

# *Research on Curriculum Reform Strategies of Cross-Border E-Commerce Laws and Regulations under the Background of Hybrid Teaching*

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**Abstract:** As modern information-based teaching becomes increasingly mature, the author chooses the "online + offline" hybrid teaching method based on the curriculum reform of "Cross-border E-commerce Laws and Regulations". According to the talent training program of professional courses, curriculum resources are optimized, cases are selected, PBL teaching method is applied, classroom interaction and curriculum thinking and politics are combined to enhance the professional knowledge level and strengthen the quality training of students, so that students can become responsible talents. In order to enrich practical extracurricular activities, guide students to solve problems, enhance their sense of mission, combine theory with practice, achieve the ideal effect of course teaching.

## 1. Introduction

Cross-border e-commerce is a new type of business, with broad market space and good prospects for development. Since 2015, with the advent of the "Internet plus" era, the cross-border e-commerce industry has been considered as one of the five trends with the greatest potential in the next 30 years. In order to meet the global economic trend, the country has also introduced a series of support policies. For a time, the cross-border e-commerce industry has been moving forward. Five years in 2015-2020, industry data maintains a good growth, from 2.7 trillion yuan of transactions in 2015, rising to 12.5 trillion in 2020. China's cross-border e-commerce market will reach 15.7 trillion yuan in 2022, according to the China Business Industry Research Institute. No rules, no boundaries, Cross-border E-commerce laws and Regulations is the weapon to maintain Cross-border E-commerce environment[1]. Cross-border E-commerce Laws and Regulations is a professional course for students majoring in cross-border e-commerce, focusing on enhancing legal knowledge and enhancing vocational ability training. How to teach this course will directly affect the legal background and comprehensive quality of the backbone of the next generation of cross-border e-commerce.

## **2. Necessity of curriculum reform of Cross-border E-commerce Laws and Regulations**

### **2.1 Disadvantages of traditional teaching**

The course of Cross-border E-commerce Laws and Regulations mainly combines the Model Law of E-commerce, Model Law of Electronic Signature, Law of Electronic Signature, Contract Law, Intellectual Property Law, Customs Law and other administrative regulations and regulations. There will be a lot of legal jargon and arcane legalese, such as electronic signatures, electronic authentication, tie-in, offer and targeted search. The legal provisions are abstract and difficult to understand, and it is necessary to consult a large number of reference materials to learn this part. Using traditional teaching methods, some students' passion for learning the course will fade away and even lose their interest in learning[2]. Therefore, how to improve students' interest in learning this course is an urgent problem to be solved at present.

### **2.2 Keep up with the times to comply with the trend of the times, respond to the Informationization education policy of the education department**

Education Informatization 2.0 Action Plan, National Vocational Education Reform Implementation Plan and other policies have pointed out the direction for college teaching. Educational informatization is the product of The Times. As a professional course in cross-border e-commerce professionals in the times, it should keep up with the times, break through the traditional courses to fully reform, break through traditional time and space restrictions, use modern information teaching advantages, and improve modern education.

## **3. Selection of mixed teaching mode of Cross-border E-commerce Laws and Regulations**

### **3.1 Overview of blended teaching model**

"Online + offline" hybrid teaching is a new teaching model with the rapid development of information technology. With the deepening and rapid development of education informationization, the learning way of college students is changing at an amazing speed. Online learning has the advantages of rich teaching resources, novel and unique interactive ways, and interesting learning and communication. However, the lack of teachers' depth participation, there is no nervousness of teaching, and cannot completely replace the traditional classroom teaching. How to play the leading role of teachers and integrate the active participation of students in learning has become a universal concern of the majority of education and teaching workers. With the in-depth development and continuous practice of university MOOC, flipped classroom and SPOC, education and teaching are gradually returning to rationality and original intention[3]. Hybrid teaching has become the preferred teaching mode in contemporary college teaching reform.

### **3.2 The conditional support for the implementation of mixed teaching mode**

Hybrid teaching mode online teaching partly relies on information technology, which requires friendly interface and easy operation. Constructing a reasonable and effective learning environment is a prerequisite for the implementation of hybrid teaching.

### **3.3 The requirements of mixed teaching for teachers**

Hybrid teaching is based on information teaching platform and excellent teaching resources. Teachers make full use of teaching resources in traditional classroom teaching, students

discuss exchanges with interactive tools of the information teaching platform after class, and they can also use resources to further study. "How to teach" and "how to promote learning" are the new requirements of hybrid teaching for teachers.

#### **4. The concrete implementation process of mixed teaching of Cross-border E-commerce Laws and Regulations**

In the course reform of Cross-border E-commerce Laws and Regulations, the "Super Star Pan-Ya" platform is selected to carry out the hybrid teaching of "online + offline" and innovate the course teaching mode.

##### **4.1 Selection of teaching resources provides basic guarantee for teaching reform**

Teaching resources are the fundamental guarantee of curriculum teaching reform. Without the support of teaching resources, it is difficult to achieve the final teaching effect even if the curriculum reform is perfect. The course resources of Cross-border E-commerce Laws and Regulations are a huge knowledge system with various course resources. At present, with the rapid development of online course platforms, a large number of online teaching platforms such as MOOCs and Rain Classes have emerged, and there are countless related production, recording and live broadcasting platforms. Each platform has a large number of high-quality resources to share and use, providing convenience for teaching reform[4]. Curriculum teaching reform should first have a large number of curriculum resources, but also integrate the selection of curriculum resources. In the teaching process, the selection of any teaching content and link design should take into account the needs of the professional personnel training, combined with the reality, from a scientific point of view, overall planning of course resources.

