

# The Practice of School-Enterprise Collaborative Education for Business English Major from the Perspective of Fostering Virtue through Education

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**Abstract:** Under the background of economic globalization, it not only needs to cultivate students' language skills in the major of Business English, but it also needs to focus on improving students' cross-cultural communication skills and shaping students' professional ethics. In order to achieve such a goal, it is necessary to implement the concept of "fostering virtue through education" in the education and teaching of Business English majors. And the comprehensive ability of students can be effectively improved by linking theory and practice through school-enterprise collaborative cultivation. The paper firstly outlines the major of Business English, and analyzes the necessity of implementing the concept of "fostering virtue through education" in the major of Business English, and finally researches the practice of collaborative cultivation between schools and enterprises in the Business English Major under the perspective of "fostering virtue through education". It is hoped that the discussion in this paper can bring some references and inspirations for the smooth development of school-enterprise collaborative education in business English majors.

**Keywords:** moral education; Business English Major; school-enterprise collaborative education

## 1. Introduction

With the rapid development of social economy, the demand for Business English talents is also gradually increasing, but from the current situation, the teaching of Business English majors in many schools still adopts the traditional teaching mode, and lacks sufficient attention to the practical aspects, which makes it difficult for students to adapt to the requirements of workplaces after graduation. In the face of such a situation, the training mode of Business English talents should be further optimized and improved and the reasonable application of resources should be paid attention to, and the mechanism of collaborative education between schools and enterprises should be established and the training mode of talents should be built and improved, therefore, more excellent talents can be cultivated.

## 2. The overview of Business English Major

The high-quality English talents with international business theory and English language foundation and strong practical ability are cultivated in the major of Business English. They should not only master the relevant processes and theories in the field of international business, but they should also be able to carry out business negotiation, international trade and other work content. Therefore, in the teaching of Business English majors, the cultivation of students' professional ability and humanistic quality should be focused on<sup>[1]</sup>, and the contact should be established with enterprises, and school-enterprise collaborative education mechanism should be built, and students' comprehensive ability should be effectively improved through the reasonable development of education programs. In this way, the school will be able to understand the development of enterprises in a timely manner, while enterprises can also obtain more in line with their own needs of talent.

## 3. The necessity of carrying out the concept of moral education in Business English majors

Business English majors attach importance to the cultivation of students' business communication and cross-cultural communication skills, so that students can better adapt to the needs of foreign trade cooperation, and be able to skillfully apply English to engage in international trade, international finance and cross-border e-commerce and other areas of work. In this process, in addition to good

professional ability, students also need to have positive ideological concepts and correct political standpoints, so it can be seen that in the education and teaching of business English majors, it is very necessary to implement the concept of "fostering virtue through education". From the perspective of the school, more attention should be paid to cultivating students' cultural confidence and national sentiment, and the fundamental task of cultivating moral integrity should be carried out in the whole teaching process, so as to cultivate more outstanding talents with a sense of responsibility and patriotism and dedication.

#### **4. Exploring the practical strategies of school-enterprise collaborative education for Business English majors in the perspective of fostering virtue through education**

##### ***4.1. The making of talent cultivation programs***

In teaching practice, foreign trade enterprises play a very important role, and the enterprises should strengthen their role in teaching, establish cooperation with schools, jointly implement the development of teaching strategies, and strengthen the innovation of relevant content, so as to achieve better professional teaching results. Specifically, in the process of talent training program development, you can start from the following aspects: first of all, the school should understand the specific requirements of enterprises, and take into account the characteristics and advantages of the profession itself, and then the relevant training program is made on the basis of it, so that it can have sufficient relevance. Then, a good cooperative relationship should be built with enterprises, on this basis, collaborative education can be strengthened, and enterprises should be able to actively participate in it and play their own role, so that they can better reflect their role in the process of school-enterprise cooperation in educating people<sup>[2]</sup>. At the same time, in the process of program development, schools and enterprises should do a good job of docking to improve the quality of training professionals. Finally, in the process of school-enterprise collaborative education, it is necessary to reflect the requirements of the enterprise in the teaching methods and content, and construct the teaching situation according to the actual content of the work, so that students can be more willing to join in, and they can obtain the improvement of professional ability through this process, which can lay a good foundation for the development of students' future career.

