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Research on the Integration of Innovation and Entrepreneurship Education into the Cultivaiton Compound Talents of Business English Major

Shenglan Huang*, Mingjuan Fu
School of Intercultural Studies, Jiangxi Normal University, Nanchang, China
*Corresponding author, e-mail: 1026517941@qq.com

Abstract: *Based on the questionnaire survey and SWOT model, this paper makes an in-depth analysis of the internal and external conditions for the integration of innovation and entrepreneurship into the cultivation compound talents of Business English majors. It reveals that the innovation and entrepreneurship education carried out in schools at present does not significantly improve students' abilities, and the teaching staff cannot meet the students' requirements for innovation and entrepreneurship education. Students' initiative to receive innovation and entrepreneurship education is not high. The integration of innovation and entrepreneurship education poses new challenges to the current curriculum system, teaching staff and teaching methods. We can take some measuresto integrate innovation and entrepreneurship education into the cultivation compound talents of Business English. It is necessary to spread the concept of innovation and entrepreneurship education to students and improve their awareness of innovation and entrepreneurship. It is necessary to further improve the curriculum system, strengthen the cultivation of students' innovative and entrepreneurial ability, strengthen the construction of teachers, and constantly optimize teaching methods and teaching contents. It is necessary to enrich students' practice platform and provide more practical opportunities for students.*

Keywords: *Innovation and entrepreneurship; Education; Business English; Compound talents*

Introduction

Business English refers to the language used in various economic, official and social activities around trade and investment under the environment of economic globalization, including trade, management, finance, marketing, tourism, news and law (Chen & Wang, 2009). Huang (2005) pointed out that the combination of Business English teaching and business course teaching in English was a kind of teaching mode aimed at cultivating compound talents of Business English. Chen & Wang (2009) and Ping (2009) respectively made a systematic investigation on the teaching requirements of Business English major and the training mode of Business English major.

The concept of entrepreneurship education was put forward by the United Nations Educational, Scientific and Cultural Organization at the International Symposium on Education Facing the 21st Century held in

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Beijing in 1989, and the concept of Innovation and Entrepreneurship Education was developed on this basis. Li & Lu (2010) pointed out that entrepreneurship education in colleges and universities was aimed to foster the innovative ability and employability of college students, and it was an educational model to improve the comprehensive quality of talents. They systematically analyzed the strategic perspective of integrating innovation and entrepreneurship education into talents training, and they pointed out three major obstacles, namely, conceptual, resource and institutional obstacles, and they investigated the implementation path of integrating innovation and entrepreneurship education into talents training system.

From the existing literature, scholars such as Bian (2018), Du (2013), Huang (2016), Yan (2020), Wang & Cui (2020) have made useful explorations on the training mode of compound talents majoring in Business English, and some scholars have paid much attention to innovation and entrepreneurship education, especially entrepreneurship education, and they have made many achievements. However, there are few researches on integrating innovation and entrepreneurship education into Business English education to optimize the training mode of compound talents. The trend of globalization, the urgency of China's integration into global economic integration, and the development strategy of innovative entrepreneurs, which put forward requirements for integrating innovation and entrepreneurship education into Business English education. The innovation and entrepreneurship education reform provides a new opportunity for this integration. Therefore, this paper focuses on how to integrate innovation and entrepreneurship education into the cultivation compound talents of Business English major.

The Definition of Concept and Explanation of Method

The Definition of Related Concepts

1. The Connotation of Innovation and Entrepreneurship Education

In September 2014, Premier Li Keqiang put forward the concept of mass entrepreneurship and innovation. Innovation and entrepreneurship education has risen to the national strategic level in China. In May 2015, the State Council issued the Implementation Opinions on Deepening Innovation and Entrepreneurship Education Reform in Colleges and Universities, which clearly defined the tasks and specific measures for deepening innovation and entrepreneurship education reform in colleges and universities, and promoted the deeper development of innovation and entrepreneurship in colleges and universities.

