

# Design of Knowledge Model and Training Mode of Business Foreign Language Composite Talents Based on the Background of Digital Economy under the Current Pattern of "Dual Circulation"

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**Abstract.** Based on the requirements of "dual-circulation" new pattern development, the type attribute of China's vocational education and the background of vigorously developing the new situation of vocational education, this paper comprehensively applies the theories of Multiple Intelligence and compound talents training, and innovatively constructs a compound talents training mode of "three standards, four pairs and five dimensions" through compound talents knowledge model according to the idea of "systematic planning, top-level design, coordinated advancement and key breakthrough".

**Keywords:** Dual circulation; Digital economy background; Knowledge model of business foreign language compound talents: Cultivation mode

## 1. Introduction

The world today is going through a great change not seen in a hundred years. The global pandemic of COVID-19's epidemic has accelerated this great change and brought unprecedented challenges and tests to China's economic and social development. In order to deal with this challenge and test, the meeting of the standing Committee of the political Bureau of the CPC Central Committee on May 14, 2020 proposed for the first time to build a new development pattern with the domestic great cycle as the main body and the domestic and international double cycles promoting each other. Therefore, in the future, China will give full play to the power of domestic market-oriented reform and opening up to the outside world.

In terms of opening up to the outside world, we will continue to improve the opening layout of Belt and Road Initiative, the free trade pilot zone and free trade port, the western opening up, the RCEP, and the China-EU Investment Agreement; carry out institutional opening up such as optimizing the business environment and relaxing market access to the end; actively integrate into multilateral trade and regional bilateral trade agreements, and enhance the participation and voice in global economic governance.

In terms of internal reform, with the modernization of the national governance system as an important guarantee, the new pattern of "double cycle" proposes to create a "rising cycle" from "population dividend" to "talent dividend". We will further increase the proportion of highly educated talents, fully release their creativity, and improve the independent training ability of core talents.

## 2. Design of knowledge model for business foreign language compound talents

### 2.1 Connotation of Business Foreign Language Compound Talents

Business foreign language compound talents have good comprehensive quality and knowledge application ability, and can meet the requirements of all kinds of modern economic and trade activities. have English language skills and practical skills needed for business reception, handling daily business calls, conducting business negotiations, assisting foreign businessmen to negotiate

business, proficient in the operation of modern office equipment, good interpersonal communication skills and teamwork skills. Have a good professional image and so on.

## 2.2 Compound Talent Knowledge Model

In the application-oriented cross-disciplinary, the training of business talents involves the knowledge of multiple disciplines. The knowledge of each subject is divided into two categories: basic theoretical knowledge and practical skills. Among them, the basic theoretical knowledge is explained through subject basic courses, professional basic courses and professional courses in the current professional training program; Practical skills are usually included in the practical application of professional basic courses and professional courses, curriculum design, skill competition and other links.

This article assumes:

- ① A student's time for learning and mastering various knowledge is relatively fixed.
- ② For any knowledge content, the degree of students' acceptance of knowledge is directly proportional to the time spent.
- ③ Different types of knowledge and their acceptance are directly proportional to students' different abilities.
- ④ The role of teachers can play a positive role in assisting students to accept theoretical knowledge and practical skills.
- ⑤ Practical projects can play a positive role in assisting students to accept practical skills.

According to the above assumptions, this paper defines the compound talent knowledge model as Formula 1:

$$M = \partial (aN + bC + (1-a-b)G) \dots (1); \quad M_N = \partial aN \dots (2);$$

$$M_C = \partial aC \dots (3); \quad M_G = \partial (1-a-b)G \dots (4)$$

In Formula 1, M represents the ratio of theoretical knowledge, interdisciplinary knowledge and comprehensive practice. A represents the percentage of learning occupied by basic theoretical knowledge, b represents the percentage of learning occupied by interdisciplinary knowledge,  $\partial$  represents the degree of students' knowledge acceptance,  $0 \leq a \leq 1$ ,  $0 \leq b \leq 1$ . N represents the total amount of basic theoretical knowledge, C represents the total amount of interdisciplinary knowledge, and G represents the total amount of practical projects.

