

Research on Curriculum Reform of International Trade Major Based on the High-speed Development of Cross-Border Electronic Commerce

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Abstract: Under the industry background of "internet plus Foreign Trade", driven by the twin engines of "cross-border transaction" and "e-commerce", cross-border electronic commerce, China is growing rapidly, and cross-border trade e-commerce has become a new driving force for the transformation and upgrading of China's foreign trade industry. The optimization and reconstruction of professional curriculum system promoted by the new industry format. With the goal of cultivating students' post competence and post migration ability, this paper investigates and analyzes the typical tasks of international trade practice professional posts with e-commerce elements, adjusts the curriculum system to meet the needs of enterprises, and gives technical suggestions for curriculum system reform, which has certain reference significance for innovating the curriculum system of international trade practice specialty.

Keywords: cross-border electronic commerce; Rapid development; Major in international trade; Curriculum Revolution

1 Introduction

With the rapid development of the mobile Internet, new technologies such as big data, cloud computing and 5G are constantly emerging, and cross-border electronic commerce is booming. The content and form of international trade import and export business have undergone tremendous changes, which have a profound impact on today's international trade pattern^[1]. At the same time, the demand for talents in foreign trade has also undergone significant changes. At present, the training mode and training methods of the international market economy in universities have not yet adapted to the new demands of the international market, and there is an urgent need for reform. By studying the impact of cross-border e-commerce on international trade and import and export trade, this paper explores the new characteristics of demand for cross-border e-commerce in enterprises under the rapid development of cross-border e-commerce. In response to the training objectives of international trade professionals in the new situation, a development plan and countermeasures for international trade expertise were proposed. Because of the slowdown of world economy, the need of international trade, and the rise of domestic labor and raw materials, china's foreign trade is very serious^[2]. According to the data released by the National Bureau of Statistics, China's total import and export volume in 2015 was 24.5 trillion yuan, a decrease of 7% compared to 2014, and the cross-strait e-commerce showed rapid growth. In the first half of 2015 alone,

the major exchange rate reached 2 trillion yuan, a year -to-year increase of 42.8%, accounting for 17.3% of China's total import and export volume. Faced with the traditional sluggish foreign trade environment, more and more import and export enterprises are changing and developing cross-strait e-commerce. Therefore, in today's highly developed and widely used network, cross-border e-commerce has become an important content of international trade, requiring adjustment and reform in international trade relating to the large-scale business of universities in China. As an important element of the mass, "International Trade" also needs to be adjusted. A new type of cross-border e-commerce system is coming up. Improving and rebuilding the technical system of international trade major practice in vocational colleges, cultivating integrated talents with knowledge of cross-industry e-commerce, and seizing new opportunities for economic transformation and development has become an important task of teaching reform and practice in the international trade practice major areas^[3].

2 Cross-border electronic commerce development research and analysis

2.1 Cross-border electronic commerce has obvious advantages

In 1999, Alibaba connected with Chinese retailers and foreign buyers through the internet, and China's foreign trade was conducted successfully through the internet. According to the latest data from the Ministry of Commerce of China, the total import and export volume of China in 2014 is RMB 26.43 trillion, an annual increase of 2.3%. At the same time, the average annual growth rate of cross-border e-commerce (called cross-border trade) has been nearly 30%, accounting for nearly a fraction of the total foreign trade volume. It is expected to grow to 6.5 trillion yuan in 2016. On international trade, the United Nations Conference on Trade and Development (UNCTAD) estimates that the trade surplus achieved by cross-border trade in 2015 will account for 30-40% of the total world trade volume, and that this proportion will increase in the coming years. Compared with traditional foreign trade, transnational e-commerce can save resources effectively and reduce the total cost of foreign trade. Cross-border e-commerce has advantages such as intelligent products, information promulgating products, promoting customer feedback, prompt dissemination, and convenient payment. They have opened a short way for small and medium-sized enterprises to enter the international market, and also provide good opportunities for local brands to enhance their international reputation and open up international markets^[4].

