Analysis on the Practical Teaching Model of Cross-border E-commerce from the Perspective of Internet

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Abstract: Cross-border e-commerce in China is facing great opportunities under the Internet environment. In order to meet the needs of social development, colleges and universities that train cross-border e-commerce related talents should innovate and reform the practice teaching of cross-border e-commerce. In the process of reform, colleges and universities should make clear the goal of personnel training, set up teaching content in line with market posts, and construct a scientific curriculum system, so as to continuously optimize the mode of cross-border e-commerce practice teaching in China. Only in this way can colleges and universities cultivate more high-quality cross-border e-commerce talents that meet the needs of society. Through a brief description of the meaning of cross-border e-commerce, this paper analyses the necessity of cross-border e-commerce practice teaching in the Internet era and the related skills that cross-border e-commerce talents should possess in the Internet era. This paper also explores specific methods to optimize cross-border e-commerce teaching practice on the basis of understanding the existing problems in cross-border e-commerce practice teaching in China.

1. Introduction

With the continuous advancement of economic integration, international trade has been developed globally. E-commerce can effectively strengthen the links between countries around the world. Therefore, cross-border e-commerce plays an important role in the process of globalization of international trade. With the increasing demand for cross-border e-commerce talents in the market, colleges and universities training cross-border e-commerce have reformed the current teaching mode of cross-border e-commerce. Nowadays, in the Internet era, Internet technology has penetrated into all sectors of society, especially in the process of enterprise operation. In the process of cross-border e-commerce practice teaching, schools should also combine the background of the times to meet the relevant needs of cross-border e-commerce talents in the Internet era, and explore the cross-border e-commerce related practice teaching mode. Only in this way can colleges and universities cultivate more high-quality cross-border e-commerce talents, so as to meet the needs of society and provide unremitting impetus for social and economic development.

2. The meaning of cross-border e-commerce

Cross-border e-commerce is related cross-border trade activities carried out by some enterprises on the Internet platform. It is a commercial activity. Its main processes include: online brand selection, online order, online payment, cross-border logistics, and ultimately delivery of goods to the buyer's designated location [1]. In order to successfully manage e-commerce, we must do the following: First, e-commerce is built on the basis of Internet technology. Therefore, in order to develop e-commerce well, we must use Internet technology to establish a perfect e-commerce platform, and effectively use it in people's real life, effectively enhance e-commerce business. A complete set of workflows. Secondly, the young generation is mainly exposed to Internet technology. This is not only because they grew up in the Internet environment, but also because they have a strong sense of exploration and curiosity about new things and are good at accepting new things. Therefore, in the process of e-commerce operation, we must keep up with the trend of the times, constantly innovate its business model, and maximize the support of the audience. Thirdly,
cross-border logistics is the most important part of cross-border e-commerce. Cross-border logistics is also one of the most important factors for enterprises to be favored by customers. Therefore, in order to make cross-border e-commerce develop smoothly, relevant enterprises must attach importance to cross-border logistics, and constantly adjust the corresponding system, so that cross-border logistics can maximize their work efficiency [2].

3. Necessity of practical teaching of cross-border e-commerce in the internet era

3.1 We should adapt ourselves to the development of society.

Today is the Internet era, with the rapid development of China's economy, people's living standards have been constantly improved, resulting in people's consumption level and consumption concept has undergone tremendous changes. In China, most people begin to use various software to shop on the Internet, such as Taobao, Jingdong, Tianmao, Yiyihui, etc. [3]. However, few people carry out cross-border business and trade activities through the Internet. With the continuous advancement of economic integration and trade globalization, the demand for professional cross-border e-commerce talents is increasing, and the requirements put forward by the society are higher and higher. In order to cultivate cross-border e-commerce talents adapted to social development, colleges and universities are introducing teaching methods to cultivate cross-border e-commerce talents. The necessary reform has been carried out, and people can continuously and thoroughly understand the relevant knowledge of cross-border e-commerce in the teaching process, which lays a good foundation for the future cross-border e-commerce economy.

