The Discussion of E-commerce Professional Reform Thinking Based on the Full Penetration Type

Xiao-Qian MA
Jiangxi Institute of Fashion Technology, Nanchang, Jiangxi, China

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Abstract. E-commerce professional reform, its purpose is focusing on improving the quality of talent, improves school employment and job satisfaction. But currently there exist some problems in the construction of professional e-commerce, such as the unreasonable professional talent training scheme design, lack of dynamic management in professional construction, the classroom teaching process disjointed with working process, lagging university-enterprise cooperation process practice base construction and so on. This article discussed the e-commerce professional reform thinking from the following four aspects: working penetration of e-commerce, personality development of incubators, working experience in university-enterprise cooperation, integration promotion of innovative entrepreneurial.

Introduction

In recent years, the development of e-commerce is in full swing and it has become the most beautiful scenery in the development of economic industry. It has spring up everybody do electrical business boom in folk. The rapid development of industry increased the demand of the electricity business. According to the survey data of China Electronic Commerce Research Center, the electricity enterprise with strong talent demand is up to 41%. The data of Taobao University shows that the talent gap of electricity industry will be more than 4.5 million over the next three years. However, many current e-commerce professional students are confused about the employment prospects of e-commerce. There is no clear post group. Electricity companies complain about difficulty in recruiting suitable professionals and so on. These problems cause the extensive concern of colleges.

Problems Existing in the Construction of Professional E-commerce

The E-commerce Professional Talent Training Scheme Is Lagging Industry Development

The financial crisis caused the global economic recession, but the electronic commerce is a counter-current, become the main force of stimulating domestic demand. Its fierce speed and strength turned off many traditional industries. Constant fission with the industry structure and spawned many new service mode. The demand of e-commerce enterprise for talents is very different with ever, such as pay more attention to the background technology, foreground display, wireless network application and so on. However, the college personnel training mode didn’t make any corresponding change and the talent training has been behind the development of industry. As guidance document of talent training, it should realize the innovation in education idea, focus on changing the theory learning of electricity to the practice learning areas and give full play to student's starring role.

Specialty Constructions Is Lacking of Dynamic Management

Different from other industries, the application model of e-commerce is innovation every day and no law can be found. The requirements of talents are multifarious and speed is flurry. So, if the colleges and universities can’t prospective on the cultivation of talents on education idea, they must follow the development of times, understand the industry’s outlook and adjust the talent training plan, rather than as usual, several rounds of argumentation, layer upon layer of examination and
approval, wait until you can perform, has missed opportunities, new changes have appeared again. As a result, graduates have already out of style when enter the market and knowledge they learned was waste.

**Docking of Course Teaching and Employment Demand Aren’t Close**

The traditional e-commerce professional curriculum system includes specialized basic courses and professional skills courses. Professional basic courses include some courses that are same with professional administration. They are marketing, international trade, economics, management, basic accounting, advanced mathematics, English, etc., Professional skills courses include e-commerce, network technology, web design and production, network advertising, principle and application of ERP, and electronic payment of the bank on the net, the network marketing, database and other courses. Some courses are useless to learn. In fact, the talents demand of electricity business enterprise mainly include technical and business management, Such as product information editing, graphic, PS picture processing, store icon design, online advertising design and production, etc in technical post. While the business jobs include online customer service, business promotion, network marketing, customer relationship management (CRM), online shop management and so on. You can see, the design of the professional course system is not very well reflect post demand of electricity enterprise, also did not reflect the working process of the enterprise.

**Practice Base Construction of Campus Off-Campus Are Lagging**

For a long time, the student’s practical learning is complete through simulation software in the school of training room, lacking of real environment support and students benefit is very limited. Now many schools set up the college student’s campus incubators, but it didn’t works because of lacking incentives, training guidance and student's enthusiasm is not high. Colleges and universities are also actively cooperate with outside companies to jointly develop related courses, establish off-campus practice base, but truly realized is not much because of sorts of connecting problems. In fact, the school incubation bases should focus on training the basic professional ability of college students, introducing the workplace culture and creating a workplace environment. University-enterprise cooperation base outside the school can real afford experience of professional posts, clarify the real job requirement and deeply dig personal post competency potential.

**The Reform Thought of “Full Penetration Type” E-commerce Professionals**

The colleges and universities e-commerce major education need to build balance between supply and demand, two-way drive mode of talent training, which can’t do without schools, businesses, teachers and students together to achieve multi-dimensional. The first thing is to make clear the relation between subject and specialty construction reform affairs (such as Table 1). Clarify different teaching environment, highlight the main body role, cannot make the division of responsibility among enterprise, teachers and students corresponding dislocation and can not meet the high quality of reform effect.

<table>
<thead>
<tr>
<th>Affairs Participant</th>
<th>Curriculum system</th>
<th>Intramural operation</th>
<th>Campus incubation</th>
<th>university-industry cooperation</th>
<th>skills competition</th>
</tr>
</thead>
<tbody>
<tr>
<td>Teacher</td>
<td>●</td>
<td>▲</td>
<td>▲</td>
<td>▲</td>
<td>●</td>
</tr>
<tr>
<td>Enterprise</td>
<td>■</td>
<td>■</td>
<td>■</td>
<td>●</td>
<td>■</td>
</tr>
<tr>
<td>Student</td>
<td>▲</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
</tbody>
</table>

Among them ●strong correlation, ▲ general correlation, ■ weak correlation
Working Penetration of E-commerce Position