At present, there is no guarantee meaning of cross-border trade in China. Regarding the research conducted by Hugo Net and third-party authoritative organizations, it is believed that cross-border trade refers to the international trade system in which different trade organizations produce goods or information through e-commerce, and is the organic integration of cross-border trade and e-commerce. According to the business model, it can be divided into three types: B2B (enterprise for enterprise), B2C (enterprise for customer service), and C2C (customer for customer service). So far, China's cross-border trade has gone through three main stages (see table 1). Compared with stage 1.0 and stage 2.0, stage 3.0 of cross-border e-commerce has five characteristics: large-scale factories go online, B-type (enterprise) buyers become large-scale, the proportion of medium and large orders increases, large service providers join, and the number of mobile users explodes.

Table 1 Three stages of cross-border e-commerce development in China

Stage division	time	keyword	characteristic	Representative enterprise
1.0 stage	1999 -2003	Online display+offline transaction	1. Providing commodity information services in the form of yellow pages, which does not involve online transactions; 2. Mainly by charging membership fees. profit	Alibaba, global sources. com
2.0 stage	2004-2012	Online transaction+supply chain integration	1. Information display, online transaction and support Payment, logistics and other processes are integrated and electronic; 2. Transaction commission replaces "membership fee"	Dunhuang Network, AliExpress Alibaba
3.0 stage	2013-present	Big era, big users, big platforms, big orders, mobilization	1. Large-scale traditional manufacturing industries join; 2. Class B (enterprise) buyers are in scale; 3. Specialization and refinement of platform services; 4. The rise of mobile cross-border e-commerce	Dunhuang net

2.2 The development environment of cross-border e-commerce is gradually improving

With the rapid development of the cross-border e-commerce market, a series of policies and measures have been introduced from the national strategic level, financial security level, local government level and enterprise platform level, providing strong policy support and platform guarantee for the vigorous development of cross-border e-commerce [5].

National strategic level. In 2013, General Secretary Xi Jinping borrowed the historical symbols of the ancient Silk Road and put forward the strategic concept of "the belt and road initiative". In 2014, the APEC meeting formulated a roadmap for the Asia-Pacific Free Trade Area, committed to opening up the blocking points that hinder the connection of regional supply chains, and accelerated the cooperation among countries in the fields of cross-border e-commerce and demonstration electronic ports, providing a good policy environment for the development of cross-border e-commerce. In June 2015, the State Council issued "Guiding Opinions on Promoting the Healthy and Rapid Development of Cross-border E-commerce", proposing to support the development of cross-border e-commerce, promote "internet plus's

foreign trade", achieve excellent entry and excellent exit, and promote the development and upgrading of the open economy. Financial security level. The further development of RMB exchange rate marketization, the further expansion of RMB cross-strait trade settlement services, and the strengthening of export credit insurance support have provided an effective financial environment for the development of cross-strait e-commerce. On the local government. Through a ministerial-level cross-border e-commerce service pilot project conducted by the General Administration of Customs in 2012 through March 2014, 14 cities were approved. The Progress in the field of public information has promoted the development of the cross-border local economy, gradually creating a unique cross-border e-commerce distribution network. Cross-border communication in Shanghai Free Trade Zone, cross-border purchase in Ningbo, e-trade in Zhengzhou, and love purchase bonded in Chongqing are all cross-border e-shopping platforms established on the basis of pilot projects with the support policies of the bonded zone. Enterprise platform level. E-commerce giants have turned to cross-border e-commerce, and the third-party platforms represented by eBay, JD.COM Overseas Purchase, Dunhuang Network, HC Network, AliExpress, Onetouch Business and Ant Financial Services have risen rapidly, providing services for the whole industry chain, including export tax rebate and letter of credit processing, which has become the most active and direct driving force in the development wave of cross-border e-commerce. In essence, with the ever-changing features of foreign trade, the demand for employment and employment capacity of enterprises has also undergone significant changes, and there is a strong demand for international trade professionals who are familiar with knowledge of cross-border trade. The Committee notes with appreciation that, inter alia, the Committee notes with appreciation the State party's efforts to strengthen its efforts to ensure that States parties are fully committed to the implementation of the Convention on the Privileges and Immunities for the Eli How to reform the teaching system of international trade major practice in vocational colleges under the background of transnational e-commerce, and how to transform the teaching mode of international trade major practice in vocational colleges into market demand, . has become an inevitable problem in the teaching reform of transnational corporations [6].

