Analysis on the Business English Teaching Reform in Application-Oriented Colleges and Universities Based on Business English Training Platform

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In the practice of business English teaching reform in colleges and universities, grasping the construction needs of business English training platform, actively exploring innovative design of teaching activities, and fully supporting the systematic implementation of business English training education can effectively enhance the effect of English teaching activities, cultivate the business English professional quality of application-oriented college students efficiently, and effectively promote the effective promotion of students' business English professional competitiveness. Starting with the practical application of business English training platform, this paper explores and analyzes the reform and innovation of business English teaching activities in application-oriented colleges and universities, improving the effect of English teaching reform in an all-round way and realizing the expected goal of business English teaching reform.

Keywords: business English, practical teaching, application-oriented colleges and universities, teaching reform

In the process of actively promoting business English teaching reform, combined with the requirements of application-oriented colleges and universities for business English teaching activities, teachers should not only pay attention to the explanation and analysis of business English theoretical knowledge, but also deepen the emphasis on practical skills training, comprehensively improving the effectiveness of business English teaching activities through the rationalization of practical teaching activities, so as to efficiently cultivate the comprehensive quality of students, truly promote the business English teaching to highlight the characteristics of practical training teaching activities, and ensure the systematic improvement of the quality of English education teaching. Therefore, in the practice of business English teaching in the new period, it is necessary to analyze the development and application of practical training platforms from multiple perspectives, build a characteristic practical training teaching guidance system based on school-enterprise cooperation, optimize the teaching effect of business English in all directions, and train students' comprehensive quality efficiently.

Requirements for the Reform of Business English Teaching in Application-Oriented Colleges and Universities

The teaching activities of business English in application-oriented colleges and universities have certain

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special characteristics, which attach importance to the cultivation of students' knowledge application ability, hoping to promote the improvement of the effectiveness of talent cultivation, so that talent cultivation can be gradually optimized and innovated. In the actual process of talent training, the needs of business English teaching reform in application-oriented colleges and universities are systematically analyzed and positioned, and we can see that talent training shows the following requirements:

First, integrate theory and practical teaching. In business English teaching, we should pay attention to the combination of practice and theory, and pay attention to the cultivation of practical ability. Students should practice in the classroom through case analysis, role-playing, and other methods to deepen their understanding and application of business English knowledge. At the same time, we should pay attention to the combination of ability training and knowledge imparting in business English teaching. While transferring knowledge, teachers should pay attention to the cultivation of students' oral expression skills and enhance students' practical ability of business communication.

Second, combine subject knowledge and vocational skills training. Business English teaching should combine subject knowledge with vocational ability. Business English subject knowledge is the core of business English teaching, but we should also pay attention to the cultivation of vocational skills in teaching to help students better adapt to business work. At the same time, business English is not only language learning, but also includes knowledge of business culture, etiquette, etc. Therefore, in business English teaching, we should also pay attention to the cultivation of communicative competence, support students to participate in vocational skills training with the help of cultural education, and promote students' sensitivity and awareness of business culture to be gradually improved (Li & Qin, 2023).

Third, integrate students' independent learning and teacher teaching guidance. In business English teaching, we should pay attention to the combination of students' autonomous learning and teachers' guidance. Business English knowledge is complicated and students need to learn it independently, but teachers also need to play a guiding role in teaching and instructing students how to learn business English knowledge effectively. At the same time, they should pay attention to the needs of students' vocational skills development and the needs of business English practical training teaching activities, effectively promote the cultivation of students' good independent learning awareness and habits, systematically improve students' comprehensive practical ability, and create good conditions for students' comprehensive quality training.

Reform Measures of Business English Teaching in Application-Oriented Colleges and Universities Supported by Business English Training Platform

Based on the comprehensive support and application of business English training platform, in the process of reforming English teaching activities, application-oriented colleges and universities should accurately locate the needs of students' comprehensive quality training, optimize teaching activities from multiple perspectives, and improve students' professional skills. The following is a detailed analysis of the measures for the reform of business English teaching.

Analysis of the Needs of Vocational Ability and the Requirements of Enterprise Project Training

Based on the effective application of business English training platform, the innovative design and planning of college English teaching activities can promote the efficient development of business English training teaching activities, train students' practical skills in teaching and practice, promote the cultivation of students'

comprehensive quality, and promote students' professional skills (Deng, 2022). Therefore, in the talent cultivation of application-oriented undergraduate schools, it is necessary to systematically analyze the actual needs of students' vocational ability training, and systematically analyze the needs of students' English-language education from the perspective of school-enterprise cooperation, so as to determine the key points of practical training teaching activities, lead the scientific design and planning of business English practical training teaching activities, promote the efficient cultivation of students' comprehensive quality of business English, and effectively improve the organizational effectiveness of business English teaching activities.

