

Exploration of Cross-border E-commerce Talent Cultivation under the Concept of OBE Education

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Abstract: The social demand for cross-border e-commerce talents is gradually increasing. This paper aims to explore the innovative application and practical path of OBE concept in the training of cross-border e-commerce talents. By building a market demand-oriented training system with student competence as the core, this paper analyzes how the OBE concept promotes the overall improvement of the knowledge structure, skill level and professional quality of cross-border e-commerce talents. Combined with the development trend of the industry, the implementation strategy is put forward, including the reconstruction of curriculum system, strengthening of practical teaching and deepening of school-enterprise cooperation, in order to provide more compound talents with international vision, innovation ability and practical experience for the field of cross-border e-commerce.

Keywords: OBE Education Concept; Cross-border E-commerce; Talent Training.

1. Introduction

With the acceleration of global economic integration and the rapid development of Internet technology, cross-border e-commerce has not only jumped to the forefront of international trade, but also become an important engine to promote global economic integration and innovation. With the booming of this field, the demand for talent quality has reached an unprecedented height, and there is in urgent need of interdisciplinary and innovative talents with international vision, cross-cultural communication skills and digital skills. The traditional education model is inadequate in cultivating such high-end talents, and it is difficult to effectively connect with the rapid changes and deep needs of the market. In this context, OBE education concept opens up a new path for cross-border e-commerce talent cultivation with its distinct goal orientation, deep attention to students learning results and strengthening characteristics of ability cultivation. Through detailed analysis of the curriculum system of the prospective reconstruction, practice teaching diversification and the depth of the integration of three strategies, fully explore the OBE concept in the field of cross-border electricity education application and results, aims to cultivate to meet the future market demand of high quality cross-border electricity talent provide solid theoretical support and operational practice guide, further promote the sustainable and healthy development of cross-border electricity industry and international competitiveness.

2. Build a Modular Curriculum System Oriented by Market Demand

Under the guidance of OBE education concept, the blueprint of cross-border e-commerce talent training is being drawn up with unprecedented accuracy. In the face of the rapid development trend of the industry, the construction of a curriculum system seamlessly connected with the market demand has become the cornerstone of cultivating the future industry elites. Although the traditional education framework is stable, it is difficult to flexibly respond to the rapidly changing challenges in the field of cross-border e-commerce,

and its tendency to emphasize theory rather than practice has become a shackle of talent training. Therefore, we urgently need to break the shackles of traditional disciplinary boundaries, deeply integrate multi-disciplinary wisdom, and carefully carve out a set of modular curriculum system. This system is not only rooted in the in-depth analysis of the core positions of cross-border e-commerce, but also forward-looking into the future trend of the industry, ensuring that students can grasp a solid theoretical foundation while flexibly responding to complex and changeable practical scenarios, and become compound talents urgently needed by the industry.

For example, under the concept of OBE education, e-commerce business school can reform and innovate the curriculum system. The college launched an in-depth industry insight program, and through extensive market research and expert interviews, it accurately targeted the core positions and key capabilities in the field of cross-border e-commerce. Subsequently, guided by these abilities, the college has carried out a comprehensive and detailed modular reconstruction of the curriculum system. The curriculum system is cleverly divided into four core modules: "cornerstone of international trade", "cross-border e-commerce practical platform", "cross-border logistics payment bridge" and "marketing and promotion innovation". In "cross-border electricity combat platform" module, college can design covers platform rules analysis, selection strategy optimization theory essence of course, the introduction of simulation shop practice, real cross-border project participation in immersive learning experience, let the students in the "school", "learning", so as to realize the depth of the theoretical knowledge and practical skills fusion and double leap, greatly improve the students comprehensive competitiveness and market adaptability.

3. Build a Diversified Practice Platform to Enhance the Actual Combat Ability

Under the OBE education concept, practical teaching is not only a solid bridge for cross-border e-commerce talent

training, but also a golden key for students to cross the gap between theory and practice. In order to enable students to travel in the real sea of business, we are committed to building a diversified practice platform system integrating breadth and depth. This system not only covers the cross-border e-commerce training center on campus to the in-depth cooperation base of off-campus enterprises, but also integrates cutting-edge technology means such as online simulation and virtual simulation, opening a door for students to the practical world of cross-border e-commerce. Through these platforms, students can not only contact and operate the latest industry tools, but also deeply understand the pulse of the market and master the ability to solve practical problems in the simulated and real scenarios, so that their practical ability can thrive in challenges and opportunities.

