

Dual tutorial of Applied Talents in E-commerce

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Abstract—With the rapid development of e-commerce in China, demand of e-commerce talents is increasing. At the same time, college students who are majoring in e-commerce are difficulties to find jobs. Dual tutorial is proposed after analyzing e-commerce development and talent cultivation mode in college, that is, the college students are guided by both professional and enterprises tutors. The background of proposed dual tutorial is analyzed, and definition of dual tutorial is defined detailed. The duty and content is discussed deeply. Furthermore, it can become the foundation for the further study of this pattern.

Keywords—tutorial system of undergraduate; e-commerce; dual tutorial

I. INTRODUCTION

According to the “35th Statistical Report on Internet Development in China” (short for REPORT) from China Internet Network Information Center (CNNIC) released in February 2015 [1], until December 2014, there are 64.9 million internet users in China, and 36.1 million of them are shopping online. During the survey in enterprises which do some e-commerce activities, there are 24.7% of them do selling things, 24.2% of them do marketing things. Huge talents in e-commerce are needed because of the development of e-commerce. But, the opposite phenomenon is students graduate from college who are majoring in e-commerce are hard to get jobs. E-commerce is the 13th hardest job-getting profession in 15 ones, according to the data from ministry of education in 2014.

From the data above we can see that, need of e-commerce talents is high, but, employment rate in college is low. We have to think about this unreasonable phenomenon. Currently, e-commerce industry need applied talents, and how can colleges cultivate talents who are needed by market and enterprises? Which model dose e-commerce profession need? These problems will be discussed in this paper detailed.

According to “the Outline of Education Reform and Development Plan Mid Long Term in China (2010-2020)”, “new mechanism of cultivating talents together with colleges, research institutes, industry, and enterprises should be

established” in chapter seven [2-3]. So, taking professional and enterprises people together as tutors for undergraduate students is proposed, and they could join in the talents cultivating together, which is also a new model of school-enterprise cooperation. This mode is for undergraduate students, who are majoring in e-commerce, and tutor who is working in school is called professional-tutor, tutor who is working in enterprise is called enterprise-tutor.

II. BACKGROUND OF DUAL TUTORIAL

A. Origin and Current Situation of Tutorial System for Undergraduate Students

Oxford University is the originator of tutorial system for undergraduate students, and it began under the second half of the 12th century. But the real tutorial system was in Merton College at Oxford in 14 century. Then it was copied by every college and then all of Oxford. After that, colleges which performed tutorial system in the United States got benefit from it. Meanwhile, it is generalized by colleges all over the world [3].

Since enrollment expansion of colleges and universities in 1999, the enrollment is increasing from 1million to almost 7 million in 2013 and there are 24.68 million students from the data of ministry of education. At the same time, full-time faculty has increased 1.5 million. Faculty-student ratio is from 1:7 in the past to 1:16 now, even 1:5 in some colleges. It is good for relieving the pressure of college entrance examination and improving the overall level of education and culture. Otherwise, enrollment expansion is the challenges to high education [4]. One of the most important problems is that, the increasing of full-time ideology-politics factory is not as fast as students. Its ratio is even 1:200 in some schools, which makes it is not possible to do ideological education only depends on full-time ideology-politics factory. So we need more scientific and rational cultivate talents mode under the situation of fast increasing students and slow increasing factory.

In 2002, Beijing University and Zhejiang University began to apply tutorial system for undergraduate students; then 2004, colleges in all of the China began to generalize. Now, is has been in most of the high education schools. There are five types

of tutorial system for undergraduate students nowadays [5-6], which is summarized in table 1.

TABLE I. THE FIVE MODES OF TUTORIAL SYSTEM FOR UNDERGRADUATE STUDENTS

No.	Name	Grade and range	Duty of tutor or tutor group
1	Entire undergraduate tutorial system	All students of freshman, sophomore, junior and seniors	(1)Lower grade: ideological and academic, including to introduce the development situation and further of their profession, how to choose their classes and summer social survey etc. (2) Higher grade: participate in research, training of practical ability and research quality. (3) Career guidance, how to take postgraduate examination and recommend students to employers
2	Lower grade undergraduate tutorial system	Freshman and sophomore	Study guide for students, and influence students' life and values through words and deed.
3	Higher grade undergraduate tutorial system	Junior and seniors	"Research Practice", that is, through participation in research, academic lectures to improve students' research and innovation ability.
4	Excellent undergraduate tutorial system	Excellent students of freshman, sophomore, junior and seniors	Determine the student's training plan, and improve practice and research capabilities through participation subject of tutor , and tutors guide and influence students in many ways including thinking, learning, living, and scientific research, to cultivate more innovative talents.
5	Student dormitory tutorial system	Unfixed grade	Taking full-time faculty and cadres from the school as a part-time amateur, who go to student dormitory frequently and help them build a civilized and healthy environment. They will grasp and resolve the problems which students meet in thinking, learning, difficult problems that exist in life.

