

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

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