

# The Construction of a Practical Teaching System for Cross-border E-commerce in Colleges and Universities Based on the Ability of Innovation and Entrepreneurship

Yifan Fu

Xuchang University, Xuchang 461000, Henan, China.

Fund Project: Research on practical teaching platform for foreign trade talents in applied undergraduate colleges based on cross-border e-commerce, project number: XCU2019-ZZ-026; 2021 Provincial New Liberal Arts Research and Reform.

**Abstract:** As the online shopping industry develops faster and faster, a new term has been created cross-border e-commerce. With the increasing popularity of cross-border e-commerce, relevant universities have also opened corresponding cross-border e-commerce majors, aiming to inject fresh blood into this industry. In order to ensure that students can quickly connect to work in the industry after graduation, the construction of a corresponding cross-border e-commerce practice teaching system is particularly important. This article discusses the cross-border practice teaching system of colleges and universities under the guidance of innovation and entrepreneurship ability, summarizes the problems and corresponding solutions in the whole system construction process, optimizes the content of cross-border e-commerce practice teaching, and is a professional school for cross-border e-commerce. The improvement of teaching quality plays a certain role.

**Keywords:** Innovation and Entrepreneurship; Cross-border E-commerce; Practical Teaching

Cross-border e-commerce refers to a mode in which enterprises and individuals in different countries and regions reach corresponding transactions through e-commerce platforms. The emergence of cross-border e-commerce has promoted the strengthening of world economic exchanges, and promoted the vigorous development of my country's e-commerce. At this stage, the demand for professional cross-border e-commerce professionals is very large, and colleges and universities aim to train cross-border e-commerce talents and educate high-level professionals, which can have a very good impact on my country's foreign trade transactions. In order to achieve this goal, colleges and universities need to accelerate the construction and reform of the practical teaching system, and create a cross-border e-commerce professional teaching mechanism suitable for the current industry, so as to realize the training of professional talents.

## 1. Challenges faced by cross-border e-commerce practical teaching

At present, the industrial chain structure of the cross-border e-commerce industry is complex, and the coverage area is very wide, and the requirements for corresponding talent training are even higher. Different from traditional international trade e-commerce talent education, relevant staff must not only master the effective application of e-commerce professional knowledge, but also must be familiar with e-commerce operation and management. Ensure that when you encounter problems, you can quickly solve these problems based on the knowledge you have learned and the operating system you have mastered. But for the cross-border e-commerce industry, the school's teaching is still in the exploratory stage. All teaching content and teaching methods need to be improved while teaching. In this case, there is no complete process and corresponding system for

the training of students, which makes it difficult for students to solve professional problems based on the various knowledge they have learned in teaching, which easily affects the economic benefits of the enterprise.

## **2. The status quo of the cross-border e-commerce practice teaching system in colleges and universities**

Although a corresponding teaching system has been established in the cross-border e-commerce practical teaching courses in colleges and universities. However, the current teaching system still has many problems, and it is difficult to cultivate high-quality cross-border e-commerce talents. This article analyzes the current situation of the cross-border e-commerce practice teaching system in colleges and universities, finds out the problems, and helps teachers minimize the impact of these problems in the teaching process and improve the quality of teaching.

### **2.1 Single practice teaching method**

At present, most colleges and universities simply apply relevant teaching materials to establish a teaching system in cross-border e-commerce practical teaching courses. The so-called practical teaching is only used as a supplementary education in knowledge teaching. Many students simply master theoretical knowledge, and are unable to be fully proficient in the specific practices and technologies of each link in the cross-border e-commerce transaction process.

Teachers aim to meet the teaching tasks and pay too much attention to students' graduation design internships and graduation thesis. Even if the school cooperates with relevant e-commerce companies in teaching, it is difficult to achieve professional training of students, leading to practical teaching. The lack of relevant practical operations makes it difficult for students to keep up with the business process of the enterprise.

### **2.2 Lack of teaching venues and teaching funds**

The cross-border e-commerce profession is a very practical industry. Throughout the teaching process, students need to perform practical operations in order to improve their overall quality. However, at this stage, when most schools open this major, they only spend their energy and funds on the purchase of teaching materials and the establishment of a knowledge system. As a result, there is a serious shortage of teaching venues and teaching funds for professional teaching. Due to the serious shortage of teaching funds in this area, the school has brought many difficulties to the practical teaching of cross-border e-commerce. It is difficult for students to master the professional skills and knowledge of cross-border e-commerce in a limited time, which makes it difficult for students to meet the standards, set by the industry at this stage, which will have a great impact on students' job matching after graduation.

