

# Practical Teaching Reform of International Economics and Trade Major Based on Cross-border E-commerce Background

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**Abstract:** In the context of global economic integration, the cross-border e-commerce industry has developed rapidly, which provides more practical opportunities for students majoring in international economics and trade, and also provides more choices for their employment. At present, there is a large demand for talents in the cross-border e-commerce industry, so many colleges and universities have set up this major. However, the cross-border e-commerce industry has a large demand for talents and difficult employment of students. Based on the background of cross-border e-commerce, this paper explores the practical teaching reform of international economy and trade specialty, in order to provide new ideas for the teaching of international economy and trade specialty in colleges and universities.

**Keywords:** Cross-border e-commerce; International trade; Teaching reform

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In the context of global economic integration, China's various industries are facing opportunities and challenges, e-commerce industry is no exception. As a highly practical major, the teaching purpose of international economy and trade is to cultivate talents with strong practical ability for the society and provide assistance for the development of China's foreign trade. With the development of the times, the process of global economic integration is accelerating, and higher requirements are put forward for students majoring in international economics and trade. The traditional teaching mode of international economics and trade has been unable to meet the social demand for talents in the new era, and there are many problems in the process of training international economics and trade professionals. These problems restrict colleges and universities to cultivate more and more excellent international economic and trade professionals, so it is necessary to carry out the practice teaching reform of international economic and trade specialty.

## 1. Optimization of cultivation objectives

At present, the training objectives of international economics and trade major are too broad, which leads to the narrow employment scope of students. From the perspective of the demand for talents in the context of cross-border e-commerce, we not only need professionals who understand the theoretical knowledge and operational skills of traditional international trade, but also need to have certain cross-border e-commerce thinking and business capabilities. Therefore, the major of international economy and trade in colleges and universities should optimize the training objectives of the major according to the needs of the society, so as to improve the adaptability of students' employment under the background of cross-border e-commerce. Specifically, the major of international economics and trade in colleges and universities should train students to have a certain sense of innovation, entrepreneurship, business thinking, social responsibility and service as the core training goal. take the skills that cross-border e-commerce talents should have as the training goal, and reform the curriculum and teaching mode on this basis. In order to meet the social demand for compound and innovative international economic and trade professionals [1].

## 2. Optimization of Curriculum

The major of international economy and trade is a highly practical subject, which needs to train students to have good theoretical and practical knowledge of international trade and be able to apply theoretical knowledge to practice. The curriculum of this major should highlight the cultivation of students' practical ability to meet the needs of the current development of cross-border e-commerce

industry. Therefore, in the course setting, we should combine theoretical knowledge with practice, and take “platform operation” as the core for teaching.

First, optimize and integrate the courses of international economics and trade according to the characteristics of cross-border e-commerce platform, highlight students’ mastery of the platform operation process; second, make reasonable arrangements for practical courses. The modules involved in cross-border e-commerce platform include marketing, cross-border logistics, international trade settlement and so on, so we should pay attention to the cultivation of students’ practical ability in practical courses. Third, for cross-cultural communication courses should strengthen students’ cross-cultural communicative competence. Cross-border e-commerce is an economic activity of commodity exchange between different countries, so the major should strengthen the cultivation of students’ cross-cultural communication ability. For example: in the marketing class to strengthen students’ knowledge of international trade theory; in the cross-border logistics class to strengthen students’ knowledge of international logistics; in the international trade settlement class to strengthen students’ knowledge of international trade settlement [2].

### **3. Optimization of Teaching Content**

Under the background of cross-border e-commerce, the teaching content of international economics and trade has changed, and the traditional teaching content can no longer meet the development needs of students, so it is necessary to optimize the teaching content. In the course of International Economy and Trade, teachers can set up the following modules: First, design the course content according to the market demand. The employment direction of students majoring in international economics and trade is to engage in international trade business, import and export business, so it is necessary to optimize the teaching content and increase the practical projects of cross-border e-commerce. Secondly, set the modules that students are interested in. In the teaching process, teachers can link the teaching content with topics of interest to students, such as explaining cross-border e-commerce platforms and cross-border e-commerce marketing methods. Finally, pay attention to the combination of theory and practice. Teachers should explain theoretical knowledge in combination with practical cases to improve students’ interest in learning and enhance their ability to solve practical problems.

