

A Preliminary Study on the Cultivation Mode of Compound Foreign Language Talents under the Post Demand of Cross-border E-commerce

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Abstract: With the improvement of China's comprehensive national strength and the development of science and technology, the cross-border e-commerce industry is booming all over China and has become an important strategic emerging industry in China. However, due to the short development time of this industry, there are fewer corresponding talents, which is also an important factor restricting the further development and growth of this industry in China. How to effectively accelerate the cultivation of foreign language talents in cross-border e-commerce industry is the major problem for universities and vocational colleges in our country. Practical teaching by university-enterprise cooperation in higher vocational education could meet the demand for cross-border e-commerce talents, strengthen the training of foreign language skills of students and train the related talents precisely.

1. Introduction

Cross-border e-commerce is booming despite the global economy slowing down. People use the Internet to display, negotiate and complete transactions. All business links are electronic, which is an international business activity. Based on the summary statistics of big data, this paper finds that the trade volume of cross-border e-commerce reached 4.2 trillion RMB in 2014, accounting for 15.3% of China's total import and export volume. There are more than 6,000 e-commerce platforms, involving more than 200,000 enterprises. The industry is now in a phase of rapid development. The booming development of this industry has increased the demand of the society for compound foreign language talents, so China's higher vocational colleges should speed up the training of related talents.

2. Shortage of Complex Talents in Cross-Border E-Commerce

With the rapid rise of cross-border e-commerce industry, China's traditional foreign trade enterprises are actively transforming. The gap of compound foreign language talents is very big with this trend. The corresponding industrial chain of cross-border e-commerce is that manufacturing enterprises release their products across the border through online platforms, and users browse, purchase and pay. Then Chinese enterprises deliver products to users through logistics. Its participating groups are manufacturers, cross-border platforms, logistics providers and customers. However, with its rapid development, there is a serious shortage of foreign language talents who can meet the job demand of cross-border e-commerce. It is far from enough to meet the current demand of the market for the related talents cultivated by vocational colleges.

At present, most of the students trained by higher vocational colleges in our country can only be engaged in a single position, which is difficult to achieve a comprehensive consideration. It leads to the shortage of foreign language talents in this industry. In addition, many higher vocational colleges in China have insufficient understanding of cross-border e-commerce platforms, which makes it difficult for them to accurately locate the direction of their actual needs. Therefore, the cultivation of their students' foreign language and other abilities is not targeted, thus failing to meet the actual needs of this industry.

With the rapid increase of enterprise activities involving international trade and international

commerce, many enterprises have realized the importance and convenience of e-commerce, so the international trade and business activities of enterprises are increasingly carried out with the help of network technology. At present, the number of Small and medium-sized enterprises using electronic trading platforms in China has exceeded 14 million, and the number of foreign trade online merchants has exceeded 3.6 million. There are more than 25 million "made in China" products on the shelves, and alibaba.com has become the world's largest B2B site for foreign trade. Facing such a huge market, it is crucial to train e-commerce talents with practical experience in cross-border e-commerce and adapt to the international trade environment.

Since the establishment of free trade zones in 2013 in China, in view of the huge talent gap in cross-border e-commerce, some middle and higher vocational educators outside the province mainly studied and discussed the problem from the perspectives of cross-border e-commerce talent training and business English professional practical skills. There are many constructive subjects for international trade, e-commerce and business English majors in Liaoning province, but researches on foreign language compound talents training mode for cross-border e-commerce are relatively fewer.

With the completion of the pilot free trade zone in Liaoning province this year, the demand for cross-border e-commerce talents has increased significantly. Therefore, it is urgent for secondary and higher vocational colleges to constantly change the previous e-commerce teaching mode, strengthen the comprehensive training of vocational students, and cultivate inter-disciplinary English talents suitable for the needs of e-commerce market.

3. Analysis of Training in Higher Vocational Colleges

At present, it is difficult for China's undergraduate universities to undertake the task of transferring talents of cross-border e-commerce. There are few foreign language talents that can be directly selected by college graduates to meet the needs of cross-border e-commerce. Most of these graduates can only be recruited after professional training, which will lead to high cost and long period of talent training. The pressure from enterprise recruitment, training and development is very large, which is not conducive to the development of enterprises.