Secondly, in the process of practical teaching, if the school's related equipment is updated slowly and the equipment network speed is slow, it will also affect the actual operation of cross-border e-commerce companies, and cause economic losses for the company due to the time difference.

### **2.3 The limited teaching level of teachers**

Since cross-border e-commerce is a term that has recently emerged in the past two or three years, the corresponding teaching system and teaching content are seriously inadequate. In this case, the teaching level of teachers is not high, and the students educated cannot meet the standards of the cross-border e-commerce industry. Moreover, most college teachers currently do not have corresponding practical experience in the teaching process. Too much emphasis on theoretical teaching will only make students become staff members who understand theory and neglect practice. Due to the lack of a combination of theory and practice, theory and practice will become disconnected from each other. It is also difficult for students to improve their cross-border e-commerce work level.

## **3. Construction method of cross-border e-commerce practice teaching system in colleges and universities**

In order to improve the quality of cross-border e-commerce practice teaching and ensure that the trained students can meet the current standards of the cross-border e-commerce industry, a corresponding teaching system must be established to train students into talents with both professional knowledge and practical ability.

### **3.1 Clarifying the practical teaching objectives of cross-border e-commerce**

Before doing something, we must first set up corresponding goals to ensure that there will be no deviations in the

direction of the entire teaching system. The school should send professional investigators to investigate the current situation of cross-border e-commerce in the market. Summarize what are the characteristics of the professional talents needed in the current cross-border e-commerce operation process? Then determine the goal of training cross-border e-commerce operation talents with high professional level and strong practical ability, and establish a corresponding teaching system. During the establishment of the entire teaching process system, it is necessary to determine the purpose of cultivating students' innovative spirit, and to carry out corresponding knowledge teaching and practical ability training for students, so that the cultivated students have the quality of innovation and entrepreneurship, which is a cross-border e-commerce. The development of the industry plays a certain role,

### **3.2 Optimizing the teaching content of cross-border e-commerce practice**

At present, the teaching materials used in e-commerce practical teaching are too theoretical, and it is difficult to cultivate high-level talents. In order to change this phenomenon, schools should refer to all cross-border e-commerce textbooks on the market at this stage and select textbooks with better teaching content. Then integrate the relevant knowledge of the current market cross-border e-commerce industry to optimize it to ensure that the teaching materials used can meet the needs of the e-commerce industry at this stage.

For example, adding practical teaching content to theoretical textbooks, including the transaction process and transaction system of cross-border e-commerce. While learning theoretical knowledge, students will improve their proficiency in practical teaching application skills, and cultivate their basic knowledge and practical operation ability, so as to play a certain role in improving the economic benefits of relevant cross-border e-commerce companies.

### **3.3 Developing a teaching system establishment mechanism based on the orientation of innovation and entrepreneurship capabilities**

In the current practice teaching of cross-border e-commerce majors in colleges and universities, in order to satisfy the cultivation of students' innovation and entrepreneurship ability, it is necessary to formulate corresponding practice teaching system mechanisms. In the mechanism, it is clear that teachers need to allow students to ask different transaction problems when they are engaged in cross-border e-commerce practical learning, simulate real cross-border e-commerce transactions, so that students can learn to solve these problems independently, and ensure that students' practical learning can satisfy innovation and entrepreneurship competence-oriented requirements. In addition, the existence of relevant mechanisms can also ensure that teachers can solve these problems by referring to the problem-solving methods proposed by the mechanism when facing unexpected problems in the process of students' innovation and entrepreneurship training. Improve the quality of the establishment of the practical teaching system, and promote the cultivation of students' innovation and entrepreneurship capabilities.

## **4. Conclusion**

In summary, the current cross-border e-commerce practice teaching system in colleges and universities still faces many difficulties. By identifying the problems, in the subsequent optimization process, the goal of cross-border e-commerce practice teaching is clarified, the teaching content is optimized, and the teaching level of teachers is improved. These methods enable students to improve their basic knowledge and practical ability of cross-border e-commerce in a high-quality teaching environment. After graduation, students can quickly fit to the work of cross-border e-commerce companies, achieve the goal of improving the economic efficiency of the company.

## **References**

1. Liu Y. Research reform and practice on the training model of innovative and entrepreneurial cross-border e-commerce talents in colleges and universities under the background of "Internet+". *Contemporary Educational Practice and Teaching Research* 2019; (18): 8-9.
2. Du Y. Research on the construction of cross-border e-commerce innovation and entrepreneurship practice base for college students. *Journal of Hubei Correspondence University* 2020; 33(6): 3-4+11.
3. Wang H. Research on the talent cultivation model of cross-border e-commerce in Zhejiang province based on innovation and entrepreneurship. *Modern Business and Trade Industry* 2020; 41(20): 34-35.