

Discussion on the Integration Path of Cross-Border e-Commerce Professional Teaching and Curriculum Ideological and Political Elements

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Keywords: Cross-border e-commerce, Curriculum thinking and politics, Integration of elements

Abstract: The integration of cross-border e-commerce professional teaching and ideological and political education is in line with the educational concept of ideological and political education of the curriculum, and is the key content of education reform. The integration of ideological and political courses in cross-border e-commerce majors can further improve students' professionalism and ideological and political nature, and play a positive role in promoting students' development from the perspectives of culture and moral education. However, in the process of concrete integration process, further expansion and practice are needed.

1. Introduction

Curriculum ideological and political concept refers to a comprehensive educational concept that integrates all kinds of courses and ideological and political theory courses in the form of constructing the whole staff, whole course and whole course education pattern, forming a synergistic effect, and taking "cultivating people by virtue" as the fundamental task of education. The ideological and political education of the course has been widely applied and promoted in higher education and teaching. Cross-border e-commerce should actively improve the integration of the ideological and political elements of the curriculum, and actively promote the effective implementation of the ideological and political aspects of the curriculum[1].

2. Advantages of Ideological and Political Courses in Cross-Border e-Commerce Professional Teaching

(1)It is conducive to establishing students' cultural confidence

Cross-border electricity professional students in the future employment more contact with foreign consumers, dealers, in the process of communication and communication at the forefront of cultural communication, collision, in the professional course process middle school students will be extensive contact with all kinds of culture, in the learning process of middle school students are vulnerable to the influence of various cultures and produce certain deviation on cultural differences, cultural identity. Course ideological and political education implementation process emphasizes the

importance of cultural confidence, through the ideological education means to help students set up cultural confidence, cultivate students cross-cultural communication consciousness, let students in the course of ideological and political learning differences and enrich students' learning experience in the process of learning, improve students' cultural recognition and understanding, so as to provide subsequent learning courses better learning experience.

(2) It is conducive to establishing students' risk awareness

The development of cross-border e-commerce business mainly relies on information technology, Internet technology, etc., to realize the informatization and virtualization of international trade. The new changes in the international economic exchanges, make our trade barriers, network fraud, foreign culture penetration business risk increasing, only in cross-border e-commerce courses into ideological content, can cultivate a political literacy strong, firm position, professional technology excellent high-quality talents, in order to resist external threats[2]. The ideological and political course of cross-border e-commerce not only focuses on the cultivation of values, but also focuses on making students realize the risk awareness under the cross-border e-commerce system through specific case teaching, and helping students to complete the goal of knowledge learning and developing students' curriculum ability to realize the effective application of knowledge.

3. The Path of Integration of Cross-Border e-Commerce Professional Teaching and Curriculum Ideological and Political Elements

3.1 Based on the Main Position of the Course, Clarify the Course Point of Political Dignities

Curriculum ideological and political education should be based on the existing ideological and political classroom teaching, actively carry out the curriculum ideological and political implementation plan, and improve the quality of curriculum ideological and political education through the way of curriculum ideological and political implementation. In the teaching process of cross-border e-commerce, ideological and political courses are public classrooms. According to the content of ideological and political classes, we should do the education integration of ideological and political and cross-border e-commerce, actively guide from the professional characteristics of cross-border e-commerce, and make use of the ideological and political education advantages to improve students' understanding of ideological and political content of cross-border e-commerce.