Higher vocational colleges are more timely in positioning the needs of social industries and have a strong source of students who are more suitable for cultivating compound foreign language talents required by cross-border e-commerce. However, the current universal education in higher vocational colleges emphasizes comprehensive coverage. Therefore, this leads to the lack of practical courses offered by vocational colleges and students' poor hands-on skills. In addition, many higher vocational colleges in our country have few and unsystematic training bases, which will also reduce the cultivation effect of students. Therefore, it is necessary for students in higher vocational colleges to start work if they want to adapt to the talent demand of cross-border e-commerce industry. Higher vocational education cannot meet the training needs of students only by relying on the existing paper textbooks. In order to meet the training needs of compound foreign language talents, higher vocational colleges should reform their own training system based on the arrangement of practical hours, the balance between teaching theory and practice, and the post positioning of cross-border e-commerce, focusing on the strengthening of students' skills so as to precisely train the talents they need.

Higher vocational colleges can integrate the professional courses of cross-border e-commerce from the perspective of mixed courses and order-oriented talent training, break the professional barriers, and build a comprehensive English talent training mechanism. In the whole talent training mode, relying on the course training, they synchronously assist the construction of e-commerce simulation platform, electronic network platform and language scenario simulation practical training classroom, etc., to promote the training of practical English skills of e-commerce talents.

The combination of online courses, basic electives for e-commerce majors and electives for e-commerce English majors are adopted to make the exchange between e-commerce majors and non-e-commerce majors. Network environment (especially the network teaching platform and education teaching database) provides hybrid with effective support teaching and learning. The

teachers' teaching behavior outside of class by class extends to the students in addition to classroom learning, library, dormitories, etc. can be connected to the Internet where all can happen, which can greatly improve the students' learning efficiency and learning effect. Hybrid courses break the grade, age and major restrictions, and students of different grades can study the same basic professional courses through the network.

Higher vocational colleges can use order personnel training mode to create cross-border electricity commerce knowledge of foreign language talents and complete "reservation - cultivation practice feedback - again - accept" training mode.

4. Teaching Mode of Co-operational Practice between Higher Vocational College and Enterprise

4.1 Jointly Building Practical Skill Testing Platform with Cross-border Enterprises

At present, the cross-border e-commerce industry of China's does not have standardized criterion for employment, assessment and selection. Moreover, the ministry of education of our country has no standard discipline classification and corresponding teaching plan for the talent training institutions in this direction. This situation will lead to the lack of guiding, programmatic and standardized teaching content in the training of talents in this industry

In order to deal with these problems, college-enterprise joint construction of practical skills testing platform and the construction of standardized vocational ability indicator system can be created to solve them perfectly. In view of the specific teaching details and standards of the urgently needed compound foreign language talents, the e-commerce enterprises provide specific requirements for this position, and vocational colleges are responsible for training. And the corresponding vocational ability indicators are jointly formulated by the two sides. Moreover, through cloud technology, the talent training platform of co-construction and sharing can integrate different practical skills with more comprehensive characteristics, and form an evaluation report on the results of each participating vocational students, so as to provide reference for enterprises. At the same time, higher vocational colleges can also find out the gap through the report, so as to improve the purpose of students' practical skills training. In this way, the practical skills testing platform can not only monitor the teaching effect, but also help enterprises to recruit, so as to realize the seamless docking of compound foreign language talents. Therefore students can apply what they learn to work. Cross-border enterprises can directly select talents, save recruitment costs.