Domestic scholars have interpreted the connotation of innovation and entrepreneurship education in colleges and universities from different angles. Zhang & Bai (2014) pointed out that innovation and entrepreneurship education in colleges and universities should focus on cultivating students' innovative spirit and creative ability with foresight, courage to face setbacks and critical thinking. Wang & Zheng (2020) believed that innovation and entrepreneurship should have dual meanings of individuality and sociality, and the focus of innovation and entrepreneurship education was to cultivate the seven abilities of innovation and entrepreneurship. Shi & Li (2021) thought that innovation and entrepreneurship education in colleges and universities was the transcendence and integration of innovation and entrepreneurship education. It was a new educational concept based on the cultivation of innovation ability, integrating entrepreneurship education,

taking innovation and entrepreneurship behavior as the educational goal orientation, and cultivating college students' innovation and entrepreneurship awareness, thinking mode and innovative ability.

It can be seen that innovation and entrepreneurship education in colleges and universities is a complex systematic project, which should be guided by the cultivation of innovation and entrepreneurship spirit and consciousness, supported by interdisciplinary knowledge fusion and guaranteed by educational practice platform. Innovation and entrepreneurship education not only puts forward higher requirements for the cultivation of compound talents in the new period, and it also provides new ideas for the cultivation of compound talents in the new period.

2. The Requirements of Cultivation Compound Talents of Business English Major

Wang (2015) pointed the concept of Business English had Chinese characteristics, and there was no corresponding expression in the world. And he explained that the international common concept was business lingua franca. Wang explained that Business English refered to English used in international trade, investment, economy and diplomacy, and Business English involved various fields such as trade and investment, international finance, overseas marketing, international tourism, international news, foreign-related commercial arbitration, multinational corporate governance, maritime business and maritime affairs, etc.

With China's deep integration into economic globalization and the rapid growth of international business activities, the demand for Business English talents in economic and social development is rising. In 2018, the Ministry of Education promulgated and implemented the National Standard for Undergraduate Teaching Quality of Business English Major in Colleges and Universities (referred to the National Standard of Business English). According to Business English National Standard, Business English major has interdisciplinary characteristics. Based on foreign language and literature, applied economics, business administration, and law (international commercial law), etc. It highlights talent training characteristics of business language application, business knowledge and practice, and cross-cultural business communication ability. The training objectives highlight three characteristics of internationalization, compound and application, aiming to cultivate solid basic skills in English, having an international perspective and humanistic quality, mastering the basic theories and knowledge of linguistics, economics, management, law (international commercial law), being familiar with the prevailing rules and practices of international business, and having the ability of English application, business practice, cross-cultural communication, speculation and innovation, and autonomous learning. It aims to cultivate compound and applied talents who can work in international business.

At the end of 2019, the National Standard Business English Teaching Guide for Undergraduate Teaching Quality of Foreign Language and Literature Major in Colleges and Universities (Business English Guide for short) was officially released, which clearly explained the theoretical basis and professional connotation of Business English major, and highlighted the concept of international, compound and applied talents. It defines the qualities, knowledge and abilities that talents who serve the needs of China's open economy must possess. Among them, professional quality requirements include correct world outlook, values, outlook on life, noble moral character, humanities and scientific literacy, feelings of home and country and global vision, social

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responsibility, dedication and cooperation spirit, innovation and entrepreneurship spirit, and healthy body and mind. Professional knowledge requirements include language knowledge, business knowledge, cross-cultural knowledge, humanities and social sciences knowledge, and interdisciplinary knowledge. Professional competence requirements include English application ability, cross-cultural communication ability, business practice ability, speculative and innovative ability, and autonomous learning ability.

3. The Description of Research Method

The research objects of this paper are the Business English major of Jiangxi Normal University in Grade 2016, Grade 2017, Grade 2018, Grade 2019 and Grade 2020. Questionnaires were distributed on Questionnaire Star Platform, and 568 valid questionnaires were received.

Through SWOT analysis, this paper can fully show the situation of Business English major receiving innovation and entrepreneurship education, and this paper can sum up their advantages and opportunities, and can find out disadvantages and threats. Then the paper provides ideas for improving the integration of innovation and entrepreneurship education into the cultivation compound talents of Business English.

SWOT analysis is known as situation analysis, and it is a tool that can be used to study and evaluate things comprehensively and systematically. The model can be divided into two parts: SW internal situation and OT external situation, which can be further subdivided into strengths, weaknesses, opportunities and threats. SWOT analysis is of guiding significance for making countermeasures.

