On the Construction of Innovative and Entrepreneurial Talents Training System for E-Commerce Major

Cai-Xia LIAO, Min TANG and Jun LIU
Chongqing Business Vocational College, Chongqing, China

Keywords: E-commerce Major, Innovation and Entrepreneurship, Personnel Training

Abstract. Under the influence of "Internet +" environment, the training of e-commerce talents in higher vocational colleges should keep pace with the times, take the "five industries as the main link" as the main line, and take the "four in one curriculum system" and "the innovation and practice system inside and outside college integration" as the foundation, construct the training system of innovation and entrepreneurship talents in e-commerce major, and improve the training level of students cultivation and thus enhance the quality of personnel training in Vocational colleges.

E-commerce is developing at an unprecedented speed. Network entrepreneurship is a relatively low-cost, low-threshold choice for creators. It has become the first choice for many entrepreneurs. Therefore, the implementation of innovation and entrepreneurship education in E-commerce major has unique advantages in the real society. In the era of "Internet +", how to deepen the education reform of e-business innovation and entrepreneurship education has become a breakthrough in promoting the transformation of applied technology universities, and an important measure to promote higher vocational college students' Entrepreneurship and employment.

1. Construction of the Training Model of E-Commerce Professional Personnel with "Five Business Linkages"

On the basis of in-depth investigation and analysis of e-commerce talent cultivation and the talent demands of e-commerce enterprise, this paper seeks for differentiated development ways, further clarifies the college-running concept, actively cultivates professional characteristics, explores the main line of development suitable for e-commerce talent cultivation mode, and formulates a scientific and rational talent cultivation program.

Guided by the concept of "quality first, ability-based and employment-oriented", focusing on the characteristics of "organic integration of technology and commerce", "equal emphasis on humanistic quality and professional quality", taking "study, industry, occupation, employment, entrepreneurship-five-industry linking" as the main line, the college should take "four-in-one curriculum system" and "innovative practice system of integration inside and outside colleges" as the basis, to clarify the objectives, specifications and the corresponding quality structure of knowledge and ability for e-commerce personnel training. Such construction can actively promote the construction of "double-qualified" teachers, construct a new teaching management model of "comprehensive three-level teaching links ", and form an e-commerce model of "five-industry linking up", which is oriented by employment and entrepreneurship, actively adapts to the needs of industry development, and has a differentiated talent cultivation innovation model - "five-industry linking up" personnel training mode of business specialty.

The main line is "five industries linking up", that is, linking up the connotation of the academic achievement, vocational requirements, industrial needs, employment skills and entrepreneurial quality. Based on the "four in one" curriculum group and the "innovative practice system of integration inside and outside the college", this paper clarifies the training orientation of undergraduate e-commerce talents, which is suitable for the application-oriented talents in e-commerce technology, business and marketing, mobile business management, e-commerce logistics management and so on. Talents training takes "electronic" as a tool, focuses on the
cultivation of online business application ability, adheres to the application of computer technology, and pays attention to the cultivation of students' comprehensive application ability of modern business and marketing, online trade ability, online marketing ability, mobile business management, e-commerce logistics management and other abilities.

2. Construction of the Course System of the "Four in One" Characteristic Course Group

The "four in one" curriculum group refers to the "four in one" modern e-commerce curriculum group composed of economic management curriculum group, e-commerce technology curriculum group, business and marketing curriculum group and e-commerce logistics curriculum group. The college should construct an integrated curriculum system consisting of four courses groups of "Economic Management - Electronic Commerce Technology - Business and Marketing - Electronic Commerce Logistics". This course system can not only enable students to have a good background in economic management, but also enable students to have the ability to apply e-commerce technology and e-commerce in the society.

Four in One Characteristic Course Group can be divided into four categories, that is, Economic Management Course Group, E-commerce Course Group, Business and Marketing Course Group, Logistics Course Group. In the Economic Management Course Group, the courses Principles of Management, Accounting, Economic Law, Statistics, Network Economics should be included thoroughly; Computer and Information Technology Foundation, Computer Network Technology, Management Information System, Web Design and Production, E-Commerce Website Construction should be classified into the E-commerce Course Group; Business and Marketing Course Group should include Business Communication, Business English, International Service and Trade, ERP and Customer Relationship Management, Financial Management Marketing, Network Marketing Theory and Practice, E-commerce Marketing and Writing Practice; at last, Logistics Course Group should include E-commerce Logistics Management, Logistics Introduction, Transportation Management, International Logistics Management, Logistics Cost Management, Supply Chain Management.

