Discussion on the Training Status of Cross-Border e-Commerce Talents

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Abstract: With the rapid development of science and technology, under the background of the rapid development of e-commerce in various countries around the world, the demand for cross-border e-commerce talents is increasing. As the main position of cultivating professional talents to meet the needs of social development, application-oriented universities are facing new situations and higher requirements in the cultivation of cross-border e-commerce talents. This requires application-oriented undergraduate colleges to identify the core skills required for cross-border e-commerce talents, and to formulate effective training strategies based on the actual teaching situation of the courses, so as to improve the efficiency and quality of talent training, so as to achieve the teaching objectives of the courses and enhance the strength of the school. According to the current situation of training cross-border e-commerce talents, this paper has formulated training measures.

1. Introduction

1.1 Unreasonable Course Arrangement

Curriculum is the most important reference for students to learn. Excellent curriculum will provide students with more comprehensive knowledge learning, and combine with the requirements of social development to improve and enrich the subject knowledge. However, based on the analysis of the current curriculum settings of various colleges and universities, the e-commerce talent curriculum facilities of many colleges and universities do not analyze the specific learning situation of students, nor consider the regional development situation. They often only add e-commerce platform courses into the past international trade professional system, or add English courses into the original e-commerce professional system, As a result, the curriculum system is lack of rationality, students learn more professional theoretical knowledge, practice training is little, they do not have the required professional problem-solving ability, the professional knowledge they contact is limited in the content of teaching materials, and the learning vision is not comprehensive. Therefore, the arrangement of textbook knowledge is relatively old, and there is no more practical experience. In this way, in the actual teaching process, it is difficult to mobilize students' learning enthusiasm, and the teaching effect is not ideal.

1.2 Teaching Resources Are Inconsistent with the Development of the Times

The cross-border e-commerce specialty has very high requirements for talents, which requires students to master solid basic knowledge and skills, as well as computer knowledge, psychological knowledge and financial knowledge in line with the development of the discipline. After finishing the study of theoretical knowledge, students should combine what they have learned with practice, and use the theoretical knowledge to guide their practical operation. However, according to the current teaching situation, many teaching materials are not consistent with the development of the times, and the ideas covered are relatively backward, which can not provide a strong knowledge base for students' practical training.

1.3 Difficulties in the Development of Mass Entrepreneurship and Innovation

At present, we pay great attention to the cultivation of entrepreneurial talents, among which e-commerce is an important direction for the cultivation of entrepreneurship and innovation talents. But combined with the specific situation of development, the effective development and

implementation of e-commerce entrepreneurship and innovation education, there is no corresponding platform support, seriously lack of norms and unity, especially after graduation, students apply their own knowledge to start their own businesses, product promotion and other experience training is very lacking.

2. Effective Measures for Training Cross-Border e-Commerce Talents

2.1 Renew Ideological Understanding and Define Training Objectives

The establishment of talent training objectives directly determines the quality of talent training. The Application-oriented Undergraduate Colleges and universities should renew their ideological understanding, establish a modern education concept, combine the professional posts, industries and professional status of cross-border e-commerce, define the talent training objectives, ensure that the course content and teaching process can be connected with the production and development of the industry, and the vocational qualification certificate of students can be connected with the academic certificate, so as to cultivate cross-border e-commerce talents required by the society. Higher vocational colleges should strengthen in-depth research on industries and industries, accurately position cross-border e-commerce talent training, comprehensively promote the reform and innovation of curriculum structure system and talent training mode, so as to promote the realization of talent training objectives.