3 Higher Vocational International Trade Practice Curriculum System Reform Exploration and Problems

3.1 Exploration on the Curriculum System Reform of International Trade Practice Specialty in Higher Vocational Colleges

With the arrival of the trend of cross-border trade e-commerce, the Ministry of Education, higher vocational colleges and social training institutions have reformed the teaching of international trade practice. In 2012, in the teaching standards for higher vocational education issued by the Department of Vocational Education and Adult Education of the Ministry of Education, "E-commerce Practice" appeared as a professional elective course in the curriculum system of international trade practice, and in 2014, "cross-border e-commerce" was established as one of 10 sub-items in the construction of national teaching resource database for international trade practice. The change from professional elective courses to sub-projects of resource library courses reflects the important position of e-commerce in the

curriculum system of international trade practice. Higher education and social training have also been devoted to new trends in transnational e-commerce. In the teaching practice of higher vocational education, in the areas where cross-industry e-commerce is developing, such as Pearl River Delta, higher vocational colleges, such as Yiwu Industrial and Commercial College, Jinhua Institute of Technology and Zhejiang Institute of Industry and Technology, . actively explore teaching reform of the combination of international trade and e-commerce, and achieve good teaching effect. In social informatization, cross-cultural e-commerce courses such as AliExpress University, Alibaba, eBay, Amazon, etc. have been fully implemented, making full use of the advantages of short-term teaching and extra-curricular training.

3.2 Higher vocational international trade practice curriculum system reform problems

The reform of the teaching system for international commercial bank has made great progress, but there are still many problems. In terms of teaching strategy, most universities still focus on promoting teaching and bilingual teaching, with no further opportunities of new and new industries such as cross-border e-commerce. E-commerce This is also the biggest problem in the reform of international trade practice; In the practical environment, the lack of real environment, mostly staying in software simulation, the lag of software and hardware facilities update, and even armchair, lack of support from real projects and practical links, which is particularly unfavorable for cultivating practical talents; In terms of teaching resources, there are few related teaching materials for cross-border trade e-commerce platform teaching, and the content update is lagging behind or even blank. Generally speaking, the reform of curriculum system is mostly the innovation of conceptual level, local courses or specific teaching links, and the teaching process of international trade practice specialty is still seriously out of touch with market needs, so it is imperative to deepen the reform of curriculum system.

4 Cross-border trade e-commerce background of international trade practice curriculum system reform path

The reform of any teaching practice is a systematic project, and its path begins with the investigation of market demand for talents in the early stage, and runs through all links such as curriculum system, professional practice and internship.

4.1 Innovative teaching concepts, to carry out cross-border e-commerce talent market demand research.

Through the investigation of mainstream online recruitment platforms for fresh graduates (51job, Zhaopin, Dajie.com and forum for fresh graduates, etc.), it is found that the talent demand and employment conditions of foreign trade enterprises have changed greatly in recent years. Take foreign trade salesman, a typical post of international trade practice specialty, as an example. Compared with traditional foreign trade salesmen, their typical job responsibilities and qualifications have changed greatly. The most obvious thing is to increase the operating requirements of B2B, B2C and other network platforms, and to master the trading rules and promotion methods of one or some e-commerce platforms. The post ability

requirements of traditional foreign trade salesmen and foreign trade salesmen under the background of e-commerce are shown in Table 2 [7].

