

# A STUDY ON THE CURRICULUM SYSTEM OF CROSS-BORDER E-COMMERCE BASED ON THE ANALYSIS OF JOB VOCATIONAL ABILITY

ChenXing Bai<sup>1,2</sup>

1. School of Management Science and Engineering, the Tianjin University of Finance and Economics, Tianjin, China

2. School of Economics and Management, the Tianjin Vocational Institute, Tianjin, China

Corresponding Author's Email: baicx97@163.com

## Abstract

With the further opening of China's external market and the continuous launch of substantive and favorable policies, the development of cross-border e-commerce has ushered in a new development opportunity. The size of transactions has continued to grow significantly. This will inevitably lead to an unprecedented increase in the quantity and quality of corporate demand for cross-border e-commerce talents. Based on this and an in-depth analysis of the current research situation of the current cross-border e-commerce curriculum system, this article investigates cross-border e-commerce import and export companies. Using text mining and statistical analysis software for qualitative and quantitative specific analysis, it finds the 6 main jobs involved in cross-border e-commerce and the corresponding core vocational ability, and establishes a cross-border e-commerce curriculum system based on job vocational ability analysis. The curriculum system of cross-border e-commerce includes the vocational basic course section, the vocational and technical courses section and the skills training course section. Among this, there are 8 core courses.

**Keywords:** Cross-border E-commerce, Job, Vocational Ability, Curriculum System

## 1. INTRODUCTION

Cross-border e-commerce is a new way of international trade and has extremely bright development prospects around the world. It broke through the barriers between countries and brought about huge changes in the world economy and trade. Cross-border e-commerce can broaden the path for enterprises to enter the international market, promote the optimization of multilateral economic and trade resources, and achieve mutual benefit. At the same time, consumers can also conveniently and quickly purchase a variety of cost-effective products around the world. Internationally renowned cross-border e-commerce platforms include Amazon, eBay, and Wish in the United States, and AliExpress, DHgate, and LightInTheBox in China. Cross-border e-commerce transactions can also be conducted through Tmall international, jd.com global shopping, mia.com, ymatou.com and other online shopping sites. Because of its important significance and value, China has launched a number of substantive positive policies in recent years, and the development of cross-border e-commerce has ushered in a new

development opportunity. According to the data of alibaba research institute [1], China's cross-border e-commerce transactions will exceed 12 trillion yuan by 2020, with an average annual growth rate of 20%. The substantial and sustained growth of cross-border e-commerce transaction scale will inevitably lead to an unprecedented increase in the quantity and quality of enterprises' demand for cross-border e-commerce talents. Therefore, it is necessary for colleges and universities to establish an appropriate cross-border e-commerce curriculum system according to the actual job requirements of the current cross-border e-commerce industry and enterprises. Students should be trained in relevant knowledge, skills and qualities, and cross-border e-commerce talents should be cultivated to meet the needs of the current social and economic development situation.

## 2. CURRENT RESEARCH STATUS OF CROSS-BORDER E-COMMERCE CURRICULUM SYSTEM

With the rapid development of cross-border e-commerce industry and the new demand for

cross-border e-commerce talents, the research literature on the cultivation mode and curriculum system construction of cross-border e-business at home and abroad is also increasing. The academic circle has carried on the extensive research and the discussion from the different Angle. The present research results mainly focus on two directions. (1) the comprehensive cross-border e-commerce talents training and curriculum system construction: For example, Chen jian [2] et al. analyzed the current situation of cross-border e-commerce industry and talent cultivation from the perspective of the imbalance between supply and demand in cross-border e-commerce training, and found talent cultivation strategies and curriculum system construction; Yu wendan et al. [3] explored the abilities and curriculum system construction that cross-border e-commerce talents should possess from the perspective of the needs of cross-border e-commerce talents; Su Hang [4] believed that we should establish a cross-border e-commerce professional practice teaching system based on improving students' ability to innovate and analyzing the competence needs of cross-border e-commerce talents based on their job competence. (2) Research from the perspective of subject development: For example, Deng yinyan [5] studied the reform of business English talent cultivation model and the construction of curriculum system in the context of cross-border e-commerce; Chen xiaofei [6] et al. studied the cultivation of cross-border e-commerce talents and the construction of curriculum system from the perspective of e-commerce professional development in higher vocational colleges; Hu yinghua [7] believed that the international trade major in higher vocational colleges should focus on cultivating high-quality and compound first-line talents for cross-border e-commerce business of small and medium-sized foreign trade enterprises. Based on this, she proposed the path of talent cultivation model reform. Wu Min [8-9] discussed the design of the talent training program for this specialty taking Chongqing Youth Vocational and Technical College which has established a cross-border e-commerce as an example. Through research, she believed that cross-border e-commerce operations, cross-border e-commerce operations and maintenance, electronic port operations, and international logistics operations were the main employment areas for cross-border e-commerce graduates, and had specifically analyzed the core competencies required for the job. Based on this, a talent training model of "alternation between learning and training, integration of work and study, and integration of lessons and certificates" based on market demand had been

