

# Teaching Innovation of Business English Major in Colleges and Universities Based on the Training Objectives of Innovation and Entrepreneurship Ability

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**Abstract:** Faced with the current development trend of China's society, the cultivation of innovation and entrepreneurship has become a major part of the cultivation of talents in colleges and universities. The business English major in colleges and universities should integrate innovation and entrepreneurship education with professional education, and build a scientific and reasonable teaching system to enhance the cultivation of innovative and entrepreneurial talents in business English. This paper mainly analyzes the problems in the innovation and entrepreneurship education of college business English major, and explores the teaching arrangement of courses in business English major.

## 1. Introduction

With the continuous reform of teaching in China, cultivating the ability of innovation and entrepreneurship has become an important task of teaching in colleges and universities. Innovation and entrepreneurship education has become an indispensable teaching content for business English major. As early as 2010, China officially changed entrepreneurship education into innovation and entrepreneurship education, and it was defined as a teaching model and teaching philosophy that is created to meet the needs of economic society and national development. Colleges and universities should highlight the characteristics of business English major and integrate innovation and entrepreneurship education with business English major. In the process of teaching business English, strengthening innovation and entrepreneurship education enables students to master both professional knowledge and innovation and entrepreneurship.

At present, there is a growing demand for innovative and entrepreneurial talents in China. Integrating the training objectives of innovation and entrepreneurship ability with the business English education in colleges and universities and building a teaching system that meets the needs of students' innovation and entrepreneurship and the development of business English.

## 2. Problems in the current cultivation of innovation and entrepreneurship ability in business English major in colleges and universities

Compared with other countries with developed education, the development of innovation and entrepreneurship education in China is shorter. It probably began in the 1990s. Therefore, there are still some shortcomings and problems in the cultivation of innovation and entrepreneurship ability.

### 2.1. Innovation and entrepreneurship ability is not included in the professional talent training objectives

Although both the government and schools have paid great attention to the education of innovation and entrepreneurship, most of them are speech at the professional level, but little has been done. The main reason is that colleges and universities do not incorporate the cultivation of students' awareness and ability of innovation and entrepreneurship into the professional education when formulating talent training programs, which leads to the development of professional talent training objectives and curriculum system must rely on the cultivation of professional talents. If the

objectives of cultivating innovation and entrepreneurship is not included in the professional education program, it will be difficult for the innovation and entrepreneurship education to be carried out smoothly[1].

## **2.2. The professional education of business English is out of line with innovation and entrepreneurship education**

At present, some colleges and universities are not fully aware of the importance of students' innovation and entrepreneurship education. Usually, some lectures are held to cultivate students' innovative and entrepreneurial abilities and the ideology of innovation and entrepreneurship. Few institutions have integrated innovation and entrepreneurship education into the professional curriculum system.

However, in most of the institutions with business English majors, innovation and entrepreneurship education is some innovative entrepreneurship-related courses based on the original business English courses and talent training programs. But in general, this kind of course does not have much connection with professional courses. Innovation and entrepreneurship course and Business English professional course are two independent courses. There is no good penetration and integration, which leads to innovation and entrepreneurship education only in the superficial form and is not conducive to the cultivation and development of innovative entrepreneurial talents[2].

## **2.3. The practice education of innovation and entrepreneurship in business English is relatively weak.**

In the courses arrangement of business English major in colleges and universities, there is a lack of practical teaching links for the cultivation of innovative entrepreneurship. The innovation and entrepreneurship education is mainly focused on theoretical teaching. Therefore, the practice link is relatively weak. Although some colleges and universities have carried out some activities for innovation and entrepreneurship education, due to various factors and conditions, the level of innovation and entrepreneurship practice education is low. As a result, there are fewer participants. The cultivation of innovation and entrepreneurship is inseparable from the practice. Because it is difficult for students to have a real experience of innovation and entrepreneurship without practical links, which is not conducive to improving students' innovation and entrepreneurship ability and comprehensive quality.

## **2.4. Lacking of professional team of teachers**

Since the development time of innovation and entrepreneurship education in China is currently not long enough, the reserve of the teacher team is not very sufficient. However, the cultivation of innovative entrepreneurship is very demanding for teachers. Teachers should only have professional knowledge and skills, but also practical experience in innovation and entrepreneurship[3]. At present, some teachers do not meet these requirements. Teachers lack certain experience in theoretical education and practical experience, which leads to the situation that only theoretical teaching will be biased in the teaching process, and the teaching effect will be affected.

## **3. Teaching innovation of business English major in colleges and universities based on the training objectives of innovative and entrepreneurial ability**

### **3.1. Formulating a talent training program to incorporate innovation and entrepreneurship training into the business English major**

From the time students enter the school to the time they graduate from their senior year, the educational activities carried out by colleges and universities for students must in accordance with their majors, and so should the talent training programs. Therefore, in order to cultivate talents with innovation and entrepreneurship ability, colleges and universities need the support of talent training programs. In order to cultivate business English talents with innovation and entrepreneurship ability, colleges and universities should formulate a complete talent training program for business English

major, and need to re-locate the goal of training talents accurately, regard training talents with innovation and entrepreneurship ability as the most important goal and formulate safeguards and measures that can achieve the goal.

