

# Research on the Construction of English Teaching Staff about International Business Course Taught in English

## -- Based on Cloud Platform

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### Abstract

**International business is an introductory course to cultivate inter-disciplinary international business management entrepreneur talents according to the actual business needs of enterprises. English teaching is very important for international business course, and the construction of teaching staff is imperative. This paper analyzes in detail the problems existing in English teaching and teaching staff about international business course . With the progress of science and technology, the construction of cloud platform has developed rapidly, which provides a good platform for the construction of teaching staff. Based on this, this paper puts forward the construction path of all English teaching staff of international business course.**

### Keywords

**International Business; Teaching Staff; Cloud Platform.**

## 1. Introduction

Economic integration and globalization are the mainstream of today's world economic development. The process of China's integration into the world economy is also accelerating, and the demand for international business talents is increasing. At the same time, the requirements for the competence of international business talents are becoming higher and higher. As we all know, English is the most widely used language in the world. High-end and Inter-disciplinary international business talents should not only master the basic professional knowledge and business operation process, but also have strong English expression ability, which poses an unprecedented challenge to the teacher training of international business.

## 2. Analysis on the Current Situation of English Teaching Staff of International Business Course

The theme of education in higher education institutions is not only students, but also training professional teachers is extremely important. With the popularization of higher education and the structural adjustment of higher education institutions in China, teacher education and training in Our country are gradually developing towards the direction of diversification and lifelong, and have entered the transition period of teacher education and training.

It can not be ignored is that there are still many problems, such as less professional teacher training, more theory than practice in teaching and so on; The training objectives are vague, and the teaching of international business in English focuses on business English vocabulary or professional knowledge, failing to achieve the common development of the two abilities; The professional service scope of teachers is narrow, the teacher training is not standardized and systematic, and the talent training mode is single. Therefore, how to achieve the sustainable development of international business , build a team of international business teachers with

excellent quality and interdisciplinary teaching staff of international business taught with English immersion has become a new topic for the development and construction of international business major in higher education institutions and the cultivation of excellent international business talents.

### **3. Research on the Construction Path of English Teaching of International Business Major based on Cloud Platform**

With the progress of science and technology, cloud technology and computer network technology continue to mature, and the construction of cloud platform is faster and more convenient. The cloud platform has a lot of involvement in the teaching design and teaching content for students. However, there are few cloud platforms for teacher training. The construction and application of a reasonable, systematic and standardized cloud platform will provide great support for the teacher education and English teaching training of International Business major, which not only effectively promotes the construction of teacher education and training platform, but also promotes the co-construction and sharing of teacher education and training resources, and innovates the teacher education and training mode. It has promoted the double improvement of the quality and effect of teacher training of English teaching about International Business course. Therefore, it is of great practical, theoretical and social significance to discuss the teacher training of English teaching about international business course based on cloud platform. Specific measures are as follows:

1. In view of the phenomenon that teachers attach importance to theory and neglect practice in teaching, the cloud platform is used to construct the practical teaching system for teachers in English teaching of International Business course. On the basis of the two principles of systematization of knowledge in the theoretical part and sufficient learning, the English teaching of International Business course is systematically studied to organically combine theory and practice.
2. Build the cloud platform into a platform with more practical cases, more teachers sharing practical teaching experience and mixed teaching practice, so as to realize the balanced development in theory and practice about English teaching staff of International Business course.
3. In terms of cloud platform design, we should pay attention to multidimensional teacher training strategies such as school-based training, after-school training as the supplemented, teacher introduction, "going global" strategy, cooperation and exchange, and rejuvenating teachers through scientific research, so as to optimize training system of English teaching staff of international business and solve the inherent shortcomings of teacher training, so that this successful model can be benign promoted and widely used.

### **4. Conclusion**

Cloud platform plays an extremely important role in English teaching. Through the cloud platform, we can standardize and promote the objectives and schemes of the English teaching and teacher training system of international business course. In this process, the quality of teacher training is comprehensively evaluated, combined with the evaluation results, so as to promote the work of teacher training more efficient.

## References

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