

Original Paper

A Pathway Study of Practical English Course Content Mapping to Industry Standards

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Abstract

Under the background of globalization and informationization, English, as an international common language, has become increasingly important in the workplace, business, education and other fields. As an important way to cultivate students' practical application of English, the closeness of the practical English course content to industry standards is directly related to students' adaptability and competitiveness in the future workplace. The purpose of this paper is to discuss the path of docking between the content of Practical English courses and industry standards, analyze the current docking status, and put forward specific docking strategies in order to provide reference for improving the teaching quality of Practical English courses and cultivating talents in line with the market demand.

Keywords

Practical English Course, Industry Docking, Path Research

Introduction

With the increasing frequency of international exchanges and the intensification of competition in the workplace, having good English communication skills and industry knowledge has become an indispensable skill for modern working people. As an important carrier for cultivating students' practical application of English, the practical English course, as an important carrier for cultivating students' practical application of English, has the importance of docking its course content with industry standards. However, there is still a gap between the current Practical English course content and industry standards, which makes it difficult to meet the actual needs of the workplace. Therefore, it is of great significance to study the path of docking practical English course content with industry standards to improve the teaching quality of practical English courses and promote the effective docking between talent cultivation and market demand.

1. The Importance of Docking Practical English Course Content with Industry Standards

1.1 Enhancing Workplace Competitiveness: A Key Element in the Context of Globalization

In today's deepening globalization, competition in the workplace has transcended national boundaries and become a common phenomenon on a global scale. In this context, having good English communication skills and deep industry knowledge has become an important bargaining chip for job seekers to stand out. The alignment of Practical English course content with industry standards is an important initiative to meet this challenge. Through this alignment, students are able to systematically master industry-specific English terminology, communication strategies and business processes, thus presenting a more professional and confident image in the workplace. Taking the business field as an example, understanding the English expression of international business etiquette, mastering the communication skills of business negotiation and familiarizing with the terminology of international trade processes will undoubtedly make students more comfortable in international business activities and effectively enhance their competitiveness in the workplace.

1.2 Promote the Deep Integration of Professional Education and Career Development

The docking of Practical English course content with industry standards is not only a response to the competitive needs of the workplace, but also a positive exploration of the deep integration of professional education and career development. By introducing industry standards and specifications into the Practical English course, we can more accurately grasp the demand for talents in the workplace and make the course content closer to actual work scenarios. This deeply integrated teaching method enables students to be exposed to the practical problems they may encounter in their future work during the learning process, so that they can build up their knowledge reserves and skills in advance. This teaching mode not only helps students better adapt to the workplace environment and enhance their professionalism and comprehensive ability, but also helps shorten the transition period from campus to workplace and realize the seamless connection between professional education and career development.

1.3 Promote the Continuous Reform and Innovative Development of Practical English Courses

Docking the content of Practical English courses with industry standards is not only an effective means to enhance the competitiveness of the workplace and promote the integration of professional education and career development, but also an important impetus to promote the continuous reform and innovative development of Practical English courses. With the continuous development of the times, the demand for talents in the workplace is also changing. Practical English courses must keep pace with the times, constantly update the course content and introduce new teaching methods and means to meet the diverse needs of students. Docking with industry standards provides a clear direction and basis for the reform of Practical English courses. By drawing on the latest achievements and trends of the industry, we can build a more scientific, reasonable and close to the actual Practical English course system and improve the teaching quality and effect of the courses. At the same time, this kind of docking also helps us to continuously explore and innovate teaching modes, such as project-based

learning, case study, etc., to stimulate students' interest and initiative in learning in a more flexible and diversified way, and to promote the continuous innovation and development of Practical English courses.