Professional stipulation requires that students should complete the net shop building in the first semester and set up the corresponding credit, focusing on guiding the student to the electronic commerce, cultivation of occupational interest, arouse student’s enthusiasm and always have a sense of urgency to e-commerce study. This work based on the campus training rooms and conducted by a team. First, the specialized teacher is responsible for the guidance, each teacher lead students, targeted to urge guide students to set up shop online, students can rely on school school-run factory to provide product ACTS as the supply of goods and can also according to the hometown characteristics, or resources to find, but must pay attention to the choice of electric business platform for the dominant strength of related products, such as cross-border products, agricultural products, personal products or highly concentrated industry cluster products category. Second, make a team management system, set up corresponding detailed performance targets, such as shop scan flow, visit depth, sales volume, sales, collection of sentiment, DSR score, etc., phased evaluation. At the end of the semester, the assessment qualified students will be give corresponding material or spiritual reward, such as student's recommendation work according to priority. And those unqualified students need to continue working hard to complete the credits. Third, Each groups need to crossover study, competing with each other and form a complete set of corresponding competitive incentive mechanism, focus on helping students self learning, self-improvement and building a competitive cooperation working environment and consciousness.

Encouraging students to participate in various forms of e-commerce skills contests include school, provincial and national contests. Actively participating is not only a very good supplement but also can master more e-commerce front, more professional knowledge, expand their horizons, arouse the enthusiasm for learning and entrepreneurship.

Individuality Development of Business Incubators

The third semester, we will select outstanding group of students enter and garrison into the incubators to complete their entrepreneurship. The instructor is responsible for tracking entrepreneurship making the student understand the various functions of the whole process of e-commerce issues, technical issues, etc. The classmates that enter and garrison into the incubators can be outstanding person in the e-commerce store management process, also can be an outstanding person in single business operation ability. The incubators can establish network advertising design studio, online design studio, web design studio, logistics distribution, studio and other workplaces according to the business characteristic. These studios should set up the corresponding task goal, in addition to students’ self-improvement, can provide the corresponding service to all students. Through this kind of open learning, enable students to master whole process from looking for supply of goods, goods editing, operation promotion, store management, distribution, transportation, strengthen the professional skill appraisal of each individual node and train their basic vocational skills.

Working Experience of University-Enterprise Cooperation

E-commerce professional personnel training mode is adjusted to post professional ability based on “3 + 0.5 + 0.5” model, namely that the theory teaching time shortened from seven semester to six semester, the learning tasks of fourth and sixth semester will be completed by enterprises cooperated by the school and students. Students can contact market ahead of time, familiar with enterprise position, understand the enterprise workflow, realize the seamless docking of school and enterprise, the students can directly master the portable position working ability. In the learning process, we will introduce workplace culture, strengthen the consciousness of cooperation, students participate in all the way, rotational learning and realize the theory practice integrated teaching mode. The enterprise supervisor is responsible for the guidance, practice the “spread, help, bring” mode. The enterprise mentors appraisal result is given according to the practice of the performance of the project completion.
### Promotion of Innovation and Entrepreneurship

After several semesters of study, the professional ability of students gets a boost. The seventh semester, we may select outstanding students into the innovation demonstration center. Schools will strongly support students’ entrepreneurial projects, provide a powerful logistics guarantee, especially in supporting facilities. Professional teachers will track and guide in the entrepreneurial process, give development advice, encourage students to freely create team, formulate business strategy and set up the company by themselves. Focus on training students in corporate operations management related business knowledge in this moment, such as law, finance, management, etc., greatly enhance the students’ ability and also promote the school from employment to entrepreneurship.

<table>
<thead>
<tr>
<th>State</th>
<th>Teaching process</th>
<th>Teaching objectives</th>
<th>Teaching place</th>
<th>Implementation method</th>
</tr>
</thead>
<tbody>
<tr>
<td>Semester one</td>
<td>E-commerce working infiltration</td>
<td>Guide the e-commerce professional knowledge</td>
<td>E-commerce training room</td>
<td>According to the requirements of opening step, set up the project, guide the students to complete the net shop building work.</td>
</tr>
<tr>
<td></td>
<td>University-enterprise cooperation</td>
<td>Cultivate professional skills</td>
<td>College students incubators</td>
<td>Select outstanding students into the incubators, learning process as the main line, also can focus on the development of a single advantage business with breakthroughs made in key areas.</td>
</tr>
<tr>
<td>Semester three</td>
<td>Working experience of university-enterprise cooperation</td>
<td>Cultivate professional post core competencies</td>
<td>University-enterprise cooperation base</td>
<td>Contact market ahead of time, understand workplace culture, grasp and post corresponding vocational ability, targeted promote personal level and the supervisor is responsible for the guidance, practice the “spread, help, bring” mode</td>
</tr>
<tr>
<td>Semester four and six</td>
<td>Comprehensives promotion of innovation and entrepreneurial</td>
<td>Cultivate their innovation and entrepreneurial ability</td>
<td>Entrepreneurship demonstration center</td>
<td>Guide and support the students self-employment projects, promote the corporate operating capacity of students</td>
</tr>
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</table>

### Conclusions

The reform path of e-commerce professional is a long way and the specific implementing methods also cannot be accomplished in an action. There are various problems existing in the process of e-commerce reform. The development speed of industry is fast, we need to adjust professional plan to the changing of time. In a word, we need to emphasis on cultivating students’ practical ability, outstanding the practice and actual combat of professional, to improve students’ vocational skills. We also need to inspire students’ consciousness and enthusiasm of innovation and entrepreneurship.

### References