4.2 Open Laboratory Co-construction of College and Enterprise

This open laboratory is jointly built by higher vocational colleges and cross-border e-commerce enterprises, and resources in the laboratory will also be shared. The main purpose is to use information technology to construct the laboratory teaching and practice environment for talent training. The training room of the laboratory and the training network platform need to be jointly established by the college and the enterprise. Cross-border e-commerce enterprises will provide network e-commerce tasks that are exactly the same as the reality, while students will conduct combined training with courses customized by vocational teachers. In this process, real project cases of enterprises can be used to conduct skill matching teaching method as much as possible. Of course, students' vocational ability assessment and employment guidance will also be included, while the post positioning of compound foreign language talents will be completed by cross-border e-commerce enterprises, with stronger target.

Students in higher vocational colleges can rely on the virtual trading platform to train their foreign language ability and receive systematic training. Through practical training courses in the laboratory they ensure that students can be competent in the simulation of the actual demand for e-commerce positions. And repeated training can improve the technical level of vocational students. The combination of production and teaching can also improve the training efficiency of talents.

In addition, the practical training provided by cross-border e-commerce enterprises can also improve the professional level of teachers in higher vocational colleges and strengthen teachers to

some extent while serving students. Vocational colleges promote the transformation of their own teachers through the double-qualified teachers training, which improve their teaching level with the post matching teaching, teachers and students coordinated developing. In addition, college-enterprise cooperative enterprises not only meet the needs of enterprises, but also substantially improve the quality of their own recruitment, reducing the cost of recruitment and talent training. The employment satisfaction rate of higher vocational colleges will also be improved to a certain extent, which is significant for their sustainable development.

4.3 The Value Realization System of Multiple Functions for Teachers Jointly Built by Colleges and Enterprises

Higher vocational teachers need to be deeply involved in the cultivation of compound foreign language talents. While teaching theory, they also guide students to learn skills, so their own skill level should be high enough. Through the horizontal cooperation between colleges and enterprises, higher vocational colleges can also build a multi-function value realization system of teachers with cross-border e-commerce enterprises. Teachers go to enterprises to deepen training, understand the real job needs, participate in the construction of college-enterprise projects, and achieve multi-role transformation.

Moreover, teachers who serve as project leaders need to go to enterprises for further study and obtain relevant professional certificates. Only with complete experience can they understand what is really needed in this position. In this way, the team of teachers can be optimized, their professional ability can be improved, "double-qualified" teachers can be trained, and their understanding of the frontier development of cross-border e-commerce industry can be improved, so as to ensure that they can correctly guide the development of students. Through these teachers, higher vocational colleges can form a standardized training process that can meet the actual needs of foreign language talents of cross-border e-commerce, realize the campus orientation of production practice and the standardization of practical training, so as to improve students' understanding of cross-border e-commerce, deepen their understanding, solve the problems existing in the cooperation between enterprises and colleges achieving a win-win situation.

4.4 College-enterprise Co-construction Curriculum Replacement Model

With implementing replacement mode of cooperation training course, you can pass a year of cooperation of perindopril, make higher vocational students can receive prospective professional change quickly. For cross-border e-commerce enterprise, vocational students' applicability to the enterprise is higher, and they don't need additional training after being recruited. Professional foreign language talents cultivated for enterprises can match posts precisely, and the replacement system can also assist in higher vocational colleges to reform the teaching content. One year training practice of enterprise can also meet the needs of students' skills for new jobs. And the teaching assessment results of course replacement will become an important standard for enterprises to select talents. Evaluation won't be separated with the test, and vocational students can also learn to use knowledge, which ensure the practicality of their own skills. Moreover, curriculum replacement can also optimize the professional structure of higher vocational colleges and promote their majors to draw closer to the market.

5. Conclusion

In general, higher vocational colleges meet the cross-border electricity industry developing and the urgent demand for foreign language talents of the industry, then they will have to clarify their training objectives, perfect the reform of the existing teaching mode to meet the demand for the foreign language talents of cross-border e-commerce jobs. Higher vocational colleges at the same time improve their level of training students' practical skills, to achieve seamless docking of teaching, position and work. Through the construction of college-enterprise cooperation practice teaching mode, colleges can meet the talent training needs of cross-border e-commerce, and also provide students with a broad employment platform, strive to build into the incubator of

cross-border e-commerce compound foreign language talents, and improve their core competitiveness.

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