Ideological and political classroom is the main position for cross-border e-commerce majors to receive ideological and political education. In ideological and political classroom teaching, teachers should clarify the content of ideological and political education of the curriculum, and improve the effectiveness of ideological and political education through the penetration of course ideological and political points. First of all, in the implementation process of ideological and political classroom teaching, teachers can find out the ideological and political situation of cross-border e-commerce professional students, mainly to understand the actual ideological and political situation of students. The survey was carried out by questionnaire, It mainly evaluates students' understanding of socialist core values and cross-border e-commerce majors, Understand the students' ideological and political education through evaluation; Secondly, according to the evaluation and bottom situation of cross-border e-commerce, In terms of course content, integrate course ideological and political content and cross-border e-commerce majors, Constantly enrich students' learning and practice in the process of course guidance, Enhance students' understanding in the process of experience, Only in this way can students really help to complete the course of ideological and political study, To improve the effectiveness of curriculum ideological and political education; Finally, in the implementation process of the curriculum ideological and political education, Teachers should actively pay attention to the characteristics of students' curriculum of ideological and political education, Extensive consultation with cross-border e-commerce professional teachers, Make a

specific optimization in the course content and find the right entry point, Such as the relationship between innovative vocational skills and curriculum ideological and political education, From the perspective of ideological and political education literacy, Help students complete the goals of content learning through course guidance. In short, in the process of course ideological and political course implementation, teachers should carry out content guidance and innovation from the perspective of ideological and political education practice and cross-border e-commerce professional teaching objectives, and clarify the direction of education and teaching.

3.2 Innovate Curriculum Teaching Methods to Improve the Effect of Ideological and Political Courses

The key to innovating curriculum teaching methods to improve the effect of ideological and political classroom teaching is to get rid of the conventional large classroom mode, connect ideological and political courses with students' learning, use online and offline educational resources to achieve the goal of effective ideological and political education, and promote the effective implementation of curriculum ideological and political education. The method innovation of ideological and political classroom requires teachers to fully consider the actual situation of students in the course guidance process, and infiltrate the course ideological and political education content through the integration of various teaching methods.

Innovation ideological classroom teaching method key is to give priority to with students, build the integration of online teaching scheme: from the perspective of offline, offline teaching sitting in classroom teaching, namely teachers in the curriculum teaching to innovative classroom mode, using micro class, MOOC, flipped classroom teaching means, in the process of course implementation to improve the course of moral education teaching effect[3]. For example, the use of micro-course teaching mode in the classroom can be transformed into video and other materials, Through video materials to help students better understand what the ideological and political class is and what the learning content of the ideological and political classroom is, Reduce the difficulty of knowledge understanding through video, Improve the quality and effect of course teaching; From the perspective of online teaching, Online teaching focuses on ensuring the continuity and sustainability of classroom teaching, Teachers should seize the advantages of online teaching in the process of course guidance, Actively use the advantages of classroom teaching to break the limitations of curriculum ideological and political affairs, For example, teachers can guide students from the perspective of ideological and political courses, Collect real cases of cross-border e-commerce related from the Internet, Case requirements: First, positive and correct cases in cross-border e-commerce, For example, what problems did a cross-border e-commerce employee solve while respecting local laws and regulations; The opposite refers to the negative cases in cross-border e-commerce, For example, some cross-border e-commerce practitioners use loopholes to illegally make profits, The final result of his own prison sentence, Every real case is a part of the online teaching, It is also an important means to improve students' ability.

3.3 Integrate the Ideological and Political Curriculum Strength to Improve the Quality of Ideological and Political Education

Integrating the power of ideological and political classroom and improving the quality of ideological and political education plays a very important role in improving the professional development of cross-border e-commerce. The key to integrating the power of ideological and political classroom is to establish an education system based on ideological and political courses, actively integrate relevant ideological and political personnel together, promote the effective development of students through curriculum ideological and political education, realize the

improvement of students' ideological and political, care about students' development, and enhance students' understanding.

