Analysis of Cross border E-commerce Professional Training Course Teaching - Taking the " Si Rui Zhi Xun" Cross border E-commerce Simulation Training Platform as an Example

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Abstract: In the context of the information age, deeply embedding virtual simulation technology into the practical training system of vocational education is not only a key driving force for promoting vocational education to move towards an excellent development path, but also an indispensable part of vocational education strategic planning. Especially for the cutting-edge and practical professional field of cross-border e-commerce, its significance is more prominent. This article aims to explore in depth the urgent need and importance of virtual simulation technology in cross-border e-commerce professional training teaching. By analyzing the problems existing in the teaching of existing e-commerce training platforms in depth, the "Si Rui Zhi Xun" simulation cross-border e-commerce training platform is taken as an example for analysis and research.

Keywords: Simulation platform; Cross border e-commerce; Practical training teaching; Vocational education

1 The Current Situation and Problems of Cross border E-commerce Professional Training Teaching

Existing research shows that many universities generally rely on platform simulation software with relatively limited functions and comprehensive training platforms for practical training in cross-border e-commerce majors. Specifically, these single platform simulation software mainly focus on simulating the specific operational processes of mainstream cross-border e-commerce platforms (such as Amazon, AliExpress, Alibaba International, eBay, Wish, etc.), creating a virtual work environment for students to personally experience core business processes such as enterprise registration, product information entry and listing, order receiving and processing, and logistics distribution. Through these practices, students can deepen their understanding and mastery of relevant professional knowledge points. The comprehensive platform training software covers simulation operations of multiple cross-border e-commerce platforms,

demonstrating both comprehensive characteristics and specialized ability training functions. At the comprehensive training level, the platform integrates cross-border e-commerce ERP systems to achieve unified management of multiple cross-border e-commerce platforms; In terms of segmented training, it further strengthens specialized training for specific skills and knowledge points.

The advantage of this teaching model is that although it allows students to focus on the operational details of a specific platform, they can quickly master the basic operational skills of the platform through repeated simulations and exercises. However, it should also be noted that relying solely on software with single simulation functions for actual workflow simulation training may no longer meet the teaching needs of colleges and universities, and there may also be the following problems:

1. The cross-border e-commerce industry is developing rapidly, and the rules, industry norms, and global economic and trade situation of various mainstream platforms are

showing a dynamic trend of change. However, the teaching content in simulation software is relatively outdated, with a lack of case data and simulation materials that cannot be updated in real time. At the same time, the practical training tasks in current mainstream software cannot be subdivided into specific job skills, and even lack training in certain specialized skills, resulting in schools needing to offer additional courses to supplement, which can easily lead to insufficient mastery of specialized skills by students.

2. The cross-border e-commerce industry involves a wide range of circulation scenarios, trade secrets, and the characteristics of serving people, which leads to certain differences between simulation software and real cross-border e-commerce platforms and the actual operation of enterprises. This difference leads to simulation software being unable to solve practical problems such as "invisible", "inaccessible", and "high cost", and students are unable to experience the real work scenarios, equipment, and workflow of enterprises. Therefore, simple simulation based practical training cannot directly support students' actual work in enterprises in the future.

3. Cross border e-commerce, as an international business exchange activity, emphasizes teamwork to complete the transaction process. However, existing simulation software mainly focuses on individual single player scenarios, lacking interactive business activities and team joint operation activities, such as simulating cross-border platform operations, simulating business competition, simulating team marketing, etc. This is not conducive to cultivating students' teamwork and practical business communication skills. Simulating customer service, etc., therefore relying solely on simulation software with a single function cannot achieve the goal of cultivating students' business communication skills and teamwork abilities.

4. The current practical teaching and assessment methods for cross-border e-commerce majors have imperfections. Some courses are assessed solely by submitting a simple training report, while others are graded based solely on operational data from the software backend. The scope of assessment is mainly limited to attendance, classroom performance, homework, and other aspects. Although there are assessment requirements for students' practical skills, the lack of specific quantitative indicators often leads to unsatisfactory assessment results.

