Construction of Practical Teaching System of Electronic Commerce Major in Higher Vocational Colleges Based on Innovation and Entrepreneurship Education
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Abstract. The Education of Creation and Innovation is a new task entrusted by the State to higher vocational colleges under the new situation. Practical teaching is an important part in Higher Vocational Colleges and an important link to cultivate students' innovative and practical abilities. Based on the idea of innovative entrepreneurship education, this paper studies and discusses the construction of practical teaching system of e-commerce majors on the basis of analyzing the importance of implementing innovative entrepreneurship education in e-commerce specialty.

Innovative entrepreneurship Education is a new task for Higher Vocational Colleges under the new situation, and it is also an important political task related to national development and national rejuvenation. Nowadays, innovative entrepreneurship education has also put forward new challenges to the innovation construction and practical teaching system of e-commerce specialty in Higher Vocational Colleges. Today, with the rapid development of information technology, it is necessary to integrate the content of innovative entrepreneurship education, such as the consciousness, quality, skills and ability of innovative entrepreneurship, into the practical teaching system of e-commerce specialty. We should actively explore innovative and entrepreneurial talent training models in line with the students of e-commerce majors in Higher Vocational Colleges in China, in order to train and deliver more innovative and entrepreneurial talents with modern consciousness and modern spirit for the society.

1. Overview of Innovative Entrepreneurship Education

Innovative entrepreneurship Education is a new concept based on the full integration of the connotation of "innovative education" and "Entrepreneurship Education", which refers to "the educational idea and mode of cultivating the innovative spirit, entrepreneurial consciousness and ability of the educated as the basic value orientation", which expresses a kind of matching with the spirit of the times, New ideas that are compatible with the needs of social development. Both "innovation" and "entrepreneurship" emphasize "creation", that is, both emphasize a kind of beginning, which contains the pioneering spirit, all emphasize the creativity to ask questions, analyze problems and solve problems, and its common goal and pursuit are to train innovative entrepreneurial talents [1]. It is already an inevitable trend of economic growth mode and educational development reform to penetrate and integrate the concept of "innovation" into entrepreneurship education, from the perspective of "Unified view of knowledge and line", and to study and promote innovative education and entrepreneurship education as a whole.

To carry out innovative entrepreneurship education generally refers to innovation and creativity as the basic connotation, taking curriculum theory teaching and practical operation activities as the main carrier, to develop and improve the comprehensive quality of innovative entrepreneurship for college students as the goal of education.
2. The Importance of Implementing Innovative Entrepreneurship Education in E-Commerce Majors in Higher Vocational Colleges

2.1 The Severe Employment Situation and the Direction of the Reform in Higher Vocational Colleges are the Realistic Basis of Innovative Entrepreneurship Education

The employment situation of college students is very serious, and the employment pressure is very big. The supply of social positions is unbalanced, and the gap between the intention of job seekers and the actual needs leads to many college graduates unemployed as soon as they graduate. The severe employment situation makes all levels of education authorities and Higher Vocational Colleges attach great importance to innovative entrepreneurship education, encourage college students to start their own businesses, promote employment by starting a business, and alleviate the current contradiction between supply and demand of college students’ employment. The direction of the reform in Higher Vocational Colleges is the practical motive force of college students’ innovative entrepreneurship education. Therefore, it is a general trend that the cultivation of e-commerce professionals in Higher Vocational Colleges should change from practitioner-oriented to innovative and entrepreneurial-oriented.

2.2 E-Commerce Industry Needs a Large Number of Applied Skills Talents with Innovative Entrepreneurial Ability

With the rapid development of information technology, the development of electronic commerce has expanded from the original applied technology to the service-oriented application in various fields of social economy. Nowadays, many traditional enterprises in China have also begun to transform and upgrade to the e-commerce industry, and the demand for professional skills talents in the Internet and e-business is strong, which puts forward more difficult and higher requirements for the training of e-commerce professionals in Higher Vocational Colleges. The current development of e-commerce is more in the social and economic fields of service-oriented applications, so the training emphasis of e-commerce professionals in vocational colleges will extend to innovative and entrepreneurial talents with Internet services as the core. Therefore, it is necessary for higher vocational colleges to strengthen and implement innovation and entrepreneurship education in e-commerce specialty.

