

Exploration and Research on the Construction of Cross border E-commerce Gold Courses in Vocational Colleges——Serving the Guangdong Hong Kong Macao Greater Bay Area Chain Leader System

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Abstract: The "chain length system" is a breakthrough attempt made to adapt to the needs of industrial management under the new development pattern of dual circulation and its industrial policy form. The cultivation of cross-border e-commerce talents in vocational colleges has received much attention. Currently, there are still many problems in the construction and teaching mode of cross-border e-commerce courses in vocational colleges, which are highlighted as the disconnection between course offerings and industry needs, low practical value of course content, low professional literacy of graduates, and inability of graduates to handle practical work. Therefore, it is crucial to construct and innovate a golden course for the development of cross-border e-commerce careers in the new era, focus on strengthening and supplementing the cross-border e-commerce talent chain, and open up the "last mile" of the cross-border e-commerce talent chain, so as to improve the specifications and quality of talent cultivation. Starting from the pain points and difficulties of industry enterprise demand, curriculum teaching patterns, characteristics, and main contradictions as breakthrough points, we will carry out the construction of golden courses, using "task driven", "module teaching", "project teaching", "project incubation", "achievement recognition", and "point exchange" throughout the entire teaching process, in order to enhance the core competitiveness of cross-border e-commerce talents and serve the chain leader system in the Guangdong Hong Kong Macao Greater Bay Area.

Keywords: Chain Length System; Curriculum Construction; Teaching Mode; Gold Construction

1. Research background

The "chain length system" first appeared during the Guangdong Provincial Two Sessions in April 2021. The government report proposed the construction of a core technology independent and controllable entire industrial chain, cultivate a group of chain owner enterprises and ecological leading enterprises, and explore the implementation of the "chain length system"; In July 2019, building a new regional development pattern of "one core, one belt and one zone" pointed out that we should optimize the configuration of the east and west sides of the the Pearl River Estuary, guide the diversified industrial development pattern to promote high-end factors, and promote cross-border connectivity in the Guangdong Hong Kong Macao Greater Bay Area; In June 2018, Chen Baosheng, Secretary of the Party Group and Minister of the Ministry of Education, proposed at the "New Era National Conference on Undergraduate Education in Higher Education Institutions" to transform the "water courses" in higher education into "gold courses"; In February 2019, the "Twenty Articles of Vocational Education" clearly stated that it encourages social forces at all levels to participate in various types of vocational education, deepen the integration of industry and education, and integrate education and training, in order to promote deep collaboration between schools and enterprises in education, and form a diversified educational pattern. Building a golden course construction practice research and service system that resonates with schools and enterprises on the same frequency and benefits both

parties has profound significance for the development of vocational education and regional economy in the Guangdong Hong Kong Macao Greater Bay Area.

2. The importance of carrying out cross-border e-commerce gold course construction

The "chain length system" is a breakthrough attempt to adapt to the needs of industrial management under the new development pattern of dual circulation. By implementing the "chain length system", we aim to achieve a good situation of integrated development of the "three chains" of industrial chain, innovation chain, and talent chain by strengthening platform carriers, so as to enhance factor investment, strengthen policy support, and improve talent training standards. Higher vocational education focuses on the logical and complete knowledge and skills related to work, and cultivates technical applied talents who serve the frontline. Given the rapid development of cross-border e-commerce and the shortage of related talents, the cultivation of cross-border e-commerce talents in vocational colleges has attracted much attention. However, there are still many problems in the teaching mode of cross-border e-commerce courses in vocational colleges, particularly in the disconnection between curriculum design and industry demand, low practical value of curriculum content, low professional literacy of graduates, and inability of graduates to handle practical work. This topic aims to break through the pain points and difficulties of cross-border e-commerce talent chain, industry enterprise demand, course teaching patterns, characteristics, and main contradictions, and carry out the construction of golden courses.

