

Exploration and Practice of Entrepreneurship Projects for College Students Majoring in Translation

-- Taking the Part-time Translation Platform as an Example

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Abstract

With the development of society, the phenomenon of college students taking part-time jobs has become the norm in colleges and universities. Many college students rely on internal and external resources to carry out part-time activities to obtain financial support or knowledge accumulation. As a result, the project team takes "Internet +" as the carrier, upholds the concept of effective service to students and society, creates a part-time translation platform for college students, and provides part-time opportunities for language majors. This article discusses the background introduction, operation and preliminary results of the project, hoping to provide reference for college students to start their own businesses.

Keywords

College students; Entrepreneurship; Part-time translation platform.

1. Project Background Analysis

The policy of "mass entrepreneurship and innovation" is continuously promoting social and economic development. In the context of the new economic normal, the Internet has become an important engine for economic development. In response to the government's encouragement and support for college students to start their own businesses, this project has established a part-time translation platform for college students to make full use of the advantages of the Internet to provide free exercise opportunities for the majority of language majors.

Nowadays, the strengthening of international exchanges has promoted the development of translation. The Analysis Report of China Translation Service Industry in 2014 shows that China's language service industry, as an emerging service industry with sustainable growth potential, has shown sustained and rapid growth in the era of globalization and information technology. The situation (China Translators Association, 2015) shows that the Chinese translation market is developing rapidly at an unprecedented speed. With the rapid development of the Internet, the scale of e-commerce users is increasing. Relying on the Internet environment, the company's official website and official account are used as the main trading platforms, and the online ordering, translation, and ordering operation mode is adopted. Good development prospects and economic benefits.

At present, Chinese translation market is mature enough, and there are many irregularities in it. Various types of translation companies are also mixed with good and bad, and there are relatively few translation companies with high standards. Compared with this type of company, the part-time translation platform for college students established by this project not only has obvious price advantages, but also has a clear division of labor in each department of the team, high work efficiency, and certain competitive advantages.

With the continuous advancement of science and technology, online translation software continues to improve and develop, and the quality of translations has been significantly

improved. Compared with manual translation, the cost of machine translation is much lower. Because machine translation rarely requires human participation, the translation is basically done automatically by a computer, which greatly reduces the budget. However, the current machine translation is still difficult to reach the translation standard. Therefore, this project uses machine translation as an auxiliary tool combining with manual translation to help complete various translation tasks.

2. Project Introduction

Relying on the e-commerce environment, this project adopts the operating mode of online order placement, translation, and delivery. The official website is used as the main trading platform to attract college students to online part-time translators, and to create a translation team led by college students. The project combines the part-time job of college students with the translation market, and provides part-time positions to help college students apply the knowledge they have learned to the actual business environment, and truly achieve industry-university integration. At the same time, the translation team uses professional translation software to promote the efficient combination of man and machine, and realize the mutual assistance relationship between man and machine of "people-oriented and machine-assisted". This project aims to provide high-quality translation products for schools and all walks of life. The translation services provided cover business communication, law, medicine, corporate brochures, and student resumes.

3. Project Operation

The project currently has a general person in charge and a deputy person in charge. There are four departments under the personnel department, marketing department, translation department, and translation review department. Each department is managed by the department head. In terms of management mode, the team adopts systematic management and achieves rapid development of the team through the establishment of seven systems including strategic vision management of corporate organization, division of work responsibilities, salary design, performance management, recruitment, full-staff training, and employee career planning.

The team adopts a three-level management level, streamlined the organization, and aims to improve work efficiency. The team is oriented toward student groups, and each department has a clear division of labor and responsibilities. The personnel department is mainly responsible for employee recruitment and performance appraisal. The Marketing Department is responsible for developing markets, establishing a team image through online official account operations, and maintaining online website operations. After receiving the assigned tasks, the translation department must complete the translation of the materials within the specified time and in accordance with the actual requirements of the client. The translation review department is responsible for reviewing, revising the translation, making comments, and giving face-to-face guidance to the translators in the translation department and finalizing the draft.

In terms of salary design, comprehensive consideration is given to three factors: position level, personal skills and qualifications, and personal performance. The total score of performance appraisal is composed of two parts: normal time (30%) and work score (70%). Usually it is divided into daily task performance, and the work is divided into the work assessment of each department. After the translation work is completed, a regular summary meeting is held to explain the translation assessment and communicate with those who fail the assessment. In terms of employee training, pre-job training is provided for new members to quickly integrate new members into the group. In addition, in order to improve the translation ability of members, the team will regularly hold translation seminars and trainings, guided by

professional translation instructors of the college. After entering the team, translators will be promoted from trainee translators to general translators and senior translators.

