

Optimization Strategies of English Major Talent Training System Against the Background of Integrating Innovation and Entrepreneurship Education into Professional Education

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ABSTRACT

With the construction of the innovative country, there is an increasing need for innovation and entrepreneurship education to be integrated into professional education. Against the background of fast-developing innovation and entrepreneurship education, the training mode of English majors in colleges and universities is being constantly reformed, and the orientation of the talent training has been adjusted to some extent, focusing on interdisciplinary English talents. However, in the practice and exploration of integrating innovation and entrepreneurship education into professional education, some universities still find it difficult to achieve this goal. English major education and innovation and entrepreneurship education need to be effectively integrated to promote their common development. Based on the practical significance of the integrated mode for English major students, this paper discusses the optimization strategies of English major talent training system based on integrating innovation and entrepreneurship education into English major education.

Keywords: English majors, Talent cultivation, Innovation and entrepreneurship.

1. INTRODUCTION

With the continuous enhancement of China's comprehensive national strength and international status, the exchanges and cooperation between China and other countries are increasingly frequent, and the China's demand and requirements for foreign language talents are also increasingly high. China's demand for foreign language talents shows a trend of diversification. English is the most widely used international language in the world. Against the background of the implementation and the promotion of the Belt and Road Initiatives and the construction of an innovative country, China needs more high-level and high-quality English talents. Therefore, the training mode of English majors in colleges and universities is constantly developing and improving, and some adjustments have been made to the positioning of talent training,

focusing on interdisciplinary English talents.

Against the background of innovation and entrepreneurship education, universities actively explore the effective integration of professional education and innovation and entrepreneurship education, and English major is no exception. In order to promote the development of the integration of professional education and innovation and entrepreneurship education, English majors revise the talent training program and innovate the talent training mode, and have made certain achievements. However, some colleges and universities haven't found the effective paths to integrate innovation and entrepreneurship education into English major education. It is important for English educators to keep doing research on dealing with the relationship between innovation and entrepreneurship education and English major education, seeking the synergistic development and deep integration, and cultivating innovative English major talents to meet the needs of China's social and economic development.

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2. INTEGRATION OF INNOVATION AND ENTREPRENEURSHIP EDUCATION AND PROFESSIONAL EDUCATION

2.1 Definition of the Integration

In May 2015, General Office of the State Council of China issued the *Opinions on the Implementation of Deepening the Reform of Innovation and Entrepreneurship Education in Colleges and Universities* [(2015) No. 36], with clear requirements in the main tasks and measures of innovation and entrepreneurship education: "Colleges and universities should promote the effective integration of professional education and innovation and entrepreneurship education, adjust the professional curriculum, explore and enrich the innovation and entrepreneurship resources of various professional courses, and strengthen innovation and entrepreneurship education in the process of teaching professional knowledge".[1] The integration means to integrate innovation and entrepreneurship education into professional education and pursue the effective integration of professional education and innovation and entrepreneurship education. According to Cui Rui (2020) [2], based on entrepreneurial thinking and constructivism, the integration forms a new mode of talent training by applying new teaching methods.

For English majors, the integration refers to the cultivation of innovative and entrepreneurial English major talents. Through the teaching activities of English major education and innovation and entrepreneurship education, students develop their English professional skills, innovative thinking and entrepreneurship awareness. The methods and paths to achieve the integration are multiple. Chen Ping (2015) [3] explored the strategies and ways of integrating entrepreneurship education into business English professional education from three levels of concept, knowledge and skills. Feng Yuan and Liu Peng (2019) [4] put forward that the integration can be realized through such ways as concept change, curriculum reform, faculty cultivation and university-enterprise cooperation.

2.2 Practical Significance of the Training Mode Based on the Integration for English Major Students

With the rapid development of today's society, the industrial structure is being constantly adjusted, and the occupational environment is changing rapidly. The employment prospects and career development of contemporary English majors are also full of uncertainty. It is the key for college students to enhance their core competitiveness to enhance their creative ability. Cultivating more innovative English major talents is not only important for China's economic and social development, but also becomes the main goal of English majors training in colleges and universities.