Integrating the power of ideological and political classroom and improving the quality of ideological and political education mainly emphasizes the concept of building great ideological and political education. In the process of implementing the ideological and political education in cross-border e-commerce majors, we should expand the main forces and carry out the ideological and political education practice work as much as possible. In addition to the formal ideological and political classrooms, counselors and professional teachers should also be included in the ideological and political education practice. Counselors are the people most frequently exposed to by college students, Ideological and political education is also one of the daily work of counselors, The education based on counselors requires teachers to make use of ideological and political education opportunities to actively carry out curriculum practice interaction in the process of curriculum guidance, If the counselors can regularly hold cross-border e-commerce professional students to carry out psychological counseling, Conduct professional guidance, To solve the ideological and political problems and the ideological problems facing students through the guidance of counselors; Professional teachers are an important force in students' ideological and political education, The ideological and political education of professional teachers meets the requirements of students' development, In the process of curriculum guidance, using ideological and political education can effectively expand the content of the curriculum and carry out active guidance, As in the process of learning, Students have different understandings of foreign culture and cultural respect, Take an order, for example, Some countries have orders before the understanding of the deposit is different and the domestic understanding, These have caused some problems to the students' thought, Based on the understanding of culture, finance and human behavior, Layout, teachers should carry out moral education from the perspectives of professional ethics and cross-cultural communication, In the process of moral education in the course of moral education. In short, teachers should actively integrate the strength of various ideological and political education in the course teaching, give full play to the advantages of the course ideological and political education in the course guidance process, and improve the implementation effect of the ideological and political power of the curriculum by integrating the ideological and political power of the curriculum.

3.4 Carry out Ideological and Political Education Practice, and Expand the Connotation of Ideological and Political Education

Ideological education practice, the key to expand the connotation of ideological education is to guide cross-border electricity professional students in the process of development to actively implement the requirements of ideological education, through the course practice to help students realize the importance of course ideological and recognize course influence on their own development, promote the effective implementation of practice, develop students' learning and concept, only in this way can truly reflect the ideological value[4].

The key to carry out ideological and political education practice and expand the content of ideological and political education is to develop students' ideological and political education concept in the implementation process of curriculum education, so that students can recognize the importance of ideological and political education in the practice process of practice: to carry out ideological and political courses should first let students realize the value of course ideological and political ideologically. Students majoring in cross-border e-commerce do not have an ideal ideological understanding of ideological and political courses. Some students even think that curriculum ideological and political knowledge and moral education is not useful for their own development. Based on the thoughts of students, in the process of curriculum education, teachers

can invite front-line cross-border e-commerce practitioners, students who have graduated and are engaged in cross-border e-commerce to the school for lectures, With the theme of ideological and politics and cross-border e-commerce, The influence of ideological and political education on its own development from the perspective of their own working experience, Through the explanation of specific characters, let students realize the value of ideological and political courses from the perspective of practice; Secondly, teachers should actively carry out the practice of curriculum ideological and political affairs, Let the students recognize the value of ideological and political education in practice, For example, students will have many problems in the process of cross-border e-commerce learning, Such as cultural differences and how to communicate with different countries, These all belong to the content of the curriculum moral education, In the course of ideological and political education, teachers guide students to learn to communicate with other personnel on the basis of cultural confidence, Students can be involved in a role-play way, If a student plays as a cross-border e-commerce practitioner, Two to three other students portray themselves as personnel from other countries, Complete the goal of content learning through on-site communication, Let the students in the process of communication and communication to understand what is the course ideological and political activities, what is the course ideological and political education practice activities, Understand the relationship between ideological and political education and professional development, Improve the practical effect of students while developing the effectiveness of student curriculum ideological and political education[5]. In short, it is very important to carry out course ideological and political education practice activities. In the process of specific practice, it has played a positive role in developing students 'core literacy, enriching students' understanding and penetrating the effect of moral education.

Summary

cross-border electricity professional education implementation course in line with the school in the implementation of the unified direction and goal at the same time also from cross-border electricity professional characteristics for course guidance work, use course effective education to promote effective learning, develop students' ability at the same time reflects the advantages and value of course ideological and political education.

Acknowledgement

2021 special teaching reform project of “Ideological and political course and curriculum ideological and political” of Shandong Institute of Vocational and technical education: phased research results of the construction and reform of cross-border e-commerce course group (zjxhsz2021z21) based on the “double line interweaving” of curriculum ideological and political and job needs

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