established. At the same time, it pointed out the current misunderstanding of the vocational cross-border e-commerce talent training, and further proposed the reform strategy of vocational cross-border e-commerce talent training combining with my own years of work research experience. Li Xufang [10] made some suggestions on the design of the cross-border e-commerce professional curriculum system based on the needs of cross-border e-commerce talents and corporate job requirements.

In summary, it can be found that few studies have been conducted on the construction of the talent training curriculum system based on the core competence of the post, although the research perspectives are different. There is less analysis of typical professional activities and professional capabilities of cross-border e-commerce professionals based on the occupational requirements of cross-border e-commerce practitioners. Therefore, this study will conduct research on cross-border e-commerce import and export enterprises and make qualitative and quantitative specific analysis using text mining and statistical analysis software based on the research of wu min [8] and li xufang [9]. On the basis of clarifying vocational requirements of cross-border e-commerce practitioners of higher vocational students and vocational posts or job groups for cross-border e-commerce talents in higher vocational colleges, typical vocational activities and vocational ability analysis are conducted. In combination with the development of local regional economy, the cross-border e-commerce curriculum system based on the analysis of vocational ability of posts is built with the integration of "job competency" and "core courses" as the main line.

### 3. ANALYSIS OF VOCATIONAL ABILITY OF CROSS-BORDER E-COMMERCE JOBS

Through research and comprehensive analysis, the main jobs involved in cross-border e-commerce are six: Cross-border e-commerce operator, cross-border marketing commissioner, cross-border network editor, cross-border operation commissioner, cross-border customer service commissioner, cross-border logistics commissioner. The vocational competencies required for each job are as follows:

#### (1) Cross-border e-commerce operator

For cross-border e-commerce operators, the specific vocational capabilities required include: He can perform cross-border store registration operations; He can perform cross-border logistics and overseas warehouse operations; He can conduct overseas market research operations; He can carry out

cross-border selection and product information operation; He can conduct cross-border product pricing, publication and release operations; He can perform cross-border store optimization and promotion operations; He can carry out order receiving, delivery, and exit customs inspection; He can perform collection operations, after sales services, and customer maintenance operations.

(2) cross-border marketing commissioner

For cross-border marketing commissioner, the specific vocational capabilities required include: He is able to understand the development goals and characteristics of market demand, collect international market consumption trends and product development trends, and determine product planning and marketing goals; He has the concept of brand development and established brand marketing goals; He can fully grasp the marketing methods of major cross-border e-commerce platforms, search engines, social platforms, etc., and write solutions and implement them throughout the process; He is able to perform overseas market analysis, product pricing analysis and product sales cycle analysis.

(3) cross-border network editor

For cross-border network editor, the specific vocational capabilities required include: He was able to collect relevant copywriting information from competitors in a timely manner; He accurately grasps the core demands of brands and products, and refines copywriting materials; He is able to choose a copywriting theme that suits different target markets based on the information collection and analysis results; He can write multilingual copywriting that suits different target markets according to the corporate culture, product characteristics, target market characteristics, combining with copywriting theme; He can optimize the content of copywriting according to the data feedback results, and promote the increase of exposure, clickthrough rate and conversion rate; He can perform graphic editing, such as visual design, graphic editing, video shooting and editing, visual display, and so on.

(4) cross-border operation commissioner

For cross-border operation commissioner, the specific vocational capabilities required include: He can launch products by using FTP and other tools proficiently and being familiar with the rules of various cross-border e-commerce platforms such as Amazon, Ebay, Wish, etc; He can formulate operations promotion plans and optimization based on products and sales targets and various data analysis tools; He can use various tools for off-site

drainage; He can grasp the receipt and payment status of the sales orders in time, and handle the payment in time.

