

Study on Business English Discipline Construction

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Abstract - This paper first investigates the theoretical foundation of business English discipline construction in our country and then discusses the necessity of business English discipline construction. Then, the paper presents a few issues to be noted in the process of business English discipline construction. The issues of business English discipline construction include the theoretical understanding, teachers' academic development, curriculum construction, textbooks construction, researches construction, practice base construction. Furthermore, a scientific and rational personnel training system should be cultivated and an academic atmosphere should be created. Finally, the academic leaders must play a key role in the process of business English discipline construction.

Index Terms - Business English, Discipline Construction

I. Introduction

As a branch of English for specific purposes, the teaching and research of business English in Chinese college and universities has existed for several decades. In the last twenty years, as an independent discipline, business English has begun to embark on the road of self-improvement. However, talking about business English, there are still many issues needs to be discussed concerning business English [1]. It is well known that discipline construction is the eternal theme of colleges and universities in China. Business English discipline construction can aid to create a first-class universities and help universities nurture high-quality, high-level business professionals through business English construction. Therefore, business English construction is the permanent theme in the development of universities and the theoretical foundation of business English discipline construction. Both researchers and instructors should have a positive theoretical understanding on how to carry out the business English discipline construction in our country. The theoretical foundation of business English discipline construction is very important in the process of business English discipline construction. Researchers should have a clear understanding of the content of business English discipline construction. It goes without saying that it will undoubtedly plays a positive role in the process of business English discipline construction and business English discipline construction will be put into a new high in our country.

With the rapid development of globalization, business English in China has developed into an independent subject. However, the professional orientation of business English has not yet been determined. Many colleges and universities in China have not formed a complete business English research and curriculum system. The construction of business English discipline is still very heavy. There are still many problems existed in the teaching of business English.

The gap between the quality of business English personnel trained by colleges and universities and the demand of the society still remains a huge issue. That is the personnel trained by colleges and universities cannot cope with the real problems appeared in the business and trade fields. A clear and scientific business English discipline system has not formed. The study on international business English discipline construction is not enough in terms of theory and research. Undoubtedly, the further study on international business English discipline construction under multimedia environment will play a positive role in business English discipline construction.

II. The Necessity of Business English Discipline Construction

As an independent discipline, business English belongs to an emerging discipline and their professional orientation has not yet been determined. A complete business English curriculum has not been formed in Chinese universities. Consequently, there is much remained to be done about business English discipline construction [2]. That is, there are many problems to be solved about business English discipline construction. In another words, the personnel trained by colleges and universities is far from the requirement of the society. The personnel working in business English field cannot cope with the practical problems emerged in the commercial field. In addition to the above-mentioned problems, the research subject in business English is not very clear and the scientific theoretical foundation is not solid. The reason is that the past twenty years has witnessed the emphasis on the popularization and promotion of business English. On the contrary, the theoretical research on business English discipline is not sufficient [3]. The first issue to be solved in business English discipline construction in our country is that both researchers and instructors should have a positive theoretical understanding on how to carry out the business English discipline construction. Researchers should have a clear understanding of the content of business English discipline construction. It goes without saying that it will undoubtedly plays a positive role in the process of business English discipline construction and business English discipline construction will be put into a new high in our country.

Nowadays, the globalization of economy has become very popular in the world, so business English discipline construction also confronts the opportunity and challenge. The content of business English teaching as well as the teaching methodology, the design of curriculum faces a new

challenge and opportunity. With the rapid development of economy and trade of our country, the market demand for business English talents should possess the overall capabilities and should be able to cope with various kinds of problems appeared in the foreign trade and economy. With the rapid development of globalization, many problems encountered in the process of the teaching of business English cannot be tackled with the help of theory. That is, the development of the theory of business English has fallen behind the development of the teaching of business English. The research and development between the theory of business English and the teaching of business English has become imbalanced. Therefore, in the process of business English discipline construction, both researchers and instructors should have a clear understanding of the contemporary situation of the development of business English discipline construction. Sufficient attentions should be given to the investigation of theory. It is essential to have the consensus that the fundamental way to carry out the business English discipline construction is to emphasize on the theoretical construction and build sustainable development.

III. The Content of Business English Discipline Construction

Although different understanding about the definition of business English still exist in our country, many scholars believe that business English belongs to the research area of applied linguistics. As a branch of English for Specific Purposes, business English develops very fast in the past twenty years. The discipline construction of business English has integrated with international business, economy and business management. An independent discipline should contain some basic conditions. From the macroscopic point of view, it should have a clear research target and research task. Researchers should have a clear understanding of research target and research task if they want the discipline to become independent. An independent discipline must have some outstanding and excellent researchers, reasonable academic personnel. From the microscopic perspective, an independent discipline should have several generally acknowledged academic leaders as well as some academic monographs and textbooks, and some main courses as well [3]. It can be concluded that the discipline construction of business English should include theoretical building, faculty development, curriculum development, textbooks development, research development and practice base construction. The above-mentioned issues should be the content of business English discipline construction.

