Research on International Trade VR Practice System Construction Based on Cross-Border E-Commerce

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Abstract. Practical teaching is the core teaching link of applied undergraduate colleges and bears the main task of cultivating applied talents. This thesis deeply explored the impact of cross-border e-commerce on international trade, constructed practice talent training system based on cross-border e-commerce, based on theoretical analysis and practical research, it proposed comprehensive VR practice platform and operating suggestions for implementation. The research is beneficial for undergraduates to improve their practical abilities in international trade field.

1 Introduction

Practical teaching is the core teaching link of applied undergraduate colleges and bears the main task of cultivating applied talents [1]. In university's current comprehensive practice teaching system for international trade majors, breakthroughs have not been made in practical teaching reforms, especially the cross-border e-commerce and international trade single-window practice conditions are not complete, and lack of professional comprehensive experiments and comprehensiveness. Therefore, it is urgent to use the scenario simulation method to allow students to conduct a full range of simulation operations and management, focusing on the combination of theory and practice, cross-border e-commerce platform and practical operations, and training students to engage in cross-border e-commerce practices required for foreign trade Ability to operate, foreign trade, and innovation and entrepreneurship [2]. This research is based on the construction of practical conditions, giving play to the advantages of colleges and universities in talent training and relevant practical experience, and building a shared collaborative education platform that integrates education, training, and development. The ability is very favorable.

2 The Impact of Cross-Border E-Commerce on International Trade

(1) Help to improve the traditional market trading model

With the deepening of economic globalization and the introduction of cross-border e-commerce, the trading model of the international market has changed, the trading model is becoming more modern, and the trading methods are becoming more and more diversified. On the cross-border e-commerce platform, in order to increase the sales volume of the enterprise and improve the transaction efficiency of the enterprise, it is necessary to improve the market transaction mode. Internet marketing is a simple and efficient transaction mode that has emerged [3].

(2) Help to realize the innovation of trade methods

Cross-border e-commerce is a trading platform in the new era. The introduction of cross-border e-commerce will increase the scale of SMEs' trade, urge all companies to co-exist on a single trading platform, innovate and improve international trading methods [4]. Cross-border e-commerce will help enterprises to find suitable sources and opportunities, and ultimately achieve common progress between enterprises, and the overall corporate efficiency will gradually rise. Cross-border e-commerce enables resource information in international companies to be used, avoids waste of corporate resources, and brings benefits to international companies.
(3) Help to strengthen the training of comprehensive talents

In the context of cross-border e-commerce development, universities will further adapt to the trend of the times, continue to innovate education methods and strengthen talent training; enterprises will further strengthen management education for enterprise employees, strengthen the reception of comprehensive talents, and further improve the enterprise training mechanism to strengthen the training of employees' professional knowledge and basic skills [5]. This will help the cultivation of comprehensive talents and promote the transformation and development of the international trade model.

3 Practice Talent Training System Construction Based on Cross-Border E-Commerce

In the construction of practical conditions, construct an organic and unified system for training innovative talents in international trade practice (see Figure 1). The training system mainly starts with a cross-border e-commerce teaching system, a comprehensive international trade practice system, a comprehensive international trade practice VR practice platform, a comprehensive international trade practice support system, and an international trade practice quality evaluation system.

![Figure 1. Innovative talent training system for international trade practice based on cross-border e-commerce.](image)

(1) Comprehensively build and improve the practice innovation training system

Combining the characteristics of school-enterprise cooperation in the new situation, build a "three-dimensional" comprehensive international trade practice education framework in the three dimensions of students, enterprises, and universities; explore the international trade comprehensive practice school-school synergy, school-land synergy, school-enterprise synergy "Three cooperative" education mechanisms, formulate and improve the practical management measures of related comprehensive practical education; implement the "five-in-one" teaching system of comprehensive international trade training courses, lectures, practice, competitions, and results incubation, and set up scientifically in the teaching system [6]. The cross-border e-commerce course system and the practice of integrated international trade training are included in the credit management; the entire process and comprehensive evaluation are increased to create a feedback system for the evaluation of the effectiveness of integrated international trade training.

