Overview of Business English Teaching Mode Innovation Supported by Information Technology

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Abstract. In the 21st century, with the development of information technology, the information age has come. Information technology has become an indispensable technology in people's life, which brings convenience to people. In the context of global economic integration, information exchange has become the top priority. It also has an impact on the current business English education in China, and the traditional education system must change its thinking and make innovation and reform. This paper analyzes the current situation and existing problems of business English teaching, and explores the innovative strategies and paths of business English teaching mode.

Keywords: Information Technology, E-commerce English, System Reform, English Teaching Model

1. Introduction

In recent years, with the increasing maturity of information technology, the idea and voice of the integration of traditional education and electronic information technology are increasing day by day. With the rapid development of The Internet in China, the effect of Internet education may not be worse than that of traditional education under certain circumstances. The integration of information technology into traditional education has become one of the important topics of education reform. How to improve teaching quality with the help of information technology has become a topic of discussion[1]. Integrating information technology into teaching can improve teaching efficiency. If information technology can be well integrated with e-commerce English, it is bound to promote the development and progress of e-commerce English teaching, so that students can better master business English.

2. Current situation and problems of business English teaching mode

2.1. The traditional teaching concept has not changed completely

China's current business English teaching mode in the teaching concept has not completely changed, still continue to use the traditional teaching concept. Main teaching form under the traditional teaching concept of "the teacher said, students listen and write" mode of teaching, the teaching form while it is
possible in a relatively short period of time to teach more theory knowledge, have a great help for students to pass the exam, but also creates is common among today's students don't understand other people's oral English, could not speak. According to the results of some practical investigations, most students believe that the current business English teaching is still a traditional teaching mode. Although some teachers have changed the original teaching concept and implemented the student-centered teaching concept, the results are not ideal.

2.2. Diversified teaching methods have not been widely adopted
Takes an exam the education of the current our country hasn't substrate to change, but in some schools, the traditional - some changes have taken place in teaching mode, such as some of the "student-centered" teaching mode "multimedia teaching mode" and "network teaching model" teaching mode has been in the current business English teaching mode has carried on the application, the teacher has been gradually adopt the teaching methods for teaching students[2]. At present, teachers have a certain understanding of these diversified teaching modes. They have realized that these teaching methods can increase the content of classroom teaching and provide rich learning resources. In particular, the powerful function of information technology can create a good learning environment for students. However, in the practical application process, due to the exam-oriented education has not been completely changed, the teaching and learning of business English for teachers and students are still centered on the examination. Although some diversified teaching methods have been adopted, the actual functions of these teaching methods have not been brought into full play.

2.3. The teaching staff of business English teaching is relatively weak
In the current business English teaching, the teachers are still insufficient and relatively weak. Investigate its reason, basically be because the ability of the teacher oneself is weak. Most of the current business English teachers have no business English learning experience, let alone have no business English related career. Most teachers learn ordinary English rather than business English before they become teachers, and their English knowledge structure is more inclined to the basic theoretical knowledge of English. Compared with ordinary English education, business English education is more specialized and more inclined to be applied in practice. In addition, there are differences between what students learn from business English textbooks and what they use in practical work. Both students and teachers lack the corresponding practical ability. Although some teachers can speak fluent English, they cannot clearly express the business terms and activities involved in business activities.

Figure 1. English learning in the Information Age

3. Under the support of information technology
3.1. Make use of information technology to reform and innovate business English course system

The reform and innovation of business English curriculum system is an important link in the innovation of teaching mode. First of all, it is necessary to optimize or re-compile business English textbooks. In schools, teaching materials are the main tool for students to learn and the main channel for them to know the teaching content. Therefore, it is very necessary to optimize or re-compile reasonable and systematic teaching materials for business English. We can use network technology to collect business English materials from the Internet, sort out and analyze these materials to optimize the content of business English textbooks, or re-compile and update the contents of textbooks.