Research Findings

Nowadays, innovation and entrepreneurship education has been gradually integrated into the personnel training in colleges and universities, and some achievements have been made, but there are also many problems. In this paper, a questionnaire survey was conducted among Business English major of Jiangxi Normal University. Based on the results of the questionnaire survey, SWOT method was used to analyze the integration of innovation and entrepreneurship education into the cultivation compound talents of Business English .

Potential Internal Advantages of Integrating Innovation and Entrepreneurship Education into the Cultivation Compound Talents of Business English

Firstly, innovation and entrepreneurship education meets the compound talents training requirements of Business English. No matter from Business English National Standard or Business English Guide, we can see that compound talents of Business English need to have innovative ability, and the integration of innovation and entrepreneurship education into the cultivation compound talents of Business English meets the needs of cultivation compound talents of Business English .

Secondly, the importance of innovation and entrepreneurship education is generally recognized by students. At present, most students are aware of the importance of innovation and entrepreneurship, and actively accept

innovation and entrepreneurship education to cultivate their awareness of innovation and entrepreneurship. Among the students surveyed, students think that the ability of innovation and entrepreneurship is important to the cultivation compound talents of Business English . About 50.17% of the students think that it is very necessary to carry out innovation and entrepreneurship education for Business English major, 40.73% of the students think that it is necessary to carry out innovation and entrepreneurship education, and 88.81% of the students support the arrangement of innovation and entrepreneurship courses in school.

At present, holding innovation and entrepreneurship competition is the main way for school to carry out innovation and entrepreneurship education, in which many students actively participate. According to the survey results, 31.6% of the students think that the innovation and entrepreneurship competition held by the school has great influence on the participants, and 51.05% of the students think that it has some influence.

It can be seen that the importance of innovative ability to the cultivation compound talents of Business English has been recognized by students.

Thirdly, School attaches great importance to innovation and entrepreneurship education. At present, the school pays more and more attention to innovation and entrepreneurship education. Jiangxi Normal University has set up a research and guidance center for innovation and entrepreneurship education and an innovation and entrepreneurship incubation base. Jiangxi Normal University offers courses related to innovation and entrepreneurship education for students and holds colorful innovation and entrepreneurship activities. Jiangxi Normal University often organizes students to participate in innovation and entrepreneurship competitions and makes relevant incentive policies to stimulate students' enthusiasm for innovation and entrepreneurship.

Potential Disadvantages of Innovation and Entrepreneurship Education into the Cultivation Compound Talents of Business English

Firstly, Innovation and entrepreneurship education carried out by school does not significantly improve students' ability. In the survey, only 11.89% of students think that their innovation and entrepreneurship ability has been greatly improved, 41.96% of students think that their innovation and entrepreneurship ability has been improved to some extent, 32.17% of students think that their ability has not been improved, and 13.11% of students don't care about their ability. Some students think that innovation and entrepreneurship education carried out in school is not helpful to improve their ability. At present, the innovation and entrepreneurship education carried out by school does not significantly improved students' innovation and entrepreneurship ability.

Secondly, the teaching staff can not meet the students' requirements for innovation and entrepreneurship education. Integration of innovation and entrepreneurship education into the cultivation of Business English compound talents puts forward higher requirements for the teaching staff. In the survey, 83.92% of the students think that the teaching concept should be strengthened, and 79.72% of the students think that the knowledge reserve of teachers needs to be increased, 90.91% of students think that teachers' practical ability is still weak and needs to be strengthened. The existing teaching staff can't meet the needs of talent cultivation.

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Thirdly, students' initiative to receive innovation and entrepreneurship education is not high. The Innovation and Entrepreneurship Competition has become the main platform to show students' innovation and entrepreneurship ability. However, in the survey, only 15.38% of the students will carefully prepare for the Innovation and Entrepreneurship Competition, 14.69% of the students take the initiative to seize the opportunity of competition , and they will sign up for the competition if they know the competition, 1.92% of the students participate the competition passively at the teacher's request, 11.71% of the students participate the competition in order to win prizes, and 21.85% of the students are not interested in the competition. There are also 21.15% of students do not participate the competition for having no time to prepare. From the survey data, it can be seen that students' initiative to participate in the innovation and entrepreneurship competition is not high.