##### ***4.2. Establishment of multi-dimensional collaborative education mode***

From the perspective of the school, the establishment of multi-dimensional collaborative education mode should be carried out, in which ideological and political teachers, enterprise instructors and professional teachers cooperate to realize the effect of collaborative education in all aspects. In this model, the effective linkage of multiple educational contents can be realized, and students can be guided to establish correct values and good professional ethics.<sup>[3]</sup> At the same time, it is also necessary for enterprise instructors, professional teachers and ideological and political teachers to jointly develop training programs. In the process, professional teachers should combine the design of teaching content with the ideological and political education, and they effectively integrate the ideological and political education into the whole teaching process. Enterprise instructors, on the other hand, should integrate the spirit of hard struggle into practical teaching and guide students to establish correct values.<sup>[4]</sup>

##### ***4.3. Optimization of teaching methods***

In business English professional education, in order to further enhance the professional ability and level of talents, schools and enterprises need to establish a good cooperation between them, on this basis the traditional teaching mode can be optimized, and students can be the main body of the teaching, so as to establish a better learning environment for the students and effectively improve their learning effect, which is of great significance to the enhancement of students' professional ability. It is of great significance to the improvement of students' professional ability. For example, the case method can be used to achieve better results in teaching practice, and students are more willing to participate in it. In the process, case studies on business English can be used, and students can analyze and discuss the cases in small groups, so that their business English level can be improved. At the same time, the school in the process of teaching practical activities, should strengthen the cooperation with enterprises, such as imitating the production process of enterprises, or directly carrying out practical operations in the enterprises, so as to realize the combination of practice and theory. And it is not only conducive to consolidating students' professional knowledge, but also to improving the efficiency of the school's

teaching. For example, students can be organized for a internship in foreign trade enterprises or import and export companies, so they can better understand the workflow in practice, which can effectively improve students' information processing and communication and negotiation skills.

#### ***4.4. Led by value***

As teachers of professional courses, their own value leading roles should be given full play to. In addition to the need for teachers of professional courses with sufficient professional ability, they should have noble moral character and firm ideal beliefs. In the context of the rapid development of international trade, the teaching content needs to be continuously updated and optimized. Teachers of professional courses should actively participate in job practice, strengthen the understanding and mastery of the latest knowledge through practice in enterprises, so as to realize the optimization and improvement of teaching work. For example, the teachers of Business English in a school go to foreign trade enterprises for practice and bring the advanced knowledge and skills of the enterprises back to the professional classroom, so as to give guidance and help to the students in the process of practice. For example, after practicing in enterprises, some teachers introduce the background operation knowledge of cross-border e-commerce platforms into e-commerce practice classes, and guide students to practice product image processing, product information editing and platform store management. In addition, through the guidance and demonstration of teachers, students will cherish the practice opportunities more, so as to get better practice results and promote the development of students' comprehensive ability.

#### ***4.5. Led by example***

As an important part of the school-enterprise collaborative education model for Business English majors, enterprise instructors should play a leading role in spirit, help students build up their self-confidence, improve their thinking ability and innovation ability, and establish a correct concept of employment in the process. From the perspective of the school, it is necessary to actively cooperate with foreign trade enterprises, and the experience advantage of enterprises can be given full play to, and influential entrepreneurs should be invited to give lectures in the school to transfer entrepreneurial spirit and experience to the students. In addition, the backbone of the enterprise should be invited to conduct online training for students, and they could introduce the foreign trade business experience to students, so that students can better understand the requirements of the workplace, thus promoting the development of students' career planning.<sup>[5]</sup>

#### ***4.6. Relying on practice***

To improve the students' business ability, it is necessary to let the students participate more in practice, for most schools, the platform resources are relatively scarce, so it is necessary to establish cooperation with enterprises. In order to obtain a more ideal training effect, the establishment of e-commerce clubs can be carried out jointly by enterprise instructors and professional teachers to attract students to participate in them. In this process, enterprises need to give financial and resource support, and they can invite members of the clubs to work part-time in the enterprises, which provides students with practical opportunities and also reduces the operating costs of the enterprises, so as to obtain a win-win situation. Students can also earn a certain amount of income through part-time jobs while studying, thus they can reduce their financial burden and gain a sense of achievement while exercising their professional abilities. In addition, students also improve the ability to teamwork in the process, which promotes the growth and development of students.

