

Cross border e-commerce digital skills 1+X certificate practice

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Abstract: The 1+X certificate system is a reform and innovation of vocational education talent training. The cross-border e-commerce major actively explored and practiced, accumulated some experience, gradually explored and formed the "134" model. With the "combination of morality and technology" as the core, through teacher training, student skills training and institutional arrangements, it realized the integration of post course competition and certification, with a view to better improving the digital skills of cross-border e-commerce talents.

Keywords: cross-border e-commerce; 1+X certificate talent training

The 1+X certificate system, as an important innovation of the "20 Rules of Vocational Education", is an important measure to further implement the fundamental task of establishing morality and cultivating people, improve the vocational education and training system, and deepen the integration of industry and education, as well as school enterprise cooperation. Since the pilot work was carried out, the cross-border e-commerce major of the International Business School has actively applied for the pilot project of "1+X" cross-border e-commerce B2C data operation certificate, effectively carried out the work, accumulated some experience, and gradually explored and formed the "134" model.

Table 1 Work fields and tasks of B2C data operation of intermediate cross-border e-commerce

Work area	Store data collection and analysis	Store data operation	Overseas traffic data promotion
Task	(1) Industry data collection and analysis (2) Competitive product data collection and analysis (3) Operation data collection and analysis	(1) Industry data collection and analysis (2) Competitive product data collection and analysis (3) Product data optimization (4) Optimization of in station marketing activities (5) Data analysis of flow in the station	(1) Industry data collection and analysis (2) Competitive product data collection and analysis (3) Overseas video data promotion

1. Conformity between professional development and 1+X certificate system

The "Belt and Road" development strategy has brought broader development space to the development of China's cross-border e-commerce, especially in the main radiation areas of the "Belt and Road" strategy. The process of world regional economic integration has been accelerated. The formal signing of the RCEP Agreement in 2022 and the agreement on the rules and contents in the Agreement on trade in goods, intellectual property, e-commerce and other chapters will further stimulate the development of cross-border e-commerce. According to the data of the "Fourteenth Five Year" E-commerce Development Plan issued in October 2021, by 2025, China's cross-border e-commerce transactions will grow to 2.5 trillion yuan. It is estimated that China's e-commerce talent gap will reach 9.85 million, and the cross-border e-commerce digital skilled talent market gap will be even greater. From the perspective of regional economic development, Rizhao, as one of the newly approved pilot cities for cross-border e-commerce, has a great demand for cross-border talents. The cross-border e-commerce related majors in local colleges and universities should be based on the talent needs of the regional economy to achieve talent training. The "1+X" cross-border e-commerce B2C data operation certificate meets the skill needs of the posts related to the operation of the AliExpress platform, realizes the effective connection between professional and industrial jobs, and can alleviate the pressure of regional economic development on the demand for cross-border talents. The cross-border e-commerce major actively promoted the development of the "1+X" certificate system, effectively improved the integration depth of professional and industrial posts, and enhanced the employability of students.

Guided by the B2C vocational skill level standards and professional needs of cross-border e-commerce, the specialty highlights entrepreneurship education, focuses on post skills and comprehensive quality, promotes the integration of post, course, competition and certificate, and jointly builds a personnel training channel between schools and enterprises. The skills of e-commerce platform operation, data analysis and marketing promotion are integrated into the professional talent training program and curriculum system, and the professional skills of "X" are integrated into the professional curriculum, Connect the new skills and new requirements of the post, realize the good connection and beneficial supplement of "1" and "X" in students' learning ability and employability, further improve the cross-border talent training specifications, and achieve the long-term healthy development of the specialty.

2. Exploration and Practice - "134" Model

The talent cultivation under the 1+X certificate system faces many problems. In some vocational colleges, some teachers may have insufficient understanding of the 1+X certificate system, emphasizing theory over practice. Some students do not understand and do not

attach importance to the X certificate. Some majors may even lack the necessary practical training sites and resources. "Learn from the past and learn from the past." In the process of implementing the "1+X" certificate system, the cross-border e-commerce major has gradually explored and formed the "134" model. With the "combination of morality and technology" as the core, it has realized the integration of post and course competitions and certificates through three measures, namely, teacher training, student skills training and institutional arrangements.

2.1 Combination of morality and technology

To "train the children of vocational colleges well" is first of all moral character, followed by technical skills. We should work hard on "morality" and at the same time have a high level of technical skills. We should become a talented person with ideals, skills and responsibilities, and a new person of the times who can shoulder the heavy task of national rejuvenation. The major adheres to the fundamental task of establishing morality and cultivating people, actively explores the pilot work of the "1+X" certificate system, and comprehensively improves students' innovation ability and comprehensive quality.