For example, in the process of simulating Customer Service, teachers can first analyze students' future occupation development needs, accurately position the main points of teaching activities in combination with specific enterprise-related project training requirements, and then comprehensively analyze the positioning of professional ability training needs, scientifically determine the main points of teaching activities and the direction of teaching reform, and effectively promote the scientific design and application of teaching system (Zhang, 2022). In teaching practice, teachers can provide students with typical training scenario materials from the perspective of project training teaching activities according to students' professional ability needs, and then encourage students to systematically analyze and explore the practical application of the knowledge they have learned, so as to understand the commonly used English language and communication skills in Customer Service working scenario, such as encouraging students to apply "Hello, glad to serve you, what can I do for you?", "Generally the shipment takes 2 to 3 days, and 3 to 5 days for remote areas", "Our goods are genuine, the quality is guaranteed, your side can rest assured", and other typical cross-border e-commerce service languages for communication and exchange, so that students can master the communication skills in the Customer Service work scenario, lay a foundation for the development of practical teaching activities, and ensure that students' comprehensive quality of business English is exercised accordingly, and their vocational skills are continuously improved.

Application of Practical Training Teaching Platform to Release Typical Occupational Scenario Tasks

In business English teaching reform activities, promoting the organization and implementation of practical training education can comprehensively improve the comprehensive implementation effect of teaching activities and effectively promote the scientific implementation of practical training teaching activities. Therefore, teachers should consciously combine the needs of practical training teaching activities with the actual needs of students' professional skill training, introduce a typical business English practical training teaching platform, combine the support of the platform to release typical occupational scenario practical training tasks, encourage students to participate in business English practical training in specific scenarios, effectively promote the efficient training of students' application skills, so as to highlight the value of characteristic practical training teaching activities, and support the gradual optimization of talent training quality and effectiveness of application-oriented colleges and universities (Zhu, 2022).

For example, in the process of carrying out practical teaching activities based on Web Promotion teaching in business English teaching, English teachers can release typical professional scenario tasks for students with effective support of practical teaching platform, optimize the effect of practical teaching activities, support students' understanding and knowledge of business English knowledge, and promote students' continuous improvement of professional English literacy and level. In teaching practice, English teachers can choose typical practical training scenarios to release practical training tasks, encouraging students to systematically explore and

learn the practical application of business English knowledge. After releasing the characteristic practical Web Promotion training tasks such as "There has been a tradition of Black Friday shopping abroad. Company A's tea products want to be included in the Black Friday promotion program, please try to use your knowledge of English to design a web promotion program", teachers can design and optimize the education and teaching activities by combining the job demand, and encourage students to think about and explore the practical application of business English knowledge in specific practical training teaching, so that students can think about the application of business English knowledge in different scenario tasks by combining their own professional development needs and their own future job, and ensure that the value and effectiveness of the practical training teaching activities are fully manifested. In this way, with the support of the practical training platform, we can comprehensively improve the effectiveness of applied English teaching activities, effectively promote the training of students' comprehensive quality, and provide good support for the scientific innovation of business English teaching activities in the new period (You, 2022).

Optimizing the Teaching of Business English Practical Training and Forming a Vocational Skills Training Model

On the basis of building a business English practical training teaching platform, in order to be able to rationalize the training of students' vocational skills, teachers can actively explore the system development and application of practical training teaching activities, continue to scientifically design and plan the practical training teaching model, support the cultivation of students' vocational skills with specific practical training teaching, and provide good support for the efficient cultivation of students' business English vocational skills (Li, 2020).

For example, in the "Sub-commerce Marketing" English teaching activities, English teachers can actively explore the optimization of the application of practical teaching platform. In the practical teaching activities, students should take "Sub-commerce Marketing" as the theme, try to design typical skills training activities in marketing, and show students the corresponding project resources and project planning on the characteristic practical teaching platform, so that students can analyze the content of marketing based on the learning and application of business English knowledge, systematically determine the relevant English knowledge involved, systematically analyze and explore the English marketing scheme, and try to express their opinions and views combined with the application of business English knowledge. Specifically, for example: "In marketing, we consider 10 traditional Chinese games and toys that have not been widely sold abroad. In live-stream, we demonstrate how they improve skills and combine fun and education and explain what attitude we are trying to develop for kids…" In this way, students' vocational skills can be trained accordingly, and the application value of the training platform in business English teaching in application-oriented colleges and universities will be further highlighted, which can provide good support for the training of students' comprehensive quality (Zhang, 2020).

Conclusion

To sum up, in the process of comprehensive reform of business English teaching activities, we should consciously promote the development and application of practical training platform, build a perfect business English practical training teaching system, design and improve the curriculum teaching guidance mode and teaching support system for students' professional development needs and students' professional ability training needs, comprehensively enhance the comprehensive effect of school education activities, and make the

development of talent training present a new development trend. Therefore, in the process of actively promoting the reform of business English teaching in the new period, we should closely combine the unique needs of e-commerce English teaching reform, actively promote the innovative design and planning of the English teaching system from different perspectives, and effectively promote the efficiency of talent training.

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