Table 2 Comparative Table of Post Ability Requirements of Foreign Trade Salesmen (Part)

Job title	Under the traditional foreign trade		Under the background of cross-border trade e-commerce	
	job responsibilities	Qualifications	job responsibilities	Qualifications
foreign trade business member	1. Familiar with the product, points composition and give an accurate quotation; 2. The production process should be tracked and inspected, and the customers and freight forwarders should be informed about the shipment of goods in time; 3. Be able to independently make a complete set of documents and related inspection certificates, and independently contact the freight forwarder to safely deliver the goods to the warehouse.	1. Major in international trade/marketing; 2. Have outside Trade clerk's card or voucher card	1. Develop customers through B2B and B2C network platforms and search engines; 2. Familiar with Internet operation, understand the operating environment, trading rules, promotion methods and advertising resources of e-commerce platforms such as Alibaba, Dunhuang, AliExpress and Global Sources; 3. Use international exhibitions, online platforms and telephone sales to sell and promote the company's products and explore new customers.	1. International trade/e-commerce/business English and other related majors; 2. CET-4 or above, you can directly communicate with foreign customers. Online chat, telephone communication or email contact, proficient in spoken English

Table 2 shows that, compared with traditional foreign trade, the transaction mode of cross-border trade with e-commerce elements has changed dramatically, which has created diversified demands for the post ability of salesmen, weakened the demand for traditional foreign trade knowledge, such as documents, and correspondingly increased the demand for the operating environment and trading rules of e-commerce platforms. Therefore, it is urgent to optimize the curriculum system of international trade practice specialty and adjust the focus and difficult direction of the curriculum.

4.2 Optimize the practice environment and introduce real projects throughout the curriculum system.

The optimization of the curriculum system of international trade practice specialty must take the post ability requirements of enterprises as the starting point. At present, the demand for post skills of international trade practice specialty is mainly divided into five aspects: import and export business operation skills, foreign language skills, cross-border e-commerce operation skills, cross-border network marketing skills and international logistics operation skills, among which the last three aspects reflect the direction and trend of teaching reform of international trade practice specialty under the situation of cross-border trade e-commerce. On this basis, the comparison of the core courses of international trade practice before and after optimization is shown in Figure 1 [8].



Figure. 1 Comparison of core courses of international trade practice before and after optimization

In addition to adjusting the core courses, higher vocational colleges should introduce real projects and adjust the whole curriculum system of international trade practice specialty when cultivating practical cross-border e-commerce talents. Integrate real projects into comprehensive practical courses such as cross-border e-commerce comprehensive training, summer professional practice, internship and graduation design, and truly realize learning by doing, learning by doing, interaction between production and learning, and integration of knowledge and practice. The adjustment of the whole curriculum system means that a new talent training mode has emerged. Based on the optimized curriculum system, the new professional talent training mode focuses on "practice+entrepreneurship". In the specific implementation, higher vocational colleges can rely on third-party platforms to introduce real projects, or even use e-commerce platforms to start businesses, such as C2C platform (Taobao, etc.), B2B platform (Alibaba TrustPass, HC Network, etc.) and other foreign trade platforms (Alibaba International Station, AliExpress, Dunhuang Network, global sources, etc.). Because the real project of e-commerce platform has relatively low demand for environment, software and hardware conditions, with computers and networks, we can carry out productive training based on real projects. Therefore, it has the characteristics of low cost and strong adaptability, and is very suitable for development in vocational colleges ^[9-10].

5 Conclusion

In the context of "Internet plus commerce", cross-strait e-commerce has become a new force and a new form of China's international economic development. Timely development and restructuring of the curriculum system for the internationalization of large-scale enterprises, upgrading of talent cultivation, are necessary reforms for vocational colleges to adapt to the

development of cross-strait e-commerce, to further enhance the importance and charm of the international trade major education system. and to enhance the quality of the international trade major education system. They are the only option to meet the needs of the industry.

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