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Exploration and Design of "Promoting Learning through Competition" Teaching Mode of Cross-Border E-Commerce Course under the Concept of "Entrepreneurship and Innovation"

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Abstract: *Currently, integrating the "mass entrepreneurship and innovation" concept into the teaching of cross-border e-commerce courses has become an important content of the cross-border e-commerce course reform. The article proposes to explore the reform of the teaching mode of cross-border e-commerce courses by taking the "national cross-border e-commerce innovation and entrepreneurship ability competition" as an opportunity. It also puts forward suggestions from the aspects of integration of teaching and competition, updating the teaching content of cross-border e-commerce courses, integration of learning and competition, updating the teaching methods of cross-border e-commerce courses, integration of practice and competition, and forming an integrated teaching system of "teaching, learning, practicing, doing and competition".*

Keywords: *Entrepreneurship and innovation concept; Cross border e-commerce; Promoting learning through competition*

Introduction

In recent years, China's cross-border e-commerce has developed rapidly. In 2019, the scale of China's cross-border e-commerce transactions has reached 10.5 trillion yuan, which accounts for an increasing proportion of international trade, and has become a new business form for the development of China's foreign trade industry. The rapid development of cross-border e-commerce has led to a huge demand for seven pairs of cross-border e-commerce talents. In this situation, cross-border e-commerce in Colleges and universities has ushered in new opportunities, but also brought new challenges to colleges and universities on how to cultivate students' professional quality of cross-border e-commerce (Ping ,2017).

Current Situation of Cross-border E-commerce Teaching

The Teaching Content is Lack of Innovative Content

At present, the teaching of cross-border e-commerce mainly focuses on how to upload products to the website and how to complete the operation process after the cross-border e-commerce transaction is concluded. It lacks cross-border e-commerce entrepreneurship content such as how to select products, how to promote

products, and how to explore cross-border e-commerce segments. Students trained through this training method can only be competent for ordinary salesperson and other positions after graduation. Incorporating the teaching concept of innovation and entrepreneurship into cross-border e-commerce practice will help students adapt to innovative cross-border e-commerce enterprises by using cross-border trade platforms and existing skills or carry out cross-border e-commerce entrepreneurship on their own platforms.

Students have Poor Learning Initiative

The existing teaching mode is mainly teachers' indoctrination, and the theoretical courses are seriously disconnected from the practical courses. In this case, students do not know where to use the learning content, and do not know their learning level. These reasons lead to students' passive learning state, lack of active learning motivation and learning initiative.

Teaching Takes Teachers as the Main Body and Textbooks as the Center, and Theoretical Courses are Seriously Divorced from Practical Courses

At present, the teaching process of cross-border e-commerce in most schools still takes teachers as the main body and teaching materials as the center, and the main teaching content is the specific operation skills of the platform. In reality, if middle school students want to successfully engage in cross-border e-commerce after graduation, they should not only have the specific operation skills of cross-border e-commerce platform and the ability to communicate with foreigners, but also have good business negotiation ability and marketing promotion ability, In the existing teaching process, the platform operation ability can be learned through textbooks and teachers' professors, but the business negotiation ability and marketing promotion ability are difficult to obtain simply through the teachers' professors and teaching materials' learning, so the existing teaching process is far from meeting the needs of cross-border e-commerce practical work.

The Concept of "Mass Entrepreneurship and Innovation" and Cross-border E-commerce Teaching

Cultivation of Cross-border E-commerce Entrepreneurship and Innovation Awareness

Innovation and entrepreneurship education is very different from the knowledge cultivation in existing universities. It not only aims to cultivate students' basic knowledge and basic professional quality, but also to cultivate students' entrepreneurial consciousness, entrepreneurial spirit and entrepreneurial ability through a large number of practical education. In the process of cross-border E-Commerce teaching, students should not only understand the basic processes and basic knowledge of cross-border e-commerce, but also inspire students' awareness of cross-border e-commerce innovation and entrepreneurship through practice.

Improvement of Cross-border E-commerce Entrepreneurship and Innovation Capability

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In the process of cross-border E-Commerce teaching, in addition to teaching students the basic operation ability of cross-border e-commerce, we should also cultivate students' innovative and entrepreneurial qualities such as cross-border e-commerce entrepreneurship and innovation ability, organization and coordination ability, leadership ability, etc. the cultivation of these abilities can be carried out not only through the presentation of theories and cases, but also through competitions, debates, teamwork and scenario simulation.

Cross Border E-Commerce Environment Cognition

In the process of cross-border E-Commerce teaching, combined with China's macroeconomic environment and the overall international situation, guide students to understand the current cross-border e-commerce enterprises and cross-border e-commerce industry environment, understand the entrepreneurial opportunities existing in cross-border e-commerce, master the development process, and the design strategies and skills of cross-border e-commerce business model .