2.2.1 Realizing the Training of Interdisciplinary Talents

English professional talent training mode with integrating innovation entrepreneurship education into English major education is a kind of the interdisciplinary talents cultivation mode. The goal is to cultivate more talents with both solid English professional skills and mastery of two or more of systematic discipline theory knowledge for the society. The talents have spirits of exploration and innovation, which is also the inevitable choice of the contemporary era.

2.2.2 Improving the International Competitiveness of Students

Through the study of interdisciplinary courses, students are influenced by different disciplines, and they broaden their horizons and improve their comprehensive abilities. As college students are a social group with the most innovation ability, they are the most critical factors in the process of building an innovative country. Cultivating high-quality and high-level innovative talents is the key to building a better China and realizing the great rejuvenation of the Chinese nation. At the same time, the integration can give full play to the innovation and entrepreneurship quality of English major students, provide direct help and guidance for their employment or entrepreneurship, and improve their employment competitiveness and international competitiveness.

2.2.3 *Promoting the Development of Innovation and Entrepreneurship Education and Professional Education*

The development of innovation and entrepreneurship education should be based on professional education. Zhang Li (2017) [5] argued that only by the deep integration of the two can a scientific system of university talent training be constructed. The integration should be effective and mutually beneficial. Therefore, to research and to practice the integration of English professional education and innovation and entrepreneurship education can make up for the lack of theoretical research to some certain extent, and enrich innovation entrepreneurship education theories and methods, and even indicate directions of the development of innovation and entrepreneurship education in colleges and universities as well as professional education talent training mode reform.

3. OPTIMIZATION STRATEGIES OF "INNOVATION AND ENTREPRENEURSHIP +" ENGLISH MAJOR TALENT TRAINING SYSTEM

"Innovation and entrepreneurship +" is a new talent training mode based on the core connotation of innovation and entrepreneurship education. Sun Xiuli (2012)[6] proposed that in order to develop better, innovation and entrepreneurship education must be based on professional education. But from the present stage, English educators in China haven't understood the nature and the connotation of innovation and entrepreneurship education deeply, and also haven't found the effective paths of the integration, even mostly at a superficial level. Some, on the basis of the education for English major students, just add some courses in relation to innovation and entrepreneurship. However, the integration does not mean just adding courses about innovation and entrepreneurship to English major talent cultivation program. It is actually about English major talent training system and what kinds of talents that English majors want to cultivate. The strategies to optimize the "innovation and entrepreneurship +" English major talent training system are discussed below.

3.1 *Effective Connection Between Training Orientation of English Majors and Market Demand for Innovation and Entrepreneurship*

Since the reform and opening up, China has achieved rapid development in various fields, and the exchanges between China and other countries are increasingly frequent. In this era of Internet, the application of English in cross-border fields is also changing people's concept of consumption, education, culture and other aspects. The hosting of the Olympic Games, the World Expo, the Asian Games and other large-scale international events has enhanced the international exchanges and cooperation between China and other countries. As the most widely-used language in the world, English is playing an increasingly important role in cross-border e-commerce, translation services, online education and other fields. From the perspective of service field, where cross-language communication is needed, English is essential. Cross-border e-commerce trade, online English education, English machine translation, English automatic speech recognition and other modes sprang up. It is urgent for English majors to break through the traditional English professional training mode, and create a new innovative English professional training mode. For English majors, Zhang Donghu (2020) [7] pointed out that the training goal of "innovation and entrepreneurship +" English majors is to promote the development of students in professional skills, innovative thinking and entrepreneurship consciousness through specialized English major education and innovation and entrepreneurship education teaching activities. The market needs of the three areas suitable for English major talents to innovate and start a business are discussed below.

It is found that cross-border e-commerce practitioners or entrepreneurs should have English speaking skills, basic knowledge of cross-border e-commerce, import and export business operation skills, international logistics operation skills and related professional qualities. English major talents have an advantage in cross-border e-commerce innovation and entrepreneurship, because they have a solid language foundation and cross-cultural communication skills.

English major talents can also excel in the field of English translation services. China is playing an

increasingly important role on the world stage. In the process of international exchanges and communication with other countries, China needs a lot of translation work, such as translation work for "the Belt and Road Initiatives", "Guangdong-Hong Kong-Macao Greater Bay Area", and "the 2022 Winter Olympic Games", etc. What's more, English translation service is useful to new information technology application such as artificial intelligence, virtual simulation and so on. This will provide more employment and entrepreneurial opportunities for translation service personnel in this era.

