



## ICHKI MO'G'ULISTONNING MINTAQAVIY IQTISODIYOTIDA TRANSCHEGARAVIY ELEKTRON TIJORAT RIVOJLANISHINING AVTONOM MINTAQADAGI UNIVERSITETLARDA MUTAXASSISLIKLAR SHAKLLANISHIGA TA'SIRI

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**Annotatsiya.** Ushbu tadqiqotning maqsadi - Ichki Mo'g'ulistonning mintaqaviy iqtisodiyotida transchegaraviy elektron tijorat rivojlanishining avtonom mintaqada oliy kasbiy ta'lim mutaxassisliklari qurilishiga ta'sirini o'rganish. Muallif transchegaraviy elektron tijorat oliy kasbiy ta'lim kasbini tadqiqot ob'ekti sifatida olib, transchegaraviy elektron tijorat bo'yicha professional o'quv dasturining hozirgi holatini va Ichki Mo'g'ulistondagi oliy kasbiy ta'limda o'qitish sifatini tahlil qiladi. Ichki Mo'g'ulistonda tegishli iste'dodlarga talab. mintaqadagi transchegaraviy elektron tijorat sanoati va shu asosda Ichki Mo'g'ulistondagi oliy kasbiy ta'limning transchegaraviy elektron tijorat kasbi uchun asosiy o'quv standartini ishlab chiqadi. Bundan tashqari, transchegaraviy elektron tijorat mutaxassislari uchun asosiy o'quv dasturini amalga oshirish loyihasi o'rganiladi va baholash usuli taklif etiladi. Ichki Mo'g'ulistonning mintaqaviy iqtisodiyotida transchegaraviy elektron tijoratni rivojlantirishda iste'dodlarni rivojlantirish uchun mos yozuvlar qiymatini ta'minlash.

**Kalit so'zlar:** ichki Mo'g'ulistonning mintaqaviy iqtisodiyoti; oliy kasbiy ta'lim; transchegaraviy elektron tijorat; kasbiy asosiy o'quv dasturi; iste'dodni rivojlantirish.

## ВЛИЯНИЕ РАЗВИТИЯ ТРАНСГРАНИЧНОЙ ЭЛЕКТРОННОЙ КОММЕРЦИИ В РЕГИОНАЛЬНОЙ ЭКОНОМИКЕ ВНУТРЕННЕЙ МОНГОЛИИ НА ФОРМИРОВАНИЕ СПЕЦИАЛЬНОСТЕЙ В ВУЗАХ АВТОНОМНОГО РАЙОНА

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**Аннотация.** Целью данного исследования является изучение влияния развития трансграничной электронной коммерции в региональной экономике Внутренней Монголии на строительство специальностей высшего профессионального образования в автономном районе. Принимая в качестве объекта исследования профессию трансграничной электронной коммерции высшего профессионального образования, автор анализирует текущую ситуацию с профессиональной учебной программой трансграничной электронной коммерции и качество преподавания в высшем профессиональном образовании во Внутренней Монголии, исследуя спрос на соответствующие таланты во Внутренней Монголии. индустрию трансграничной электронной коммерции в регионе и на этой основе разрабатывает основной стандарт учебной программы для профессии трансграничной электронной коммерции высшего профессионального образования во Внутренней Монголии. Кроме того, исследуется схема реализации базовой учебной программы для специалистов в области трансграничной электронной коммерции и предлагается метод оценки. Чтобы обеспечить справочную ценность для развития талантов в области развития трансграничной электронной коммерции в рамках региональной экономики Внутренней Монголии.

**Ключевые слова:** региональная экономика Внутренней Монголии; высшее профессиональное образование; трансграничная электронная коммерция; профессиональная основная учебная программа; развитие талантов.