As can be seen from Table 1, it is different focus to students for five kinds of undergraduate tutorial system. Therefore, it cannot be one-sided to say which model is better, or students' quality can be trained better using which one. Universities should be based on their own conditions, the characteristics of students, professional and other aspects to choose, even a university in different colleges, and even different professions, different modes can be implemented. Meanwhile, according to their own needs, the existing model can be improved by colleges, making it more suitable for the development and training of students.

B. Background of dual tutorial for undergraduate students

With the rapid development of information technology, China's e-commerce development is also very fast. The rapid growth of e-commerce transactions, a significant increase in

the number of users of e-commerce, and reached a considerable scale, e-commerce is highlighting the enormous vitality. For the future development of e-commerce, how to cultivate e-commerce application-oriented talents which could meet the current needs of social and e-commerce development, and how to ensure that the talents could meet the development needs of the economy and e-commerce? This is the training mode of application-oriented e-commerce talents as discussed herein.

One of the drawbacks of the current field of higher education system is the disjunction between education and employment. College graduates cannot find jobs, and businesses also cannot hire the right people, in particular the development of e-commerce which develops very fast. Most full-time teachers in our colleges and universities are halfway decent, the practical experience of e-commerce and the sensitivity of the market is not enough. It is very common that students cannot apply the knowledge what they learn in school, or the knowledge is old-fashioned. How to solve the problems? We think colleges and enterprises should communicate regularly, and students need opportunities to practice effectively, accurate demand information, even the most real voice from business.

On the other hand, in recent years, it is a good opportunity for dual tutorial system because of the credit system in China. In credit system, every student can develop their own personalized training program, according to their characteristics, interests, strengths, basic level. Credit system is conducive to the development of student's personality, but also a challenge for students, because they have to learn more about yourself, know better how to plan, a stronger self-discipline, more analytical and judgment skills, learning ability is also stronger, especially for e-commerce profession which is new and rapidly growing. Grasping the dynamics and future prospects is a key factor of employment, and to improve these capabilities need help of tutor.

So, for the students who are majoring in e-commerce, it is not right to evaluate their level and quality just from the undergraduate professional education, or the student's report card. Social and school evaluation should be combined together to evaluate students' thinking, psychology, communication, teamwork, the actual work, learning and other aspects. In this context, it gives dual tutorial system the necessary conditions.

III. CONNOTATION OF DUAL TUTORIAL FOR UNDERGRADUATE STUDENTS

There are two aspects of e-commerce dual tutorial for undergraduate students:

(1) Professional-tutor. One of the existing model is used, namely the entire undergraduate tutorial system. Depending on the circumstances of each school, the number of students is 10-20 students per instructor. The role of college tutor is to provide guidance of learning methods, training program, research, life, thoughts, psychology, emotional and even career planning for students. Because development of e-commerce is very rapid, so it is important to get the sensitivity for new things for e-commerce majors. However, students of all abilities cannot be achieved overnight. These intangible things

need mentors to explain in words and by themselves, so that the entire is undergraduate tutorial system more suitable for the students who are majoring in e-commerce.

(2) Enterprise-tutor. They are all from enterprises and are very successful. They can be the manager, and can be professional technical staff, and also can be the successful venture people. They are invited to join in the education of e-commerce by colleges, two to four students per instructor very year. They could guide students in two types: one is the same as professional-tutor of colleges, enterprise-tutor which choose this type will guide students from freshman; the other is from seniors and only for one year for each student, including thesis (design) and internships, career guidance.