3. Analysis of the current situation of cross-border e-commerce talent cultivation in vocational colleges

From the perspective of corporate interests, it is difficult for universities and vocational colleges to provide job skills training for enterprise employees in actual operation and production, and a large portion of the graduates trained cannot meet the talent requirements of enterprises in the process of transformation and upgrading. Colleges and universities are often concerned about whether the scientific research achievements they produce draw conclusions, rather than whether they have market value, so most of them can not be used in the actual production of enterprises to bring economic benefits. From the perspective of schools, cross-border e-commerce is mainly dominated by small and medium-sized enterprises, and their mastery of advanced industry technologies and development trends is not comprehensive enough to provide students with the most advanced and cutting-edge technical skills guidance. They are not strong enough in terms of capital investment, production scale, industry competition, etc., and cannot meet the stable, long-term, and high-quality requirements of industry university research cooperation. It is difficult and unstable for part-time teachers in enterprises to undertake the teaching of university courses, and there is a lack of communication between full-time and part-time teachers. It is often only during the graduation internship stage that students intervene, which is a mere formality and separated from full-time teachers' teaching. Based on this, it is difficult for many schools and enterprises to achieve precise connection and resonance at the same frequency, and it is difficult to provide high-quality and high-precision service to the industry chain and talent chain.

4. Exploration and research on the construction path of cross border e-commerce gold courses

4.1 Integrating all elements of professional skills' three competitions' and vocational qualification certificates, restructuring the core curriculum system of cross-border e-commerce

We should translate the competition technology standards, competition projects, and theoretical assessment and skill assessment resources of professional skills competitions such as school competitions, industry competitions, and vocational college competitions into curriculum standards, teaching projects, video resources, practical training conditions, and other teaching resources and tasks in all aspects and elements, reconstruct the core curriculum system of cross-border e-commerce, and innovate the training practice of core courses. We should also integrate the outstanding professional qualities and spirit of craftsmen, through task driven, modular teaching, project-based teaching, and setting reasonable assessment mechanisms based on the completion quantity, quality, difficulty and other

indicators of course tasks, in order to achieve a good effect of mutual promotion and win-win between professional skills competition, professional qualification assessment, and teaching effectiveness.

4.2 School enterprise joint construction of a dual mentor project studio, dual cultivation of students' "doing by learning, learning by doing"

Taking real projects as the background, we jointly build a school enterprise dual mentor project studio that integrates training, practical operation, and operation. By recruiting lower grade students with excellent moral character and academic performance to enter virtual order classes, we sign school enterprise service contracts to bring enterprise projects into the classroom. After extending the enterprise projects, students enter the project studio with job orientation and interests, implement group rotation, project competition system, and mentor responsibility system to train students in specialized skills.

5. Conclusion

5.1 Building a cross-border e-commerce gold course to serve the chain leader system in the Guangdong Hong Kong Greater Bay Area is in line with practical needs

Based on the research of cross-border e-commerce industry chain, the practice of talent training mode and curriculum construction of international business professional groups, based on the teaching philosophy and laws, from the pain points of industry demand, curriculum teaching rules and characteristics as the breakthrough, under the complex and changeable background of Sino US trade war, combating the COVID-19 epidemic, industrial transformation and upgrading, we need to build a cross-border e-commerce golden course construction mode, and cultivate high-quality cross-border e-commerce talents for serving the chain leader system in the Guangdong Hong Kong Greater Bay Area. Promoting the smooth transformation and upgrading of cross-border e-commerce enterprises is currently an urgent issue that needs to be addressed. We should adopt "task driven", "module based teaching", "project based teaching", "project incubation", "achievement recognition", and "point exchange" throughout the entire teaching process, break the drawbacks of traditional teaching on paper, outputting cross-border e-commerce talents with strong professional ethics, high professional literacy, and good job competence, and achieve high-precision and high-quality service in the Guangdong Hong Kong Macao Greater Bay Area chain leader system.

References

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