

Cross-Border e-Commerce Professional in Business English and Entrepreneurship Education

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Abstract: This paper first analyzes the background of the integration development of business English major and entrepreneurship education of cross-border e-commerce, then introduces the integration development ideas, and finally puts forward specific measures for the integration development of business English major and entrepreneurship education, hoping to provide effective reference for relevant people.

1. Introduction

Entrepreneurship education and various professional education fields in colleges and universities are interrelated and promoted by cooperation. Therefore, it is necessary to integrate entrepreneurship education into professional education effectively and promote the continuous development of entrepreneurship education on the basis of strengthening professional construction. With the sustainable development of cross-border e-commerce in China, it has opened up a new development channel for people to increase employment and income, and at the same time, it also provides a new space for all innovation and mass entrepreneurship. Under the background of this era, business English majors need to actively construct the talent training model of entrepreneurship plus specialty, and promote the integration and development of entrepreneurship and professional education.

2. The Integration Background of Business English Major and Entrepreneurship Education in Cross-Border e-Commerce.

2.1 Innovative Talent Training Demand

The education department of our country has issued a notice on the employment of the graduates of higher education, and it is required that the school should fully incorporate the actual needs and features of the various professional graduates, and carry out the individuation of the employment service of the starting-up and employment, so as to provide the reasonable employment guidance. In addition, that university should also set up an elective course and a compulsory course for all the students to set up the start-up education. It is the important deployment of the Central Committee of the Party and the government at all levels to strengthen the education of entrepreneurship. The innovative and pioneering talents need to have the spirit of continuous innovation, and should have a solid professional foundation, only to realize the coordinated development between the professional education and the start-up education, so as to be real The full innovation of the personnel training of the current innovation. The integration of professional education and start-up education has also become the core research content of the current university education.

Because cross-border e-commerce has the characteristics of meeting people's personalized needs, fast application and convenience, it has become one of the core forms of international trade and has great potential for development. On the basis of the sustainable development of cross-border e-commerce, most people enter the industry to achieve entrepreneurial innovation and employment income. But if you want to start a business successfully in this industry, you should not only have professional knowledge, but also have entrepreneurial methods and spirit. Business English major should actively form the training mode of specialty plus entrepreneurship, so as to promote the

overall integration of entrepreneurship and specialty in the actual teaching process, and promote that students can go from major to specialty, and then from specialty to specialty. Start a business and help the society train outstanding entrepreneurial talents.

2.2 Disconnect between Entrepreneurship and Professional Education

The research on the integration of professional education and entrepreneurship education in China has been developed for a long time. In 2010, the Ministry of Education put forward specific requirements at the meeting on the exchange of experience in entrepreneurship education in colleges and universities, that is, to promote the overall integration of professional education and entrepreneurship education, and to integrate entrepreneurship education into each teaching link, running through the whole process of personnel training and facing all students. Under the guidance of this kind of thought, various colleges and universities in our country have further increased their attention to entrepreneurship education, and have comprehensively developed entrepreneurial design competitions, entrepreneurial incubation, simulated entrepreneurship, entrepreneurship debate and entrepreneurship lectures. Through relevant activities, students can form a good sense of entrepreneurship. However, due to the defects of professional teachers' own entrepreneurial consciousness, entrepreneurial experience and entrepreneurial knowledge, they lack the ability of entrepreneurial education. In addition, the university teachers in charge of entrepreneurship education are usually counselors. After short-term training, the professional background of entrepreneurship education is insufficient. The degree of understanding of relevant methods and knowledge leads to the fact that entrepreneurship education flows into the superficial form and can not be integrated into professional education, which is seriously out of touch with professional education.

3. The Idea of the Integration and Development of Business English and Entrepreneurship Education for Cross-Border e-Commerce

After many years of exploration, Chinese scholars have obtained good research results for the comprehensive integration and development of professional education and entrepreneurship education, and have obtained the following conclusions: First, in the course of combining entrepreneurship education, the first is that professional education can optimize the course setting from the innovative cultivation scheme. The construction of a good teaching staff and the strengthening of the education of entrepreneurship and practice. The second is that entrepreneurship education and professional education are a kind of dialectical unity, and the integration of the two is also the main trend of the development of higher education. The professional education is the basic carrier, and the innovation and entrepreneurship education is the basic road of the future education and development, not only can combine the professional practice platform to deal with the start-up. At the same time, it can make students combine all kinds of professional knowledge to help the development of entrepreneurship, and realize the goal of cultivating entrepreneurial skills, entrepreneurial knowledge, entrepreneurial quality and entrepreneurial thinking. To this end, we can guide students to actively participate in practice in various cross-border e-commerce platforms, exercise students' skills knowledge, realize the internalization of skills, understand the business operation model, and be familiar with relevant entrepreneurial methods [1].

4. Integration and Development Measures of Business English and Entrepreneurship Education for Cross-Border e-Commerce

4.1 Reasonable Provision of Courses

The school should set up the relevant explicit curriculum and hidden curriculum reasonably, focusing on helping students to cultivate good entrepreneurial ability and entrepreneurial spirit. Fully linking the characteristics of explicit curriculum and implicit curriculum, constructing activity curriculum and environmental curriculum in the business English related entrepreneurship curriculum system, helping students to form good entrepreneurial spirit and entrepreneurial

consciousness, and constructing entrepreneurship discipline to train students' entrepreneurial skills and entrepreneurial knowledge. On the one hand, students can combine campus entrepreneurial environment and entrepreneurial spirit to gradually form a good entrepreneurial consciousness and entrepreneurial spirit. In addition, combined with cross-border e-commerce as the basic background, learn entrepreneurship courses, in-depth understanding of the basic knowledge of entrepreneurship, enhance innovation Industrial ability.