## THE IMPACT OF CROSS-BORDER E-COMMERCE DEVELOPMENT UNDER THE REGIONAL ECONOMY OF INNER MONGOLIA ON THE CONSTRUCTION OF SPECIALITIES IN UNIVERSITIES IN THE AUTONOMOUS REGION

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**Abstract.** *The purpose of this research is to study the impact of cross-border e-commerce development under the regional economy of Inner Mongolia on the construction of higher vocational education majors in the autonomous region. Taking the cross-border e-commerce profession of higher vocational education as the research object, it analyses the current situation of cross-border e-commerce professional curriculum and teaching quality of higher vocational education in Inner Mongolia by investigating the demand for relevant talents in the cross-border e-commerce industry in the region, and constructs the core curriculum standard of cross-border e-commerce profession of higher vocational education in Inner Mongolia on this basis. In addition, the implementation scheme of cross-border e-commerce professional core curriculum is explored and the assessment method is proposed. In order to provide reference value for talent cultivation of cross-border e-commerce development under the regional economy of Inner Mongolia.*

**Keywords:** *regional economy of Inner Mongolia; higher vocational education; cross-border e-commerce; professional core curriculum; talent cultivation.*

### **Introduction.**

As a frontier region of China, Inner Mongolia has rich resources and unique geographical advantages, coupled with the promotion of China's "One Belt, One Road" strategy, the development of cross-border e-commerce in Inner Mongolia has made great progress. Inner Mongolia cross-border e-commerce development situation is good, mainly reflected in: Inner Mongolia is located in China and Russia, Mongolia and other countries bordering the geographic location, making Inner Mongolia become an important channel for cross-border trade between China and Central Asia, Russia and other countries. At the same time, Inner Mongolia is rich in agricultural and livestock products and other resources, which meets the needs of consumers at home and abroad for high-quality, green products. Inner Mongolia has also actively responded to the national "Belt and Road" initiative, attracting a large number of cross-border e-commerce enterprises through preferential policies, special industrial parks and other measures.

The challenges facing the development of cross-border e-commerce in Inner Mongolia should not be ignored. The first is the problem of logistics and customs clearance. Due to the harsh natural conditions and inconvenient traffic in the border areas of Inner Mongolia, logistics costs are high, and the transport time and freight costs of cross-border e-commerce goods are high, affecting consumers' willingness to buy. Customs clearance procedures are cumbersome, resulting in longer time for goods to enter and exit customs, exacerbating the operating costs of enterprises. Second is the lack of e-commerce talents and technical support. There is a relative shortage of e-commerce practitioners in Inner Mongolia, and their technical level is not high, which poses a constraint on improving the quality and effectiveness of cross-border e-commerce.

In order to promote the development of cross-border e-commerce in Inner Mongolia, the following measures should be taken. Firstly, the reform of logistics and customs clearance should be strengthened. Reduce logistics costs and improve logistics efficiency by optimising the logistics and distribution network, while simplifying customs clearance procedures and speeding up the clearance of goods. The second is to strengthen talent training and technical support. Attract more e-commerce talents to join the cross-border e-commerce industry by

establishing a cross-border e-commerce talent training mechanism and providing relevant training and financial assistance, while increasing investment in technical support to improve the technical level and competitiveness of Inner Mongolia's e-commerce platform. Third, strengthen foreign exchanges and cooperation. Strengthen exchanges and cooperation with cross-border e-commerce enterprises in Russia and other countries to jointly solve problems in the industry and promote the development of cross-border e-commerce in Inner Mongolia. By strengthening logistics and customs clearance reform, cultivating e-commerce talents, increasing technical support, and strengthening external exchanges and co-operation, the development of cross-border e-commerce in Inner Mongolia will usher in better development opportunities.

### **Research methodology.**

#### **(1) Field research method**

Implement the research for the cross-border e-commerce industry and enterprises in the region, and the research for the development trend of the cross-border e-commerce field in the whole country and the world. Members of the group personally visit cross-border e-commerce enterprises and industry associations, and communicate with people in the industry to understand the demand and requirements for talents in the cross-border e-commerce industry, and establish a professional teaching standard programme and a professional core curriculum construction standard programme based on the industry's requirements for talents. On the basis of in-depth investigation and analysis of industrial enterprises, we focus on understanding the current situation and development of the industry, the distribution structure of the employees of the professional corresponding occupational positions, the workflow, the main occupational activities and work requirements of the relevant occupational positions, so as to determine the professional occupational fields and professional corresponding occupational positions based on the classification of occupations and the classification of industries of the national economy.