##### **4.2 Combining project and task, PBL drives the teaching method of multiple development theory**

PBL teaching method is guided by questions and pays more attention to students' active learning. Students use their spare time to collect and sort out materials. They should not only pay attention to their learning results, but also pay attention to their learning process. In the course of Cross-border E-commerce Laws and Regulations, projects are combined with tasks, and the teaching plan of PBL driven Multivariate Development theory is as follows:

Step 1: Before theoretical teaching, teachers write project cases and task contents according to project knowledge points, and send them to students through Super Star Pan-Ya platform in the form of documents, PPT, short videos, micro lessons and sitcoms. No matter which form is used to set the task, first consider the role of the students, centered on an activity, situation or problem, set the students in it, so that the students have a situation to put themselves in. The feeling is their own thing, to solve their present or future problems, enhance their motivation to complete the task, the best students 3-4 people in a group, in the form of group.

Step 2: discussion, reviews, and classics stages. First of all, students report in groups, then students review each other and teachers' comments reveal secrets, pointing out the important clues and key knowledge points of the case, and finally, teachers explain the theoretical knowledge points corresponding to the project cases and tasks with emphasis.

Step 3: Teaching evaluation feedback, students write electronic learning report, teachers according to student feedback and student report. Further summarize knowledge points through superstar Pan-Ya platform or teaching group, and finally perfect the completion of project cases and tasks until all questions are solved.

#### **4.3 Make full use of information teaching means, strengthen teacher-student interaction with mobile phone and learning link**

Based on the modern information platform, the introduction of mobile phone into teaching, the use of superstar learning and other platform functions, the use of students interested in the way of interaction, such as point system, answer, topic discussion and sending small video assignments. While improving the quality of classroom teaching, it also draws students back to classroom teaching from their own mobile phone world. The major mission of the teaching reform of Cross-border E-commerce Laws and Regulations in the new era is to take students' learning as the center, let wisdom wake up the class, let wisdom lead the knowledge, improve the "rise rate" of students in class, and better realize the exchange and communication between teachers and students.

#### **4.4 Strengthen the curriculum ideological and political, cultivate students' patriotism**

Ideological and political course is not a simple ideological and political course. Ideological and political content should be combined with classroom teaching knowledge, and ideological and political education should be carried out while teaching theoretical knowledge. Or use a thought case to present a theoretical knowledge, both of which are organically combined, and there are each other. The course "Cross-border E-commerce Laws and Regulations" contains many legal norms, and the theoretical knowledge points are very practical[5]. Through learning this course, students are required to achieve three objectives: first, to use theoretical knowledge to safeguard their own legitimate rights and interests; second, to prevent legal risks in cross-border e-commerce activities; third, to know how to solve legal disputes in cross-border e-commerce.

Therefore, in the course of teaching, curriculum ideology and politics are mainly reflected in the following three aspects: First of all, the integrity problem: "people without letters, do not know what it can", Honesty is an important standard to measure personal morality, and is the first of "five education" education. This part of ideological and political content can be combined with rigorous legal provisions and rules and regulations study. Secondly, the sense of responsibility: "To be in their position, manage their administration, carry out their duties, and fulfill their responsibilities". Cultivate college students' sense of responsibility, combine with the solution of legal disputes and legal risks in cross-border e-commerce activities, so that students can apply what they learn, and improve the responsibility ability of cross-border e-commerce businessmen in the future. Finally, patriotism: patriotism is people's deep affection for their motherland, reflecting the interdependent relationship between individuals and their motherland, The promulgation of the Cross-border E-commerce Law and the establishment of the cross-border e-commerce legal system guarantee the operation environment of cross-border e-commerce. All cross-border e-commerce personnel benefit from it. The course of Ideological and Political Affairs of Patriotism mainly promotes students' patriotic enthusiasm with the guarantee role of national policies and regulations.

#### **4.5 Establish a legal interaction space for cross-border e-commerce, enrich extracurricular activities, guide students to solve problems, and enhance their sense of mission**

At present, the employment pressure of the society continues to intensify, and the country encourages college students to start their own businesses. College students majoring in cross-border e-commerce have more advantageous conditions to start their own businesses, and entrepreneurship has gradually become a career choice of college students majoring in cross-border e-commerce. However, not every entrepreneur is proficient in entrepreneurial legal knowledge, and there is a need for awareness of relevant procedures, legal liability and legal risks. In addition to

teaching and learning, students are encouraged to set up an online interactive space for cross-border e-commerce legal consultation -- "Cross-border E-commerce Entrepreneurship Advisor". Under the guidance of teachers, students can use wechat official account, Weibo, Douyin and other platforms to publish some common legal knowledge of cross-border e-commerce entrepreneurship, collect problems in the discussion area, organize students to discuss in groups, and solve some of the problems by using the conventional legal knowledge they have learned (or expand their knowledge). Rich amateur interaction, on the one hand, encourage students to discover problems, explore the problem, on the other hand, achieve the full combination of teaching and practice, using theoretical knowledge to solve practical problems. Effectively complement each other in and out of class, improve the ability to use theoretical content, it realizes the ultimate goal of course teaching.

#### 4. Conclusion

"Cross-border E-commerce Laws and Regulations" mixed teaching curriculum reform. Make full use of and optimize online course resources, combine single boring legal course teaching with situational cases, course ideology and politics and extracurricular activities by using superstar Pan-Ya teaching platform and mobile phone and other technological means. Break through the traditional teaching mode, enabling the classroom vivid and interesting, stimulating students' effective use of teaching knowledge, serving cross-border e-commerce innovation and entrepreneurship, raising students' enthusiasm, a series of practical methods have achieved comparison. However, with the development of the time, teaching reform is always on the way. We will put forward follow-up plans and ideas for the teaching reform of "Cross-border E-commerce Laws and Regulations" in order to realize the original aspiration and vision of curriculum education.

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