### **3.2. Changing the training mode and integrating innovation and entrepreneurship education into the talents training in business English major**

In order to achieve the goal of having business English professionals with innovative and entrepreneurial abilities, the traditional talent training model in colleges and universities has been relatively old-fashioned. Therefore, it must be reformed. For example, the talent training model of classroom teaching integrating theoretical teaching and practical teaching is very suitable for the current situation. The classroom teaching integrating theoretical teaching refers that with practical teaching With the leadership of professional teachers, the teaching activities of innovative and entrepreneurial ability cultivation which combines ability cultivation with comprehensive quality cultivation can be launched according to specific business projects in the training room to let students take the initiative to acquire knowledge and acquire skills in this process, thus to enhance students' awareness of innovation and entrepreneurship and improve their ability and comprehensive quality.

After possessing certain skills and knowledge, students participate in the practical projects of cooperation between schools and enterprises to carry out real job-taking operations. At the same time, universities and enterprises should guide, supervise and evaluate students, so as to realize the whole process of tracking students' participation in enterprise practice projects, which is called enterprise practice of project tracking.

Teachers should encourage students to introduce projects into the school's entrepreneurial practice base. Supported by entrepreneurial projects, based on the support of the school and the help of teachers, a market-oriented experience and management model can be developed, and self-responsibility for profits and losses is called entrepreneurial practice in entrepreneurial bases[4].

### **3.3. Reconstructing the curriculum system of business English to make innovation and entrepreneurship education integrated**

#### **3.3.1. Thoughts on the reconstruction of business English curriculum system**

According to the talent training objectives of business English major, full investigation and research on the basic processes and requirements of enterprises' innovation and entrepreneurship should be done. When students major in business English develop their innovative and entrepreneurial abilities and awareness, the basic qualities and knowledge skills that students need should be analyzed. On the basis of integration with the necessary skills and theoretical knowledge of business English majors for occupational positions in the market, the teaching system of business English major should be reconstructed to cultivate the ability of innovation and entrepreneurship. In the arrangement and setting of relevant courses, it is necessary to take into account the post knowledge and skills required by students in the future, and also to consider the students' innovation and entrepreneurship. Reconstructing the teaching content and teaching mode of the main courses in the business English major, and integrating the knowledge and skills of innovation and entrepreneurship in the teaching of business English courses. Taking the real project as the carrier to cultivate the ability of innovation and entrepreneurship. Through the implement of talent training model of the integration of theoretical teaching and practical teaching, students' vocational ability, professional ability and the most important spirit of innovation and entrepreneurship can be cultivated synchronously, which will solve the problem of the incompatibility between innovation and entrepreneurship education and professional education [5].

#### **3.3.2. Analysis on the ability of innovation and entrepreneurship based on professional background**

Professional education and innovative entrepreneurship education are a complete content.

Therefore, if colleges and universities want to cultivate students' innovation and entrepreneurship ability, it needs to be based on business English professional education. If the cultivation of the ability of innovation and entrepreneurship breaks away from the business English major, it is like building a house on the beach. Therefore, when analyzing the ability of innovation and entrepreneurship, it must be based on the goal of cultivating professional talents, and the business English professional education is the basis and background. Business English is a foreign-related major in some ways. Therefore, business English majors' innovation and entrepreneurship abilities and accomplishments should include the following:

(a) The professional and technological capabilities of innovation and entrepreneurship include: Business operations capabilities of foreign trade documents, English negotiation skills, business operations capabilities of cross-border e-commerce, business operations capabilities of international trade and international freight operations capabilities and the ability to apply international business law.

(b) The basic ability and accomplishment of innovation and entrepreneurship: Cultural knowledge, innovation awareness and entrepreneurial spirit, learning ability, teamwork ability, Cultural knowledge, innovation awareness and entrepreneurial spirit, learning ability, teamwork ability, the ability to assess the market environment and business risk at home and abroad.

(c) Business management capabilities of enterprises: Leadership, decision-making, innovation, and risk identification and control ability[6].

### **3.4. Building a curriculum system**

Only through the curriculum system and specific curriculum content of business English major can students' innovation and entrepreneurship be trained. In this process, the curriculum system and teaching content constructed must rely on two aspects. One is to cultivate students' innovative and entrepreneurial abilities. The second is to develop students' business English professional ability. Therefore, colleges and universities should regularly hold business English professional training meetings, and invite management of enterprises and experts in innovation and entrepreneurship education as well as experts from industry enterprises to participate in the meeting to discuss the curriculum system of business English major consisting of the construction of innovative entrepreneurship courses, practical activities courses and professional skills courses.

## **4. Innovation of safeguard system**

### **4.1. Organizational guarantee**

With the leadership of management in colleges and universities, a team of innovative entrepreneurship education for business English majors should be established, and experts or other professionals should be invited to participate. It is the most important task to do a good job in the overall framework design of innovation and entrepreneurship education for business English. And it is necessary to perfect the curriculum system of innovation and entrepreneurship education to provide better help for innovation and entrepreneurship education.

### **4.2. Teacher resources guarantee**

The main guarantee for cultivating business English professionals with the ability to innovate and entrepreneurship comes from a teaching team with innovative and entrepreneurial capabilities. For the current teaching team, some measures should be taken to solve it. For example, first of all, it is necessary to change traditional teaching concepts and teaching philosophy, and establish a new concept of innovation and entrepreneurship for each teacher. Second, increase the intensity of the construction of innovative and entrepreneurial education teams. This will make teachers more passionate and more acceptable to students, thus stimulating students' entrepreneurial enthusiasm[7].

## 5. Conclusion

The professional curriculum system has a direct relationship with the quality of talents training. Colleges and universities should attach importance to the the innovation of curriculum system for business English Majors based on the training objectives of innovation and entrepreneurship. Incorporating innovation and entrepreneurship education into business English professional education, thus forming a curriculum system integrating innovation and entrepreneurship education and professional education.

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