

# Research on the Path of Deep Integration Between Industry and Education in Applied Undergraduate Colleges and Universities Facilitated by Foreign Languages

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**Abstract:** *With the development of society, the demand for applied talents is increasing constantly. Therefore, it is necessary for applied undergraduate colleges and universities to adjust their talent cultivating model and improve the overall quality of their talents to meet the needs of social development. Foreign languages, as the medium and the communicative tool, play a great role in improving the integration of industry and education in applied undergraduate colleges and universities. This paper mainly studies three integrating paths between industry and education which are the path from college to enterprise, the path from enterprise to college, the path of co-building and sharing. Three paths works interactively and are complementary as a whole in the hope that the integration between industry and education facilitated by foreign languages can be increasingly effective and in-depth.*

**Keywords:** Deep Integration Between Industry and Education, Applied Undergraduate Colleges and Universities, Foreign Languages, Integration Path.

## 1. Introduction

With the development of society, the adjustment and upgrading of economic structure and the transformation of economic development mode, the demand for applied talents is increasing constantly. Therefore, it is imperative for applied undergraduate colleges and universities to adjust their talent cultivating model and improve the overall quality of their talents to meet the needs of social development, so it is very necessary to carry out the deep integration between industry and education.

Currently, the talent cultivation model at our country's applied undergraduate colleges and universities still needs to be continuously explored and practiced from a lower level of school-enterprise cooperation to the deep integration between industry and education. Both universities and enterprises are the main parts of the integration of industry and education. Only when the two form a community of interests that are closely related, can schools and enterprises make two-way efforts to truly realize the integration between industry and education.

Foreign language is an important speciality in colleges and universities, and it is also an indispensable tool for enterprises to conduct international trade. As a link and bridge, foreign language has certain significance in promoting the deep integration between industry and education.

## 2. Literature Review

At present, many scholars have discussed the development of enterprises and local economy facilitated by foreign languages, school-enterprise cooperation, and the integration of industry and education.

First of all, in terms of English serving enterprises and the local economy, some scholars have done different studies on

school-enterprise cooperation and the integration of industry and education. Wei Jingyi, and Sui Xiaobing (2021) propose strategies for English teaching serving the development of local economy and society from three aspects: strengthening the teaching staff, focusing on curriculum optimization and enhancing school-enterprise cooperation. Some scholars have also conducted research with specific examples of colleges. Bao Fanghui et al. (2019) conduct a specific investigation on the requirements of educational degree, English abilities and students' quality from enterprises based on the background that there is a large number of English talents graduating from Fuzhou University of International Studies and Trade in Changle District and the talent demand of Changle textile industry. They also put forward some suggestions for talent cultivation of local colleges and universities to better promote school-enterprise cooperation.

Secondly, some scholars have discussed the reform of the curriculum for serving the development of enterprises and local economy better. Zhao Li and Chen Xin (2021) discuss the exploration of the curriculum of English majors in colleges and universities based on the concept of serving regional economic development. They propose setting up an English curriculum system based on practice and market demand; They also advocate for updating the concept and establishing the talent cultivating program for applied and inter-disciplinary English talents; Furthermore, they emphasize the integration of industry and education, strengthening cooperation and joint development with enterprises.

In addition, some scholars have discussed the reform of talent cultivation with the guidance of serving enterprises and local economic development. Wang Meng (2022) discusses the research on the cultivation of legal English talents for serving local economic development from five aspects: standardizing talent cultivating model and perfecting teaching content; strengthening the legal English talents and enhancing the level

of legal English teaching staff; promoting the integrated teaching model of industry and education and enhancing school-enterprise cooperation; cultivating students' awareness of cultural exchange and strengthening students' ideological and political education and professional norms; improving teaching quality to promote the teaching model of integration of industry and education. Pei Pei and Wang Weifeng (2021) explore the reform path of all-round talent cultivating model for English majors in local colleges and universities from three aspects: the establishment of interdisciplinary curriculum; the reform and innovation of teaching methodology; and the construction of double-qualified faculty team. Duan Youguo (2021) believes that it is necessary to improve the training quality of business English students in local colleges and universities in multiple ways and fields. He suggests cultivating the specialized business English talents required by state-owned enterprises or large and medium-sized corporations, anticipating their needs, and ultimately increasing the proportion of graduates employed by these companies.

Through the above research status, it can be seen that in recent years, there have been more studies on the curriculum of colleges and universities, the reform of talent cultivating model, school-enterprise cooperation, and the integration of industry and education from the perspective of English facilitating enterprises and local economic and cultural development. It also highlights the function of colleges and universities in serving society and local areas. However, there is not much research on the specific strategies of promoting the deep integration of industry and education between universities and enterprises. Therefore, it is of great value and practical significance to continue to enrich the research and further explore the collaboration between applied colleges and universities and enterprises to carry out the deep integration of industry and education.