2.2 Three measures

(1) Teacher training

Actively strengthen teachers, and form a "1+X" teaching team by professional teachers with outstanding teaching ability. The teaching and research office will irregularly carry out skill training and exchange discussions to continuously improve the team's professional skills. A number of teachers participated in the training of evaluators for the Alibaba cross-border e-commerce B2C data operation vocational skill level certificate (1+x) and obtained certificates. The good construction of the teaching staff has laid the foundation for the effectiveness of the pilot work of the "1+X" certificate system.

(2) Student skills training

On the basis of fully investigating the talent training needs of the cross-border e-commerce industry, it is clear that the 1+X certificate meets the professional training needs for the job skills of Alibaba International Station, AliExpress and other domestic cross-border e-commerce platforms. On this basis, the talent training program and curriculum system will be revised, and "X" certificate training and professional teaching will be arranged as a whole, so that the teaching content, practice place, teaching time, teachers, etc. will be coordinated, so as to achieve the integration of X certificate training and professional teaching process. Courses such as "B2C Operation of Cross border E-Commerce" and "Policies and Regulations of Cross border E-Commerce" are set up to support the examination of qualification certificates such as 1+X cross-border e-commerce B2C data operation.

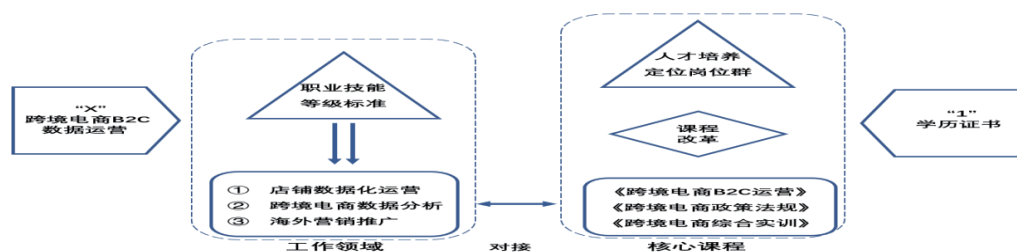


Figure 1. 1+X certificate integrated into professional talent training program

In terms of teaching, implement the "theory+practice+practice" model, integrate the theoretical basis into the teaching process of professional courses, and connect the professional curriculum system. The training platform serves as a training site for improving practical operation skills. Practical operation refers to the application of theoretical knowledge to practical operation for business posts. It is the test of practical skills and the integration and promotion of professional comprehensive ability.

The learning of theoretical knowledge focuses on the selection of teaching resources. For example, the mastery of cross-border e-commerce B2C theoretical knowledge can be achieved through "Xiaojing APP" to achieve offline autonomous learning. However, its main learning position is still in the classroom, and both channels lay a good foundation for the follow-up practice.

In the training link, students can fully master the skills through repeated training. The passing rate of 1+X certificate of previous students was more than 90%. In addition, students will implement cross-border e-commerce practice teaching according to teaching arrangements in school, and e-commerce platforms such as AliExpress will operate stores independently. The College will provide platform operation sub accounts, and teachers and enterprise tutors will provide guidance throughout the course. Students can experience all aspects of the whole process, and the operating income belongs to students. The college's quick sell shop has been put into operation. Its main products are clothing. It can set up 50 sub accounts, which can meet the requirements of on-the-job training under small classes. Take 3-4 students as a project team, set up job responsibilities, and under the guidance of teachers, carry out business operations within the scope of authority of the sub account for different project contents. All students have clear tasks, cooperate with each other, form a complete workflow, and jointly operate the express shop.



Figure 2. Supporting resources for relevant courses (1+X cross-border e-commerce B2C data operation)

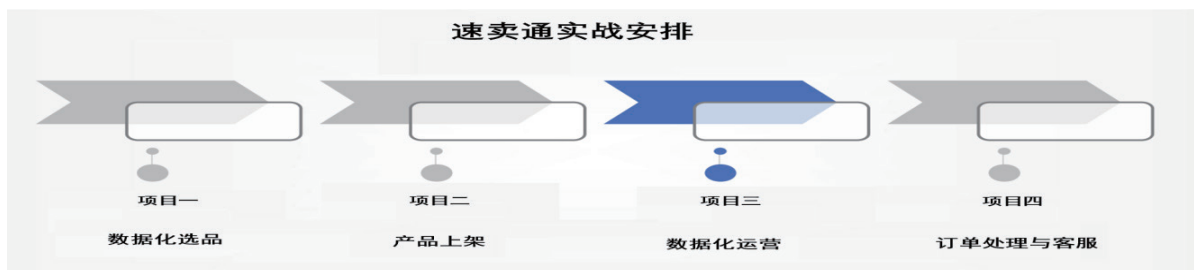


Figure 3. Actual battle arrangement of AliExpress

(3) Institutional arrangements

The college actively explored the pilot work of the "1+X" certificate system, orderly promoted the "1+X" pilot work under the overall planning of the Academic Affairs Office, and built a sound supervision, management and service mechanism. In 2021, the cross-border e-commerce teaching and research office will set up a 1+X certificate system implementation team, define the person in charge and main work contents, submit a weekly report on the 1+X pilot certificate work as required by the school, and organize teacher training, exchange seminars and other matters. Specially assigned person shall be responsible for ensuring that all work plans are carried out in an orderly manner. Strengthen the construction of professional basic conditions, and the computer configuration in the training room can meet the requirements of cross-border e-commerce B2C software parameters, providing strong support for students to obtain vocational qualification certificates.