IV. The Construction of Business English Faculty

With the rapid enrolment of the number of college students, the number of business English-majors also increases dramatically. The curriculum of business English includes different kinds of courses. As a result, many

universities have introduced a large number of young teachers into the teaching of business English. However, business English instructors in many universities are still not qualified. Many teachers have a good foundation of English language, but their foundation of professional knowledge of business English is not so solid as their English language skills. Few teachers have both the solid foundation of English language skills and professional knowledge of business English. That is, the majority of teachers are not talent with both solid foundation of English language skills and professional knowledge of business English. Many college business English teachers don't have the professional knowledge of economy, commerce and trade, which is major challenge to business English faculty in our universities. Therefore, it is necessary to enhance the overall level of business English teachers through various kinds of channels [4]. At present, the faculty of business English teachers in Chinese universities is not ideal. The majority of the faculty is young teachers, but their ranks are low. Although many teachers have a MA degree, their capability is not strong in terms of research. These issues are to some extent hinder the promotion of the quality of business English teaching.

In addition, the investment of funding in teachers' training of business English should also be guaranteed. Leaders in universities must attach much importance to the training of business English faculty. It is important to understanding that the training and development of business English faculty is a long-term systematic task. Both leaders and teachers should be aware of the importance of the training and development of business English faculty in the discipline construction of business English [5]. Only in this way can we guarantee the smooth implementation of the training and development of business English faculty. There is no doubt that the rapid development of multimedia environment has been playing a positive role in the construction of business English discipline, especially in the teaching of business curriculums. For example, instructors can use multimedia facilities to create a imagined business English environment to train their students in the process of instruction. With the help of the invented business English environment, students can experience the real environment of business English communication. Besides, instructors can arrange their students to work in some companies relevant to business English. Students can learn how to receive the emails relevant to business English communication as well as learn how to contact with others through emails. This is one of the advantages that instructors can take in the multimedia environment. Furthermore, students can also watch some slide video shows under the direction of their instructors. Students can mimic the communication happened in the video show while watching them. Conspicuously, the multimedia facilities can help both instructors and students a lot.

V. The Construction of Business English Curriculum

According to college English syllabus for English majors, the syllabus for English majors includes English professional courses, English knowledge courses and other relevant courses for English majors. The purpose of offering a variety of relevant professional knowledge courses for English majors is an important part of training complex foreign language talents. Its purpose is to enable students to have a understanding of the development process of the post-war international politics, foreign policy and foreign relations and trends, have some knowledge of Chinese culture and socio-economic development, access to international financial, economic and trade knowledge, improve the ability of interpreters and translators to meet the needs of reform and opening up, understand the development of modern technology to cultivate a scientific spirit, and familiar with the commonly used scientific terms. English knowledge courses may include the post-war world politics and economy, international financial concepts, introduction to international business, the history of Western civilization, introduction to Chinese culture, the English history of education, the world's scientific and technological history of the development, international law entry, English news writing. It can be seen that both the construction of the business English courses and the construction of general English courses should include professional English skills and English professional knowledge courses. The difference between the construction of business English courses and the construction of general English courses is that business English curriculum emphasizes on the relevant English professional knowledge courses.

In the design of the concrete curriculum, the major task for freshmen and sophomores should be emphasized on the learning of English professional knowledge and English technical skills. That is, it is essential to let students master the basic skills such as listening, speaking, reading and writing. The aim is to lay a solid foundation for further study. In further studies of business English majors, the implementation of relevant professional knowledge and courses should be guaranteed. At the same time, practice teaching for business English majors should be emphasized.

It goes without saying that multimedia facilities have brought much benefit to the construction of curriculums, and the construction of business English curriculum is no exception. For instance, it has become very convenient for researchers to search the scientific research outcome relevant to their own research with the help of multimedia facilities. No one can deny the fact that it would not be so convenient for researchers to carry out their own research work without the multimedia facilities. With the help of multimedia facilities, especially the Internet, researchers can easily find out the relevant research outcome concerning the construction of business English curriculum. Thus, business English instructors can promptly learn the latest development in the field of business English curriculum

construction. This is one of the benefits that multimedia facilities brought to business English researchers in terms of the construction of business English curriculum.