### **3. Significance of Deep Integration Between Industry and Education in Applied Undergraduate Colleges and Universities Facilitated by Foreign Languages**

The deep cooperation of applied undergraduate colleges and universities and enterprises can be promoted as be supported by enterprises and facilitated by foreign languages. Meanwhile, exploring the path of deep integration between industry and education has great significance for the development of applied undergraduate colleges and universities, enterprises and cities as well.

In the first place, it can be beneficial for applied undergraduate colleges and universities. It can not only promote the training of double-qualified teachers, but also broaden the platform of students' internship training and their employment competitiveness. What's more, it can improve the quality of talent cultivation and also assist the optimization of talents cultivating programs and curriculum in schools.

Secondly, As far as the enterprise is concerned, it can promote the theoretical guidance for the enterprise. Meanwhile, it can also provide the enterprise with applied high-quality talents

and promote the development of the enterprise's foreign trade business.

Thirdly, the economic and cultural development of cities can also be promoted at the same time based on the fact that the universities and enterprises achieve a win-win situation in coordinated development. It also brings some inspiration for the "Three-zone linkage" among the campus, the enterprise and the city.

Above all, it is beneficial for our country, local governments, universities and enterprises to promote the deep integration of industry and education in the long run. Promoting the deep integration of industry and education is conducive to cultivating more applied talents in colleges and universities, while high-quality talents can better serve enterprises. The development and growth of enterprises are conducive to promoting the development of local social economy, which can also contribute to the healthy development of education and economy in our country to a certain extent.

### **4. The Path of Deep Integration Between Industry and Education Facilitated by Foreign Languages**

From the perspective of the service function of language, this paper mainly studies the paths of promoting the deep integration between industry and education. Specifically, foreign language is used as a tool and bridge between applied undergraduate colleges and universities and enterprises to explore the path of deep integration and collaborative development. On the one hand, the academic resources and talents of applied undergraduate colleges and universities can be used to improve the relevant business development of enterprises; on the other hand, the foreign trade platform and practical business of enterprises can be applied for promoting the talent cultivation and faculty training of the university.

#### **4.1 The Path from College to Enterprise**

On the one hand, arrange for professional teachers to study and make exchanges regularly in the enterprises. The teachers can bring their theoretical knowledge in relevant fields to enterprises and make guidance for their daily practical business. At the same time they can improve their own professional knowledge and literacy, guide specific practical teaching and also improve their teaching quality based on what they have learned from the enterprises.

On the other hand, arrange for foreign language majors to conduct practical activities such as study and internship training in the enterprises, so as to continuously enrich students' knowledge, enhance their practical abilities and improve their employment competitiveness.

#### **4.2 The Path from Enterprise to College**

The colleges and universities can invite experienced people in the enterprises to the schools to share their practical business knowledge with teachers and students. The activities can be conducted through various ways such as lectures, meetings or seminars, which can offer practical guidance on foreign trade business for students.

What's more, experienced people in the enterprises can provide guidance on the talent cultivation of the school, which is closely related to the actual situation of international trade and market. In addition, they can also provide some valuable advice on English teaching and school-enterprise cooperation in schools.

#### 4.3 The Path of Co-building and Sharing

Co-building and sharing indicate the deep cooperation of applied undergraduate colleges and universities and enterprises to a certain extent. They can co-build and share a lot of resources.

As for one, the colleges and enterprises cooperate with each other to establish professional foreign language corpus in the corresponding industry. Both of them can share the resource database no matter it is for the teaching at school or foreign business in the enterprise.

For another, the outstanding talents and the human resources can be co-built and shared. When enterprises are busy and short-staffed, the colleges can offer the support from the teachers and students in translation and trade business. At the same time, when the students need for internship, practical training or career guidance, the enterprises can provide the necessary assistance. Moreover, the company can also offer some job positions for the excellent talents from the colleges and universities.

What's more, the industry college can be co-established and shared. Both the colleges and enterprises can benefit from the industry college. At the same time, the deep cooperation between the colleges and enterprises then has a concrete platform and solid foundation.

In short, the three paths and approaches to promoting the integration between industry and education complement each other and mutually reinforce each other. They form a positive cycle as a whole. This is aimed at increasing the deep integration between schools and enterprises and achieving mutual benefit.

## 5. Conclusion

Being facilitated by foreign languages, the applied undergraduate colleges and universities can promote the deep integration between industry and education with enterprises through some paths. The paths from college to enterprise, from enterprise to college and the path of co-building and sharing show a deep and comprehensive integration between the industry and education, which may drive some inspiration for the coordinated development of school-enterprise cooperation from a new perspective. Hopefully, this research of deep integration based on foreign languages may have certain reference value for the path of integration between industry and education in other related fields.

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