2 The Application Teaching Advantages of the Cross border E-commerce Training Platform "Si Rui Zhi Xun"
2.1 Comprehensiveness and Comprehensiveness

The "Si Rui Zhi Xun" cross-border e-commerce simulation training platform integrates multiple core modules in the field of cross-border e-commerce with its comprehensive and refined architecture design, including ERP sandbox simulation system, third-party cross-border e-commerce platform sandbox experience area, cross-border e-commerce logistics system sandbox practice area, convenient online help support center, and efficient teaching management system. These subsystems are seamlessly integrated through advanced API interface technology, jointly building a training environment that can cover the entire chain of cross-border e-commerce business. On such a platform, teachers and students can systematically simulate various aspects of cross-border e-commerce operations, from product management, order processing to logistics distribution, ensuring that the training process is comprehensive and in-depth. At the same time, the platform is also equipped with a rich library of cross-border e-commerce teaching resources, providing strong professional support for teaching and ensuring the dual improvement of teaching quality and practical effectiveness.Rich and diverse functions: The platform not only covers various aspects of cross-border e-commerce, such as enterprise registration, product listing, order processing, logistics and shipping, but also provides comprehensive functions such as data analysis, digital marketing, overseas promotion, etc., which can meet the diverse learning needs of students.

2.2 Real Time and Authenticity

Real time data update: The platform is based on real-time, real, and massive big data, ensuring that the information and cases that students come into contact with are the latest, which helps them better understand the latest trends and developments in the cross-border e-commerce industry.High degree of simulation: By simulating the real cross-border e-commerce environment, the platform enables students to operate and learn in scenarios close to actual work, improving their practical abilities and professional ethics.

2.3 Convenience of Teaching and Management

Automatic monitoring and evaluation: The teaching management system can automatically monitor and evaluate students' practical training situation, providing teachers with timely and accurate student learning feedback, which helps teachers better grasp students' learning progress and effectiveness.Rich resources: The platform is equipped with abundant teaching resources such as textbooks, cases, videos, question banks, courseware, etc. These resources not only help students' learning, but also provide strong support for teachers' teaching.

2.4 Cultivation of Innovation and Practical Abilities

Enhancing innovation awareness: By simulating real cross-border e-commerce environments and business processes, the platform encourages students to innovate and try, cultivating their innovation awareness and entrepreneurial spirit.Strengthening practical skills: The platform emphasizes the combination of theory and practice, allowing students to engage in practical operations and exercises in simulated environments, enhancing their practical and problem-solving abilities.

2.5 School Enterprise Cooperation and Integration of Industry and Education

Deep cooperation: "Si Rui Zhi Xun" is committed to building a cross-border e-commerce talent ecosystem, carrying out deep cooperation with universities, and jointly promoting the cultivation of cross-border e-commerce talents. Through school enterprise cooperation, the platform can provide students with more practical opportunities and employment channels.Integration of Industry and Education: The platform takes cross-border internship e-commerce talent cultivation as a breakthrough point to promote the development of the cross-border e-commerce industry. Through the integration of industry and education, the platform incorporates the latest demands and trends from the industry into teaching, making students' learning more closely aligned with practical work needs.

3 The Disadvantages of the Application Teaching of the Cross-border E-commerce Training Platform "Si Rui Zhi Xun"

3.1 Inconsistencies between Simulation Platform Environment and Real Platform Environment

Rules and function updates lag behind: In the real cross-border e-commerce platform environment, the update speed of rules and functions is very fast. In order to maintain competitiveness, e-commerce platforms continuously optimize user experience, launch new marketing tools, adjust platform policies, and respond to changes in the market and laws and regulations, all of which have led to continuous updates of platform rules and functions. However, simulation platforms may have significant lag in this regard. Due to the time and resources required for developing, testing, and deploying new rules and features, the simulation platform may not be able to keep up with every update of the real platform in a timely manner. This lag can lead to significant gaps in the skills and knowledge that students learn in simulated environments when applied to real platforms, and they may need additional time and effort to adapt to the latest rules and features of the real platform.