External Potential Opportunities of Innovation and Entrepreneurship Education into the Cultivation Compound Talents of Business English

Firstly, innovation and entrepreneurship education has injected vitality into the cultivation compound talents of Business English, and it has enriched the mode of talent cultivation. In order to integrate innovation and entrepreneurship education into the cultivation compound talents of Business English, the school has made some beneficial explorations, such as offering elective courses related to innovation and entrepreneurship, holding lectures related to innovation and entrepreneurship, organizing students to investigate enterprises, and organizing students to participate in Business English practice competition and the competition of innovation and entrepreneurship .These explorations enrich the cultivation compound talents of Business English.

Secondly, innovation and entrepreneurship education provides a broader space for the development of Business English compound talents. The development of innovation and entrepreneurship education provides students with rich courses and lectures related to innovation and entrepreneurship, and provides more opportunities for innovation and entrepreneurship practice, especially by organizing students to participate in innovation and entrepreneurship competitions, thus cultivating students' innovation and entrepreneurship ability, which provides a broader space for the development of Business English compound talents.

Thirdly, innovation and entrepreneurship education can optimize the school environment and promote the quality of talent training. Innovation and entrepreneurship education puts forward higher requirements for the school-running environment. Many schools specially set up the organization of innovation and entrepreneurship education, train the teachers of innovation and entrepreneurship education, establish the incubation base of innovation and entrepreneurship, strengthen the construction of school-enterprise cooperation platform, and constantly optimize the school-running environment. It is conducive to promoting the quality of talent training.

External Potential Threat of Innovation and Entrepreneurship Education into the Cultivation Compound Talents of Business English

Firstly, the current curriculum system does not adapt to the integration of innovation and entrepreneurship education into the cultivation compound talents of Business English. In order to integrate innovation and

entrepreneurship education into the cultivation compound talents of Business English, higher requirements are put forward for the curriculum system. In the survey, 84.27% of the students think that excellent communication ability is important for innovation and entrepreneurship education, 78.85% of the students think that it is necessary to cultivate organizational planning ability in innovation and entrepreneurship education, and 78.67% of the students think that the ability of interdisciplinary knowledge fusion needs to be cultivated in innovation and entrepreneurship education. In addition, 79.2% of the students think that the current curriculum system needs to be improved. It can be seen that the current curriculum system can not adapt to the cultivation of these abilities, which puts forward higher requirements for the curriculum of Business English major.

Secondly, the current teaching staff can not adapt to the innovation and entrepreneurship education for the cultivation compound talents of Business English. In order to integrate innovation and entrepreneurship education into the cultivation compound talents of Business English, higher requirements are put forward for the teaching staff. In the survey, 66.08% of the students think that the current construction of teaching staff needs to be further improved. Innovation and entrepreneurship education should be integrated into the cultivation compound talents of Business English, which not only puts forward higher requirements for students' abilities, but also puts forward higher requirements for teachers. If the construction of teaching staff can't keep pace with the development of innovation and entrepreneurship education, the quality of many innovative and entrepreneurial courses and activities for students will be not high.

Thirdly, the current teaching methods can not adapt to the innovation and entrepreneurship education for the cultivation compound talents of Business English. In order to integrate innovation and entrepreneurship education into the cultivation compound talents of Business English, new requirements are put forward for the current teaching methods. In the survey, 66.78% of the students think that school needs to improve the talent training mode of Business English major in terms of teaching methods. It can be seen that the old teaching methods are difficult to meet the needs of implementing innovation and entrepreneurship education for Business English major.

The Path Choice of Integrating Innovation and Entrepreneurship Education into the Cultivation Compound Talents of Business English

According to the SWOT analysis of integrating innovation and entrepreneurship education into the cultivation compound talents of Business English, this paper puts forward the path of integrating innovation and entrepreneurship education into the cultivation compound talents of Business English.

Further Improving the Curriculum System and Strengthening the Cultivation of Students' Innovative and Entrepreneurial Ability

In the survey, 55.07% of students hope to improve themselves by taking innovative and entrepreneurial courses. In order to integrate innovation and entrepreneurship education into the cultivation compound talents of Business English, it is necessary to further improve the curriculum system. On the one hand, integrating

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innovation and entrepreneurship education into the curriculum system effectively on the premise of grasping the cultivation goal of Business English compound talents, according to the quality requirements, knowledge requirements and ability requirements of talent cultivation. On the other hand, it is necessary to combine the professional characteristics of Business English major with the characteristics of students, and to set up some targeted innovation and entrepreneurship courses. It is necessary to focus on the comprehensive setting of curriculum system around innovation and entrepreneurship, combine professional courses with innovation and entrepreneurship courses, embody the combination of theory and practice, and improve students' innovative and entrepreneurial abilities practically.