For example, the college has cooperated with leading enterprises in the industry to build a cross-border e-commerce training base integrating teaching, practical training and scientific research. The base not only first-class hardware facilities, more importantly, it closely docking enterprise real operation scenario, the enterprises latest projects, cases and technology into the classroom, let students in the joint guidance of enterprise experts, experience from the market research keen insight to the product selection of accurate positioning, from the art of shop decoration to marketing strategy layout, to the efficient management of logistics distribution a series of cross-border electricity operation complete process. In addition, the college has also innovatively introduced the "competition and education integration" mechanism, and regularly holds cross-border e-commerce skills competitions and entrepreneurship competitions. These competitions are not only a comprehensive test of students practical ability, but also a powerful engine to stimulate their innovative thinking and entrepreneurial enthusiasm. Students learn from each other in the fierce competition, make progress together, and transform the knowledge into the ability to solve practical problems, laying a solid foundation for their future career. This all-round practical teaching mode of "doing through learning, learning by doing and understanding through competition" not only greatly improves students practical ability, but also lays a broad road for their long-term development in the field of cross-border e-commerce.

4. University-enterprise Cooperation Has Been Deepened, and a Cooperation Mechanism Integrating Industry, University, Research and Application has been Established

Under the guidance of OBE concept, school-enterprise cooperation, as a bridge for cross-border e-commerce talent training, not only accelerates the deep integration of education and enterprises, but also stimulates the infinite potential of innovation cooperation between the two sides. Deepening this cooperation mode is not only the inevitable product of the efficient integration of educational resources and enterprise resources and the mutual integration of advantages, but also the core driving force for the transformation and upgrading of cross-border e-commerce education system and the qualitative leap in the quality of talent training. Universities should take a more forward-looking strategic vision and an open and inclusive cooperation attitude, take the initiative to overcome the

traditional barriers, and establish a strategic cooperative partnership with enterprises based on deep understanding, high mutual trust and continuous mutual benefit. Both sides should work together to explore the infinite possibilities of talent training, accurately connect the frontier trend of the industry and the market dynamic demand, and customize personalized and forward-looking training programs. At the same time, it jointly develops innovative and practical teaching resources, and implements a series of effective industry-university-research-application cooperation projects.

For example, the college can establish a deep partnership with cross-border e-commerce enterprises, and the two sides have jointly established a cross-border e-commerce research center, which is committed to theoretical research and technological innovation in the field of cross-border e-commerce. The research center has not only undertaken a number of national and provincial scientific research projects, but also provided a large number of technical consultation and solutions for enterprises. At the same time, the enterprise also sends experienced experts to serve as part-time professors of the school, to participate in the formulation of teaching plans and course content, and to impart practical experience to students. In addition, the school has also cooperated with enterprises to set up "order classes", which can customize the talent training program according to the needs of enterprises. Students can directly work in enterprises after graduation, realizing the seamless connection between talent training and market demand.

5. Strengthen International Exchanges and Cultivate Global Competitiveness

In the field of cross-border e-commerce, an international vision is an indispensable and important quality. Many schools ignore the influence of the external environment on students, resulting in students insufficient sensitivity to the external environment. The OBE education concept emphasizes the cultivation of students global awareness and cross-cultural communication ability, so as to adapt to the cross-border and cross-cultural characteristics of cross-border e-commerce business. Therefore, universities in the cross-border electricity process of talent training, should pay attention to expand the students internationalization of vision, by strengthening cooperation with international education institutions, the introduction of international curriculum and resources, organize overseas exchange projects, let students contact and learn to different countries and regions of business culture, market rules and legal environment, to enhance its competitiveness in the global market and adaptability.

For example, the E-commerce business school actively promotes the internationalization strategy and establishes cooperative relations with well-known universities in many countries and regions. The college has not only introduced a number of international advanced cross-border e-commerce courses, but also regularly invited internationally renowned scholars and entrepreneurs to give lectures to share the cutting-edge industry trends and practical experience. In addition, the college has set up an overseas exchange fund to encourage students to participate in international academic conferences, short-term visits and internship programs. College can cooperate with foreign university launched a "cross-border electricity international exchange project",

select outstanding students to foreign learning advanced cross-border electricity operation concept and technology, at the same time to participate in the actual operation of local enterprises, through experience and practice, students international vision and cross-cultural communication ability was significantly improved. These experiences not only lay a solid foundation for students career development, but also provide a broad stage for them to show their talents in the global cross-border e-commerce market.

6. Conclusion

The OBE education concept provides a new perspective and path for the cultivation of cross-border e-commerce talents. Through the implementation of the curriculum system reconstruction, the strengthening of practical teaching and the deepening of school-enterprise cooperation, teachers can effectively improve the comprehensive quality and practical ability of cross-border e-commerce talents and meet the urgent needs of the industry development. In view of the problems in the process of talent training, teachers should use

the existing resources to improve the education level. With the continuous development of the cross-border e-commerce industry and the in-depth practice of the OBE education concept, the training of cross-border e-commerce talents will reach a new level and contribute more strength to the global economic integration and the prosperity and development of international trade.

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