3.2 We should effectively enhance the economic benefits of enterprises.

Practical teaching of cross-border e-commerce can enable students to learn their own skills and professional knowledge related to cross-border e-commerce, pave the way for future students to be timely required by society after graduation, enable students to have a strong adaptability in future work, effectively reduce the unemployment rate of students, and effectively enhance the impact of colleges and universities in society. Power. After entering the enterprise, students can save the relevant training costs for the enterprise by their own value, and even create more benefits for the enterprise. Therefore, the practical teaching of cross-border e-commerce in Colleges and universities can effectively enhance the economic benefits of enterprises.

3.3 We should promote the healthy and stable development of colleges and universities.

Under the Internet environment, the relevant practical teaching of training cross-border e-commerce professionals can effectively provide the society with the corresponding cross-border e-commerce professionals. With the increasing pressure of competition in the market, if we want to develop healthily and steadily in such a competitive environment, we must follow the pace of the times and constantly cultivate adaptation agencies. High-quality cross-border e-commerce talents will be developed [4]. Colleges and universities can train a large number of high-quality cross-border e-commerce personnel to adapt to social development. Their influence in society makes them very huge and can effectively help colleges and universities to develop healthily and in the long run in the future.

4. Relevant skills that cross-border e-commerce talents should have in the internet era

4.1 We should be skilled in the relevant processes of cross-border trade.

The most important link of cross-border e-commerce is cross-border trade, which is the foundation and foundation of realizing cross-border e-commerce. Therefore, relevant cross-border e-commerce talents need to have a comprehensive understanding and skilled grasp of cross-border logistics trade of cross-border e-commerce, to have a comprehensive grasp of the relevant processes in cross-border trade, and to be able to choose different modes of transportation for different goods. Effectively improve the efficiency of cross-border e-commerce.
4.2 We should have good communicative competence in foreign languages.

Cross-border e-commerce transaction is a kind of business activity aimed at people in different countries. Therefore, the relevant personnel of cross-border e-commerce should have good foreign language communicative competence, so that they can use English to show their products to customers on relevant network platforms, constantly learn and understand foreign cultural customs and related etiquette of foreign trade, and at the same time be able to follow suit. In order to communicate with customers and ensure the healthy development of cross-border e-commerce, it is necessary for cross-border e-commerce personnel not only to have professional knowledge of foreign trade, but also to have good foreign language communication skills [5].

4.3 We should be able to use network technology skillfully.

Cross-border e-commerce is based on the network, and online transaction is the basic and characteristic of cross-border e-commerce. Nowadays, enterprises can not only use the relevant software of third party to conduct cross-border e-commerce, but also use the relevant platform developed by themselves to conduct cross-border e-commerce. However, no matter which way they choose, cross-border e-commerce cannot be separated from network technology and cross-border e-commerce. Relevant personnel of e-commerce should be skilled in network technology, which is indispensable to the display of products, editing of NetEase, marketing activities, after-sales service and statistics of relevant data. These aspects play a vital role in the development of cross-border e-commerce. For this reason, people related to cross-border e-commerce should not only have theoretical knowledge of foreign trade, but also have relevant knowledge of foreign trade. We need them to transform theory into practice and promote the smooth development of cross-border e-commerce.

4.4 We should have the marketing skills of playbook e-commerce

Because cross-border e-commerce is aimed at people from different countries, there are huge differences in politics, economy, culture and law. In order to make cross-border e-commerce develop smoothly, it is necessary for relevant personnel engaged in cross-border e-commerce to have multi-level marketing skills of globalization [6]. For this reason, when training cross-border e-commerce related personnel, universities should attach importance to the cultivation of students' ability of international market investigation and analysis, so that students can use accurate data to accurately analyze various marketing strategies, so how can we effectively cultivate students' ability of international market investigation and analysis? In this regard, universities should strengthen cooperation with cross-border e-commerce enterprises related to the market, encourage students to practice and learn from relevant enterprises, and constantly make students understand the relevant marketing strategies used in the actual operation of cross-border e-commerce.