Reform Goal of Teaching Mode of "Promoting Learning Through Competition" Cross-Border E-Commerce Course

Solve The Problem of Students' Insufficient Learning Initiative

Through a lot of teaching practice, most teachers found that if students learn with the goal of participating in the competition and getting the ranking, students' learning enthusiasm has a good improvement effect. However, due to the complexity and difficulty of subject competition, it is often difficult for students to carry out competitive learning on their own. Therefore, through the analysis of the current situation of experimental teaching and competition design, the reform of experimental teaching content based on subject competition is carried out, and the reform of teaching mode is put forward according to the changes of teaching content and the specific situation of subject competition. By participating in the competition, we can overcome the weakness of the original students' poor learning initiative and strong dependence, and greatly improve the students' comprehensive quality and ability . More importantly, we can feel the real operation process of cross-border commerce and cultivate corresponding cross-border e-commerce capabilities.

Take the "National Cross Border E-Commerce Innovation and Entrepreneurship Ability Competition" as an Opportunity to Explore The Reform of Teaching Mode of Cross-Border E-Commerce Courses

The main purpose of the "national cross border e-commerce innovation and entrepreneurship ability competition" hosted by the China Association of international trade is to Promote Colleges and universities to explore and establish a new mechanism for cross departmental, interdisciplinary and cross professional training of innovative and entrepreneurial talents. Therefore, this paper will take the opportunity of participating in the "national cross border e-commerce innovation and entrepreneurship ability competition" to improve the teaching conditions of cross-border e-commerce courses, and build and optimize the teaching system of cross-border e-commerce courses, And update the teaching content of cross-border e-commerce courses, pay more attention to cultivating students' innovation and entrepreneurial ability, so as to achieve the purpose of "promoting training, learning and teaching through competition".

Solve the Problem That the Existing Cross-Border Teaching Content Lacks the Concept of Entrepreneurship and Innovation

The existing cross-border teaching content mainly involves the operation of cross-border e-commerce platforms and product uploading. The positions they serve are mainly ordinary salesmen in cross-border e-commerce enterprises. Therefore, uploading products according to the requirements of cooperative enterprises is only a small and simplest part of completing cross-border e-commerce. The course content rarely involves how to use the platform to open stores and promote their own entrepreneurial content. " The "national cross-border e-commerce innovation and entrepreneurship competition" is set up according to the actual operation mode of cross-border e-commerce. In the process of setting up, it pays more attention to the comprehensive ability of innovation and entrepreneurship, the selection of cross-border e-commerce products, the precise marketing of cross-border e-commerce, and the analysis of cross-border e-commerce data. These comprehensive innovation and entrepreneurship education are properly integrated into practical teaching, It is beneficial for college students, especially fresh graduates, to carry out innovation and entrepreneurship by using cross-border e-commerce platforms and existing professional knowledge .

Teaching Mode Reform and Teaching Design Strategy

This paper will take the opportunity of participating in the cross-border e-commerce competition to improve the teaching conditions of cross-border e-commerce courses, build and optimize the teaching system of cross-border e-commerce courses, update the teaching content of cross-border e-commerce courses, cultivate students' awareness of innovation and entrepreneurship, stimulate students' interest in innovation, and improve students' Innovation and entrepreneurship ability [8]. The main research contents include the following aspects .

Integration of Teaching and Competition, Updating the Teaching Content of Cross-Border E-Commerce Courses

In terms of content setting, teachers need to combine cross-border e-commerce theory with cross-border e-commerce practice, that is, combine the teaching content with the content of cross-border e-commerce competition. At the same time, they also make reforms in teaching methods, and conduct phased assessment of the knowledge and skills taught, learned and done in the form of classroom competition, so as to mobilize students' initiative and participation through this phased assessment.

Integrate Learning and Competition, and Update the Teaching Methods of Cross-Border E-Commerce Courses

While teachers should adjust the proportion of curriculum theory and actual operation according to their own curriculum teaching plan and in combination with the competition content, and in combination with students' acceptance ability and teaching situation, adjust teaching methods and assessment methods, use the competition platform to implement comprehensive and phased assessment, and make full use of students' competitive psychological needs in the teaching process and assessment process to achieve the best teaching effect.

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Integration of Practice and Competition, Forming an Integrated Teaching System of "Teaching, Learning, Practicing, Doing and Competition"

In terms of teaching system arrangement, the teaching plan, teaching intensity, time arrangement, teaching difficulties and key points are determined according to the content of the competition, the actual operation process of cross-border e-commerce and the competition schedule. In terms of teaching content, combined with the complete content arrangement based on the participation content and the actual operation process of cross-border e-commerce, we can make full use of the cross-border e-commerce simulation software used in the competition for simulation display in the students' learning process, and make full use of the existing exercises of the cross-border e-commerce simulation software in the practice process. At the same time, in addition to using these software in classroom teaching, we can also consider introducing the examination into the competition platform, which is more intuitive Objectively assess students' grades. In the teaching process, we should pay attention to the cultivation of students' competitive consciousness and the breakthrough teaching practice with the goal of competition reward.

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