3. Ways to Construct the Practical Teaching System for E-Commerce Specialty in Higher Vocational Colleges

Practical teaching is an indispensable link for the training of high-quality compound talents with innovative consciousness and entrepreneurial ability in Higher Vocational Colleges, and the training of talents in e-commerce specialty is naturally indispensable to the input and implementation of practical teaching links. Higher Vocational Colleges should actively integrate the resources of enterprises and all parties in the society to construct and perfect the open and diversified practice platform of innovative entrepreneurship Education for e-commerce specialty, so as to combine the theoretical knowledge of innovative entrepreneurship education with practices, and form a dynamic teaching process to constantly improve the comprehensive quality of students to meet the needs of today's society.

The practical teaching system of e-commerce innovation and entrepreneurship education refers to the establishment of a teaching and activity system of e-commerce innovation and entrepreneurship education from shallow to deep, from simple to complex. Through this system, the innovation and entrepreneurship teaching, practice and training activities, social practice activities, entrepreneurship practice activities and scientific research activities of e-commerce are combined, and the formation of a gradual innovation and entrepreneurship throughout the process of practical training. According to the characteristics of innovative entrepreneurship practice, the practice teaching system is divided into three parts: cognitive innovation and entrepreneurship practice
teaching, thinking innovation and entrepreneurship practice teaching, and simulated innovation and entrepreneurship practice teaching.

3.1 To Strengthen the Cognitive Innovation and Entrepreneurial Practice Teaching of E-Commerce Specialty. The practical teaching of cognitive innovation and entrepreneurship refers that through learning and mastering certain knowledge of innovation and entrepreneurship, enhance students’ understanding of innovative entrepreneurship, and stimulate their passion for innovative entrepreneurship.

3.1.1 Relying on the knowledge structure of innovative entrepreneurship, a series of practical courses of e-commerce innovation and entrepreneurship education should be set up. The knowledge structure of innovative entrepreneurship can be roughly divided into the following three categories: general practice course, interdisciplinary practical courses, promotion and research practical courses, they are also the practical courses in the three stages of introduction, application and research. In view of the actual situation of the construction of their own e-commerce specialty, Higher Vocational Colleges should effectively incorporate innovative entrepreneurship education into the cultural quality education and professional education of the training of e-commerce professionals, and construct the innovative Entrepreneurship Education Practice curriculum system which is compatible with the innovative talents, the humanistic quality and the scientific culture, and has the unique three-dimensional multi-level innovation of

3.1.2 To enhance students’ participation in social survey and social practice teaching activities in e-commerce industry, encourage more students to actively participate in survey practice, understand the current situation and development of society and enterprises, and improve e-commerce majors’ cognitive ability of innovation and entrepreneurship.

3.1.3 Actively guide students to use e-commerce comprehensive practical training and experimental sand table training, so that more students contact professional practice activities, improve e-commerce students' professional innovation and entrepreneurship ability.

3.1.4 To improve the management of students’ participation in practical teaching practice outside school, guide students to experience enterprise project management and enterprise culture in practice base, and improve the management innovation and entrepreneurship ability of students majoring in electronic commerce.

3.1.5 To make use of various channels to give full play to the exemplary role of outstanding graduates’ successful innovative entrepreneurship, educate and guide students through lectures or seminars, so that students can get in touch with typicals and learn from it to improve the enthusiasm and ability of e-commerce majors’ innovative entrepreneurship.

3.2 Strengthen the Practical Teaching of Thoughtful Innovation and Entrepreneurship in E-Commerce Major

The practical teaching of thinking innovation and entrepreneurship mainly refers to guiding students to participate in various skill competitions and academic innovation practice activities, so that students feel the edification of innovative entrepreneurship.

3.2.1 Innovation and entrepreneurship skills competitions should be held regularly in higher vocational colleges. Under the guidance of professional teachers and entrepreneurial mentors, the competitions can create an innovative entrepreneurial culture atmosphere, enhance communication and foster a team spirit of teamwork through letting students get innovative entrepreneurial knowledge and experiencing innovative entrepreneurial experiences.

