

Research on Innovation and Entrepreneurship Education Reform of E-commerce Major Based on School-enterprise Cooperation

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Abstract. In order to better adapt to the changes of the Internet era, e-commerce practitioners need to have stronger innovative thinking and entrepreneurial ability. Therefore, it is imperative to carry out innovation and entrepreneurship education for e-commerce majors. In view of the new requirements of social development, we should actively explore the way of school-enterprise cooperation, innovation and entrepreneurship education reform, in order to truly meet the industry's demand for e-commerce talents.

1. Introduction

In order to adapt to the rapid development of e-commerce and its demand for creative talents, universities have launched innovative entrepreneurship education around e-commerce and sought new cooperation modes. Through the form of school-enterprise cooperation, we can overcome the drawbacks of relying solely on schools to directly cultivate or rely on enterprises to cultivate e-commerce talents. The cooperation between schools and enterprises is helpful to solve the contradiction between teaching and practice, and to carry out the reform of double-innovation education in universities.

2. Design Ideas of Innovation and Entrepreneurship Education Reform

It can be achieved through the establishment of innovation and entrepreneurship curriculum system and online and offline innovation and entrepreneurship project incubation platform. This reform integrates online learning, training, management and other technical support and services, forming a complete process of "Theoretical Teaching-Practical Teaching-Project Actual Combat-Performance Evaluation-Project Incubation". Finally, it achieves the goal of cultivating innovative entrepreneurship talents and promoting innovative entrepreneurship projects of e-commerce. Then, it can provide talents for enterprises and solve the problems of students' employment and entrepreneurship. (As shown in Fig.1)



Fig.1. Thought Map of Innovation and Entrepreneurship Education Reform

2.1 Constructing the Course System of Innovation and Entrepreneurship

According to the demand of enterprises for electric business talents, the course teaching system is determined based on the business process of electronic business and the post work involved in its industrial chain. In addition to learning the basic courses of e-commerce, E-commerce majors also need to join in the learning of practical courses, make joint and cross-learning. The teaching content centers on the division of posts in the professional competence standard, reflecting the integrity of the working process of e-commerce posts. We can try to adopt enterprise operation mechanism, divide teaching units with work tasks as the core, and reorder curriculum and teaching content.

2.2 Teaching On-line and Off-line

Through the construction of online e-commerce teaching platform, it can provide strong online support and perfect guidance functions, including online customer service and video guidance, voice guidance and text guidance. From the moment students enter the learning platform, they will be guided to familiarize themselves with and adapt to the online learning environment, and help them to define their learning objectives and direction. Thus, it can be quickly integrated into online learning to improve the adaptability and efficiency of online learning. In the process of learning, students are given support in learning strategies and methods, and students are encouraged to master online learning methods and skills. In view of the difficulties students encounter in the learning process, online tutors provide targeted explanations to help students solve problems, remove obstacles and ensure learning results. Through the continuous attention and prompt supervision of tutors, students' learning motivation, self-confidence and interest can be enhanced, so that they can complete their learning tasks on time and achieve their learning goals smoothly. At the same time, teachers use hybrid teaching in online teaching, relying on e-commerce platform, combining curriculum theory with practice through vivid cases, entrepreneurship projects and other task forms.

2.3 Comprehensive Evaluation of Students through Data Support

It also provides panoramic process records of students' learning status and real evaluation data of their academic performance, such as academic performance, online learning time, participation in discussion and communication, quality of submission of homework, etc. In addition, it can also view the analysis results of students' learning records on the learning platform, so as to realize an all-round understanding of online students.

2.4 Incubation of Innovative Entrepreneurship Projects

In the course of teaching, students are encouraged to write innovative entrepreneurship projects and invite e-commerce enterprises to evaluate projects through brainstorming, six thinking caps, expert lectures and case guidance. For innovative entrepreneurship projects with market value or development value, we should give key guidance and certain financial support, promote the transformation of their results, and provide conditions for the incubation of innovative entrepreneurship projects.

3. Path of Innovation and Entrepreneurship Education Reform

3.1 Building a Practical Platform for Innovation and Entrepreneurship Education

We should build a "five in one" innovation and entrepreneurship education and practice platform, which includes innovation and entrepreneurship experimental base, university innovation and entrepreneurship incubation center, innovation and entrepreneurship training base, entrepreneurship incubator and off-campus entrepreneurship accelerator. It provides multi-level and all-round support for students' entrepreneurship practice and entrepreneurship project growth.

3.2 School-enterprise Joint Construction of Innovation and Entrepreneurship Base

With the help of e-commerce enterprise resources, we should cooperate fully in many aspects, such as practical operation, actual operation, curriculum resources development, curriculum teaching and so on. Enterprises are sensitive to the market and industry needs. Schools give full play to the advantages of teaching and teachers. Through the combination of schools and enterprises, we will provide precise and high-quality teaching resources for business talents, formulate innovative entrepreneurship training content to meet the current needs of e-commerce development, and jointly build innovative entrepreneurship training base.

Relying on the school-enterprise cooperation to build an innovation and entrepreneurship base, it can provide e-commerce basic theory courses for students majoring in e-commerce. In practice, it explores the construction of innovative entrepreneurship education model. It is aimed at students

majoring in e-commerce. Through the implementation of a comprehensive and systematic innovative entrepreneurship education curriculum system throughout the whole process, special innovative entrepreneurship training is organized, and innovative entrepreneurship education runs through the whole process of personnel training.

3.3 Building Teachers' Team of Innovation and Entrepreneurship Education

Through the combination of introducing outside and cultivating inside, specializing and concurrently, the plan of expert support and entrepreneurs' entering campus are carried out. We should introduce authoritative experts in the field of innovation and entrepreneurship and play the role of "transmission and guidance". Famous entrepreneurs are invited to give lectures in order to provide teachers' guarantee for innovation and entrepreneurship education.

4. Guarantee Measures to Promote Innovation and Entrepreneurship Education Reform

4.1 Establishing Practice System of Innovation and Entrepreneurship

We should provide more perfect policies to support university students' entrepreneurship. Universities should implement flexible credit system and credit mutual recognition system. Schools and enterprises should jointly set up student innovation and entrepreneurship scholarships to provide institutional guarantee for students' innovation and entrepreneurship practice.

4.2 Improving the Guarantee Mechanism of Innovation and Entrepreneurship Projects

Through school-enterprise cooperation, we will jointly explore and promote innovative entrepreneurship training programs for university students, integrate mature entrepreneurship training programs for enterprises, and develop training programs suitable for university students' entrepreneurship. Innovation and entrepreneurship education will run through the whole process of personnel training. Through improving the multi-level innovation and entrepreneurship training system and the guarantee mechanism of innovation and entrepreneurship training plan, we can provide sustainable development path for business innovation and entrepreneurship education.

5. Summary

This paper combines the actual situation of training university e-commerce professionals, combs the design ideas of e-commerce innovation and entrepreneurship education reform. Through the establishment of innovation and entrepreneurship education practice platform, schools and enterprises jointly build innovative entrepreneurship base and teachers to achieve education reform. We will promote the reform of e-commerce innovation and entrepreneurship education by establishing a practical system and perfecting the safeguard mechanism. It has a certain guiding significance for the construction of e-commerce and the improvement of the quality of talents training.

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