#### ***4.7. Constructing job-oriented curriculum system***

In professional teaching practice, it is necessary to further optimize and improve the curriculum system, in this process, we should fully consider the job requirements, and use this as the basis to build the curriculum content. And the process is conducive to improving the professional level of students. For example, the courses with professional and job should be established, in the specific curriculum, it needs to take into account the market demand, so as to effectively improve the comprehensive quality of students' ability. On the other hand, the specific situation of enterprises should be fully understood, and it is taken as a basis for deepening and integrating the existing curriculum, and then all kinds of course content should be reasonable planned, so as to achieve a better effect of personnel training. In addition, the specific needs of the market should be taken into consideration, and the effective

combination of English courses and business courses should be achieved. In the curriculum, practice should be focused on, and the proportion of practical activities and case content should be reasonably set, then the knowledge of students can be expanded, so that they can better adapt to the requirements of the workplace after graduation.

#### ***4.8. Innovating evaluation mechanism***

In the teaching of Business English majors, it is necessary to integrate the fundamental task of "fostering virtue through education" into the evaluation of the courses. From the perspective of teaching objectives, in addition to knowledge and ability objectives, it is also necessary to achieve the goal of comprehensive literacy and value, and moral education should be paid enough attention to. From the perspective of teaching content, it is necessary to conduct in-depth excavation of the elements of ideology and politics that are related to the knowledge points, and in the process, cases and materials that have a more positive guiding effect should be chosen. From the perspective of teaching activities, the value should be fully realized, and the cultivation of students' innovative spirit, teamwork and higher-order thinking ability should be emphasized to promote the development of students' comprehensive ability. In terms of evaluation methods, the traditional single evaluation method should be changed in time, and a multiple evaluation system should be utilized, including project work, group discussion and other forms, which can realize a comprehensive assessment of students. At the same time, self-evaluation and peer evaluation mechanisms should also be introduced into it, so that the independent learning ability of students can be improved. In addition, the cooperation with enterprises should be strengthened, so that enterprise instructors can participate in the evaluation to ensure that the evaluation results are objective and fair and that they can be in line with the market demand. The implementation of the goal of "fostering virtue through education" can be promoted through the innovation of the evaluation mechanism, which can cultivate high-quality talents with good knowledge and noble character. <sup>[6]</sup>

#### ***4.9. Carrying out practical activities***

In teaching business English, it is necessary to follow the basic principle of people-oriented, and it is necessary to combine the needs of society to cultivate students' business knowledge and language ability, which can enhance the effectiveness of business English teaching and enrich the teaching content. It can improve and optimize the teaching mode, except that it is conducive to the cultivation of students' interest in learning. In this process, the English foundation should be paid attention to, and the understanding of the content of business trade should be strengthened, so that students can be more actively involved in practical activities. The diversity of channels should be reflected in the teaching practice, and the practical ability of students should be cultivated from multiple levels and angles, which ensures that students can meet the market demand for talents. In addition, it is necessary to use enterprise resources to create a higher quality of teaching environment, and it is necessary to provide students with a richer theoretical knowledge, which can lay a good foundation for their future employment and development.

#### ***4.10. The creation of school-enterprise cooperation assessment system***

First of all, in the creation of the assessment system, it should follow the principle of science and reasonableness, and it takes optimizing the teaching method and improving the teaching efficiency as the basis for the establishment of the school-enterprise cooperation assessment system. Generally speaking, the scope of teaching evaluation can be student evaluation and peer evaluation and so on, in the assessment, it takes enterprises, schools and other aspects as the main basis, and it takes teachers' scientific research ability, evaluation scores, and the degree of satisfaction of students and enterprises as the core for the construction of the assessment system of school-enterprise cooperation. Then, it is necessary to actively innovate the evaluation method, which can be combined with the students' performance inside and outside the classroom, such as the course summary feedback and the performance of activities inside and outside the classroom. Teachers should also provide guidance and assistance to students' deficiencies while evaluating, so that students' professional ability and comprehensive quality can be effectively improved. Finally, the establishment of assessment standards for school-enterprise cooperation management should be carried out to further improve the effect of school-enterprise cooperation. In the establishment of assessment standards, the relationship between the enterprise organization and the off-campus internship instructors should be clearly divided. And teachers are encouraged to go to the enterprises to carry out internships, and the implementation of the

task is supervised through the establishment of a reward and punishment system. So the enthusiasm of the teachers is stimulated and the optimization of the teaching mode is realized. [7]

## 5. Conclusion

In conclusion, it needs to give full play to the important roles of professional teachers, ideological and political teachers, enterprise instructors and the counselors in Business English Major under the perspective of moral education, and the synergy of various aspects needs to be realized, The values of scientific education should be integrated into various educational links, and the path to complete the fundamental task of moral education needs to be actively explored. So more excellent professionals with a correct mindset that meets the needs of the market can be cultivated.

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