2. Analysis of the Current Situation of the Match between Practical English Course Content and Industry Standards

2.1 Adaptability Gap between Curriculum Content and Industry Standards

At present, there is still a significant gap between the content of Practical English courses and industry standards, which should not be ignored. On the one hand, the design of the content of some practical English courses fails to keep pace with the development of the industry, and the content is too outdated and fails to incorporate the latest industry dynamics and trends in a timely manner. With the rapid development of science and technology and the deepening of globalization, all industries are constantly changing and innovating, and the lagging nature of the course content makes it difficult for students to come into contact with the most cutting-edge industry knowledge in their study, thus affecting their adaptability and competitiveness in the future workplace.

The content of some practical English courses is too generalized and lacks in-depth analysis and professional explanation for specific industries. As a highly applied language skill, the teaching content of Practical English should be closely centered on the needs of the industry and highlight the characteristics of the industry. However, some of the current course content is too generalized and fails to fully reflect the differences in the application of English in different industries, which makes it difficult for students to develop a deep understanding and proficiency in specific industries in their learning.

This fitness gap between course content and industry standards not only affects students' learning outcomes and career development, but also restricts the teaching quality and level of practical English courses. Therefore, we need to strengthen the alignment between course content and industry standards, update course content in a timely manner, and introduce the latest knowledge and skills in the industry in order to improve the practicality and relevance of the courses.

2.2 Lagging Phenomenon of Teachers' Industry Knowledge Updating

Teachers are the main body of practical English course teaching, and the degree of their industry knowledge updating directly affects the timeliness and relevance of the course content. However, at present, some teachers have obvious lagging phenomenon in updating industry knowledge, and it is difficult to introduce the latest industry standards and norms into classroom teaching. This may be due to the lack of teachers' own learning awareness or the lack of appropriate training and support mechanisms in schools, which leads to teachers facing many difficulties in updating their industry knowledge.

The lag in updating teachers' industry knowledge not only affects the timeliness and relevance of course content, but also reduces students' interest and motivation in learning. Students are eager to

learn the most up-to-date industry knowledge and skills, while the lag of teachers is unable to fulfill this need of theirs. Therefore, we need to strengthen teachers' industry knowledge training and improve their professionalism and teaching ability to ensure that they are able to incorporate the latest industry standards and codes into classroom teaching.

2.3 Weaknesses in the Practical Teaching Segment

Practical teaching is an indispensable part of practical English course teaching, which is of great significance in cultivating students' practical application ability and professionalism. However, the problem of weak practical teaching exists in the teaching of practical English courses in some schools at present. On the one hand, the lack of sufficient practical teaching resources and conditions, such as internship training bases and guidance from industry experts, makes it difficult to carry out practical teaching effectively. On the other hand, some teachers do not pay enough attention to practical teaching and fail to fully realize the important role of practical teaching in cultivating students' practical application ability, which leads to the proportion of practical teaching in the course being too low or the content of practical teaching being out of touch with the industry needs.

The weakness of practical teaching seriously affects the cultivation of students' practical application ability and professionalism. Students need to apply what they have learned in practical work through practical teaching, and exercise their communication and problem-solving abilities. However, the current weakness of practical teaching makes it difficult to realize this goal. Therefore, we need to strengthen the construction and management of practical teaching and improve the quality and effect of practical teaching to ensure that students can apply what they have learned in real work and improve their professionalism and competitiveness.

3. Research on the Path of Matching Practical English Course Content with Industry Standards

3.1 Clarify the Docking Goal and Update the Course Content

Research the industry demand and clarify the docking goal. To realize the docking of practical English course content with industry standards, it is first necessary to research industry needs and clarify the docking goal. By visiting enterprises and attending industry conferences, we can understand the latest developments and trends of the current industry, as well as the needs and requirements of enterprises for English talents. On this basis, formulate the teaching objectives and content system of practical English courses that meet the needs of the industry.

Update course content and introduce industry standards. According to the docking objectives, update the content of practical English courses in a timely manner and introduce the latest industry standards and norms. For example, English expressions such as international business etiquette, business negotiation skills and international trade processes are introduced into Business English courses; English expressions such as tourism service processes, introduction of attractions and tourism culture are introduced into Tourism English courses. By updating the course content, students can master industry-specific English terms and expressions and improve their competitiveness in the workplace.