Formula 2, Formula 3 and Formula 4 represent theoretical knowledge model, interdisciplinary knowledge model and practical skill model respectively.

$$M = M_N + M_C + M_G \cdot \frac{M_N}{M_N + M_C + M_G}, \frac{M_C}{M_N + M_C + M_G} \text{ and } \frac{M_G}{M_N + M_C + M_G}$$

can respectively represent the structural proportion of theoretical knowledge, interdisciplinary knowledge and innovation and entrepreneurship practical skills in the knowledge structure. The training plan of the school only determines the time distribution of N, C and G, but in practice, students with strong self-learning ability may also increase their learning time through other ways, such as online learning using after-school time, extracurricular lectures, independent entrepreneurship and other methods. This paper defines this part of time as:  $\Delta n$ , That is  $\Delta n = n_N + n_C + n_G$ . Where  $n_N$  represents the spare time for basic theory study,  $n_C$  is used in the spare time of interdisciplinary knowledge,  $n_G$  Spare time for innovation and entrepreneurship competition practice. Therefore, it conforms to the knowledge model of business foreign language compound talents and evolves into formulas 5, 6, 7 and 8:

$$M = \partial (a(N + n_N) + b(C + n_C) + (1-a-b)(G + n_G)) \dots (5); \quad M_N = \partial a(N + n_N) \dots (6);$$

$$M_C = \partial b(C + n_C) \dots (7); \quad M_G = \partial (1-a-b)(G + n_G) \dots (8)$$

Formula 5 gives a general knowledge model of business foreign language compound talents, and formulas 6, 7 and 8 can calculate the knowledge structure of talents. According to this model, how to improve students' knowledge acceptance  $\hat{\partial}$  and  $\Delta n$  is an important factor in the process of training business foreign language talents. The training direction of talents depends on the proportion of N, C and G in the training scheme, as well as the time allocation parameters A and b between foreign language basic theory study, interdisciplinary knowledge study and practical exercise. The values of a and b are decided by students themselves.

Therefore, after the cultivation plan is determined, how to improve  $\hat{\partial}$  and  $\Delta n$ , And how to guide students to determine the value of a and b is the key to improve the quality of business compound talents training. According to the above theoretical model, this paper puts forward a "three standards, four pairs and five dimensions" compound talent training mode of business foreign language, which optimizes parameters a and b and improves  $\hat{\partial}$  and  $\Delta n$  through the integration of production and education, so that students can form a compound knowledge structure and optimize and enhance their comprehensive ability.

### **3. Innovate the "Three Standards, Four Pairs and Five Dimensions" Compound Talent Training Mode**

#### **3.1 Establish an Alliance of Production and Education to Educate People Together**

Based on the existing school-level integration platform of production and education, the government, schools, banks and enterprises are linked in four rounds to establish a production-education alliance. Build a platform for exchanges, cooperation and sharing; Cooperate to carry out personnel training research, innovate personnel training mode, improve personnel training system, share online and offline teaching resources, develop courses and loose-leaf teaching materials, and improve the quality of personnel training; Smooth channels of talent supply and demand, solve bottlenecks of enterprise talent demand, and provide training services; Set up a professional construction committee to carry out theoretical policy and applied research on professional construction.

#### **3.2 Innovate the Training Mode of Compound Talents**

Based on the development needs of the new pattern of "dual circulation", production and education cooperate to innovate the "three standards, four pairs and five dimensions" compound talent training mode, and cultivate students to become compound business foreign language professionals with thick literacy, good business and strong foreign languages in all directions. "Three Standards": "Knowledge + Ability + Quality" pays equal attention to the three standards. "Four pairs": namely, the four pairs of principles of "establishing soul with two cultures + establishing body with two tutors + establishing career with two tasks + establishing career with two skills". "Five dimensions": the five-dimensional integration of "workplace + internationalization + sustainability + intelligence + innovation".

### **4. Conclusion**

According to the knowledge model of business foreign language compound talents, The new orientation, new mode and new path of training have been determined and explored and practiced, which provides theoretical support for the training of business foreign language majors to adapt to the new pattern of "dual circulation", has high theoretical value, and has strong practical guiding value for guiding the construction of business foreign language majors in colleges and universities.

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