### **4. Optimization of Teaching Methods**

At present, in the context of cross-border e-commerce, teaching methods and teaching models need to be optimized. The traditional teaching mode is based on theory, supplemented by practice, this teaching method has some drawbacks. In the actual teaching process, teachers need to actively change their teaching methods, adopt a student-centered teaching model, improve students’ participation in practice, and guide students to combine theoretical knowledge with practical knowledge. In practice, teachers can hold some activities related to cross-border e-commerce, so that students can enter the real cross-border e-commerce environment in advance to feel the work of cross-border e-commerce.

In addition, teachers can also present their real cases on the cross-border e-commerce platform to students for discussion and analysis. This teaching mode not only allows students to understand the actual process and details of cross-border e-commerce work, but also enhances students’ understanding of the cross-border e-commerce industry. In this process, teachers need to guide students to combine theoretical knowledge and practical knowledge in a timely manner, so that students can think independently. Of course, in this process, teachers can also introduce some advanced educational concepts and teaching methods into practical teaching, so as to cultivate students’ independent learning and explore the spirit of innovation [3].

### **5. The Construction of Teaching Staff**

The key to practical teaching lies in teachers. Under the background of cross-border e-commerce, teachers should also reform their teaching methods and means. First of all, under the background of cross-border e-commerce, teachers should combine classroom with practice, use practical cases for teaching, and encourage students to learn independently. Secondly, in the actual teaching process, students should be guided to participate in teaching, and students’ problems should be solved in time. Thirdly, it is necessary to improve teachers’ practical ability and technical level in the context of cross-border e-commerce, and provide students with more practical opportunities.

In addition, teachers should update their knowledge structure and theoretical level in time to meet the needs of cross-border e-commerce development. First of all, colleges and universities should strengthen the training of teachers and improve their comprehensive quality and professional skills. Secondly, colleges and universities can improve the teaching staff. On the one hand, it can train and improve the existing teachers; on the other hand, it can introduce new teachers to join the teaching staff. Finally, the school should also through the introduction of talent or hire experts to guide and other ways to enrich the teaching staff.

For the practical teaching reform under the background of cross-border e-commerce, the construction of teaching staff is a very important part. The construction of teaching staff can not only ensure that the practical teaching content meets the needs of the development of the industry, but also improve the quality of practical teaching. In addition, colleges and universities should also pay attention to the cultivation and improvement of teachers' practical ability. On the one hand, colleges and universities can encourage teachers to participate in various training and learning activities; on the other hand, colleges and universities should also pay attention to the improvement of teachers' practical ability and technical level.

## **6. Establishment of School-enterprise Cooperation Platform**

In order to promote the cooperation between universities and enterprises and achieve mutual benefit and win-win situation, universities can establish a school-enterprise cooperation platform. In this platform, enterprises can become the teaching practice base of colleges and universities, and students can understand the work process of enterprises and master the relevant business knowledge of enterprises through internship and practical training. At the same time, students can also learn about industry-related information through internships and practical training to lay a good foundation for their future employment.

After the establishment of school-enterprise cooperation platform, colleges and universities can let students participate in cross-border e-commerce practice through school-enterprise cooperation. Enterprises can send students majoring in international economics and trade to schools for practical learning to help colleges and universities improve the practical ability of students majoring in international economics and trade. During the internship, students can also apply the knowledge of cross-border e-commerce to practice to achieve the goal of win-win cooperation between schools and enterprises<sup>[4]</sup>.

## **Concluding remarks**

Under the background of cross-border e-commerce, students majoring in international economics and trade need to have certain practical ability and innovation ability. Therefore, colleges and universities should strengthen the cultivation of students' practical ability, improve students' practical ability through school-enterprise cooperation, and establish a school-enterprise cooperation platform to help students achieve their entrepreneurial goals. Through these methods and measures, colleges and universities can cultivate high-quality and highly skilled cross-border e-commerce talents.

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