In terms of finance, strengthen the support for the "1+X" certificate. The school provides adequate financial support, which is reflected in the basic teaching conditions and teaching awards. Teachers with outstanding performance in the pilot work of the "1+X" certificate system will be given performance bonuses. In order to further strengthen the construction of the student training base, on the basis of the original international trade comprehensive business simulation laboratory and e-commerce innovation and entrepreneurship training room, the cross-border e-commerce training room is currently under construction and is expected to be delivered by the end of 2022.

2.3 Integration of post and course competition certificates to achieve “X” skill improvement

Based on the talent training process of "post course competition certificate", the post module courses connect with the real posts, fully reflect the post skills, general technology and other contents, and integrate new processes, new technologies and new norms according to the professional skill level standards to achieve the integration of post course certificates; Through integrating the contents of various national vocational skills competitions and innovation and entrepreneurship competitions into the industrial application practice courses, the course competition integration is implemented, and the post course competition certificate integration is finally realized. In the process of talent training, we constantly summarize, reflect and improve, and truly implement the 1+X system to achieve a high pass rate of students.

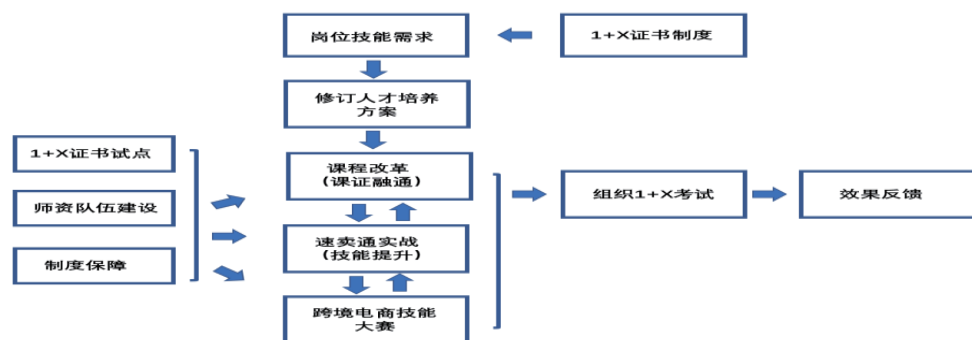


Figure 3.1+X Curriculum under B2C data operation of cross-border e-commerce

Take skill competitions as the starting point, promote teaching and learning through competitions. On the one hand, it can stimulate students' awareness of independent learning, fully mobilize their enthusiasm and creativity, strengthen the use and practice of knowledge in competitions, comprehend in practical training, and improve in understanding. On the other hand, we should stimulate teachers' enthusiasm for teaching, think about the direction of education and teaching reform, incorporate new technologies and methods in skills competitions into teaching standards and teaching content, and fully meet the skills needs of professional posts. Teachers and students actively participated in various cross-border e-commerce competitions and achieved good results. In the "China Bohai Cup" Alibaba Global Express National Universities Cross border E-commerce Innovation and Entrepreneurship Skills Competition in 2021, two groups of student teams won the third prize. In 2022, two teachers in the cross-border e-commerce module of Imagination Cup won the second prize. In addition, students who have obtained relevant 1+X certificates or other competition certificates can exchange credits according to the regulations, exempt from corresponding courses or modules, and promote the exchange of academic certificates and vocational skill level certificates.

3. Conclusion

1+X certificate system has been integrated into cross-border e-commerce, effectively improving the quality of professional talent training. Although some problems have also been encountered in the implementation process, on the whole, reform ideas have been provided for professional courses and personnel training. Under the 1+X certificate system, with the "combination of morality and technology" as the core, through three measures of teacher training, student skills training and system arrangement, the "four integration" of post course competition certificate is realized. Since the implementation of the 1+X certificate system, the training scheme for cross-border e-commerce professionals has been more reasonable, the curriculum and teaching content have been further optimized, and the teaching ability and level have been greatly improved. The major will continue to deepen the reform of education and teaching, actively explore the pilot work of the "1+X" certificate system, and constantly improve the quality of cross-border e-commerce talent training.

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