Today, online English education is booming. The development of the Internet has been promoting the rise and development of online English education, changing the traditional business model of English education and enabling us to share high-quality English education resources around the world, which has greatly improved the learning efficiency of English learners and enriched their learning experience. In fact, the online English education industry is one of the main directions for English major students to innovate and start their own businesses. Policy of studying abroad, national economy, advanced technology, social environment and other factors have promoted the development of online English education, but also for English major students to provide more opportunities for employment and entrepreneurship.

During the exploration of the integration of English major education and innovation and entrepreneurship education, it is important to consider how to make a joint connection between the training of English major students and the needs of the related innovation and entrepreneurship market, which is also in line with the concept of outcome-oriented talent training.

3.2 Perfecting the Effective Integration of English Major Courses and Innovation and Entrepreneurship Courses

The integration of English major education and innovation and entrepreneurship education is not a simple addition of the two, but an effective integration of the two. In order to realize the effective integration, we should first start from the curriculum. At present, when colleges and universities explore and practice the integration, they usually just add innovation and

entrepreneurship education into the basic course system or professional course system, and set up general courses including the Foundation of Innovation and Entrepreneurship course. Such a way setting up some innovation and entrepreneurship courses cannot be called the effective integration. The core of the integration lies in skillfully integrating innovation and entrepreneurship education into the corresponding professional courses to achieve the infiltration and the immersion. The following is a discussion on how to improve the effective integration of English major courses and innovation and entrepreneurship courses from two aspects of course content and course design.

First, the content of innovation and entrepreneurship education should be integrated into English major courses. Based on the professional orientation and potential employment fields for English major students, English educators can integrate relevant innovative methods and content of innovation and entrepreneurship education into English major courses so as to deepen students' understanding and application of innovation and entrepreneurship education in English major courses. For example, new content in translation services such as machine translation and crowdsourced translation can be added in the English translation course to help students understand the latest information of innovative technology and entrepreneurial opportunities in the current English translation field. For another example, College English for Entrepreneurs course can be set up to help students learn the basic content of innovation and entrepreneurship and learn to express the content of innovation and entrepreneurship in English. In other words, Chinese students use English to learn innovation and entrepreneurship. All these ways can well enhance English major students' innovative consciousness and entrepreneurial spirit, and their innovative and entrepreneurial ability.

Second, on the basis of the integration idea, English educators construct the curriculum design logic of English major courses. The effective integration should be based on a reasonable course design logic. The design logic of professional courses reflects the presupposition of the courses. The English major courses with features of the integration should be related to the social demand for English major talents. Based on the concept of

outcome-oriented education, the curriculum is closely combined with the current social needs, and a logical relationship is established among talent needs, training goals, ability goals and courses.

Through the curriculum design logic, the relationship between the training objectives of English majors and the curriculum system can be further clarified. Under the guidance of this course design logic and based on the objectives of professional courses, teachers can select more appropriate innovation and entrepreneurship content to be combined. The English major courses with features of the integration should be based on

the traditional English major curriculum modules and integrated with the relevant innovation and entrepreneurship education ("Table 1"). For examples, information on innovation and entrepreneurship in the fields of cross-border e-commerce, translation service and online English education industry, this can make English professional talent training closely connect with innovation and entrepreneurship, stimulate the professional innovation inspiration and entrepreneurship consciousness of English major students and improve their innovation and entrepreneurship skills.

Table 1. Plan of English major courses with features of the integration with innovation and entrepreneurship content

Curriculum Modules	Traditional Curriculum	Content of Innovation and Entrepreneurship Education to be Integrated
Professional Core Courses	Integrated English, English Grammar, English Linguistics, English and American Literature, English-Chinese Translation, etc.	Innovative thinking, information about related fields, cases of starting a business, etc.
Professional Elective Courses	Cross-cultural Communication, Business English, Western Culture, etc.	Innovative thinking, intercultural communication skills in the context of creating a business, examples of entrepreneurship in Western countries, etc.
After-class Practical Activities	English Speech Contest, English Debate Contest, English Drama Competition, Translation Contest, Foreign Cultural Exchange Activities, Graduation Practice, etc.	Discussion activities about college students creating a business, practical training of starting up business, innovative English language teaching, etc.