3.2.2 We should vigorously organize scientific and technological innovation, creative design, innovation and entrepreneurship program and other thematic competitions and lecture forums, carry out E-commerce Academic Week, Science and Technology Month and other scientific and technological innovation activities, guide students to actively participate in a variety of practical training activities, innovation and entrepreneurship education edification.
3.3 To Strengthen the Practical Teaching of Simulated Innovation and Entrepreneurship in E-Commerce Specialty

The practice teaching of simulated innovation and entrepreneurship mainly refers to the practical teaching activities of professional teaching, which is closely coordinated with the practice base and incubation base of innovation and entrepreneurship in and out of campus, and guides students to participate actively in the practice of improving their professional ability and innovative entrepreneurial ability.

3.3.1 Relying on the practice base of innovation and entrepreneurship on campus, students can come out from the theory through practice. The practice base bring together the existing knowledge and technology, and it becomes a platform for college students ’ scientific and technological cooperation and innovative entrepreneurship services.

3.3.2 Relying on the cooperation of out-of-school innovation and entrepreneurship incubation base and various enterprises, we can build a simulation innovation and entrepreneurship platform. In that way more students can actually participate in the specific management and operation of enterprises to improve their innovative entrepreneurial ability.

3.3.3 To strengthen a variety of models of school-enterprise cooperation (such as on-the-job training, order training, etc.) so that students can actively participate in the specific practice of cooperation enterprises for a certain period of time, which let students learn from the actual operation of e-commerce, logistics and distribution-related knowledge into ability, familiar with the operation process of various positions in e-commerce enterprises, feel the corporate culture, and lay the foundation for their future job hunting and entrepreneurship. Students with excellent performance in practical training will also be given priority by enterprises to solve the problem of shortage of e-commerce professionals, so that higher vocational colleges, enterprises, students can benefit from it.

3.3.4 To strengthen the specific practice and classification guidance of simulated innovation and entrepreneurship. The time for students to participate in innovative entrepreneurship is regarded as the time to participate in practical teaching, which is included in relevant teaching practice credits. The relevant competition or entity results obtained by students ’ innovative entrepreneurship can be organically combined with graduation design or graduation thesis.

4. Problems Needing Attention in the Construction of Practical Teaching System of Electronic Commerce Specialty in Higher Vocational Colleges Based on Innovative Entrepreneurship Education

4.1 The Practical Teaching Objectives of E-Commerce Specialty are Compatible with the Needs of the Industry

The construction of practical teaching system of electronic commerce specialty should take the industry demand as the guidance and establish the training goal of practical teaching talents. Grasping the development and specific needs of the industry in a timely manner and dynamically adjusting the training goal of professional practical teaching talents is the basis of the construction of e-commerce specialty and the construction of practical teaching system based on innovative entrepreneurship education. To cultivate students to become practical skilled talents with solid professional knowledge, skilled professional skills, innovative entrepreneurship and innovative entrepreneurship, which can actively adapt to the needs of the development of e-commerce industry.

4.2 Integration of Practical Teaching System of Electronic Commerce Specialty with Innovative Entrepreneurship Education

In carrying out the top-level design of innovative entrepreneurship education, higher vocational colleges should integrate the innovative entrepreneurship education with the practical teaching system, run through the whole process of the training of e-commerce professionals, and gradually form the teaching mode of the benign interaction of “innovative entrepreneurship...
teaching-innovation and entrepreneurship simulation-Innovation and entrepreneurship Practice", and promote the rapid transformation of innovative entrepreneurial knowledge and e-commerce expertise into practical ability.

5. Conclusion

With the rapid development of e-commerce industry, the shortage of e-commerce talents has become an important factor restricting the development of electronic commerce. Therefore, in the process of electronic commerce specialty teaching, it is very important to train e-commerce talents to meet the needs of the times. In practical teaching, we should construct e-commerce practice teaching system based on innovative entrepreneurship education, improve students' practical ability, and make it conform to the current needs of e-commerce development.

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