3.2 Strengthen Teacher Training and Improve Industry Literacy

Organize regular teacher training to update industry knowledge. Teachers are the main body of practical English course teaching, and the degree of updating their industry knowledge directly affects the timeliness and relevance of the course content. Therefore, it is necessary to organize regular teacher training activities and invite industry experts or senior practitioners to give lectures or seminars to help teachers understand the latest developments and trends in the industry and update their industry knowledge.

Encourage teachers to participate in industry practice and improve their practical skills. In addition to organizing regular teacher training, teachers should be encouraged to participate in industry practice activities. By participating in industry practice, teachers can gain a deeper understanding of industry needs and norms and improve their practical ability and teaching level. For example, teachers can be arranged to work in enterprises or participate in project cooperation, so that they can accumulate experience and improve their ability in practice.

3.3 Strengthen Practical Teaching and Cultivate Application Ability

Build a practical teaching system and improve the conditions for practice. Practical teaching is an indispensable part of practical English course teaching. In order to cultivate students' practical application ability, it is necessary to build a perfect practical teaching system, including the construction of laboratories, the construction of practical training bases and school-enterprise cooperation. At the same time, it is also necessary to improve the practical conditions and provide the necessary practical teaching resources and equipment support. For example, business English simulation negotiation room, tourism English simulation tour guide room and other practice places can be established to provide students with a more realistic workplace environment and practice opportunities.

Innovate practical teaching methods to improve teaching effect. In addition to building the practice teaching system and improving the practice conditions, it is also necessary to innovate the practice teaching methods and means. For example, case teaching, project teaching and other teaching methods can be used to let students learn and master English knowledge and skills in practice; modern information technology means, such as virtual reality (VR), augmented reality (AR) and other technologies, can also be used to provide students with more vivid and intuitive practical experience. Through the application of these innovative practical teaching methods and means, the teaching effect and students' learning interest can be improved.

3.4 Improve the Assessment System to Ensure the Docking Effect

Establish a diversified assessment system to comprehensively evaluate students' abilities. In order to ensure the effectiveness of the docking between the content of practical English courses and the industry standards, it is necessary to establish a diversified assessment system to comprehensively evaluate students' abilities. In addition to the traditional written and oral tests, project reports, case studies, simulated negotiations and other assessment methods can be introduced to gain a more

comprehensive understanding of students' practical application of English and professionalism. Introduce industry experts to participate in the assessment to improve the accuracy of the assessment. In order to improve the accuracy and authority of the assessment, industry experts can be invited to participate in the assessment. Industry experts have rich practical experience and professional knowledge, and they can make a more objective and accurate evaluation of the students' practical English application ability and vocational literacy from the perspective of the needs of the workplace. At the same time, through communication and cooperation with industry experts, we can also further understand the industry needs and norms, which will provide powerful support for the updating of course content and the improvement of teaching methods.

4. Case Study

4.1 A Case of Business English Curriculum Reform in a Higher Vocational Institution

The Business English major of a higher vocational college had problems such as outdated curriculum content and disconnection with industry needs before the curriculum reform. In order to improve students' competitiveness in the workplace and practical application ability, the program decided to reform the Business English curriculum.

Researching the industry demand and clarifying the docking target. By visiting enterprises and attending industry conferences, the program understands the latest developments and trends of the current business industry as well as the needs and requirements of enterprises for business English talents. On this basis, the teaching objectives and content system of business English courses are formulated to meet the needs of the industry.

Updating course content and introducing industry standards. The program updates the business English course content in a timely manner according to the docking objectives and introduces English expressions such as international business etiquette, business negotiation skills and international trade processes. At the same time, practical sessions such as case analysis and simulated negotiation have been added to improve students' practical application ability.