2.2 Improve the Curriculum System Based on the Characteristics of the Major

Each major has its own characteristics, as well as the cross-border e-commerce major. Therefore, the Application-oriented Undergraduate Colleges and universities should combine the professional characteristics, reasonably and scientifically improve the curriculum system, promote the modular transformation of the curriculum system, take the post professional ability requirements as the basis for the construction of the curriculum system, emphasize the key cultivation of students' professional core ability and professional core ability, and set up cross-border e-commerce Business platform, professional practice course, professional core competence course and professional core competence course are four modules. Refine the module content, including the core courses of cross-border e-commerce logistics, cross-border e-commerce online store operation, cross-border e-commerce online marketing, cross-border E-commerce English, international network customer service, cross-border e-commerce platform operation business, cross-border e-commerce base In the practical teaching of professional courses, teachers should strengthen the training of students' platform operation, innovation ability, application ability and E-commerce English exchange, and run English courses throughout the professional teaching of each semester, especially business English courses, which need to be embodied in the modular curriculum system.

2.3 Strengthen Cooperation between School and Enterprise, Innovate Practical Teaching

School enterprise cooperation is the main way to help students accumulate practical experience, improve the level of students' professional core skills, and achieve the goal of combining work with learning. Therefore, Higher Vocational Colleges It is necessary to strengthen the cooperation between schools and enterprises in training cross-border e-commerce talents. On the one hand, it is necessary to establish cross-border e-commerce training bases inside and outside the school together with industrial enterprises, so as to provide students with opportunities to practice in professional posts. Enterprises and teachers should work out training contents and assessment methods for students' fixed positions in combination with the current situation of industry development and post needs, and provide students with scientific guidance to create a "one teacher, two teachers" The training mode of "one post, one post and two teachers" ensures that students can have corresponding practical skills while digesting and absorbing theoretical knowledge. On the other hand, the school should actively introduce platform training courses. By using modern educational technology and school innovation and entrepreneurship activities, students are encouraged to set up their own online stores on cross-border e-commerce platforms, and accumulate

valuable experience from the operation and management of various links, so that students can start businesses in learning and learn in entrepreneurship, so as to achieve the effect of zero connection between students' graduation and employment.

2.4 Pay Attention to the Needs of Students and Explore the Cultivation of Personality

The training of cross-border e-commerce talents in application-oriented universities should not only consider the needs of society and posts, but also pay attention to the needs of students. Through active communication and interaction with students, teachers can understand students' ideas on the industry and future career development, and combine with students' personalized needs to develop a personalized training program that is consistent with them, so as to better stimulate students' interest in learning, improve students' learning efficiency, help students to clarify their learning purpose in learning, so that students can find their own career orientation, and finally Create online shop operation studio, logistics studio, online marketing studio, product art studio, etc. according to interests, hobbies and professional positioning, so as to further enhance students' professional learning effect and innovation and entrepreneurship awareness.

2.5 Strengthen Teaching and Improve Professional Level

According to the current demand of cross-border e-commerce talents in the society, application-oriented undergraduate colleges and universities scientifically divide talent training into business talents, technical talents and comprehensive management talents. In view of different types of talents, we have formulated the plan of directional strengthening teaching to improve the professional level. Among them, the cultivation of business talents is to promote students to become experts in marketing and management, strengthen the cultivation of cross-border e-commerce platform and network operation technology, and make them become service providers and users of cross-border e-commerce market; the cultivation of technical talents is to have solid computer skills, so that students can accurately grasp the needs of enterprises and website customers, and grasp consumers Psychology, business cross-border e-commerce trade process; the cultivation of comprehensive management talents lies in the deep understanding of social economy, network and computer, to ensure that students have the ability of project management, and can plan and implement cross-border e-commerce trade as a whole.

3. Conclusion

Cross border e-commerce is one belt, one road to the development of the country. It is the best carrier for the carrier. However, the shortage of talents has become an obstacle to the development of the industry, so the Application-oriented Undergraduate Colleges and universities should stand at the front of the times for the cultivation of talents, Update the previous teaching mode, improve teachers' ability and quality, apply the way of school enterprise cooperation, comprehensively promote the cross-border e-commerce professional curriculum construction and teaching reform and innovation, take effective training measures to improve students' core skills, meet the needs of social development and students' vocational development, and cultivate more high-end talents.

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