Market changes are difficult to fully simulate: The cross-border e-commerce market is a complex and ever-changing ecosystem that involves numerous factors such as competitors' strategies, changes in consumer behavior, and adjustments to policies and regulations. These factors are dynamically changing in the real market and often have unpredictability. Although simulation platforms strive to simulate real market environments, it is difficult to fully replicate these complex market changes due to resource and technological limitations. For example, competitors may suddenly change pricing strategies or launch new marketing campaigns, consumer preferences may change with fashion trends or social events, and policy and regulatory adjustments may also have a significant impact on the market. These changes are often difficult to reflect in real-time in simulation platforms, which affects students' ability to adapt to real market environments and learn coping strategies.

3.2 Differences in Teaching Effectiveness

Differences in student foundation and learning ability: When using the "Wisdom Training" cross-border e-commerce training platform, a significant influencing factor is the differences in basic knowledge and learning ability among students. The field of cross-border e-commerce involves a wide range of knowledge systems, including marketing, international trade, e-commerce technology, and many other aspects. Students have different knowledge reserves and learning abilities in these areas. Some students may have accumulated relevant knowledge in their previous

studies or practices, which enables them to understand and master the content on the training platform more quickly. They may be more likely to apply theoretical knowledge to practical operations, adapt to platform interfaces and functions more quickly, and achieve better learning outcomes. Some students may also have relatively weak foundations in the field of cross-border e-commerce, and they may encounter more difficulties when using the training platform. They need more time to familiarize themselves with platform operations, understand relevant concepts and processes, and may require additional coaching and support to fill knowledge gaps. For this group of students, relying solely on practical training platforms may not be sufficient to meet their learning needs. They may need the help of teachers or classmates, or supplement and consolidate their basic knowledge through other learning resources.

Teacher guidance and supervision intensity: In addition to the differences among students themselves, the guidance and supervision intensity of teachers during practical training is also an important factor affecting teaching effectiveness. Although cross-border e-commerce training platforms provide abundant learning resources and simulation environments, the role of teachers is still indispensable. Teachers can provide personalized guidance and feedback based on students' actual situations and learning progress, help students solve problems encountered, and guide them to think deeply and practice. If teachers can provide timely and effective guidance and supervision to students, their learning outcomes are often better. They are able to correct mistakes faster, master the correct operating methods, and continuously improve their skills in practice. If the guidance and supervision provided by teachers during the practical training process are insufficient, the learning effectiveness of students may be affected to some extent. They may feel confused and helpless when encountering problems, unable to receive timely answers and help. In this situation, students' learning progress may slow down, and they may even feel frustrated due to their inability to overcome certain difficulties, which can affect their learning motivation and effectiveness. Therefore, when using cross-border e-commerce training platforms for teaching, teachers need to fully recognize their guiding and supervisory roles, and strive to provide timely and effective support and assistance to students.

3.3 Insufficient Teaching Staff and Training

Cross border e-commerce, as an emerging and rapidly developing industry, places high demands on teachers' professional competence and practical experience. This industry not only involves a wide range of knowledge areas such as international trade, e-commerce, marketing, logistics management, etc., but also requires teachers to have practical operational skills and keen insight into market dynamics. However, many cross-border e-commerce teachers in universities may currently face some challenges.

On the one hand, due to the booming development of the cross-border e-commerce industry, some teachers may lack sufficient industry experience and practical skills. They may have received education in the context of traditional international trade or e-commerce, and have not delved deeply into the practical operations of cross-border e-commerce. This may result in them feeling powerless when guiding students in practical training operations, unable to provide specific and practical guidance and advice. Teachers who lack practical experience may find it difficult to help students solve problems encountered in practical operations, and they may also be unable to effectively evaluate students' practical training results and provide targeted feedback.

On the other hand, the rapid technological and regulatory updates in the cross-border e-commerce industry require teachers to continuously receive training and learning to keep up with the pace of industry development. The functions and rules of e-commerce platforms may frequently change, new marketing tools and technologies continue to emerge, and market trends and consumer behavior are also constantly evolving. If teachers do not update their knowledge and skills in a timely manner, they may not be able to effectively impart the latest industry trends and practical experience to students. This will result in a gap between the knowledge and skills learned by students during practical training and their actual application, affecting their employment competitiveness and practical ability.

