

Study on Business English Teaching

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Abstract. With the continuous changes and development of the world economy and education, the mode of higher education in our country should keep up with the new pattern of social development. The quality of college graduates also need to meet the requirements of the market economy conditions. On College Business English teaching, the teaching aim is not only to improve the students' English level, more important is to enhance students' English practical ability (communicative competence), only the language learning with intercultural communication closely combine the classroom learning with social practice together, to improve the level of knowledge and talent training quality closely together, in order to cultivate talents for the benefit of the society.

Introduction

As an important branch of ESP, business English has been paid more and more attention. Like other members of the English speaking family, business English comes into being with the development of related business activities and business communication. Business English teaching is a kind of special purpose English teaching, also has the needs analysis, outline design, curriculum design, teaching materials, such as the use of specific aspects of common English. Cultivating students' ability to use language in business context requires not only good language skills but also knowledge of economy, trade, finance, management, law and culture. Xining University Foreign Language College of business English teaching is still in the development stage, the introduction of domestic and foreign outstanding teaching resources at the same time, a practical teaching mode with innovation and effectiveness, in order to achieve a multiplier effect.

Definition of Business English

How to define business English is discussed in many ways. Wang Xingsun believes that: Business English is actually the business environment in the application of English, that is, has been engaged in or will be engaged in the business sector professionals to learn or use special purpose English. Shuy pointed out that, even if the business English as a specialized language, it is not only a factor of specialized vocabulary, but also syntax, semantics and more content. 5 Cambridge International Business English 6 (BECII) Introduction: the so-called business English is only used in the context of business English, it is not a special language. Alice Johnson # combined with the definition of business English for special content and basic content, its special content refers to the specific work in the field or industry, its basic content refers to the basic business environment and more effective communication skills.

Zhang Zuocheng and Wang Yan also made the following paper on business English: Business English is on business occasions, business activities of people to achieve their own commercial purposes, follow the industry practice and procedure and is influenced by social and cultural factors, the lexical and grammatical resources selectively use English, pragmatic strategies, communicative activities in writing system verbally or by. This definition makes a comprehensive and systematic

description of the three main factors of business English: business subject knowledge, English language knowledge and application, and business practice.

It is generally accepted that business English should belong to the scope of Applied Linguistics in China. The idea that business English should be based on linguistics and applied linguistics theory, involving the multi-class and cross-disciplinary, is an important social function of English is also an important branch of English for specific purposes.

To sum up, we can be specific to business English: Business English is a business context of the use of proprietary English, is a branch of English for special purposes, and belongs to the field of applied linguistics. The purpose of business English teaching is to cultivate students' ability to use English language knowledge and international business communication skills English talents engaged in business activities.

Business English Teaching Problems

According to the author's lectures, most business English teachers teach business English and teaching English language and literature is not much difference: the use of classroom teaching, teacher-centered one-way output. This method only pays attention to the basic knowledge of language and business, but neglects the cultivation of students' practical ability. In order to cultivate the compound applied talents, the teachers must be the compound applied teachers. At present the level of business English of our teachers are worrying: English major teachers do not understand the business knowledge, business English teachers graduated from the level of clearance, plus most of the teachers are right after graduation to enter college teaching, lack of social experience, practical problems for many international business do not understand, the class is often in addition to teaching language points echo what the books say, besides, no other content can be taught, the business department of a lively and vivid lifeless translation course. The students who lack the ability of practice can not have the ability of practice.

Improve businesses English Teaching

1the Introduction of Advanced Institutions of Education. Through the introduction of advanced teaching system, improve the level of business English teaching and research, to further understand the development of business English teaching and research, curriculum, teaching methods. In particular, their curriculum and teaching organization, embodies the concept of advanced education. After many years of teaching practice, Hunan University has formed a complete set of business English teaching system, including the concept of curriculum, the basic principles, teaching objectives and content and the curriculum system. The publishing business English listening and speaking, business English writing, business English, international business negotiations, international trade, international marketing, international payment and settlement, international commercial law, and other materials, and the development of the knowledge of international trade professional series of business English Network Course Based on the series (network course for the new Century Education Network Course Construction Project Department). The teaching contents of network course is not only suitable for the English Majors of grade three or four undergraduate students as an elective, and suitable for international trade, law, economic management and financial management majors as a professional English Elective course. The introduction of the above courses can not only carry out the general routine teaching, but also enable students with certain basic knowledge of English to prepare for international business activities.

