

Discussion on the School-enterprise Collaboration Mode of Application-oriented Talents with Undergraduate Degree under the Cross-border E-commerce Development

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Abstract: In recent years, the cross-border e-commerce market transaction scale is rapidly growing. The yearly increase amplitude is up to 30%. At the same time, with the arrival of the “internet+” and mobile internet era, as well as the “Belt and Road” initiative of China, all of them will promote the further prosperity of cross-border e-commerce. Cross-border e-commerce has already become the important direction of China’s economic development, thus it will become the important growth point of China’s economic development in the new era. However, as the novelty in China’s economic field, cross-border e-commerce inevitably faces challenges while encountering the unprecedented developmental opportunities. How to cultivate a galaxy of professionals that adapt to cross-border e-commerce in the new era should be urgently key problem. Starting from application-oriented talent cultivation with undergraduate degree, this thesis analyzes existing problems in application-oriented talent cultivation with undergraduate degree under the cross-border e-commerce development background, proposes the training mode and path of application-oriented talents with undergraduate degree, as well as provides an idea and reference for colleges of the same kind.

1. Introduction

With the rapid development of the network technology and popularity of the internet, a new economic form—cross-border e-commerce—receives the flourishing development. The State Council issued series of files to make an important deployment to strongly develop cross-border e-commerce. The rapid development of the cross-border e-commerce industry provides more opportunities and possibilities for transformation and upgrading of small and medium-sized enterprises. It has become one of the popular industries in current days. According to China’s E-commerce Talent Status Survey Report, driven by the rapid industrial development, demands for relevant talents are rapidly rising, showing that the cross-border e-commerce industry has the huge gap of talent demands. In current stage of the rapid cross-border e-commerce development, talents become an intractable problem hidden in the market. On the one hand, there is insufficient quantity. On the other hand, talent quality cannot satisfy market demands. Cross-border e-commerce is a novelty and new industry and belongs to the intersectional subject in the subject category, showing

some difficulties to talent cultivation.

2. The status of application-oriented talent cultivation at colleges under the cross-border e-commerce development

Vocational colleges set up the cross-border e-commerce major in China at the earliest. The Ministry of Education issued the Catalogue of Undergraduate Majors at General Institutes of Higher Education (2020 Version), in which cross-border e-commerce has become one of 51 newly established majors. Nowadays, some universities and vocational colleges set up cross-border e-commerce major, for a total of 48 colleges, involved in 20 provinces. Among them, there are 5 institutes in Zhejiang, 4 institutes in Fujian, Guangxi, Jiangsu, and Shandong, 3 institutes in Guangdong, Henan, and Jiangxi, 2 institutes in Anhui, Hebei, Heilongjiang, Jilin, Liaoning, and Yunnan, as well as 1 institute in Beijing, Gansu, Hubei, Shaanxi, Shanxi, and Chongqing. From the school level, there is 1 institute in the “211” university, 21 institutes of undergraduate colleges (especially common application-oriented colleges), and 26 institutes in independent colleges and private higher learning institutions. From the school category, there are 14 institutes of finance, 13 institutes of comprehensive type, 11 institutes of science and engineering, 5 institutes of language type, 2 institutes of normal universities, and 1 institute of tourism, nationality, and art respectively.

At present, colleges that set up cross-border e-commerce major mainly depend on e-commerce major, business English major, as well as international economy and trade major. Based on the professional subject categories from the Ministry of Education, cross-border e-commerce major belongs to the management category while domestic application-oriented colleges set up course design that engages in cultivating management professionals. Hence, most of them add one or two cross-border e-commerce courses in the traditional courses while a few of them set up the cross-border e-commerce direction. Therefore, it can be observed that domestic colleges in current days gradually realize the importance and urgency of cross-border e-commerce talent cultivation but the ascending pressure of talent cultivation is larger. The talent cultivation mode still remains the attempt and explorative stage. Professional talent subdivision cultivation is just starting.

3. Existing problems of application-oriented talent cultivation with undergraduate degree under the cross-border e-commerce development

(I) Weak subject intersectionality

At present, the teaching mode of application-oriented universities insists on “theoretical teaching+ professional internship”, showing the relatively weak subject intersectionality and relatively single knowledge system. The cognition and understanding on the association between cross-border e-commerce and other subjects are insufficiently deep. Also, the cultivation of students’ innovative spirit, entrepreneurial consciousness, and entrepreneurial ability still has a gap with the cutting-edge market.

(II) Weak teachers in practical teaching

Even if teachers at campus are equipped with the solid professional knowledge reserve, they lack practical experience to attend actual enterprise operation as facing the emerging industry. The cultivation of their application ability and practical ability has a limitation. How to realize mutual promotion via the practical platform of school-enterprise collaboration, theoretical knowledge and practice becomes the urgent problem to be solved.

(III) Insufficient effectiveness in extramural practice

At present, when colleges carry out extramural practice teaching, most of them remain the level that students visit enterprises and exchange here but they seldom participate in the real

operational projects of enterprises, resulting in the huge gap in the connection between intramural theoretical teaching and enterprise practice. How to develop the internet practice function for extramural practice and reinforce interaction between students and society can be “realized” via practice. Developing the practical effectiveness is the key for the application-oriented talent cultivation.