(5) cross-border customer service commissioner

For cross-border customer service commissioner, the specific vocational capabilities required include: He can answer customer inquiries based on information such as company products, and reach a level of timely response to customer demand information in English and other languages; He can guide customers to place orders and purchases and improve the level of customer consultation conversion rate by using the opportunity of customer consultation to effectively publicize product highlights, features, price advantages, promotional activities, etc. He can feedback the logistics status to the buyer in time and remind the buyer to confirm the receipt until the order is completed by according to the status of the order and tracking the logistics progress; He can handle disputes; He can analyze customer data, carry out effective customer classification management, and effectively perform customer maintenance and management.

(6) cross-border logistics commissioner

For cross-border logistics commissioner, the specific vocational capabilities required include: According to the needs of the enterprise, he can use various platform tools and rules to formulate a logistics solution that meets the needs of the enterprise; He can fully assess the risk and profit margin according to the requirements of the enterprise, and formulate a competitive quote template; He can complete the selection of qualified logistics solutions according to the rules and requirements of different platforms and the actual situation of the enterprise itself; He can help customers take stock of goods and calculate overseas warehouse costs; He can understand foreign trade policies and achieve the goal of user experience.

#### 4. THE CURRICULUM SYSTEM OF CROSS-BORDER E-COMMERCE BASED ON THE ANALYSIS OF JOB VOCATIONAL ABILITY

Based on the analysis of the core vocational competences of the above 6 main jobs of cross-border e-commerce, this article establishes a cross-border e-commerce curriculum system based on the analysis of job professional capabilities. It mainly includes 3 sections: the vocational basic course section. They are shown by **Table 1**.

**Table 1 A Cross-Border E-Commerce Curriculum System**

NO.	course sections	courses
1	the vocational basic course section	an overview of Mao Zedong Thought and the theoretical system of socialism with Chinese characteristics, ideological and moral cultivation and legal foundation, situation and policy, employment guidance, college English, advanced mathematics, sports, computer culture foundation, entrepreneurship foundation, military theory, Mental health education, life safety and rescue for college students, etc.
2	the vocational and technical courses section	the basics of statistics, basics of economics, online payment and settlement, practical Internet technology, corporate accounting, cross-border e-commerce laws and regulations, SQL Server database management and application, international business culture and etiquette, cross-border E-commerce foundation, international marketing, etc.
3	the skills training course section	cross-border e-commerce B2B practice, cross-border e-commerce B2C practice, cross-border e-commerce procurement management, cross-border e-commerce practice, cross-border e-commerce customer service, cross-border e-commerce platform operation, Business graphic editing, cross-border e-commerce logistics management, cross-border e-commerce marketing and planning, cross-border e-commerce English, business data analysis and application, social media marketing practices, copywriting planning and writing, etc.

The core courses of the curriculum system of cross-border e-commerce based on the analysis of job vocational ability are as follows:

(1) Cross-border e-commerce customer service

This course familiarizes students with the basic scope and working practices of cross-border e-commerce customer service, as well as customer service ideas and skills. It can enable students to develop good cross-border network service etiquette; It can let the student master the skills of cross-border e-commerce customer service inquiry, dispute prevention and handling methods; Students can timely communicate and resolve disputes with cross-border e-commerce customers before, during and after sales.

(2) Business graphic editing

This course mainly cultivates students' visual marketing planning ability of cross-border e-commerce; It mainly cultivates students' ability to collect relevant materials such as pictures, videos and music according to the theme of copywriting; It mainly cultivates students' ability to determine preliminary color scheme and graphic layout according to materials; It mainly cultivates students' abilities in making enterprise brochures, designing exhibition hall and poster, and designing main product drawings; It mainly trains the students to edit and design all kinds of text and text; This course mainly trains students to be proficient in using video editing software and to produce materials that meet the standard of marketing promotion.

(3) Cross-border e-commerce platform operation

This course introduces the knowledge of engaging in cross-border e-commerce and operation skills of aliexpress platform from the simple to the deep with aliexpress which is suitable for beginners as the main explanation platform in the form of practical operation guidance. Then an in-depth analysis was carried out, combining the characteristics of eBay, Amazon and Wish platforms in their respective market conditions, customer sources, business models, operating rules and requirements. This course explains the key points of sellers' management in parallel operation of multiple platforms, and Outlines the appearance of cross-border e-commerce multi-platform operation. The main contents of this course include introduction to cross-border e-commerce, basic operation, platform rules, aliexpress, cross-border logistics, marketing, data analysis, visual art, customer service, collection and cross-border payment, mobile business, introduction to Amazon platform, introduction to eBay platform, introduction to wish platform and multi-platform management of cross-border e-commerce.

