An Analysis of Teaching Reform Countermeasure for E-commerce English in Colleges and Universities under the Background of Cross Border E-commerce

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Abstract: This paper mainly analyzes the teaching reform of e-commerce English in colleges and universities under the background of cross-border e-commerce.Firstly,it analyzes the current situation of e-commerce English teaching in colleges and universities under the background of cross-border e-commerce.Secondly,it discusses the countermeasures of e-commerce English teaching reform in colleges and universities from three aspects:clarifying the training objectives of students'English ability,updating teaching content and optimizing teaching methods.Finally,it points out the problems that should be paid attention to in the teaching reform of e-commerce English in colleges and universities,and hopes to provide an effective reference for the reform of e-commerce English teaching in colleges and universities under the background of cross-border e-commerce to improve the quality of e-commerce English teaching.

Keywords: Cross-border e-commerce;College teaching;E-commerce English;Reform countermeasure

1. Introduction

E-commerce English,as a subject,is an important part of the curriculum system of e-commerce majors in colleges and universities,and plays an irreplaceable role in the training of cross-border e-commerce talents.In the past ten years,the university has cultivated a batch of outstanding cross-border e-commerce professionals;However,with the acceleration of the process of economic globalization and the change of the development trend of international trade,the talents required by the industry have also changed accordingly:on the one hand,the demand for e-commerce talents is strong,and on the other hand,the comprehensive quality of practitioners themselves needs to be improved.And with the wide application of Internet technology in the field of international trade,higher requirements are put forward for cross-border e-commerce practitioners.In this case,college e-commerce English teaching should also adapt to the needs of The Times for reform and innovation.Therefore,this paper starts from the current situation of e-commerce English teaching in colleges and universities under the background of cross-border e-commerce,analyzes the existing problems in e-commerce English teaching in colleges and universities,and discusses the reform countermeasures of e-commerce English teaching in colleges and universities from three aspects:clarifying training objectives of students'English ability,updating teaching content and optimizing teaching methods.

2. An Analysis of the Current Situation of E-commerce English Teaching in Colleges and Universities under the Background of Cross-border E-commerce

Firstly,it is backward that e-commerce English teaching concept in colleges and universities.At present,there is still a phenomenon of"emphasis on majors over English"in the teaching of e-commerce English in most colleges and universities in China.It is mainly because colleges and universities do not pay enough attention to the E-commerce English course and the status of the course has

been ignored for a long time,which makes it difficult for students to fully understand the knowledge system of E-commerce English. Secondly,teachers lack relevant experience.The teaching and research of e-commerce English courses in China started late,and teachers generally lack of academic research and practical work accumulation in e-commerce,marketing and other fields,and cannot fully explain relevant theories in the course of teaching.Finally,the curriculum is not reasonable enough.The electronic commerce major belongs to cross-discipline in our country,which needs to adopt different teaching methods to make students more easily accept and understand related knowledge.However,at present,many colleges and universities lack the training of students'practical application ability and comprehensive quality,which leads to poor teaching effect.

3. Clarify the Training Objectives of Students'English Ability

China's cross-border e-commerce industry is developing rapidly,and the positions related to cross-border e-commerce enterprises have put forward higher requirements for the training of talents in colleges and universities.In the context of cross-border e-commerce,colleges and universities,as a base for talent training,should fully meet the needs of the market and industries,clarify the training objectives of students'English ability,formulate targeted teaching plans,and lay a solid foundation for students'employment.E-commerce English is a professional course with strong practicability.Teachers need to integrate English language knowledge into relevant course cases,and iteratively revise feasible education plans according to the actual situation of students.Secondly,setting the training objectives of talents should pay attention to the improvement of students'ability.It cannot improve English ability simply by learning English knowledge.Teachers should pay attention to the actual situation of students and adjust the teaching design flexibly.Finally,we should pay attention to improving students'practical ability.When making the teaching plan,teachers should refer to the teaching concept of OBE,guide and strengthen the cultivation of students'practical ability with the help of practical cases. For example,the task-driven teaching method can be adopted in the teaching process to integrate the cases into the classroom for explanation and analysis,so that students can improve their practical ability in the actual operation process of simulated or even real cross-border e-commerce platforms.