3. Establishing the Theoretical Curriculum System of "Three Level Platform"

The first level platform is the basic education platform. The teaching goal of this level platform is to lay a foundation for students to master the basic knowledge of economic management. This platform course is composed of basic courses of discipline and specialty. The second level platform is professional education platform. The teaching goal of this level platform is to establish students' professional foundation and train students' basic professional operation and professional application ability. The platform courses at this level are composed of professional compulsory courses and professional elective courses. The third platform is the professional direction platform. E-commerce specialty has two professional directions, i.e. the direction of Network Marketing and Logistics. The professional courses will further enhance the knowledge and professional application ability in the professional direction and lay a foundation for future professional work. The following chart shows the composition and teaching objectives of the three-level theoretical curriculum system of "foundation-specialty-direction" for E-commerce major.

"Three-tier Platform" Theory Course System for E-commerce Business Major

The theoretical curriculum system includes compulsory courses and selective courses. According to the basic knowledge of economic management and e-commerce skills possessed by students majoring in E-Commerce, courses are offered well respected, including four courses groups, so that students can have certain professional knowledge of economic management, e-commerce technology, business and marketing and basic theoretical knowledge of logistics.

Course System of Theory Platform can be classified into three categories, that is, Education Basic Platform, Professional Education Platform, Professional Course. On the platform, Professional Basic Courses is the main content; Professional Education Platform should include specialized compulsory courses and elective courses; Professional course refers to Business Marketing
direction and Logistics direction. Under the situation of the three platforms, through the study of professional basic courses and specialized compulsory courses the college students get the knowledge of Economic Management, E-commerce Technology, basic knowledge. Under the same situation, the students majoring in Business Marketing and Logistics can obtain knowledge of Business Marketing, Logistics, practical skills through studying specialized elective courses.

Elective courses include optional courses in any direction and optional courses in professional direction. Arbitrary elective courses include three aspects: Economic Management, Business Marketing and Logistics, which provide help for students to further improve their practical application ability. Specialized elective courses are divided into network marketing direction and e-commerce logistics management direction. Students can choose proper courses according to their employment intention after graduation to improve their professional practical ability.

4. Construction of Practice System of Innovation and Entrepreneurship of E-Commerce Talents

E-commerce is a multi-disciplinary and applied specialty. In the training of talents, the college should pay more attention to the cultivation of practical ability and innovative entrepreneurial consciousness of students. In the training mode of E-commerce talents with "five industries linking up", we have established an innovative practice system with characteristics of integration inside and outside the college. This innovative practice system is also the training system of innovative and entrepreneurial talents for E-commerce specialty. Breakthrough of reform, the innovation practice system includes two parts, namely, in-college practice innovation system and out-of-college practice innovation system.

The integration of inside and outside college is embodied in three aspects: firstly, the design of inside and outside college practice innovation system is participated by enterprises; secondly, the core content of inside and outside college practice innovation system is jointly developed by enterprises and college; thirdly, the implementation of inside and outside college practice innovation system is guided and participated by enterprises.

4.1 Practice Innovation System in the College

The college practice innovation system under the mode of "Five Business Linkages" includes three levels, uninterrupted, progressive experimental teaching system, professional practice, graduation thesis, second course and so on. Forming a distinctive, hierarchical and progressive practice system can support three levels of experiment: curriculum experiment, independent experiment, innovative experiment and comprehensive experiment. It covers the cultivation of students' basic professional ability, innovation and entrepreneurship ability and professional ability. The experimental teaching system can support curriculum experiment, independent experiment and comprehensive and innovative experiment, and run the practical teaching through the whole learning process of undergraduate course.

Laboratory has become the core of E-commerce Teaching and research innovation platform. It can not only support curriculum experiments closely combined with theoretical teaching, but also support open experiments of professional competitions with the theme of website construction, network marketing and entrepreneurship, as well as activities such as e-commerce innovation and entrepreneurship contest under the guidance of teachers, and innovation experiment related to enterprise project practice. At the same time, we should cooperate with e-commerce enterprises to set up e-commerce innovation and entrepreneurship studio, build innovation and entrepreneurship guidance teaching team, encourage teachers and students to co-create companies, establish e-commerce innovation and entrepreneurship personnel training incubation base with enterprises to coordinate the development of e-commerce innovation and entrepreneurship, and construct an in-college practical teaching system for e innovation

4.1.1 Three-Level Intramural Experimental System

The first level of experimental teaching supports the establishment of curriculum experiments. Its teaching goal is to promote students' learning and absorption of theoretical knowledge through
experiments, and to improve the effectiveness and efficiency of theoretical teaching. This kind of experiment includes E-Commerce Management Practice, Erp and Customer Relationship Management, E-Commerce Project Planning and Management, E-Payment and Settlement, Network Marketing Foundation and Practice.

