

Article

Research on the Dual-track Talent Cultivation Path of Business English + Cross-border E-commerce Under the Background of Vocational Education Moving Overseas

Weina Li ^{1,*}¹ Shandong Vocational College of Science and Technology, Weifang, Shandong, China

* Correspondence: Weina Li, Shandong Vocational College of Science and Technology, Weifang, Shandong, China

Abstract: With the in-depth development of globalization and the continuous progress of information technology, cross-border e-commerce has become an important part of international trade. As one of the media tools for international business communication, the integration of business English and cross-border e-commerce is an innovative development direction for the transformation of business English majors and talent cultivation in vocational colleges. They must accurately meet the needs of the international market and industry to explore an effective path for the cultivation of dual-track skilled talents of Business English + Cross-border e-commerce, and cultivate interdisciplinary talents with "profound literacy, skilled language, creative thinking, proficient skills, and technical operation" to satisfy the needs of professional development, workplace communication and cross-cultural communication. One major and multiple abilities of comprehensive application-oriented technical talents is conducive to deepening the integration of industry and education and school-enterprise cooperation, serving regional economic development, and building a modern industrial system.

Keywords: vocational education moving overseas; business English; cross-border e-commerce; dual-track mode; talent cultivation

1. Introduction

The rapid rise of cross-border e-commerce and the promotion of the strategy of vocational education moving overseas have provided a broad employment space and development opportunities for business English professionals. At present, there are more than 100,000 cross-border e-commerce entities, more than 690 cross-border e-commerce industrial parks, and the cross-border e-commerce sales network covering more than 220 countries and regions around the world. It is expected that by 2025, China's cross-border e-commerce transaction volume will reach 2.5 trillion yuan, and the demand for English talents in cross-border e-commerce will further expand.

The growth and prosperity of global trade has provided new opportunities for vocational education. Under the background of vocational education moving overseas, the research and practice of the dual-track cultivation path of "business English + cross-border e-commerce" nurtures high-quality talents who are proficient in business English communication and cross-border e-commerce operations, so as to meet the rapid development of the cross-border e-commerce industry in the context of globalization, significantly improve the quality of business English professionals and regional service capabilities of vocational colleges, and achieve innovative breakthroughs in the transformation of scientific research achievements, international exchanges and cooperation, and traditional cultural inheritance. The construction of majors and reform of education provide new theo-

Published: 10 February 2025



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retical perspectives and practical ideas, and provide intellectual support and human resources for cultivating more interdisciplinary talents with international vision and cross-cultural communication skills.

2. The Dual-Track Talent Cultivation Path and Practice of Business English + Cross-Border E-Commerce

The internationalization of vocational education has become an irreversible trend. Languages service vocational education going overseas requires a large number of compound talents with foreign language abilities and professional skills. Students majoring in Business English have foreign language advantages in customer communication and after-sales service. The new type of cross-border e-commerce foreign language talents must also be proficient in skills of cross-border platforms, operation process and laws and regulations of import and export business. The cultivation path and practice of "business English + cross-border e-commerce" dual-track skilled talents, which makes English language ability and e-commerce vocational ability are improved simultaneously.

Vocational colleges need to reform the cultivation mode of business English professionals according to the international market demand and the development trend of cross-border e-commerce industry, including optimizing the curriculum setting, strengthening practical teaching, introducing innovation and entrepreneurship education and other aspects. Higher vocational colleges can fully meet the market demand and improve the employment rate and employment quality of students by building the market demand-oriented talent cultivation program and adopting the order cultivation mode. At the same time, the content of innovation and entrepreneurship education is introduced and combines it with professional education to cultivate students' innovative spirit and entrepreneurial ability. With the rapid development of cross-border e-commerce, traditional business English talent cultivation mode can no longer meet the actual needs of students.

2.1. Build the Dual-Track Professional Knowledge System of Business English Language and E-Commerce Vocational Skills

It is ability-oriented, task-oriented, and based on the work process, which aims to construct a core curriculum system combining skills and knowledge. The course covers basic skills of business English listening, speaking, reading and writing, such as intensive reading of business English, learning vocabulary, grammar and sentence structure, cultivating business reading and comprehension to improve oral communication and listening analysis. Business English writing focuses on business letters, reports, memorandum and so on. In E-commerce professional skills sector, students should study E-commerce store operations, from store building (page design, product display), marketing (search engine optimization SEO, search engine marketing SEM, social media marketing, content marketing) to the customer relationship management (CRM), data analysis and decision-making (flow analysis, conversion analysis, user behavior analysis), using electronic simulation operation platform for students field, regularly held store operation competition, stimulate students' innovative operation thinking. In logistics and supply chain management, students should be familiar with the logistics mode (express, special line logistics, overseas warehouse, etc.), logistics cost control, logistics information tracking, supply chain management, procurement management, inventory management, supplier relationship management, combined with the actual enterprise logistics and supply chain case, analysis optimization strategy, organize students to visit the logistics center and warehousing base, intuitive feeling operation process. By introducing various forms of practical cases and simulated operations, we can help students to better understand and master the application of business English in cross-border e-commerce.