(IV) High threshold of the practical teaching platform

Due to the higher threshold of the mainstream cross-border e-commerce platform in the market and charging issue, only few platforms can satisfy students’ practical operation, resulting in in-depth internship practice. The acquisition ability and unmatched post stand out. Exploring the industry-school integration mode and path shows realistic significance to enhance talent cultivation quality, promote employment, encourage startup, and relieve employment pressure.

4. The construction idea of enterprise-school collaboration mode for application-oriented talents under the cross-border e-commerce development

(I) Based on the core ability demands of high-level innovative and entrepreneurial personnel, innovative and entrepreneurial elements are integrated with relevant courses with the entry point of cross-border e-commerce.

First of all, innovative and entrepreneurial elements are integrated into Cross-border E-commerce and E-commerce. Secondly, on the grounds of the cross-border e-commerce platform workflow, Cross-border E-commerce and E-commerce practical teaching contents are optimized. Through simulation practice, innovative and entrepreneurial contest, enterprise visiting, and short-term probation, students’ awareness is reinforced.

(II) “Internship-practice employment integration’ operation mode of school-enterprise collaboration is established

Cross-border e-commerce talent school-enterprise collaboration cultivation aims to make students equip with practical operation experience and basic quality and ability of cross-border e-commerce entrepreneurship. Also, it can guide students to reflect on construction, operation and promotion of cross-border e-commerce from the entrepreneurial perspective, so as to enhance the employment ability. Excellent management students are selected to go to enterprises. Also, “regular internship practice+ employment entrepreneurship” integration cultivation mode is adopted to encourage the self-employment entrepreneurship of mainstream platforms or recommend local governments to support enterprise employment.

(III) “Professional basic theory+ special analog practice+ regular post internship practice+ employment entrepreneurship” school-enterprise collaboration cultivation teaching content system is established.

(1) Professional basic theory aims to facilitate students’ in-depth understanding of cross-border e-commerce theoretical knowledge on the grounds of the classroom teaching, as well as further know and master basic knowledge and process of cross-border e-commerce, including cross-border e-commerce course, cross-border e-commerce course survey, summer social survey, relevant topic forum, and cross-border e-commerce enterprise visiting.

(2) Special analog practice emphasizes that cross-border e-commerce theoretical knowledge is applied to various practices of cross-border e-commerce, so as to realize integration of cross-border e-commerce theoretical knowledge and practice, and cultivate cross-border e-commerce innovative thinking and entrepreneurial skills, such as cross-border e-commerce course simulation practice, innovative and entrepreneurial contest project, cross-border e-commerce subject topic research, and cross-border e-commerce social practice.

(3) Regular post internship practice will select interns to attend post internship practice in

enterprises. Enterprise “apprenticeship” makes students participate in the overall operational process of cross-border e-commerce enterprises, and cultivate exploration, innovative thinking, innovative ability, and comprehensive practical ability for students.

(4) Employment entrepreneurship depends on mainstream platforms to enter into the project incubation and realizes actual operation of cross-border e-commerce innovative and entrepreneurial project.

(IV) It is necessary to establish the resource collaboration and education mechanism, and enhance the strength of innovative and entrepreneurial teachers

Various school and enterprise resources are fully integrated. Also, “intramural+ extramural” practice teaching platform and base are constructed. It is necessary to carry out the specific student training and teacher training and gradually form the innovative and entrepreneurial resource collaboration and education mechanism of cross-border e-commerce. From the perspective of school level, it is essential to establish the entrepreneurial incubation service system, start up relevant cross-border e-commerce entrepreneurial incubation practice projects, provide cross-border e-commerce innovative and entrepreneurial exchange cooperation and training platform, establish the “extramural internship practice base” with the key of “entrepreneurial practice”, let students participate in enterprise operation projects, and guide students to learn and realize seamless practice training with enterprises. From the perspective of the school level, it is necessary to construct the “intramural talent cultivation base”, promote the classification cultivation and specific cultivation mode, and dispatch teachers to regularly participate in studying relevant innovative and entrepreneurial courses and practical activities, especially for conducting practical and professional training in cross-border e-commerce enterprises, creating conditions to participate in practical enterprise operation, and enhancing the “dual-type” capacity of teachers.

5. Conclusion

Under the cross-border e-commerce developmental background, the cultivation of application-oriented talents with undergraduate degree is based on the school-enterprise collaboration cultivation. At present, colleges should seize the opportunity of “internet+” and “dual innovation and entrepreneurship”, regard the innovative and entrepreneurial education as the talent cultivation orientation to run through the overall process of talent cultivation. Talent cultivation always focuses on “professional knowledge+ business skills+ innovative awareness+ entrepreneurial skills” so that students can master basic theoretical knowledge and gain practical skills, gradually establish the employment strength of innovative thinking, and further motivate the entrepreneurial philosophy and employment potential.

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