The second level of experimental teaching supports the establishment of independent experimental courses. Its teaching goal is to systematically train students' professional operation skills and professional application skills. Such courses include computer network technology, management information system, e-commerce simulation training, web design and production, e-commerce website construction and other independent professional practice courses.

The third level of experimental teaching supports the establishment of comprehensive experiments and innovative experiments. The teaching goal of this level is to train students' comprehensive application ability and innovative ability. The main courses include VBSE Marketing Training, VBSE Comprehensive Training, E-Commerce Website Construction Training (E-Commerce Logistics Management Training) and Professional Planning Comprehensive Practice.

4.1.2 Professional Practice and Graduation Thesis

Professional practice activities are mainly realized through three modules. The first module is social practice activities, which are carried out in the second semester of the first academic year and the fourth semester of the second academic year. That is to say, students can exercise their ability to adapt to society by carrying out summer social practice activities. The second module of professional practice is carried out in the sixth semester of the third academic year, mainly through centralized practice and decentralized practice in the practice base to enable students to contact the actual job, so that students can understand the situation of industry, the job requirements of enterprises, train students to use their professional knowledge and professional application ability comprehensively, and enhance their e-commerce specialty professional skills in practical work. The third module is graduation practice, which is carried out in the eighth semester of the Fourth academic year. The teaching goal of this module is to lay a practical foundation for graduation thesis writing through graduation practice. At the same time, it integrates theoretical knowledge with practice, and cultivates students' ability to find, analyze and solve problems, so as to prepare students for the transformation of roles from students to employees.

4.1.3 The Second Classroom

The second classroom plays an important role in the training of e-commerce professionals and is a powerful complement and support to the first classroom. The implementation of e-commerce major's running concept and talent training model cannot be separated from the support of the second classroom. Therefore, the construction of the second classroom for E-commerce majors pays attention to systematicness, orderliness and sustainability. The characteristic second classroom activities mainly include series contest activities and academic activities. Through abundant second classroom activities, the humanistic quality of E-commerce majors can be cultivated and improved.

4.2 Practice System of Outside-College Innovation

The core content of the online practice system is the development and construction of online e-commerce professional training platform based on network, and the off-line practice system is to build practice base and production-university-research base in cooperation with enterprises. Online practice is to create more opportunities for students in innovation and entrepreneurship, and to improve students' practical ability, innovation ability and entrepreneurship ability in an all-round way. At the same time, it also avoids the situation that the long-term incentive mechanism is inadequate in the construction of off-campus practice bases, resulting in poor results. In the construction of off-campus practice base, we can combine e-commerce enterprises to jointly develop online innovation practice platform, which reflects the integration of colleges and enterprises and takes the network as the platform.

The cultivation of innovative entrepreneurship talents in e-commerce specialty should take ability training as the core, and take "study, occupation, industry, employment, entrepreneurship—five-industry linking" as the main line, and penetrate the academic connotation, vocational
requirements, industrial needs, employment skills and entrepreneurship quality, and implement it into the design of professional curriculum system and practice system. Constructing the course system of "four in one" characteristic course group should be offered reasonably according to the needs of enterprise application, focusing on the cultivation of students' innovative and entrepreneurial abilities needed to carry out e-commerce activities. Construct a system of innovative practice that integrates inside and outside the college and advances step by step, so as to improve students' ability from basic specialty to innovation, entrepreneurship and occupation. We should cooperate with enterprises in the formulation of personnel training plan, the construction of curriculum system and practice system to realize the integration of colleges and enterprises. Through the opening of second classroom activities with rich content, we can promote teaching by competition and improve students' humanistic quality in an all-round way.

Acknowledgement

Research on the reform of higher education teaching in the 2017 "Practice Research on the Cultivation Mode of Innovative and Entrepreneurial Talents in E-commerce Specialty in Higher Vocational Colleges" (Project No. 173278, Moderator: Liao Caixia). This paper is one of the staged achievements of the scientific research project of Chongqing Vocational Education Association (2017-2018). Name of project: The Case Study of Promoting the Combination of Production-Teaching and School-Enterprise Cooperation in Vocational colleges—taking Chongqing Business Vocational College as an example (Project No. 2017-ZJXH-19035). It is one of the research results of the research team of innovation and entrepreneurship education in vocational colleges of Chongqing business Vocational College.

References