(4) Cross-border e-commerce marketing and planning

This course enables students to master the selection and application of cross-border e-commerce marketing methods and platforms; It enables students to master the planning and design of cross-border e-commerce marketing activities and the writing of cross-border e-commerce marketing

plans; It enables students to plan and manage cross-border e-commerce marketing activities such as international market research, export commodity copywriting, online advertising, search engine optimization, E-mail, and video marketing; It enables students to analyze the effects of cross-border e-commerce marketing activities; It enables students to have certain ability of cross-border e-commerce marketing innovation and brand planning.

#### (5) Cross-border e-commerce practice

This course is divided into 8 learning scenarios based on the working process of cross-border e-commerce specialists. It specifically includes cross-border store registration operation, cross-border logistics and overseas warehouse operation, overseas market research operation, cross-border product selection and product informatization operation, Cross-border product pricing, publication and release operations, cross-border store optimization and promotion operations, Order processing, delivery, customs declaration, collection, after-sales service and customer maintenance. The course emphasizes the training of cross-border e-commerce operation ability in each link.

#### (6) Business data analysis and application

This course aims to cultivate students' ability to collect, analyze and apply business data in cross-border e-commerce operations. It enables students to master the basic knowledge, methods and processes of cross-border e-commerce data analysis. This course enables students to master the use of commonly used data analysis tools to analyze cross-border e-commerce target consumer groups, store goods, traffic structure, conversion rate and comprehensive service capabilities of the store. Then it can guide enterprises to conduct digital marketing and operation according to data analysis results.

(7) Cross-border e-commerce logistics management  
Based on the basic principles and business methods of modern logistics management, this course focuses on the ways, methods and some technical carriers related to cross-border goods trade. It can enable students to master the basic theories, knowledge and skills needed to engage in cross-border logistics. This course develops students' basic ability to deal with the specific business of cross-border logistics.

#### (8) Cross-border e-commerce English

The course requires students to be familiar with the basic knowledge and skills of cross-border e-commerce. It requires students to be proficient in listening, speaking, writing and translating cross-border e-commerce English. The course requires students to be proficient in English in

business negotiation, market research, the practical operation of import and export business and service trade.

## ACKNOWLEDGEMENTS

The authors acknowledge the special research topic of education and training in 2019 of China Cooperative Trade Enterprises Association (Grant: CSA.D19-BC03), Teaching reform topics of the vocational education of the Chinese Society of Technical and Vocational Education from 2019 to 2020 (Grant: 1910557).

## REFERENCES

- [1]. Deloitte Consulting & Ali Research Institute (2019) Research report on China's import and consumption market in 2019., <http://www.100ec.cn/detail--6533610.html>
- [2]. Chen Jian (2016) The establishment and exploration of talent cultivation mode for cross-border e-commerce major in higher vocational colleges, university education. 2016(04):47-48.
- [3]. Yu WenDan (2017) Research on the cultivation mode of cross-border e-commerce talents based on industrial development, Foreign Economic Relations & Trade., 2017(03):90-91.
- [4]. Su Hang (2016) Construction of practical teaching system of cross-border e-commerce in colleges and universities based on innovation and entrepreneurship ability, Foreign Economic Relations & Trade., 2016(12):139-141.
- [5]. Deng YinYan (2019) Exploration on the cultivation mode of business English majors in higher vocational colleges under the background of cross-border e-commerce, Modern Business Trade Industry., 40(07):31-32.
- [6]. Chen XiaoFei and Fang Xin (2016) Research on the influence of e-commerce on international trade and its innovative teaching methods -- thinking on the new direction of cross-border e-commerce in colleges and universities, Education Forum., 2016(25):86-87.
- [7]. Hu HuaYing (2017) Research on the training mode of talents of international trade in higher vocational colleges under the background of cross-border e-commerce, Science & Technology Economy Market., 2017(01):120-121.
- [8]. Wu Min (2019) Mistakes and reform strategies of cross-border e-commerce talents training in

higher vocational colleges -- a case study of Chongqing youth vocational and technical college, *Research on Transmission Competence*. 3(14): 236.

- [9]. Wu Min (2016) Design of cross-border e-commerce talent cultivation program based on the needs of enterprises -- taking Chongqing

youth vocational and technical college as an example, *Electronic Business*., 2016(12):67-69.

- [10]. Li XuFang (2018) Curriculum Research in Cross-border E-commerce Professional Talent Training, *Journal of Wuhan Institute of Shipbuilding Technology*. 17(04):87-90.