Analysis on the Electronic Commerce Talent Training Mode for Application Oriented University under the Environment of Masses Entrepreneurship and Innovation

Yu Hang

Abstract

In this paper, we conduct research on the electronic commerce talent training mode for the application oriented university under the environment of masses entrepreneurship and innovation. Looked from the development of recent years, our country market economy development of the public, especially the phenomenon of all innovation, entrepreneurship is becoming a pull of the core power to continue Chinese economy. For enhancing the success rate of starting the personal business in the application oriented university, we analyze the related problems in this paper. Our suggestions and countermeasures will help the students achieve better entrepreneurial environment.

Keywords: Electronic Commerce, Talent Training, Application Oriented, Masses Entrepreneurship.

Introduction

Quickly in recent years, our country public entrepreneurship development, university graduates, study abroad returnees and returning migrant workers is becoming the main power in the business of the masses. Education of science and technology and the rapid development of cultural undertakings of physical culture and sports that graduate student recruit students 671000 people, 2015 ordinary this specialized subject recruit students 7.161 million people, laid the foundation for innovative talents reserves. Under the catalysis of the Internet information technology integration, transformation and upgrading of traditional industries, emerging industries. Cloud computing, Internet, mobile Internet, e-commerce, Internet financial, medical, network online education vigorous development, such as the fast-growing, growing support effect on economic growth. From the systematic level, the startup companies need the student to have the students to have the following knowledges [1-4].

Figure 1. The Knowledges Needed for the Start-up Companies.

1Wuhan Donghu University, No.1 Wenhua Road, Jiangxia District, Wuhan, Hubei Province, PRC
Looked from the development of recent years, our country market economy development of the public, especially the phenomenon of all innovation, entrepreneurship is becoming a pull of the core power to continue Chinese economy. National development to scientific and technological progress and innovation driven boosting economic rise, economic development can no longer walk the old way of traditional development, and the young college students is one of the most dynamic and innovative groups should strive to become a creative drive to promote the development of the powerhouse.

In this paper, we conduct research on electronic commerce talent training mode for the application oriented university under the environment of the masses entrepreneurship and innovation to try to propose the countermeasures for the further development of the education pattern.

The Proposed Methodology

The Application-Oriented University Characteristics. From the point of view of talent training, applied undergraduate colleges and universities is more suitable for a full range of social needs, from professional setting, it can be more widely applied undergraduate colleges closely integrated with the actual work and life, and has the capability of flexible strain; In terms of curriculum and teaching, teaching content of applied undergraduate colleges pay more attention to combined with production practice, more flexible and varied teaching mode and teaching method, both the theory study, and practice teaching that is able to combine production. Based on the literature review, the positioning of the application-oriented university can be summarized as follows. (1) Level position. Give priority to in order to cultivate undergraduate students, and cultivate higher vocational students, and cultivate a small amount of engineering graduate student. (2) The overall goal orientation. It is the general idea for the school development goals and the direction and description, its content includes managerial guiding ideology, education and managing concept, development goals, characteristics, etc. (3) The service oriented. Service oriented refers to a school in talents cultivation, scientific research and the scope and level of service for the society, etc. (4) The development scale. It is a school to the scale of defined that is the target number of positioning. The school is closely related to the scale, structure, quality and effectiveness. The school should be determined according to their own conditions and the social needs an appropriate scale.

But as a result of applied undergraduate education in our country development time is short, still in its infancy, whether in the training mode, or in such aspects as the construction of training system, there are many problems worthy to be discussed. For analyzing this issue, in the table one, we show the principles and characteristics of the education paradigm.