VI. The Construction of Business English Textbooks and laboratories

The construction content of business English textbooks mainly includes three categories. The first is to cultivate the students' English language skills for Basic English teaching materials, such as the intensive reading, extensive reading, listening, speaking, English grammar; the second class-based expertise in business English teaching materials includes foreign trade English correspondence, business English translation, simultaneous interpretation, business English writing, international business, business management and strategy, quality management, investment; the third category is Chinese professional courses and elective courses such as international trade, international trade practices, international finance, marketing, accounting principles, which aims to train students to domestic business and domestic knowledge. The construction of domestic business English textbooks has achieved a lot, but there is still much room for the improvement of the construction. The aim of the construction of business English textbooks is to compile the high level teaching materials. Only in this way can a solid foundation of the cultivation of business English talents be built.

In recent years, the popularity of compact disc is a common phenomenon in the construction of textbooks. With the development of multimedia and computer technology, students can have both the textbook and the compact disc. They can read the textbook as well as watch the compact disc. With the rapid development of multimedia and computer science, many colleges and universities have their own language laboratories which are well-equipped. Students can watch their compact disc at their language laboratories at any time. This is another advantage the multimedia has brought to business English discipline construction. Instructors should make the most of the multimedia facilities in the construction of business English discipline.

The construction of business English laboratories is also very essential in the construction of business English discipline construction, for the laboratories can provide students with an environment to practice what they have learned in the classroom. Consequently, it will be beneficial for students' career development.

VII. The Construction of Business English Research

It is well known that the primary responsibility of the college is to do scientific research, personnel training and service to the community. Among them, scientific research level of a university plays a major role in training the qualified personnel, while the level of scientific research depends mainly on the research literacy of teachers, teachers' understanding of the scientific research work will

be able to let them combine the teaching and the research work successfully, which will improve both the teaching and research of business English. The relationship between teaching and research is research can ensure that the teaching is scientific and contemporary, and the teaching can test the research, help teachers to find the new problems in the process of teaching, and promote the research work to a higher level [6]. In fact, college English teachers' awareness of the importance of research work is more important than the publishing of articles. The teachers with strong sense of scientific awareness are not just simply utilized the fruits of others' research. They will test others' scientific research result in the process of their teaching. The purpose is to improve their research capability and promote their teaching standard. It is impossible for teachers to produce research project of higher levels if teachers have no clear direction for scientific research [7]. Obviously, business English teacher must continuously carry out scientific research work if they want to ensure the quality of teaching. Both leaders and teachers in a unit must realize the fact that the quality of scientific research work is the necessity of the high quality of teaching.

As scientific research is a must for business English instructors, it is essential for business English instructors to combine their research with the multimedia facilities. It goes without saying that multimedia facilities have brought much convenience for business English teachers in terms of scientific research. For instance, business English instructors can utilize the multimedia facilities in the process of their scientific research by dichotomizing students into controlled groups and experimental groups in teaching. That is, teaching one group with the help of multimedia facilities and the other group without multimedia facilities. After a certain period of time, they can compare with teaching effect of the two groups and analyze the advantages and disadvantages of multimedia facilities in the process of teaching. Surely the function of multimedia facilities can be found out after the analysis. This is one of the advantages of multimedia facilities that business English teachers can utilize in their instruction.

VIII. Conclusion

As we all know, the discipline construction of business English includes the discipline team, the academic direction of scientific research, faculty development, curriculum development, textbooks development and talent cultivation. Business English discipline construction process should follow certain principles and should adhere to the principle of objectivity. Many colleges and universities set up

business English courses in our country. Different universities have different school history, school conditions, school level and the environment, so the discipline construction of business English in each university should have its own characteristics. That is, each university should carry out the discipline construction of business English according to its own conditions. It is not practical if all universities reach the same level in the process of the discipline construction of business English. Each university must have its own characteristics. In the past twenty years, the discipline construction of business English in universities in China has achieved a lot. However, no one can deny the fact that there is still much to be done about the discipline construction of business English.

Nowadays, the development of multimedia and computer technology is very fast. Internet has entered into almost every aspect of our lives, and business English discipline construction as well. Therefore, business English instructors and researchers should attach much importance to the rapid development of the internet and multimedia technology, and do their utmost to make use of the technology. No one can deny the fact that multimedia and computer technology has brought human beings much benefits and business English discipline construction as well. Multimedia and computer technology will continuously play a very important role in the process of business English discipline construction. Therefore, the construction of business English discipline, which includes the construction of business English textbooks, curriculum, research and business English faculty are closely linked with the multimedia and computer technologies.

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