Strengthen teacher training and improve industry literacy. The program organizes regular teacher training activities and invites industry experts to give lectures or seminars to help teachers understand the latest developments and trends in the industry as well as the needs and requirements of enterprises for business English talents. It also encourages teachers to participate in industry practice activities to improve their practical ability and teaching level.

Strengthening practical teaching and cultivating application ability. The program has constructed a perfect practical teaching system, including business English simulation and negotiation room, the construction of training bases and school-enterprise cooperation. At the same time, it also innovates the methods and means of practical teaching, such as adopting case teaching, project teaching and other teaching methods, as well as utilizing virtual reality (VR) and other technological means to provide students with more vivid and intuitive practical experience.

The reformed Business English program has achieved remarkable results. Students' competitiveness in the workplace and practical application ability have been significantly improved; teachers' industry literacy and practical ability have also been significantly improved; at the same time, the program has also established a close cooperative relationship with enterprises, providing more opportunities and platforms for students' internships and employment.

4.2 A Case of Tourism English Program Reform in a University

Before the curriculum reform, the tourism English major of a university had problems such as the curriculum content was too general and lacked relevance. In order to improve students' professionalism and practical application ability, the program decided to reform the tourism English curriculum.

Research the industry demand and clarify the docking target. By visiting tourism enterprises and attending tourism industry conferences, the program understands the latest developments and trends of the current tourism industry and the needs and requirements of enterprises for tourism English talents. On this basis, it has formulated the teaching objectives and content system of the tourism English course that meets the needs of the industry.

Updating course content and introducing industry standards. The program updates the content of the tourism English course in a timely manner according to the docking objectives and introduces English expressions such as tourism service flow, introduction of attractions and tourism culture. Meanwhile, practice sessions such as simulated tour guide and customer service have been added to improve students' practical application ability.

Strengthen teacher training and improve industry literacy. The program organizes regular teacher training activities and invites experts in the tourism industry to give lectures or seminars to help teachers understand the latest developments and trends in the tourism industry as well as the needs and requirements of enterprises for tourism English talents. At the same time, it also encourages teachers to participate in tourism practice activities to improve their practical ability and teaching level.

Strengthen practical teaching and cultivate application ability. The program has constructed a perfect practical teaching system, including the simulated tour guide room, the construction of training bases and the cooperation between schools and enterprises. At the same time, it also innovates practical teaching methods and means, such as adopting teaching methods like role-playing, situational simulation and utilizing virtual reality (VR) and other technological means to provide students with a more vivid and intuitive practical experience.

The reformed Tourism English program has achieved remarkable results. Students' vocational literacy and practical application ability have been significantly improved; teachers' industry literacy and practical ability have also been significantly improved; at the same time, the program has also established a close cooperative relationship with tourism enterprises, providing more opportunities and platforms for students' internships and employment.

5. Conclusion and Prospect

The alignment of Practical English course content with industry standards is of far-reaching significance for enhancing students' competitiveness in the workplace, promoting the integration of professional education and career development as well as promoting the reform and development of Practical English courses. However, there is an obvious gap between the current Practical English course content and the industry standards, which is mainly reflected in the aspects of course content, teachers' industry knowledge updating and practical teaching. In order to realize the effective connection, it is necessary to start from clarifying the objectives, updating the contents, strengthening the training, enhancing the practice and improving the assessment. Looking ahead, with the deepening of globalization and informationization, the importance of aligning the content of practical English courses with industry standards will become more prominent. In order to enhance the quality of teaching, we should strengthen our connection with the international community, introduce advanced concepts and methods, and enhance the international competitiveness of our courses; at the same time, we should focus on personalized teaching to meet the diversified needs of students and improve the effectiveness of their learning; in addition, we should make use of modern information technology means, such as virtual reality and augmented reality, to innovate our teaching methods, and to provide students with a more vivid and intuitive learning experience and opportunities for practice. These measures will help to further improve the teaching quality of practical English courses and students' practical application ability.

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