehensive requirements of talent quality for regional economic development. Appropriate market research should be carried out in the aspects of specialty setting, training objectives, training paths and norms, highlighting the objective requirements of regional economic needs and meeting the needs of foreign trade enterprises[7]. On this basis, we should further adjust the training structure of professional talents, form a talent training model that meets the needs of regional economic development, and actively cultivate high-quality candidates for social enterprises.

4.2 Strengthen School Business Cooperation, Enrich Training Forms, and Actively Contribute to Regional Economic Development

There is a special economic connection between the specialty setting of colleges and universities and the development of regional economy. Specialization to meet the needs of regional economic development can promote economic development. In the process of talent cultivation, business English majors attach importance to cooperation with enterprises, and provide English education for existing professional and technical personnel, workers and migrant workers by utilizing the talents and educational resources of business English majors. We will do a good job in translation services and information consulting services, and continue to improve the quality of regional staff and improve their innovation ability.

4.3 Strengthen the Relationship with Local Government and Seek Institutional Guarantee

In today's rapid economic rise, the development of regional economy is unpredictable, and the development proportion of enterprises is also increasing rapidly. Business English majors need to ensure the professional development of government policies and improve the quality of personnel training. In the process of development, the government's overseas economic and trade departments investigate the problems and solutions in the process of regional development, jointly investigate the regional special schools to provide better services for regional economic development, and ensure that the English major of business methods is closely related to the joint research of enterprises and connections to meet the needs of enterprise development, provide real university personnel training policies, and package.

4.4 Give Full Play to Professional Advantages and Actively Participate in Local Cultural Construction

With the strengthening of education popularization in China, university culture not only meets the needs of teachers and students, but also integrates the social and cultural construction for the society and the masses[8]. As a new cultural industry, business English can actively participate in the construction of multi-cultural atmosphere through the cooperation of multi-cultural background and local cultural departments. In the process of interaction, campus culture and social culture can promote and interact with each other to create a good atmosphere for regional economic development.

5. Talent Training Direction

The State Education Commission's opinions on the reform of foreign language education in the 21st century worries that the demand for foreign language talents is diversified. Professional talents and basic skills do not meet the needs of the market economy, and the demand for language and literature graduates gradually decreases. A few experts in foreign languages, literature, foreign languages and Linguistics come to work in China every year. For the educational research of foreign literature and linguistics, more needs are the combination of foreign languages such as

diplomacy, economics, trade, law, journalism and other fields. The needs of foreign language education in the new era[9]. Therefore, it is necessary to improve the new conditions of talent cultivation for foreign language professionals to make the transition from a single talent training mode to a wide range of caliber, practicality and composite training mode. Economic development has become a foreign language expert to measure a successful condition.

6. Personnel Training Mode

In artist training mode, training objectives, training methods, and means to achieve these objectives. National vocational quality standards and “special catalogue and introduction of ordinary universities and colleges” show that it is necessary to build a scientific and reasonable curriculum system based on the needs of regional economic and social development. The implementation of composite talent training mode, focusing on the professional quality of students. We should pay attention to the cultivation of students' knowledge ability and comprehensive quality, the ability to solve practical problems, and the innovative spirit and lifelong learning ability.

6.1 Training Objectives

The Ministry of education and culture of the people's Republic of China has clearly stated the national standards for the quality of business English professors in higher education. The aim is to cultivate the basic skills of solid English with international vision and quality. Master's basic theory and linguistics, economics, management, legal knowledge, rules and practice of international business (International Business Law), proficient in English, business practice, intercultural communication, thinking and innovation, and the applicable ability of self-learning ability[10]. Based on this, it is necessary to integrate the ability of business English and the needs of regional economic and social development to adapt to the development of the international community, scientific and cultural knowledge, strong learning ability, practical ability and innovation awareness, solid basic knowledge and English skills, professional knowledge of the international business process as a whole And skills, strong cross-cultural business communication skills, in production, after graduation to adapt to management, service needs, proficient in economic and trade and business English senior professional work.

6.2 Training Principles

Comprehensive business English professionals have good morality, knowledge, physics, aesthetics, solid foundation, a certain sense of innovation and practical application ability, strong comprehensive development and high-quality application ability.

7. Conclusion

The major of business English in Colleges and universities is oriented to the development of regional economy. It is one of the important functions of colleges and universities to cultivate high-quality talents that meet the requirements of enterprises. In today's society, it should be closely linked with regional economic development. In order to promote regional economic development, it aims to solve the regional and industrial problems in the process of economic development and promote the healthy and rapid development of regional economy.

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