4 Optimize the Teaching of the Current Smulation Cross-border E-commerce Training Platform

Keep up with the times, regularly synchronize and optimize the simulation training platform with the real platform in real time, help students master the latest cross-border e-commerce platform data updates and rules, and familiarize them with new operational management

models. Continuously update and improve, optimize the content and cases in the virtual simulation system, keep up with the development of cross-border e-commerce industry, ensure the timeliness and practicality of teaching content, and improve students' operational space on the platform.

Implement a dynamic evaluation mechanism, continuously monitor the effectiveness of cross-border e-commerce training, and scientifically plan teaching tasks and progress based on this. By utilizing the evaluation function of the cross-border e-commerce virtual simulation system, students' operations and decisions can be evaluated in real-time, and feedback can be quickly provided to help students continuously improve and enhance. This mechanism also helps teachers effectively plan teaching progress, efficiently achieve teaching goals, and thereby improve teaching effectiveness and quality. In short, with these teaching reform measures, students can fully experience and practice cross-border e-commerce business in virtual simulation systems, thereby cultivating practical operation and problem-solving abilities, and laying a solid foundation for future involvement in the cross-border e-commerce industry. At the same time, teachers can also rely on system feedback and evaluation to instantly grasp students' learning status, flexibly adjust teaching strategies, and continuously improve teaching quality.

Introducing advanced technology: By actively introducing cutting-edge technologies such as big data and artificial intelligence, we can significantly improve the simulation and intelligence level of the platform, creating a learning space for students that is closer to the real cross-border e-commerce operation environment. By utilizing big data technology, the platform can deeply analyze historical data of the cross-border e-commerce market, reveal market trends and potential business opportunities, and provide students with more accurate and in-depth market insights. At the same time, through the application of artificial intelligence technology, the platform can simulate the shopping behavior of real customers, including various aspects such as search, browsing, comparison, and purchase, making the training process more realistic and helping students better understand and respond to various challenges in the real market environment. This technological integration can not only greatly enhance the teaching effectiveness of the training platform, but also enable students to accumulate valuable practical experience in the learning process, laying a

solid foundation for their future career development.

5 Conclusion

With the booming global cross-border e-commerce industry, the application of simulation cross-border e-commerce training platforms in the teaching field is becoming increasingly widespread and in-depth, and its development trend and optimization path are becoming clearer. These training platforms will place greater emphasis on technological innovation and integration. By introducing cutting-edge technologies such as big data and artificial intelligence, they can simulate a more realistic and complex cross-border e-commerce operating environment. This technological integration not only greatly improves teaching effectiveness, enabling students to learn and practice in real-life situations, but also lays a solid technical foundation for their future career development.

The practical training platform will also pay more attention to the importance of personalized and differentiated teaching. The platform will provide more diverse course content and flexible teaching modes to meet the personalized development needs of students based on their basic level, interests, and learning needs. In addition, the platform will closely monitor the sub sectors and emerging trends of the cross-border e-commerce industry, providing more precise and targeted teaching support for students who are interested in working in specific fields.

The training platform will update and synchronize the simulation e-commerce training platform one-on-one, allowing schools to adapt more comprehensively to the e-commerce platform environment and rules, accurately operate products, enhance students' practical abilities, and be able to easily find employment in future e-commerce positions.

In the era of informatization, the future development of e-commerce practical training teaching will pay more attention to technology application, big data analysis, interdisciplinary integration of cloud computing, and integration of industry and education. More emphasis is placed on technology driven teaching innovation, the popularization of online learning and distance education, data-driven teaching decision-making, the development of interdisciplinary and comprehensive courses, as well as industry education integration and school enterprise cooperation. With the help of practical training platforms,

integrated virtual simulation and experimental systems, interactive teaching tools, and the integration of data analysis and personalized teaching strategies, teachers can create a flexible, diverse, and personalized learning environment for students. This teaching model not only greatly enriches teaching methods, but also significantly improves teaching and learning outcomes. Teachers need to continuously iterate their educational concepts and technical means, keep up with the pace of information education, and actively respond to the teaching challenges in the digital era to ensure the progressiveness and adaptability of educational content and methods.

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