(2) Further strengthen the practice of innovative technology and management guarantees

During the construction of the international trade time innovative talent training system, we should continue to improve and improve the specific policies and measures for the comprehensive construction of international trade practices, strengthen technical guarantees and organizational management guarantees; through training simulations of real projects or technical positions in enterprises, improve students' Hands-on practical ability and comprehensive quality to improve the quality of students' employment; based on the "International Trade VR" training platform, carry out courses such as course construction, business practice, simulation, training certification, comprehensive competition and other projects to promote the training of innovative talents for applied international trade.

(3) Further develop and construct practical information on VR training platforms

The specific construction contents include: using the cross-border e-commerce comprehensive experimental area as a pilot, integrating international trade practice innovative talent training programs, and building a comprehensive international trade practice system. Using applied international trade innovative talent training as the goal, and using the “international trade VR
practice” training platform, gradually improving the training model for international trade talents and revising related training programs, school-enterprise cooperation and joint development of relevant practical materials (including supporting courseware, training projects, training instructions, supporting teaching materials, etc.), to improve the practice teaching conditions and upgrade the purpose of practical teaching level [7]. Using the school-enterprise cooperation practice base as a platform, comprehensively develop VR international trade practice conditions construction projects, school-enterprise jointly build a practice platform that conforms to industry standards.

4 Construction of Comprehensive Practice Platform Based on Cross-Border E-Commerce

On the basis of comprehensively promoting the reform of the talent training system, the international trade comprehensive training platform based on cross-border e-commerce is further expanded and improved to form a comprehensive international trade VR integrated with high professional knowledge integration, fine business process connection, and strong practical skills. The practice platform (shown in Figure 2) ensures the quality of innovative talents for applied international trade.

![Figure 2. VR practice platform for international trade based on cross-border e-commerce.](image)

The practice platform mainly includes the following systems:

1. Foreign trade practice teaching system. It covers the basic knowledge, basic theory and basic skills of international trade practice, systematically introduces customary practices, practices and legal knowledge of international trade, and provides website resources commonly used by companies in foreign trade business;

2. Foreign trade document teaching system. It sorts out and compile the various documents commonly used in foreign trade business, and elaborating the main points of the important documents;

3. Foreign trade process simulation system. It describes the basic concepts and contents of foreign trade business processes, focuses on analyzing the main points of the process, supplemented by actual cases and flowchart examples;

4. International settlement VR practice teaching system. Based on real business of commercial banks under the SWIFT system, it conducts specific business training of international settlement post tellers, conduct comprehensive operations on bank guarantee business, and simulate international trade financing and international non-trade Settlement business, and simulate the main functions of the first phase of the RMB cross-border payment settlement system;

5. International freight forwarding operating system. It provides a comprehensive flow chart of
the knowledge system of freight forwarding practice encyclopedia and each type of freight transportation, includes three functions of knowledge explanation, operation assistance, and business handling, covering electronic customs declaration and electronic inspection system, including insurance processing flow;

⑥ Cross-border e-commerce training system. It includes cross-border e-commerce Dun-Huang network operation simulation system, simulated Ali international station cross-border platform, and cross-border e-commerce combat system, students can simulate a company to conduct store registration, product management, promotion marketing, simulated ordering, order delivery and receipt, processing payment;

⑦ International trade single window standard edition VR teaching system. This system is completely consistent with the functions of China International Trade Single Window Standard Edition. The main applications are account information management, enterprise qualifications, permits, certificates of origin, transportation declaration, manifest declaration, Cargo declaration, tax and fee handling, export tax rebate, public inquiry, etc., use virtual reality to realize the practical business operations of the single window of international trade and the real business operations of the main customs scene, directly cut into different tasks of international trade, and help students grasp the Business process, fully grasp various business skills, familiar with and experience the interactive relationship between customers, factories, banks and government agencies.

5 Conclusion

Cross-border e-commerce has a profound impact on the development of international trade. In this context, it is important to build a system for training innovative talents and a comprehensive international trade practice platform based on cross-border e-commerce. By expanding and improving the international trade VR comprehensive practice platform, students’ knowledge can be effectively expanded, students can truly understand the business flow, capital flow, and logistics operation methods of international trade, and enable students to simulate and simulate cross-border e-commerce practice processes, thereby improving Students’ practical and analytical abilities, improving students' practical abilities and innovative and entrepreneurial abilities, have recently reached the goal of learning and improving in practice.

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