3.3 Strengthening the Teaching Linkage Mechanism Between Different Institutions

The integration of English major education and innovation and entrepreneurship education is a big project. Its development needs support in many aspects, involving the cooperation and coordination between different departments, organizations and units. How to strengthen the interactions with different institutions will be discussed from the following two aspects.

3.3.1 Strengthening the Linkage Between Different Units Within the University

Generally speaking, the college of innovation and entrepreneurship or entrepreneurship guidance

service center is in charge of innovation and entrepreneurship education in colleges and universities while the courses of English majors are decided by the College of English Studies. Therefore, innovation and entrepreneurship education and English major education belong to different units, respectively, and they need to work together to achieve the final goal of talent training. For the talent training program of English major, it is necessary to strengthen the interaction and cooperation between different units in the university, to provide a series of services such as innovative education practice and entrepreneurial assistance and guidance, and to jointly promote the talent training integrating innovation and entrepreneurship education into English major education.

3.3.2 *Strengthening the Cooperation with Different Institutions Outside the University*

Based on the characteristics of the current era, it is not realistic to train high-quality interdisciplinary English major talents by only relying on the university's own strength. The integration cannot be separated from the support of innovative enterprises outside the university and other social forces.

First of all, colleges and universities need to pay more attention to the development of profession and industrial development, to timely establish corresponding connections and to apply advanced innovative technology and methods into professional teaching. Enterprises also need to establish corresponding platforms, to actively establish cooperation with universities, and to improve the degree of enterprise participation in running schools.

Secondly, cooperation between colleges and universities can be further strengthened. At present, colleges and universities in China are actively engaged in exchanges and cooperation with foreign universities at various levels, such as students exchange programs for short-term study, Sino-foreign cooperation in running schools, joint training of talents between Chinese and foreign colleges and universities, and the establishment of industry-university-research joint training bases with foreign universities. Among them, some exchange activities are also conducted around "innovation and entrepreneurship", which is also an effective means to promote the construction of the integration and to cultivate more innovative and entrepreneurial professionals.

In addition, some academic exchange conferences or translation conferences can also provide many platforms. For example, the First Translation Technology and Language Asset Management Exchange Conference held in Nanjing in 2015, many representatives of translation companies in China, executives, the industry elites, and deans of College of Foreign Languages in universities, etc., a total of more than 300 people gathering together to communicate. In this conference, there were more than 70 colleges and universities, opening the deep communication among related industries and academia. This kind of exchange activity can not only promote the

training of innovative talents for English majors, but also connect with the platforms of off-campus enterprises and institutions to participate in the training of English major talents, strengthen the in-depth cooperation between universities and enterprises and industries, so as to establish an off-campus linkage mechanism serving English major education and innovation and entrepreneurship education. Therefore, universities can also cooperate with some English major related entrepreneurial institutions and innovative enterprises, such as translation companies or online English education platforms, to carry out industry-university-research cooperation, and to carry out different forms of teaching and learning activities.

Only with the participation of more outside institutions and enterprises can students' learning be closely combined with the social use, and we can guide students to identify and to find entrepreneurial opportunities under the current market conditions.

4. CONCLUSION

Integrating innovation and entrepreneurship education into professional education is a new educational concept. It is an inevitable trend to combine this new educational concept with the training of English majors, which is also the result of the world economic globalization. However, at present, this educational concept has not been widely accepted by most English educators and students in China, and this interdisciplinary talent training mode is still in the exploratory stage of development. If more and more English educators participate in and actively practice the integration, they will get the fruitful results. In short, English educators should not only help students to master solid professional knowledge, but also stimulate their awareness of innovation and entrepreneurship, teach them more methods, skills and practical experience of innovation and entrepreneurship, guide them to actively join the society, understand the social environment and the development trend of all walks of life. It helps them to objectively analyze the gap between their existing ability and those successful entrepreneurs, so as to help them give play to their advantages and correct their disadvantages.

AUTHORS' CONTRIBUTIONS

This paper is independently completed by Danyi Huang.

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