Optimize Business English Learning Resources. To optimize the network learning resources of business English, we can introduce the network learning system of business English, and try to develop the platform of business English learning. It is understood that the Hunan University developed a series of business English based on international trade knowledge of business English courses are very distinctive. British Vektor Co. L TD English multimedia teaching software system, but also a complete language training system, including Connections, Business Activities, Language Library and Task Force four parts. The Connections includes three parts: business, technology and tourism, business oriented, Connections is the main body of Main Course, including 131 Topic to business as the background for students training; Business Activities is on the business scene in Connections intensive training; Language Library is equivalent to studying in the library, can be used as a comprehensive training of listening speaking reading and writing and grammar; Task Force is mainly to help students understand the cultural differences that may arise in business activities, in order to better adapt to the environment. The training of this system can be used as a practical course for foreign language majors, and it can be used as an optional course for other college students.

Batch Selected Teachers to Advanced College, or the Introduction of a High Level of Business English Talents. In this way, it is helpful to form a team of teachers with advanced teaching ideas, advanced teaching methods and teaching methods, and teaching business English courses. In a word, business English as a major is an indisputable fact. Many universities have done a lot of useful research on the teaching materials and teaching methods of business english. Schools try teaching may vary, but focus on training students' ability to use language has become the consensus of the academic circles. Cultivating students' ability to use language in business context requires not only good language skills but also knowledge of economy, trade, finance, management, law and culture. Therefore, at the same time, the introduction of domestic and foreign business English excellent teaching resources, while opening up innovative practice teaching mode, may be able to get twice the result with half the effort.

In Business English Teaching to Cultivate Business Culture Consciousness

Business English Teachers Must Renew Their Teaching Ideas. In the guiding ideology of teaching, clear business English teaching task is to cultivate talents of foreign business communication in different cultural backgrounds, the business environment; emphasizing the important role of cultural factors in foreign business activities, the goal of teaching and learning as the training target culture awareness. In language learning, but also learn the culture of different countries, including politics, economy, history, education, religious customs, customs and habits, in the learning process should pay attention to strengthening the penetration of business cultural consciousness. In addition, we should also accept some western culture, British and American profiles, business management, marketing strategies and other aspects of training, while strengthening the infiltration of cultural infiltration of knowledge.

Cross Cultural Training Using Multimedia and Other Means. This is a special training to improve students' cross-cultural awareness, usually in three ways: case studies. Through the analysis and explanation of the typical cases which reflect the conflicts of commercial culture, and organize the students to discuss, to understand the differences between foreign culture and their own culture. Through field work or play a role, to create a cultural atmosphere, students will respond to the problems in the Middle School of the environment, and can realize the characteristics of exotic culture, improve the cultural sensitivity; information. Through the presentation, material reading, video recording and other methods to introduce foreign business culture, foreign experts

can also be invited to give lectures or exchange, in order to learn each other's cultural practices and communication skills. In addition to strengthening the training of language and professional knowledge, modern business should also pay attention to the cultivation of intercultural communication awareness. Only by understanding the cultural characteristics and strengthening cultural awareness, can we succeed in the modern international business activities. Similarly, in Business English teaching, only organic teaching language and culture combine to improve the students' language learning and application accuracy, can let them in the days after the international business activities by reducing cultural conflicts caused by obstacles to business activities. Business English teachers should fully realize the importance of intercultural communicative competence, so as to cultivate a new type of foreign language talents with strong intercultural communicative competence and market demand.

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