<table>
<thead>
<tr>
<th>Principles</th>
<th>Meanings and Characteristics</th>
</tr>
</thead>
<tbody>
<tr>
<td>Training objectives should be based on the general education.</td>
<td>Talents training goal of different types of colleges and universities are different, but the basic structure of talent quality is the same. So the applied undergraduate talents training target should be based on the general education.</td>
</tr>
<tr>
<td>Training goal should be to ability training as the standard.</td>
<td>Requirements of applied talents in modern society there is a certain theoretical basis, has the strong beginning ability and the secondary development ability, so the aim of training applied undergraduate talents should take ability as the standard [5].</td>
</tr>
<tr>
<td>Training objectives should be guided by market demand.</td>
<td>The aim of training applied undergraduate talents should be guided by market demand. Training at the grass-roots level and the production of the first line of applied talents, pay attention to cultivate students' ability of self-employment flexible employment.</td>
</tr>
</tbody>
</table>
The Public Business and the Masses Entrepreneurship. In order to implement the "public entrepreneurship, peoples innovation" strategy, the state council issued a series of policy measures. The next step work focuses on implementation of these policies. On the basis of summarizing some experience, according to a new round of double the characteristics and needs, to improve policy and environment, nurture more growth good enterprise, make double gen to improve people's lives, promote the transformation of the economic development play an important role to realize sustainable development. Under the new circumstances, we encourage both to give priority to with employment, will encourage innovation to stimulate entrepreneurship and creation and encourage entrepreneurship to create more employment opportunities to promote development by innovation.

For the better establishment of the corresponding system, we should focus on the listed points. (1) Give play to the role of multi-level capital market provide innovative companies with comprehensive financial services, promotes Internet pilot stake the suggestion to improve the raise the service ability of entrepreneurship to the public. (2) Accelerate the central institution of scientific and technological achievements use, disposal and revenue management reform to improve the science and technology personnel undertaking the equity incentive mechanism. Promote lead college students undertaking project, to encourage the development of innovative entrepreneurship education courses in colleges and universities, establish and improve the college students' entrepreneurial guidance services specialized agencies, strengthen college students' entrepreneurship training. (3) Support innovative undertaking public services. Integrated use of government purchase services, financial appropriation, business incentives, support small and medium-sized enterprises public service platform construction and services and to provide comprehensive professional quality services to small and medium-sized enterprises, support services for start-up companies to provide legal, intellectual property, finance, consulting, inspection certification testing and technology transfer, etc.

INNOVATION

unites two distinct processes

INVENTION
creates new knowledge

ENTREPRENEURSHIP
transforms new knowledge into new value
through three distinct activities

OPPORTUNITY EVALUATION
embraces two main factors

PERSONAL COMMITMENT

MANAGED IMPLEMENTATION

INTERNATIONAL TRADE

EDUCATIONAL MATERIALS

INTELLECTUAL PROPERTY

FINANCIAL SERVICES

INFORMATION TECHNOLOGY

Figure 2. The Architecture of The Public Business and Masses Entrepreneurship System.

The Electrical Business Development and Talent Training. According to the data on the China education online shows, by the 2015, 397 colleges and universities across the country have opened classes e-commerce undergraduate programs, 180 colleges and the universities set up specialized professional e-commerce. Statistics show that China's e-commerce specialty construction in colleges and universities there are three main ways as follows.

- International trade and international economic and other professional came from the aspects of based on the EDI electronic trading, professional mainly focus on this type of e-commerce transactions, namely online exchanges are faced with the problem of study and analysis, it is
compared with the international trade professional knowledge, but added some electronic business management knowledge.

- From business management professional development, it is mainly to cultivate students using the Internet to achieve the online operation and management of the enterprise, namely that enterprise electronic commerce [6].
- Technical background of the departments, such as from the computer science, management information systems professional extension to e-commerce, this type of professional mainly focus on e-commerce system, namely the construction of the e-commerce sites, security and e-commerce solutions.

China's economic management college graduates have been one of the important sources of the e-commerce talents. Students during the period of school have mastered a lot of administration of economic management, industrial and commercial enterprise management knowledge and skills, if on the basis of the knowledge of electronic commerce, after system of electronic commerce experiment, practical training, after graduation can fully engaged in the application of e-commerce, e-commerce business activities, and even can effectively make up for the electronic commerce talent shortage. Therefore, to develop a set of for economic management professional college students e-business experiment teaching system is especially meaningful. From the point of application, the electronic commerce talented person roughly divided into four types shown in table 2.