4. Update the Teaching Content,Optimize the Teaching Method

In the teaching process,teachers can adopt heuristic teaching methods:on the premise of understanding the students'learning situation,combining with the actual needs of students,the course content is scientifically and reasonably adjusted to suit the learning needs of students.At the same time,teachers can also adopt task-based teaching methods in the teaching process:after reasonable grouping of students,combined with specific learning content,teachers can make students choose appropriate learning tasks according to their own abilities and interests.For example,in e-commerce English teaching,teachers can divide students into groups and rank them according to the scores of members in the group.Then the teacher asks the students to choose their favorite tasks,such as learning words and sentence patterns,and they can choose the topics they are interested in.When learning grammars,teachers can appropriately simplify or delete the content that is difficult to understand and remember in the textbook,and leave the key content for students to complete,so as to deepen their understanding and application of the core communication content and related logic.Teachers can also create certain situations in class,and let students work in small groups to complete tasks.For example,when studying the topic"Product Selection",teachers can ask students to discuss in groups.Through group discussion,students can have a deeper understanding of the e-commerce terms and network terms involved in the article.In addition,teachers can also invite some professionals to give lectures in the classroom and improve students'mastery of professional vocabulary and sentence patterns through various forms of simulated cross-border e-commerce English communication practice.

5. Issues to Be Paid Attention to in the Teaching Reform of E-commerce English in Colleges and Universities

In the context of cross-border e-commerce,the teaching reform of e-commerce English in colleges and universities should pay attention to the following points:(1)E-commerce English teachers should have solid professional knowledge and rich practical experience,and constantly learn new education and teaching theories to improve their professional quality.(2)Teachers should combine the development trend of e-commerce industry,strengthen cooperation with enterprises,and jointly explore the teaching reform of e-commerce English.(3)Colleges and universities should pay attention to the cultivation of students'vocational ability,and train students to become compound talents who know both foreign languages and business.(4)Colleges and universities should keep up with national foreign trade policies and timely adjust professional development strategies,and provide targeted practical training platforms for students according to the characteristics of e-commerce overseas markets in different regions of the world to enhance students'practical ability of cross-border e-commerce English.(5)Colleges and universities should strengthen the training

of teachers,increase investment in the continuous construction of cross-border e-commerce ability training platforms and iteratively improve the training mechanism,and constantly improve the teaching level and scientific research ability of teachers.Through the above measures,we can improve the quality of e-commerce English teaching and cultivate more qualified e-commerce English talents for the society.

6. Conclusion

In the context of cross-border e-commerce,it has become an inevitable trend that the teaching reform of e-commerce English in colleges and universities.Through the analysis of the current teaching situation,we have clarified the goal of cultivating students'e-commerce English ability,and updated and optimized the teaching content and methods.However,there are still some challenges in the process of reform,such as the allocation of teacher resources and the optimization of teaching resources.Therefore,the future teaching reform of e-commerce English in colleges and universities should pay more attention to the solution of these problems,so as to meet the development needs of cross-border e-commerce and cultivate more e-commerce talents with international vision and innovative ability.

In the future,combining the characteristics of cross-border e-commerce,we will adopt more practical and creative teaching methods,such as project-based learning and flipped classroom,to stimulate students'learning interest and improve their practical ability and innovation ability.Through training,academic exchanges and other means,teachers improved their professional level and cross-cultural communication ability,so that they can better adapt to the needs of English teaching in the context of cross-border e-commerce.Teachers make full use of online and offline resources,expand teaching resources,provide students with more rich and diverse English learning content,and meet students'personalized learning needs.Through cooperation with internationally renowned universities and enterprises,we introduce foreign advanced e-commerce English teaching concepts and methods to improve the quality and level of college e-commerce English teaching.We should also pay close attention to the development trend and market demand of cross-border e-commerce,and timely adjust the teaching content and methods to make college e-commerce English teaching more realistic and meet the needs of the development of the industry.

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