5. Problems in practical teaching of cross-border e-commerce in China

5.1 The objective of personnel training is not clear

With the advent of the Internet era, coupled with the rapid development of China's economy and the continuous improvement of people's living standards, cross-border e-commerce has ushered in tremendous opportunities, but the requirements for cross-border e-commerce practitioners are also increasing. Cross-border e-commerce has become a complex specialty in the teaching process because of the integration of foreign language, foreign trade, finance and other specialties, and the market attaches great importance to the relevant e-commerce experience of the professional people [7]. But at present, in the process of teaching cross-border e-commerce in Colleges and universities in our country, the goal of personnel training is not clear. Many of them follow the traditional foreign trade teaching mode. In order to meet the needs of the society for cross-border e-commerce talents, colleges and universities have only added some practical courses of cross-border e-commerce in traditional foreign trade teaching, and even this course has not been paid attention to. Guan's textbooks can hardly keep up with the development of the times and science and technology, which makes teaching divorced from reality. Such teaching has no effect on training technical
professionals.

5.2 Inappropriate content of practical teaching

In order to train more cross-border e-commerce talents to meet the needs of the society, colleges and universities have added relevant practical courses in the teaching process, and to make the practical courses play their own role, the best way is to let the successful cross-border e-commerce enterprises in today's society personally lead the students to learn the relevant operating procedures and theories, but some colleges and universities for In order to reduce the money of inviting professionals to give lectures, teachers of professional courses are given practical courses. Teachers of professional courses seldom have relevant practical experience. They are only good at the professional knowledge they have learned. The teaching of practical courses cannot be carried out smoothly. On the other hand, sending teachers to enterprises to study can also solve the problems of practical teaching. However, colleges and universities still consider the related cost issues, which leads to very few practical courses in cross-border e-commerce teaching, which seriously hinders the development of cross-border e-commerce [8].

6. Optimizing the practical teaching method of cross-border e-commerce

6.1 We should make clear the goal of personnel training.

For such a comprehensive major as cross-border e-commerce, the relevant professional knowledge involved can be subdivided, and related knowledge such as trade knowledge, English knowledge, e-commerce can be classified. Students can choose their preferred learning direction according to their respective interests. Knowledge from simple to in-depth, and constantly stimulate students’ interest in learning. In this way, training cross-border e-commerce professionals in different directions can clarify the training objectives of University talents, so that relevant professionals can find the corresponding specialties smoothly.

6.2 We should set up teaching content that meets the needs of the market.

In the era of Internet, the training of cross-border e-commerce professionals should pay attention to its practicality and give full play to the practicality of cross-border e-commerce. Therefore, in the process of cross-border e-commerce practice teaching, colleges and universities should combine the contents of courses with the needs of relevant majors in the market, so that the contents of courses can meet the relevant positions in the market, and effectively increase the employment rate of cross-border electrical students in Colleges and universities.

6.3 We should construct a scientific curriculum system.

The curriculum system is particularly important in the teaching process. If universities want to cultivate high-quality cross-border e-commerce talents, they must establish a scientific curriculum system. In the classroom, they should first explain the relevant theoretical knowledge to the students in about ten minutes, then leave a lot of time for the students to carry out relevant practical operations, and finally use a few minutes to summarize and carry out for the students. Emphasis [9]. Only by taking practice as the main content of the course, can the trained students adapt to the needs of the market faster.

7. Conclusion

With the advent of the Internet era, the development of cross-border e-commerce has also been greatly developed. With the continuous improvement of people's living standards, people begin to require more and more cross-border e-commerce personnel. In order to meet the needs of social development, colleges and universities must constantly innovate and reform the teaching mode on the basis of a comprehensive understanding of the problems in the current cross-border e-commerce Teaching and training process. For students, a good learning model can enable students who study cross-border e-commerce in universities to effectively improve themselves. For society, a good
teaching model can contribute to the economic development of society. Therefore, with the continuous development of the times, colleges and universities should innovate and reform the teaching mode accordingly.

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