<table>
<thead>
<tr>
<th>Type</th>
<th>Features</th>
</tr>
</thead>
<tbody>
<tr>
<td>Technology of e-commerce talent.</td>
<td>It is basic to the electronic commerce talented person and its characteristic is proficient in electronic commerce technology, to master the latest development of electronic commerce technology. Such personnel should aim at technical level, such as network construction, system management, page, application development, database establishment, module design, etc.</td>
</tr>
<tr>
<td>Business electronic commerce talented person.</td>
<td>This is the body of the electronic commerce talented person, its characteristic is proficient in modern business activities, they need consideration of technical problems, only need to know how to work on the Internet, know the electronic commerce &quot;can do&quot;.</td>
</tr>
<tr>
<td>Senior management personnel.</td>
<td>For this level, there is not enough attention to quite a number of enterprises and departments, and even set up relevant professional colleges and universities are also often because of various factors to ignore or relax this level talented person's raise.</td>
</tr>
<tr>
<td>Advanced e-commerce division.</td>
<td>This is a high-level electronic commerce talented person, its characteristic is the knowledge of global e-commerce, proactive thinking, and to know &quot;why&quot; to do e-commerce, familiar with at least one industry or a mode of theory and application of e-commerce can strategically and grasp the characteristics and the development trend.</td>
</tr>
</tbody>
</table>

Electronic commerce talented person's demand characteristic and regional correlation, with the process of informatization development and dynamic change, the colleges and universities should actively carry out market research, advancing with the times and fully understand the society and enterprise on the talent requirements, adjust and optimize the talent training scheme, in order to adapt to the changing needs of modern society. Especially to grasp the employment demand for talent in the radiation area, according to the characteristics of the region enterprise's demand on some kind of skill training and make the students more competitive advantage.
The Students' Entrepreneurship Suggestions. Since 2012 pilot entrepreneurship education in colleges and universities, colleges and universities entrepreneurship education has been deeply rooted in the hearts of the people. Now, both from the society and from colleges and universities, has realized the entrepreneurship education in the important role of education and economic development in our country. Many colleges and universities have opened the course related to entrepreneurship education to help students of self-employment in the future. In face with the challenges mentioned in the prior sections, we propose the following countermeasures [7].

- Extension university-enterprise cooperation way while increases the chances of the students to participate in the enterprise operation and management. Students professional ability in the enterprise can not only exercise, but also can make students experience the general process of entrepreneurship, to experience their own businesses.
- Create entrepreneurs alliance, exchange knowledge and experience. Through establishment of entrepreneur alliance to let the students in the process of the business and has entrepreneurial students or successful business people together to communicate and communication, so as to enrich the students' experience [8].
- Establish business base, accumulate experience. Pre business platform is composed of higher vocational colleges and enterprises play their respective advantages, to provide the related resources, to achieve resource integrate the use and performance of platform to provide the resources needed to entrepreneurship for entrepreneurs. Higher vocational colleges should as the main operation, auxiliary by the enterprise, so that in the process of the entrepreneurial platform structures, to reduce the reliance on the policy and the enterprise.

Conclusion

In this paper, we conduct research on the electronic commerce talent training mode for the application oriented university under the environment of masses entrepreneurship and innovation. To adapt and lead the new normal economic development to accelerate the innovation development strategy and promote "public entrepreneurship, peoples innovation" and "increase the public product and public service", is to realize the high speed development is not because of one of the "twin-engine". We must be made to support business innovation of systems and mechanisms, as a whole departments support entrepreneurial innovation policy force, with "Internet +" to drive innovation in China's economic and social development, transform traditional engine sustaining development to give full play to financial support, to promote the "public entrepreneurship, peoples innovation" to provide policy. Under this background, this paper proposes the new idea on the related issues that will be beneficial.

References