#### **(2) Empirical research method**

Based on the theoretical and research programme of the channel, combine the two to form a practical programme that meets the situation of cross-border e-commerce professional teaching and its core curriculum construction in the higher vocational colleges in the region. Promote the experiments of the practical programme in the cross-border e-commerce majors of our university, and promote the final e-commerce professional teaching standards and professional core curriculum standards through professional teaching experiments and curriculum construction experiments. Form the final practical results of the research by inviting experts to verify the results.

### **Research Features**

(1) The professional teaching standards constructed are adapted to China's "five-in-one" overall layout and "four-comprehensive" strategic layout, in line with the "Belt and Road" policy, and in line with the current national requirements and future development trend of cross-border e-commerce. It is in line with the current national requirements for the development of cross-border e-commerce and the future development trend, and can ensure to the maximum extent that the cross-border e-commerce talents cultivated by higher vocational colleges and universities meet the requirements of the state and the needs of industry development.

(2) The professional teaching standards have been constructed to incorporate elements of school-enterprise co-operation, industry-teaching integration and industry practice, reflecting the ability to pay all-round attention to students' vocational literacy, cross-cultural communication skills, professional quality, skills literacy and theoretical knowledge.

(3) The professional core curriculum standard is constructed based on the capital, serving the whole region, radiating the northwest, docking Beijing-Tianjin-Hebei, and facing

Russia and Mongolia, which is close to the degree of demand for talents and literacy requirements of the cross-border e-commerce industry in Inner Mongolia. It ensures that the cross-border e-commerce professional curriculum of higher vocational colleges and universities is in line with the local cross-border e-commerce development situation, and ensures the orientation of talent training.

### **Innovations**

(1) At present, although the domestic research results on the construction of cross-border e-commerce professional teaching standards and core curriculum standards are abundant, there are fewer research results that can closely follow the situation of the cross-border e-commerce industry in Inner Mongolia, especially the local situation in Hohhot, and there is even no way to inquire. Obviously, the construction of professional teaching standards and core professional course construction standards solves this problem, and it is an innovation both domestically and locally.

(2) The professional teaching standards proposed in this paper achieve subversion, innovation and change to the previous teaching standards of cross-border e-commerce, focusing on enhancing the proportion of the standards of practical teaching, course ideological education, professional quality and other boards, highlighting the orientation of the skills training and professional quality cultivation, and changing the situation of the past only results and theoretical knowledge. For our school as well as the region's higher vocational colleges and universities, it belongs to an obvious innovation of professional teaching standards.

### **Literature review.**

Amit & Zot's (2012) paper explores the concept of business model innovation and its role in creating value. It discusses how organizations can achieve a competitive advantage by rethinking and innovating their business models.

Cao, Li & Liu's (2016) article provides a comprehensive review of cross-border e-commerce logistics services. It examines the current state of logistics in cross-border e-commerce and discusses future prospects and challenges in this rapidly evolving field.

Research of Cavusgil & Knight (2015), focused on the concept of "born global" firms, this study adopts an entrepreneurial and capabilities perspective to analyze the early and rapid internationalization of certain firms. It explores the factors contributing to the internationalization of businesses from their inception.

Chaffey, Ellis-Chadwick, Mayer, & Johnston's (2019) book offers a comprehensive overview of digital marketing strategies, implementation methods, and best practices. It covers various aspects of digital marketing, providing insights into the rapidly evolving landscape of online marketing.

Book of Ghauri & Cateora (2014), "International Marketing" is a well-regarded textbook that covers key concepts and principles in international marketing. It addresses the challenges and opportunities associated with marketing in a global context.