Strengthening the Construction of Teaching Staff and Constantly Optimize the Teaching Methods and Teaching Content

In order to effectively realize the integration of innovation and entrepreneurship education into the cultivation talents of Business English, it is necessary to establish a team of matched teaching staff. First of all, it is necessary to change the ideas of Business English teachers, establish teaching teams, strengthen teamwork and communication, adopt flexible teaching methods, and update teaching contents in combination with students' reality and social development. And it is necessary to enhance teachers' cross-disciplinary teaching awareness and enhance teachers' ability of innovation and entrepreneurship education. Secondly, it is necessary to strengthen the training of double-qualified teachers, build a team of double-qualified teachers, and give full play to the guiding role of double-qualified teachers in students' innovation and entrepreneurship. Finally, a group of elites from the industry are invited as innovation and entrepreneurship tutors to exchange and carry out lectures to further promote the construction of teachers in innovation and entrepreneurship education.

Enriching Practice Platform and Providing More Practical Opportunities for the Students

The implementation of innovation and entrepreneurship education puts forward higher requirements for students' practical ability. In order to integrate innovation and entrepreneurship education into the cultivation compound talents of Business English, it is necessary to enrich students' practical platform and provide students with more practical opportunities. First of all, it is necessary to strengthen the construction of laboratories and training rooms to provide support for cultivating compound talents of Business English. Secondly, it is necessary to strengthen the construction of social practice bases, strengthen school-enterprise cooperation, and let enterprises integrate into innovation and entrepreneurship education. So that students can get exercise on the real platform. Finally, building some innovation and entrepreneurship practice platforms which can integrate training, competition and enterprise practice to promote students to participate in innovation and entrepreneurship practice and enhance students' practical ability.

Spreading the Concept of Innovation and Entrepreneurship Education to Students and Enhance Their Awareness of Innovation and Entrepreneurship

In order to integrate innovation and entrepreneurship education into the cultivation compound talents of

Business English, it is necessary to spread the concept of innovation and entrepreneurship education to students, enhance their awareness of innovation and entrepreneurship, and then enhance their ability of innovation and entrepreneurship. First of all, spreading the idea of innovation and entrepreneurship education to students through various channels such as classroom learning, competition and practice. Secondly, according to the needs of current social development and the characteristics of students, students are encouraged to show themselves bravely and embody their own characteristics to find their own value in social development and innovation and entrepreneurship. Finally, a systematic training mechanism of innovation and entrepreneurship education should be established for Business English major, so as to create a good development environment for cultivating compound talents of Business English.

Research Conclusions and Suggestions

The integration of innovation and entrepreneurship education into the cultivation compound talents of Business English has its potential internal advantages and disadvantages, and faces potential opportunities and threats from the outside. Innovation and entrepreneurship education meets the requirements of training compound talents of Business English ,and it is highly valued by schools and generally recognized by students. However, the innovation and entrepreneurship education carried out in school at present does not significantly improve students' ability, and the teaching staff can not meet the students' requirements for innovation and entrepreneurship education, and students' initiative to receive innovation and entrepreneurship education is not high. The integration of innovation and entrepreneurship education has optimized the school-running environment and has promoted the quality of personnel training. It has injected vitality into the cultivation compound talents of Business English and has enriched the mode of talent cultivation. Undoubtedly, it will provide students with a broader development space. The integration of innovation and entrepreneurship education poses new challenges to the current curriculum system, teaching staff and teaching methods.

In order to integrate innovation and entrepreneurship education into the cultivation of Business English compound talents, it is necessary to spread the concept of innovation and entrepreneurship education to students and improve their awareness of innovation and entrepreneurship. It is necessary to further improve the curriculum system, strengthen the cultivation of students' innovative and entrepreneurial ability, strengthen the construction of teachers, and constantly optimize teaching methods and teaching contents. It is necessary to enrich students' practice platform and provide more practical opportunities for students.

Innovation and entrepreneurship education is a complex systematic project, and it needs support of the society, overall planning of the school, guidance of teachers and active participation of students.

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