Besides, it is also possible to use computer technology to compile electronic version on the basis of printed textbooks for the convenience of teachers and students. For example, in some colleges and universities, the teaching method of combining paper textbooks with electronic textbooks has not only expanded the content of textbooks, but also made it more convenient for teachers or students to find relevant knowledge more quickly and conveniently. Secondly, apply the present information technology to design business English practical teaching module. Because there is a gap between the business English talents cultivated by the school and the talents needed by practical business activities, it is necessary to strengthen students' practical ability. Through the combination of practice and theory to improve students' comprehensive ability and quality, therefore, on the basis of theoretical knowledge, it is very necessary to design business English practice teaching module. The design of business English practical teaching module can be carried out from both inside and outside the school. First, the design of practical teaching module in the school can be based on students' English application ability, including students' adaptability in writing, listening, reading, speaking and translation. Second, the ability to apply professional knowledge includes students' ability to use business language, operate business activities and human resource management. Thirdly, the comprehensive ability of students includes the basic business or English skills mastered by students and the ability of comprehensive application of various skills. These three kinds of abilities can be strengthened with the help of network media, for example, teachers can allow students to log on to the business platform on the Internet with the help of network media, students can train their business English application ability in a specific business environment. Second, the design of off-campus practical teaching module can start from the first and follow the practice, including students' field study, field visit and follow the learning process of actual business activities. Second, fixed post practice, including the practical operation of students, the summary of the work and other aspects. Third, school-enterprise cooperation in running the school, including the campus of the practical training base and the construction of off-campus practice base. For the design of off-campus practical teaching, network technology can be used to establish a network supervision platform to supervise the whole process. Students can use advanced information equipment to timely respond to specific situations and the school can give timely feedback to help students improve their comprehensive ability. In 2016, Shanxi University of Finance and Economics carried out reform and innovation on the course system of business English teaching, mainly adding contents combining theoretical knowledge and practice to the original course system, so as to enhance students' business English application ability.

Table 1. Satisfaction survey of Business English Teaching reform course in Shanxi University of Finance and Economics

| Option           | Number of people | percentage |
|------------------|------------------|------------|
| dissatisfied     | 23               | 23%        |
| Not really       | 22               | 22%        |
| commonly        | 15               | 15%        |
| just so so       | 22               | 22%        |
| like it very much| 18               | 18%        |

3.2. Make use of information technology to reform and innovate teaching methods and means
At present, the information age has arrived, but there are still some business English teaching schools continue to use chalk and blackboard "teaching method, this method of teaching has been unable to ascend to adapt to the current education environment, there is not much to the promotion of the students' interest in learning, to student's practical ability also does not have the slightest effect. Therefore, it is an urgent task for business English teaching to reform and innovate existing teaching methods and means[5,6]. With the support of information technology, the reform and innovation of teaching methods and means can be carried out in three aspects. First, Internet technology and computer technology can be used to increase the amount of information in teaching and simulate the situation of business activities. The development of the Internet has brought the advantages of convenient and fast flow of information. The use of Internet technology can easily find the information you need in the mass of information, so as to provide more and richer learning information for students, create a better learning environment, and enable students to learn business English knowledge faster and better. The old can also use the Internet to conduct virtual imitation of business activities, so that students in the virtual business activities to understand and master the required knowledge and skills. For example, we can set up special learning websites and add rich teaching resources to the teaching websites for students' reference and learning.

Figure 2. Network Teaching in the Information Age

4. Conclusion
Business English is an important subject with strong practicality. With the development of The Times, the society has higher requirements for business English talents. How to meet the requirements of the current era and improve the teaching quality of business English has become an issue of concern for all colleges and universities. At present, there are still many problems in business English teaching in Our country, so the reform and innovation of business English teaching mode is imperative. The development of information technology, to the school of business English teaching mode reform and innovation to bring new directions, therefore, in the current business English teaching model under the condition of existing problems and defects, can with the support of information technology, to reform business English teaching mode innovation, so as to improve the quality of the teaching of business English, produce more and better business English talent, satisfy the social demand for business English talents in our country.

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