Li & Su (2017) "Cross-border E-commerce: A Literature Review" review synthesizes existing knowledge on cross-border e-commerce. It provides insights into the key themes, trends, and research gaps in the field, offering a valuable resource for scholars and practitioners.

### **Demand analysis of cross-border e-commerce industry in Inner Mongolia for relevant talents**

Since 2018, the cross-border e-commerce industry in Inner Mongolia has risen strongly, showing a high-quality and diversified development situation, especially in 2020, the construction of China (Hohhot) cross-border e-commerce comprehensive pilot zone, the online public service platform and the customs successfully connected and put into operation; Heringer New District, the comprehensive bonded zone, the Baita airport, the postal completion of the construction of the offline park; under customs supervision of the Cross-border e-



commerce "1210", "9610" import and export business opened at the same time, cross-border e-commerce new retail demonstration shops and imported goods display halls are put into operation simultaneously; at present, it has introduced more than 30 cross-border e-commerce companies such as Henan Bonded Group, Princess Pea, Sinotrans and Shaanxi Silk Road City, Asia-Europe International and more than 30 cross-border e-commerce service organisations and enterprises (Sun Congzhong, 2020).

In 2021 and 2022, Inner Mongolia region in the national belt and road strategy system support, relying on China (Hohhot) cross-border e-commerce comprehensive pilot zone, continue to accelerate the foreign investment, hundreds of cross-border e-commerce service organisations and enterprises stationed in Inner Mongolia region. Influenced by the industry's good development situation, the demand for cross-border e-commerce professionals in Inner Mongolia is also increasing, showing three characteristics: First, the current cross-border e-commerce service agencies and enterprises in Inner Mongolia, mainly for cross-border e-commerce platform operations specialist, cross-border e-commerce platform operations assistant, selection of purchasing and operations specialists, inventory analysis specialist, cross-border e-commerce promotion specialists, English interpreters, graphic designers / senior artwork, logistics specialist, cross-border e-commerce photographer, QC/quality inspector, (export) certification engineers/certification specialists, operation supervisor/manager, warehouse system operator demand is strong, of which, the cross-border e-commerce platform operation assistant, selection procurement operation specialist, inventory analysis specialist, English interpreter, graphic designers/senior artworker, cross-border e-commerce photographer and other positions are in greater shortage, the supply of talent exceeds the demand. Secondly, cross-border e-commerce service organisations have a large shortage of talents. Second, the requirements of cross-border e-commerce service organisations and enterprises for practitioners have shifted from single skills to multiple skills in the past, e.g., the cross-border e-commerce platform operation position, in addition to requiring the practitioners to have the ability of e-commerce platform operation, management, and debugging, it also requires that the e-commerce platform product promotion, customer maintenance, and data collection and analysis, etc (Du Lihong, 2019).

Another example is the cross-border e-commerce promotion specialist, in addition to requiring practitioners to have sales knowledge and skills, but also requires them to have cross-cultural communication skills. From this, it can be seen that the industry's demand for related talents has presented a composite feature, and cultivating composite cross-border e-commerce professionals is a key point that higher vocational colleges and universities should pay attention to. Third, 93.36% of cross-border e-commerce service organisations and enterprises have requirements for lifelong learning consciousness, professionalism, moral quality, communication ability, team awareness and other comprehensive qualities of practitioners, especially learning consciousness, professional thinking, problem solving ability, etc., and the tendency of their requirements is more obvious (Huang Yun, 2019).

The main standard of cross-border e-commerce professional teaching in higher vocational colleges and universities is that the professional teaching objectives and content closely follow the development of the relevant industry, and adjust the talent training objectives and content around the cross-border e-commerce industry development trend, technological frontier, international situation, etc. to ensure that the cross-border e-commerce professionals cultivated in higher vocational colleges and universities are in line with the needs of the industry's development. For example, the current cross-border e-commerce service organisations and enterprises on the requirements of relevant talents, presenting the diversification of skills requirements, the ability to require the characteristics of the composite, the whole industry needs to be a special multi-precision talents. Based on this requirement, the professional teaching objectives of higher vocational colleges and universities should be based on the standard of cultivating composite and application-oriented talents. When teachers

implement teaching for students, the focus is to guide students to understand the basic concepts of cross-border e-commerce, understand the basic policies, be familiar with the rules of cross-border third-party operating platforms, master cross-border e-commerce operation of the basic workflow, and have the cross-border shop operation, customer service and e-commerce operation technology and other business capabilities, as well as having professional thinking, lifelong learning ability and so on.