One thing to note is that, between a student with professional and enterprises tutors of the same student should communicate frequently, and exchange their suggests, especially when the two tutors opinions are total different. It is very difficult for students to do the right choice independently, because they are not yet mature and limited ability to judge. So, at this time, the two tutors should discuss together to find out the most suitable programs to their own development. In addition, two tutors guide and help students from different aspects need to communicate with each other, in order to ensure a more comprehensive understanding of the students.

IV. BASIC CONTENT OF DUAL TUTORIAL FOR UNDERGRADUATE STUDENTS

(1) Ideological. For students just entering the professional e-commerce, the main concern is to understand the state of students' mind, including knowing their family, social relationships, categories of students, accommodation and other aspects deeply. For higher grade students, two tutors are mainly to guide students to establish a correct outlook on life, world outlook and values. The main content of this field is mainly for professional-tutor, and enterprise-tutor plays a supporting role.

(2) Life and psychological. E-commerce undergraduates should focus on application training and practical ability. Therefore, they should be encouraged to participate in social practice and internship.

The two tutors work together to help students in their college life for a reasonable arrangement, making the relationship between learning, social activities and recreational activities can reasonably and coordination. Especially for the characteristics of children who are born after 1990 or 2000, so that they can properly face the difficulties, stress and frustration. In addition, each school should be life and psychological counseling based on the characteristics of the university's students.

Take Beijing Union University (short for BUU) as an example, the ratio of students from Beijing and from other province is too big, most of the enrollment students are from Beijing. Therefore, through understanding students' basic situation, then tutors actively guide students to eradicate Beijing students hold together, exclusion of foreign students. Enrollment features make the students get along with just a year and a half to get to know a good friend would later placement, for students learn together when freshman, and choose their majors when the second term in sophomore. Tutors

must also take into account the impact of this in terms for students, especially students introverted, as well as students from other provinces, and timely attention to students' psychological changes. For the families of the students with no money, especially the strong self-esteem, introverted students, enterprise-tutor should discover and recommend appropriate internship opportunities, to solve the contradiction between money and learning.

(3) Learning. For younger students, to help students understand their own profession. Tutors should guide students to establish their own goals (something was going abroad or employment) according to their own situation elective early. Tutors give advice and guidance on Grading students' willingness, research, graduate education, etc. and encourage and guide students to participate in various e-commerce competition. Tutors guide high grade students to do some research learning, and encourage them to participate in research, reading professional books, writing research papers, and training the professional interest, learning attitude and scientific spirit. Cooperation with business mentors, do some transverse topics research. The development of e-commerce is very fast, so it is very good for students to grasp the current hot social e-commerce because of the enterprise-tutors.. Meanwhile, professional-tutors can formulate program and tailored learning program based on the proposed suggests by business mentor.

(4) Thesis (design) and employment. Thesis (design) is guided by both professional and enterprise-tutors together. Enterprise-tutors could provide the real issue for students who are majoring in e-commerce as the topics source of thesis (design). For example, students could develop a website for enterprise, and promotion and on-line operation. Then they can maintain and update the website by themselves. Obviously, this type is very good to their employment. Enterprise-tutors could recommend jobs to undergraduates.

It should be noted that, how deep level for professional and enterprise-tutors to guide students is depending on each school situation or depending on the situation of students where are from.

In BUU, for example, a long-term relationship is established of e-commerce profession by JINXIANG online and Neusoft Group and other companies. About 10 undergraduate students are guided by one enterprise-tutor per year. This method makes the real topic rate increased by 10% of graduation design, and the employment rate is more than 95%. Enterprise-tutors are training students as "direct entry" students can go to work in the enterprise after graduation directly.

V. CONCLUSION

The dual tutorial of applied talents in e-commerce is summarized and explored by practicing and teaching of BUU. And it is proposed through research and learning on existing models by authors. Faced with the demand for application-oriented e-commerce professionals of market, faced with the exposure of the naked hardest jobs professional data from Ministry of Education, dual tutorial is undoubtedly the best model to resolve conflicts educational model on issues related to personnel training and cooperative education. Although in

this article, the instruction of dual tutorial system is not very comprehensive and detailed, but we have reason to believe that this model can stand the test of time.

Dual tutorial system is not only broadens the range of resources, but also greatly improve the education of school-enterprise cooperation mechanisms. Its practice will play a very important role to the cultivation of the application e-commerce professionals, to improve the quality of education in universities, colleges and universities, to promote content development, both at the corporate level and the university level, are able to produce far-reaching affected.

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