Research on the progress of International Trade Specialty in Private Colleges and Universities Based on Network Technology under the Background of Cross-border E-commerce

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Abstract. With the rapid development of cross-border trade, enterprises and industries are increasingly demanding cross-border e-commerce talents. However, many private colleges and universities still have many deficiencies in international trade. This paper first introduces the current situation and problems of cross-border E-commerce. Second, the article studies the development strategy of international trade majors in private universities in the context of cross-border e-commerce based on network technology.

Keywords: Cross-Border E-commerce, International Trade, Private Colleges, Network Technology

1. Introduction
With the further acceleration of the process of economic globalization and the implementation of the policy of all regions in our China, the volume of cross-border E-commerce transactions in our China has been increasing. The new situation and new posture of international trade have created a new progress pattern for China's foreign trade exchanges, and greatly promoted the stable progress of international trade activities. However, at present, the teaching content of international trade major in most private colleges and universities in China is still dominated by traditional offline international trade, rarely involving cross-border E-commerce knowledge, which leads to all kinds of problems, for example the disconnection between teaching and actual trade mode, and students' incomplete grasp of foreign trade import and export operation mode, etc. In the process of developing international trade, in order to enhance the adaptability of international trade activities and cross-border E-commerce, it is necessary to start from the background of cross-border E-commerce to study the teaching reform of international trade in private colleges and universities, formulate scientific teaching programs, and optimize personnel training measures.

2. Progress status of cross-border E-commerce
Cross border E-commerce has the new characteristics of multilateral, direct, small batch, high frequency and mobile, as shown in Figure 1 below. Compared with the old way of foreign trade, cross-
border E-commerce can effectively reduce the supply chain of goods through the scientific and reasonable application of various technologies in the progress process, so as to realize the scientific control of the intermediate cost. On the foundation of promoting the progress of the industry, cross-border E-commerce can promote the improvement of profit space of supply chain node enterprises, realize the expansion and extension of new channels in the international market, and promote the enhancement of competitive advantage in foreign trade, so as to provide corresponding support and guarantee for the sustainable and stable progress of foreign trade.

![Figure 1. Characteristics of cross border E-commerce.](image)

2.1. Demand for international trade professionals
The supply of international trade professionals with theoretical knowledge of foreign trade and practical skills of cross-border E-commerce is in short supply. Nearly 80% of E-commerce enterprises are short of talents. According to incomplete statistics, China's cross-border E-commerce needs more than 4 million talents in relative fields, and it has been increasing by more than 30% recently. Although there are hundreds of thousands of graduates majoring in international trade and E-commerce in Colleges and universities every year, E-commerce companies generally believe that the talent training system is seriously deviating from the reality of the company. Graduates generally have some shortcomings, such as not solid professional knowledge, not strong problem-solving ability, narrow knowledge and not wide vision, which cannot meet the needs of the society in an all-round way. The imbalance of talent supply and demand has become an important factor restricting the economic and social progress of our country and the transformation and upgrading of foreign trade enterprises.

Based on the above analysis, it can be seen that private colleges and universities need to make appropriate adjustments to the training of international trade professionals, and adjust the training objectives, contents and methods according to the changes in the training needs of international trade professionals under the background of cross-border E-commerce. Strengthen the organic connection between personnel training and cross-border E-commerce background, highlight the scientificity and pertinence of personnel training, and effectively promote the improvement of personnel training quality[1-2].

2.2. Differences between cross-border E-commerce and traditional international trade
Cross border E-commerce refers to a series of commodity trading activities. It is global and invisible. The difference between it and traditional international trade mode is shown in figure 2.

The traditional form of foreign trade transaction usually requires the buyer and the seller to negotiate face to face. The process of transaction is mainly paper documents, which is complex and consumes a lot of human and material resources. The cross-border E-commerce transaction is based on the E-commerce platform. Consumers can place orders online on the Internet without meeting each other, which greatly reduces the marketing link, reduces the trade cost, and improves the efficiency of the transaction[3].
3. Analysis of the problems of international trade major in private colleges under the background of cross-border E-commerce

3.1. Lack of curriculum system of international trade in the context of cross-border E-commerce
Under the background of cross-border E-commerce, the problem of mismatch between international trade curriculum system and cross-border trade in the process of teaching practice and personnel training in private colleges and universities is still prominent, and even some schools have not yet constructed the international trade curriculum system under the background of cross-border E-commerce. Most private colleges and universities have few courses to adapt to the new foreign trade business model of cross-border E-commerce, and some private colleges and universities have adapted E-commerce practice into cross-border E-commerce courses, which are not targeted, so it is difficult to teach students the core knowledge and skills of cross-border E-commerce[4].

3.2. The practical ability of teachers' team is not strong
As a practical major, international trade majors teach students the exchange of goods and services between countries or regions in the world. Its transnational characteristics determine that the buyer and the seller should reduce misunderstandings and eliminate differences in business negotiations and settlement of business disputes, so as to reach a deal. Therefore, the practical characteristics of international trade require the teachers of international economy and trade to have strong practical experience in order to guide and lead students to a better career. However, due to the fact that most of the teachers of international trade major in private colleges and universities directly enter the colleges and universities for teaching after graduation, they have rich theoretical knowledge, but lack of practical experience, and their daily work and life are less exposed to the actual foreign trade business, so their practical guidance ability is limited.

4. The progress strategy of international trade major in private colleges under the background of cross-border E-commerce
First of all, private colleges and universities need to establish a practical teaching mode of "theory + practice". In the process of organizing and carrying out personnel training, we should pay more attention to the organic combination of theoretical basic education and practical operation teaching, train the comprehensive quality of students, and enhance the comprehensive progress effect of personnel training[5]. Secondly, colleges should integrate cross-border E-commerce curriculum resources and build a platform for cross-border E-commerce teaching. Finally, colleges should build a dual teacher team.
Private colleges and universities can combine the progress of local regional characteristic industries, introduce real projects of enterprises into classroom teaching and practical teaching, guide students to act as agents for cooperative enterprises to carry out offline customs declaration and online sales, and organize students to carry out commodity operation for foreign trade enterprises. Make use of the resource advantages of the third-party cross-border E-commerce platform, and take advantage of preferential policies such as talent transportation to realize the effective combination of school education with practical operation and entrepreneurial practice. By introducing enterprises into the school and other ways, improve and build the school's own teaching practice base, and improve students' practical operation ability by building a real cross-border E-commerce foreign trade workplace environment. Enterprises provide cross-border E-commerce cutting-edge practical training for international trade students, carry out practical skills training, and provide help and guidance for graduation internship or post internship, so as to effectively improve the vocational training experience of students[6].

5. Conclusion
In summary, in the context of cross-border E-commerce, in order to make the international trade industry of private colleges and universities more suitable for the needs of enterprises and industries, and to create more economic and social benefits, private colleges and universities are required to actively use online platforms and actively respond to the differences between the cross-border E-commerce mode and the traditional trade mode, combined with the reality of cross-border E-commerce background. Private colleges and universities should actively explore measures beneficial to the progress of international trade, build a perfect teaching system, Strengthen the application of computer network technology, strengthen the construction of teachers, and realize the comprehensive progress of international trade professionals.

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