

# **Research on the Reform of the Education of Innovative and Entrepreneurial Talents Majoring in E-Commerce in Higher Education Institutions**

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**Abstract:** With the development of the times and the remarkable progress made in scientific research technology, the requirement for talents majoring in e-commerce in higher education institutions is becoming higher and higher. Accordingly, the reform of the innovative education of talents majoring in e-commerce in higher education institutions is vividly portrayed and seems more important. In various startup industries, the start-up cost of e-commerce is relatively low. Yet the industry has a higher probability of success, which is more advantageous to the students majoring in e-commerce to make innovation or set up their own business. Proceeding from innovation education theories and the current situation in the country and combining the characteristics of e-commerce, this article has conducted a preliminary exploration on the reform of the talent training program after the introduction of e-commerce into innovation and entrepreneurship education.

## **1. Introduction**

The global financial crisis in 2008 led to domestic industrial upgrading and structural adjustment. In recent years, employment situation has deteriorated. Therefore, the high-quality and innovation-type talent training mode is faced with an enormous ordeal. Xi Jinping, president of China, once pointed out, "The whole society should value and support young people to make innovation and set up their own business. Efforts are made to provide more favorable conditions and construct a wider stage so as to let young people brim with more brilliant color of youth in innovation and entrepreneurship." Therefore, we should clearly realize that guided by the national macroscopic policy characterized by "the mass entrepreneurship and innovation", college students constitute an effective force of innovation and entrepreneurship. Therefore, the emphasis and concentrated innovative points of the talent training program in this university will be placed on how to turn out the e-commerce talents adapted to innovation and entrepreneurship.

## **2. The Analysis of the Current Situation of E-Commerce Innovation and Entrepreneurship Education and Difficulties**

### **2.1 Stagnant Educational Ideas and Modes as well as Poor Quality of Education and Teaching.**

Nowadays, the educational mode in college classes is mainly characterized by "knowledge-practice mode". That is to say, students complete their tasks under the guidance of their teachers. However, the tasks assigned to students are so wishy-washy that they deviate from the social development path as well as the scope of what students should master and experience, leading to the fact that students only understand the theoretical knowledge of e-commerce, unable to substantially experience the glamour of e-commerce. As a result, the space for them to improve their ability is greatly restricted.

Today, many universities and colleges adopt a big-scale-class teaching mode, which makes teacher unable to pay attention to each and every student. Even though students are confronted with subject-based questions, they cannot discuss these questions with their teachers. As a result, the extension of their interest in a specific subject and the improvement of their ability in this regard are

retarded. In fact, only a part of traditional theoretical educational idea applies to the specialty of e-commerce. What are needed are more practical educational modes. On the other hand, due to the unclear teaching objectives and training purposes, it is impossible to make an accurate analysis of the basic source and orientations of curriculum objectives, leading to vague curriculum objectives. In the end, deviations take place when course teaching objectives are carried out so that course teaching quality is greatly influenced, which poses a barrier to students' development demand and the improvement of their professional ability.

**2.2 The quality of faculty cannot meet the demand of innovation and entrepreneurship education, leading to the impediment of the activity of teaching professional knowledge.** In the process of conducting the curricular teaching of innovation and entrepreneurship, an innovative and entrepreneurial team of faculty members will carry out the reform on innovation and entrepreneurship education to a larger extent. However, at present, many college teachers are young and short of practical experience. They are only prone to teaching theoretical knowledge. On the other hand, due to the strong composite nature on the part of e-commerce, teachers are required to have a strong comprehensive ability. What's more, the fact that e-commerce concerns a wide trans-disciplinary field makes teachers difficult to allow for all the students' ability to grasp professional knowledge. At the same time, another phenomenon is that external teachers, while giving their lectures, are not professional enough and even struggle to cope with their teaching activities. They are at best "nominal teachers" and do not participate in real practical teaching activities, causing students unable to make some extension and expansion in their professional field and restricting the improvement of their level of innovation and entrepreneurship.

**2.3 Unsound teaching conditions and teaching facilities make it impossible to carry out normal teaching practice in a continuous way.** As a sentence goes, "time is the unique criterion for testing the truth". Apart from traditional teaching, the role played by practice is more important. And whether it is possible to reach the practice with good effect and guide students to improve their professional ability is inseparable from the perfection and soundness of teaching facilities. However, today many universities and colleges have no matched experimental training rooms, except for computer rooms, which are the only practice place offered to student. Even such a place is unable to set aside free time for students' independent and expansive use. In addition, The use of labs is poor in their flexibility, which greatly impedes the extension and development of teaching reform.

**2.4 Outdated teaching contents are unable to keep up with the pace of the times and society.** The traditional professional knowledge mastered by teachers comes from books and belongs to basic knowledge. However, with the changes of the times, teacher still simply impart basic professional knowledge that is not completely aligned with society and industrial development, leading to the inevitable contradictions and errors when teaching specialties are being put into practice. Moreover, due to the high-speed development of society, some brand-new contents have been obsolete before teachers proficiently use them. Therefore, these brand-new professional contents have no time to be profusely demonstrated in class and gradually are divorced from the times.