4. Preliminary Results

4.1. Organizing Management Training

During the development of the team, a total of 3 recruitment activities were carried out and a total of 21 people were recruited. The team currently has 17 people, including 2 senior translators, 8 general translators, and 7 trainee translators. The team holds 2 full-staff meetings every year and 2 department meetings every month to summarize the results and deficiencies of the previous stage, and propose tasks and plans for the next stage. In addition, the team regularly organizes training lectures and invites professors specializing in translation to give guidance. So far, 11 training lectures have been held 4 times. The lecture covers all members, which effectively improves the translation ability of team members and strengthens the cohesion of the team. The team pays attention to building a team culture and cultivates a good habit of punching in daily words. The team attaches great importance to cultivating members' personal interests and hobbies, making translation tweets according to their preferences, and giving members a translation display platform. In terms of performance appraisal, in strict accordance with monthly appraisal, members are assessed by translation tasks and meeting attendance, etc., into various levels. Among them, the A level does not exceed 15% of the total team members, and the B level does not exceed 30%. At present, performance appraisal has played a positive role in guiding team members' enthusiasm for clocking in and meeting participation.

4.2. Construction of Website

The website has functions of displaying and online ordering. The display content mainly includes five sections: team introduction, service items, results display, translation team and news information: In the team introduction, customers can learn more about the team's background, culture, and organizational structure As well as the direction and goals; In the service project, the customer can have a preliminary understanding of the business content and related quotations, which is convenient for their follow-up consultation or order; the achievement display module will select the past excellent translation works, so that the customer can intuitively feel the team's high Quality translation level; In addition, customers can also know the composition of the team's translators and the introduction of outstanding translators in the translation team section; and the news interface will not only update industry information regularly, so that customers and team members can keep abreast of industry trends, but also timely Report internal news and show customers the phased achievements of the team. If customers want to know more about the team, they can click "Contact Us" to conduct online consultation with manual customer service, or place an order directly through manual customer service without using a third-party communication platform, making transactions more standardized and convenient.

4.3. Construction of Official Accounts on WeChat

The team pushes daily bilingual translation and promotion of some activities through the official account platform. So far, thanks to the efforts of all members, the team's official account has launched 122 original translated tweets, with rich results, covering economy, technology, music, film and television, etc. At the same time, the official account has accumulated close to 500 user attention. In order to give full play to the role of the platform and achieve simultaneous promotion and order acceptance, the team used the official account dialog box to customize the menu. At present, the team has set up two columns of "work summary" and "join us" in the menu column of the official account. Customers can click on the team's previous work results

and team cooperation contact information at any time. After discussion, the team conceived to add the same online customer service and student order functions as the website to the official account. After the website construction is completed, related items will be added to the menu, and customers can click on them according to their needs, and the mobile phone will automatically jump to the required information page. Since then, the official account is not just a learning platform, the team will strive to build the official account as an important platform for publicizing the company's image and establishing business contacts.

4.4. Construction of Terminology Database Construction

The construction of the term database is conducive to terminology management, thereby ensuring the consistency of context and improving translation efficiency. In the early stage, the team studied the construction process of the term database, and strived to get a general understanding of the construction method of the term database without the help of relevant technical personnel. The team divides the work and extracts, organizes and categorizes the terms in the previous public sign translation tasks. So far, the team has sorted out more than 4,000 terms in terms of transportation, tourism, culture and entertainment, sports, education, medical and health, postal and telecommunications, catering and accommodation, business and finance.

4.5. Translation Tasks and Feedback

Since its establishment, the part-time platform has completed more than 15 high-quality translation tasks, including legal, pharmaceutical, business, and cultural aspects. At the same time, there are about 27 part-time students on the platform, covering branches of the School of Foreign Languages, Business School, and Computer School. The part-time translation platform for college students allows students to get in touch with many aspects of knowledge on the basis of extracurricular practice, and also improves their translation skills. In the first business English translation competition, the platform's part-time students won 2 third prizes.

5. Conclusion

With the development of society, part-time jobs for college students have become a normalized group behavior. In order to effectively meet the needs of college students for part-time jobs, and under the call of the government to encourage college students to start their own businesses, this project builds a part-time translation platform for the majority of language majors based on multi-faceted market analysis, with "Internet +" as the main carrier, Highly match part-time positions with professional knowledge, and strive to achieve industry-university integration.

Through practice, this project has established a complete management model, subdivided functions, streamlined the organization, and promoted the efficient operation of the platform. At the same time, the team makes full use of the advantages of "Internet +" to build a website, build an official account, and create a term database to provide technical support for the online operation mode of order placement, translation, and delivery, and it is also conducive to the team's image promotion. At present, the project has achieved preliminary results in many aspects such as student organization and management, platform improvement, translation business, etc., reflecting the natural advantages of college students' entrepreneurship, and also demonstrating the active role of college students in the trend of "mass entrepreneurship and innovation".

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Entrepreneurship Projects for College Students

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