Schools can contact the characteristics of business English major, make clear the training objectives of entrepreneurial talents, carry out accurate positioning, and then take the professional platform curriculum as the carrier, take the cross-border e-commerce related entrepreneurial ability and entrepreneurial consciousness as the oriented curriculum system, and form a business English plus entrepreneurship, cross-border e-commerce, and public general knowledge curriculum system. The related courses mainly include public courses and general courses, as well as the cultivation of professional literacy and vocational skills of professional students, including entrepreneurship courses for personality development, specific operation and basic knowledge of e-commerce, English language application and so on. Different curriculum modules are not isolated, nor are they only to implement simple stacking, when setting up the curriculum, it is necessary to fully contact the learning law and subject knowledge for reasonable arrangement, and each course also belongs to a kind of interrelated, comprehensive connection and organic integration relationship.

The public general knowledge course focuses on the cultivation of the comprehensive quality of the students. In addition to the humanities and social sciences and the ideological and political education, it is also possible to increase the setting of entrepreneurship guidance, the curriculum of entrepreneurship and the training of entrepreneurship, and the nature of the course is optional or compulsory. Business English basic course should form two modules of English application and business operation, form two main lines of business skill training and English training, and exercise students' comprehensive skills. The start-up course can combine the students' interest and the actual demand, provide sufficient development space, and stimulate the students' entrepreneurial passion [2].

4.2 Provide Practical Platform

In education, we should also take the related industries as the basic carrier, and design the teaching standards and teaching contents on the basis of the industry, so as to feed back the talents and teaching achievements to the development of the social industry. The cooperative enterprises provide a practical platform to reserve job opportunities, cross-border e-commerce working environment and real product supply chain for students, so that students can face real customers in the world, participate in the actual operation of cross-border trade business, fully understand all kinds of business rules, and accept the reasonable guidance of enterprise mentors to help them realize their entrepreneurial dreams.

In addition, it is also possible to actively engage industry experts in cooperative enterprises to carry out online training of cross-border e-commerce online for students. The management personnel of e-commerce association and the person in charge of cross-border platform teach students professional skills, introduce cross-border e-commerce development strategy, enterprise management, actual development status of industry operation, understand the development trend of international market, teach students to engage in the problems encountered in the industry and solve problems, and teach their cross-border business handling methods. Promote the comprehensive integration of enterprise training and learning, learning and entrepreneurship, enterprise transformation and learning through the opportunity of entrepreneurship, business operation practice and skill training practice. Cultivate excellent ecommerce talents with both innovative ability and post professional ability.

Teachers can also guide students to participate in the actual operation of cross-border e-commerce platforms such as dunhuang.com, fastsell.com and [wish](http://wish.com), form a professional and entrepreneurial education mode, and provide effective guidance for students. Students become the main body of project management. Under the reasonable guidance of enterprise tutors, students can

cooperate and explore with each other, so as to participate in the real operation environment of cross-border e-commerce. Among them, teachers should guide students to find and solve problems actively, and complete the learning process of autonomous learning, cooperative learning and effectiveness evaluation. Students' participation in the real project operation can also realize knowledge internalization, understand the business model of the enterprise, and be familiar with various operation skills. .

4.3 Building a High - Quality Teaching Staff.

Schools should actively build full-time and part-time integration of entrepreneurial teachers. Teacher team is the basic guarantee to promote the integration and development of professional curriculum and entrepreneurship education, which will affect the quality of students' entrepreneurship education. Due to the influence of professional background and other factors, most business English teachers have strong language skills, but their own business knowledge and work experience have some defects. In view of this situation, schools should strengthen cooperation with cross-border e-commerce enterprises in society. In addition to providing more resources for students, schools should also provide full-time and part-time teachers with learning cooperation opportunities, train professional teachers' entrepreneurial skills and entrepreneurial knowledge, and promote With the continuous updating of teachers' basic knowledge, in order to cater to the reality of enterprise development, it is also necessary to exercise the comprehensive teaching ability of part-time teachers and promote the win-win development among college students, enterprises, teachers and schools. Make full use of various information technologies, strengthen the interaction between teachers' teams or students, stimulate students' subjective initiative, and provide students with real-time questions and guidance. Teachers and students can also use this way to narrow the distance between each other and create a good environment for the integration of professional courses and entrepreneurship education [3].

5. Conclusion

In summary, under the Internet thinking, actively building the talent training mode of specialty plus entrepreneurship can promote the integrated development of professional education and entrepreneurship education, and it is also a reasonable way to help students cultivate good entrepreneurial skills, entrepreneurial knowledge, entrepreneurial quality, and form a good sense of entrepreneurship. Therefore, the integration of cross-border e-commerce related business English majors and entrepreneurship education is needed. The exhibition will carry out in-depth exploration, formulate scientific integration plan and promote the all-round development of students.

Acknowledgement

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