### **3. Measures of Reforming the Innovative and Entrepreneurial Talent Education of E-Commerce**

#### **3.1 Change the concept of teaching and go deep into students' professional fields.**

In the reform of the professional system of e-commerce, the first step is to formulate curriculum standards. First and foremost, efforts should be made to develop and design curricular teaching objectives, teaching contents, teaching methods and means by integrating the educational concept of innovation and entrepreneurship. On this basis, teachers should set up advanced educational concept on innovation and entrepreneurship and carry out reform from the source. Teachers should carry out substantial reform and innovation which influence every student. And efforts are made to upgrade the standard of educational reform. The second step is to optimize course contents and guide

students to conduct independent study and make progress. While teaching traditional theoretical courses, teachers should focus on the introduction of the entrepreneurial experience of the bigwigs in the field of e-commerce so as to cultivate their awareness of innovation and entrepreneurship. Teachers should understand the activity concerning the basic common sense of innovation and entrepreneurship and encourage students to boldly put it into the practice in this regard. At the same time, teachers should organize students to prepare for taking part in relevant contests according to students' innovation projects. Through the participation in related projects, teachers help to train students' ability to work in cooperation with a due division of labor, ability to conduct communication as well as coordinating and organizing ability before improving and perfecting the process of the reform on innovation education.

### **3.2 Improve the quality of faculty and explore new university-industry cooperation models**

In the process of the teaching characterized by giving play to and improving innovation and entrepreneurship reform, the first precondition for improving the quality of faculty is to arrange young professional teachers to various innovation and entrepreneurship training bases by investing sufficient specialty-oriented funds so as to prompt the teachers to grasp the basic knowledge and methods of innovation and entrepreneurship and upgrade their ideological level in innovation and entrepreneurship education. At the same time, efforts are made to set up a tripartite coordination including the government, universities and enterprises through crowd innovation space so as to forge a new engine for urban development and drive the professional development of vocational colleges. For example, these colleges can invite professionals from the top management of enterprises to come to talk about their entrepreneurial experiences to guide and influence students and enable the students to devote themselves to their specialized course studies in a more concentrated way.

**3.3 Construct the system of innovation and entrepreneurship practice.** Efforts are made to open innovation-based laboratories, allocate the simulation laboratories of e-commerce specialty and provide lab managers and professional teachers. By combining students' competition events of innovation and entrepreneurship, teachers can offer one-to-one guidance and service to their students. Due to the flexibility on the part of the industry of e-commerce, the practical teaching of e-commerce specialty should be of flexible features accordingly. For example, by combining the application mechanism of the university-based incubation base for college students, able students can be encouraged to set up college students' startup companies whose operation can be participated in by students. By means of university-enterprise cooperation, the system of innovation and entrepreneurship practice can be constructed. By combining experimental projects inside and outside the university, teachers from enterprises can provide students with on-site instruction to guide them to directly take part in the real projects of enterprises so as to substantially increase their professional working capability.

**3.4 Construct flexible practice system and diversified teaching system.** In the reform of innovation and entrepreneurship education, for the purpose of making the professional contents to be taught keep abreast with the times, teachers should actively extend the flexibility of the industry of e-commerce so as to make the practice of e-commerce specialty have some flexibility as well. On the basis of traditional teaching, teachers can flexibly apply the stable knowledge of e-commerce to practice. For example, by searching for the latest information about e-commerce, teachers can change it into an academic discussion or directly allocate it to students so as to organize a discussion, make progress and grasp the latest knowledge of e-commerce together with their students. The aim is to expand the flexible application of the reform of innovation and entrepreneurship education to the highest extent, enhance the ability to understand and apply knowledge on the part of students majoring in e-commerce specialty and cultivate students' awareness of learning by doing in a flexible way. Next, in the reform of talent training programs, for the benefit of students' development, it is necessary to adopt a flexible and appropriate diversified course evaluation in order to stimulate students' awareness of innovation and entrepreneurship to a certain extent. Based on the evaluation of students' mastery of professional

knowledge and skills, diversified teaching evaluation system should also evaluate students' innovative and entrepreneurial ability as well as the ability to cooperate with others. In addition, the evaluation mechanism should be capable of organically combining various evaluation modes such as skills, writing of reports and comprehensive innovation evaluation and closely integrating into the course implementation process with emphasis laid on process evaluation. In the process of course teaching, students who have taken part in innovation and entrepreneurship activities or experienced entrepreneurial practice can be given extra credits as a token of encouragement.

#### **4. Conclusion:**

As an industry, e-commerce is just unfolding in today's development trend. At the same time, various policies promulgated by the state have also provided a huge motive force for this industry. However, just on booming development road of e-commerce, multi-faceted problems such as outdated educational contents and insufficient educational resources still exist, which is seriously influencing students' professional development and improvement of their professional ability. Therefore, only by deepening the reform on the innovation and entrepreneurship education in colleges and universities can we propel the comprehensive reform of higher education and prompt college graduates to start up their business or be employed in a high-quality manner. Based on today's situation of the innovation and entrepreneurship education of e-commerce, this article has put forward some suggestions on how to reform the talent training program of e-commerce teaching in the hope of offering some help to e-commerce teaching so as to practice, implement and promote them in the field of e-commerce.

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