Teaching standards for cross-border e-commerce majors in higher vocational colleges and universities should reflect the fit between job content and professional skills, and the professional knowledge and skills that students learn during their school years should be in line with the current production content of each position in the cross-border e-commerce industry. The purpose is to ensure that students are competent for their positions and can use their knowledge and skills to create wealth for enterprises and contribute to the development of the national cross-border e-commerce industry. Based on this, when carrying out professional teaching, the teaching method should focus on enterprise internship, comprehensive practical training, for example, the school and the local leading enterprises, excellent enterprise cooperation, signed the talent coeducation programme, the government led, the school and the enterprise cooperation, in the intervention of industry associations, in the vicinity of the school to establish the "colleges and universities collaborative innovation training base".

According to the actual positions of enterprises recruiting, in the training base to provide network marketing and promotion, website (shop) operation and management, artwork design, e-commerce customer service and other related internship positions, arranged for students to carry out skills training in different positions. Teachers and enterprise personnel jointly guide the students' skills training, which ensures the accuracy of the skills learnt by the students as the skills learnt by the students are highly compatible with the contents of the positions in the enterprises. At the same time, the professional teachers of the faculties communicate with the cooperating enterprises, introduce the relevant project resources from the enterprises, and provide the students with high-quality practical projects, such as international trade practice, international business correspondence, customs clearance practice, cross-border e-commerce practice and so on, and recommend the project resources of different themes and characteristics to the students, so that the students can choose the practical training projects based on their own interests and hobbies and improve the students' professional skills application ability through the practical training. Through the project practical training, students can improve their professional skills application ability, so that they can solve the projects in the actual job scenarios during the school period.

### **Teaching Standards for Cross-border E-commerce in Inner Mongolia's Higher Vocational Colleges and Universities.**

Cross-border e-commerce professional teaching standards focus on the "professional teaching objectives", "professional teaching methods", "professional teaching content", "skills training platform". The construction and improvement of the four modules. The construction of the four modules reflects the care for students' professionalism, professional skills, theoretical knowledge and professional thinking. Under the background of cross-border e-commerce, the teaching mode should be shifted from the "T" type talent cultivation mode of cultivating broad knowledge and professional depth in line with the industrial era to the "T" type talent cultivation mode of serving the new era of the digital economy, with a broad knowledge and cross-border integration, integration of professional depth and understanding of technology, and profound humanistic and comprehensive literacy. A new model of "work" type talents.

Professional teaching objectives, focusing on the cultivation of students' professionalism, professional thinking, intercultural communication skills, professional skills, language skills, problem solving skills, teamwork awareness and other comprehensive qualities, to change the

previous situation of grades rather than qualities, and to build up students' comprehensive qualities and professional qualities, laying a foundation for the students to move to different positions in the future.

Professional teaching methods, focusing on case teaching method, project teaching method, situational teaching method, comprehensive practical training method, vocational skills competition and other methods of diversified development and application, should change the school in the past, "full of irrigation" teaching phenomenon, to enhance the use of a variety of advanced teaching methods accounted for the proportion of the creation of a diversified mode of teaching for the professional knowledge and skills learning of students. The teaching mode should be diversified to help students' professional knowledge and skills learning.

Professional teaching content, focusing on increasing the proportion of teaching content such as the specification and process of online shop operation, online shop aesthetics, international trade practice, cross-border e-commerce practical training, business data analysis, cross-border e-commerce English, new media operation, and so on, and building these teaching contents as the focus of professional teaching.