2.2. Construct the Dual-Track School-Enterprise Cooperation Mode between Vocational Colleges and Enterprises

Vocational colleges should actively respond to the reform of new engineering education, break the traditional teaching mode, and explore and practice a new mode of integration of industry and collaborative education. Guided by the needs of the industry, the company participates in the whole process of talent cultivation in colleges, including the formulation of training programs, curriculum construction, internship and project research [2]. By integrating the skill requirements, industry standards and professional norms, vocational qualification and professional quality requirements in the work process into the course content, the integration of vocational skill certificates and course teaching content is realized, and a seamless connection mechanism of school-enterprise collaborative education is established to open up the "last mile" of talent cultivation. The school and the enterprise establish a long-term and stable cooperation mechanism, and invite experts with rich practical experience to teach or guide practical projects by signing cooperation agreements or regular meetings and seminars, so as to jointly solve the problems that arise in the process of cooperation and meet the personalized and customized talent needs of enterprises.

2.3. Create the Dual-Track Skill Practice Platform for Theoretical Learning and Practical Skills

Establishing an internship base and an industry-college-research cooperation platform is essential for providing students with valuable opportunities for both internships and employment. This platform not only serves as a bridge between academia and industry but also offers students a chance to connect with potential employers, enhancing their career prospects. By actively participating in these programs, students can develop a clearer understanding of their professional aspirations and gain insights into the current trends of the job market. This helps them break free from traditional career choices and make informed decisions based on both social development and personal career planning.

Through practical experiences such as real business case analysis, project-driven teaching, and other diversified pedagogical methods, students can acquire the practical skills and strategies necessary for effective business communication. These include market research, product production, customer development, and other crucial areas. By engaging in these hands-on learning opportunities, students can significantly improve their overall abilities and be better equipped for the competitive job market.

Additionally, increasing capital investment is key to building an international trade simulation base. Equipped with state-of-the-art foreign trade software, this facility enables students to simulate real-life import and export operations, fostering a deeper understanding of global trade practices. Colleges can also collaborate with businesses to offer short-term internships at company customer service centers, providing students with direct exposure to the dynamics of customer relations. Furthermore, leveraging online platforms and business resources, colleges can offer students opportunities to engage in authentic business English communication scenarios, enhancing their language proficiency in a professional context.

2.4. Cultivate the Dual-Track High-Quality Teaching Team that is Proficient in English Language and E-Commerce Skills

The proportion of part-time teachers can be gradually increased, even part-time teachers play the main roles. Full-time teachers must have obtained corresponding vocational qualification certificates or have industry and enterprise experience. Colleges can choose to send outstanding teachers to well-known cross-border e-commerce enterprises and foreign trade institutions for temporary training, ranging from 3 to 6 months, so that full-time teachers can go deep into the front line of business, learn the actual operation process of the enterprise, grasp the latest market changes, and transform practical experience into teaching cases and project courses, and bring them back to the college for sharing

and promotion [3]. Invite HR experts from companies as part-time career planning teachers to provide students with real-world career development advice. For example, the human resources manager of a foreign trade enterprise is invited to colleges to hold a career development lecture to solve students' confusion in career choice and development.

2.5. Improve the Dual-Track Student Evaluation and Feedback Index System with Multiple Dimensions and Professional Quality

The evaluation index system is designed with a strong focus on cultivating students' professional abilities, ensuring a well-rounded development that aligns with industry demands. It integrates multiple dimensions, including language foundation, practical skills, professional quality, innovative thinking, team cooperation, and other essential competencies. To maintain both fairness and effectiveness, the system rationally allocates weights to each dimension based on their relative importance, ensuring that the assessment process remains both comprehensive and focused. This multi-dimensional approach enables a more precise and objective evaluation of students' progress and abilities.

Each semester, the system conducts 2-3 periodic evaluations, which, when combined with students' daily learning performance, project progress, and classroom engagement, helps in identifying potential learning challenges at an early stage. By doing so, teachers can provide timely, targeted guidance to address specific difficulties, reinforcing students' strengths while improving their weaker areas. At the end of the semester, a final comprehensive evaluation is conducted, leading to the generation of a detailed student performance report. This report serves as a crucial reference for refining teaching strategies, optimizing talent training plans, and ultimately improving the overall quality of education.

Furthermore, by continuously refining the dual-track evaluation system—one that assesses both professional competencies and multiple dimensions of student performance—students receive a more well-rounded, multi-angle evaluation. This approach ensures that by the time of graduation, students are well-prepared to obtain key language and professional certifications. These include the College English Test (CET) Band 4 or Band 6 certificate for English language proficiency, as well as business-related professional qualifications such as the Cambridge Business English Certificate, International Business Documentation Specialist Certificate, or Foreign Secretarial Certificate. By fostering highly skilled and versatile graduates, this evaluation system lays a solid foundation for producing top-tier professionals who meet the needs of both domestic industries and the international job market.

3. Conclusion

Under the context of cross-border e-commerce, the teaching of business English in vocational colleges should focus on cultivating students' international vision and cross-cultural communication skills, including the culture, business habits, laws and regulations of different countries, and abilities to communicate and cooperate effectively in an international environment. Through cooperation with enterprises, vocational colleges have established training bases and internship programs, so that students can practice their abilities in a real working environment to improve their professionalism and employment competitiveness, and fully conduct practical teaching and school-enterprise cooperation in the cultivation of business English and cross-border e-commerce talents. The dual-track talent cultivation mode of "business English + cross-border e-commerce" is conducive to deepening the integration of industry and education and school-enterprise cooperation, serving regional economic development, enhancing the international competitiveness of Chinese cross-border e-commerce industry, helping to build a modern industrial system, and enhancing the international influence of vocational colleges.

Funding: Research project of the Branch of China Vocational and Technical Education Association in 2024, titled Research and Practice on the Dual-track Talent Cultivation Path of Business English

+ Cross-border E-commerce Under the Background of Vocational Education Moving Overseas. The project number is ZJ2024B123.

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