We will try to involve multiple parties in "government, industry, academia and application", take the industry standards formulated by the Industry Talent Standards Committee as the "reference", rely on the teaching content, teaching platform and certified teaching faculty developed by the Teaching Quality Committee, and co-ordinate the association with cross-border e-commerce member enterprises to open up internal tests or real platform skills practice, as well as build off-campus teaching and industry incubation bases together with local government pilot zones. It also coordinates with the Association and cross-border e-commerce member enterprises to open up internal testing or real platform skills practice, as well as building off-campus teaching and industry incubation bases with local government pilot zones to form a new mode of cross-border e-commerce talent cultivation in a closed loop.

### **School-enterprise co-operation to build special courses for combining work and study.**

The school cooperates with local enterprises, and based on the development situation of cross-border e-commerce industry in Inner Mongolia, the needs and requirements of enterprises for talents, the school's cross-border e-commerce professional curriculum content has been improved, and through the improvement of the curriculum content, the construction of the combination of engineering and learning specialised curriculum, to ensure the orientation of the professional core curriculum content. For example, the school establishes a tripartite partnership with the local government, enterprises and industry associations to build an information interaction platform to detect government policies, industry information, industrial information, enterprise information, job information, employer demand information and so on in real time. The collected information data are uploaded to the platform side of the faculty system, and the data are comprehensively calculated using big data technology to calculate the dimensions of the local cross-border e-commerce industry's demand for relevant talents (Cavusgil & Knight, 2015). The faculty adjusts the core curriculum content and modules of cross-border e-commerce majors according to the industry's demand for employers, so that the skill knowledge module, theoretical knowledge module, practical training content module, etc. in the curriculum content closely follows the actual needs of the industry, the industry, and the enterprises, and better delivers high-quality talents to the development of the local industry.

Taking the course "Cross-border E-commerce Practical Training" as an example, facing the requirements of cross-border e-commerce industry and enterprises in Inner Mongolia for the competence of practitioners in cross-border logistics programme design, cross-border product and shop optimization and cross-border product order processing, chapter boards such as cross-border logistics programme development, cross-border product and shop

optimization methods and cross-border product order management are added to the course content, and the improvement of the chapter boards ensures the By improving the chapter boards, it ensures the docking of the course content with the enterprise positions and the industry development situation, and ensures that the knowledge and skills learnt by the students of this speciality meet the needs of the industry (Chaffey & and other 2019). At present, the proposed "cross-border e-commerce professional teaching standard programme for higher vocational education" and "cross-border e-commerce professional core curriculum standard programme for higher vocational education" have been promoted to some higher vocational colleges and universities in Inner Mongolia, and seven higher vocational colleges and universities have drawn on the results of the project and applied them. Seven higher vocational colleges have learnt from and applied the results of the project, and the effect of promotion and application is obvious. Among them, "Cross-border E-commerce Professional Teaching Standard Programme for Higher Vocational Education" has been used by other higher vocational colleges and universities as a reference case for cross-border e-commerce professional teaching standard reform, which directly provides support for their professional teaching. The programme has been used as a reference case by other higher vocational colleges and universities to carry out the optimization of the core curriculum, which promotes the improvement of the cross-border e-commerce professional core curriculum system of higher vocational colleges and universities in the region, and ensures that the professional core curriculum meets the requirements of the cross-border e-commerce industry talents in the Inner Mongolia region.

### Conclusion.

The teaching standard of cross-border e-commerce profession in higher vocational education and its practice method, the professional core curriculum standard and its construction mode have been highly recognised by cross-border e-commerce industry associations and enterprises in the region, and have established school-enterprise cooperation with more than 10 enterprises, which promotes the sharing of the results of the subject in schools and enterprises, enhances the participation of enterprises in the cultivation of cross-border e-commerce professionals of the university, and improves the school-enterprise The degree of cooperation has formed a better atmosphere of school-enterprise cooperation and industry-teaching integration in the region.

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