

# Study on the Curriculum System of the Cultivation of Innovation and Entrepreneurial Talents Majoring in Electronic Commerce

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**Keywords:** Innovation and Entrepreneurship, Electronic Commerce, Curriculum System, Note Points

**Abstract.** The current economic situation requires innovation and entrepreneurship, and electronic commerce is one of the most suitable industries for innovation and entrepreneurship. However, the demands for e-commerce innovation and entrepreneurial talents can not be met by the current professional talent training. Curriculum system is the key of talent cultivation. Based on the author's work and learning experience, this paper first analyzes the concept of innovation and entrepreneurship, and then analyzes the construction strategies of electronic commerce specialty subject system under the guidance of innovation and entrepreneurship, then puts forward the key points in the course construction, researches support system of innovation and entrepreneurship personnel training finally.

## Introduction

In 2010, the Ministry of Education issued "The Opinions on Vigorously Promoting the Innovation and Entrepreneurship Education of Colleges and Universities and the Work of College Students' Self Employment", which further encouraged colleges and universities to promote college students' pioneering work. As far as e-commerce is concerned, it has a wide range of subjects, which covers a wide range of knowledge. In addition, the update rate of change of professional knowledge is very fast, e-commerce often becomes a new information technology test field and management model innovative place. Therefore, electronic commerce is the most suitable intellectual and practical major for innovation and entrepreneurship education. At the present stage, the undergraduate education of e-commerce is mainly based on knowledge training, however, innovation and entrepreneurship education, related courses and training lag behind. Based on the analysis of the actual situation of electronic commerce teaching in colleges and universities, this paper discusses the construction ideas and points of the course systems of electronic commerce professionals under the guidance of innovative and entrepreneurial.

## Interpretation of the Concept of Innovation and Entrepreneurship

Innovation is the act of giving resources the new ability to create the ability to accumulate money, and it has no uniform definitions. Most scholars believe that entrepreneurship has both narrow and broad points. Narrow entrepreneurship usually refers to the creation of a new enterprise; General entrepreneurship generally refers to the process of creating a new business. In this paper, innovation and entrepreneurship is guided by the change of educational ideas and the update of educational

concept, face to all students, being based on the reality of professional education, enhancing the students' social responsibility sense, the spirit of innovation, enterprising consciousness and competence as the core, reforming the personnel training mode as the emphasis, constructing and practicing course system as the key, and constantly improving the talent training qualities.

### **The Construction of Electronic Commerce Specialty Subject System under the Guidance of Innovation and Entrepreneurship**

School entrepreneurship park is based on the job requirements of electronic commerce professional , adheres to being guided by innovation and entrepreneurship, takes the professional ability training as the center, carries on the thorough analysis in view of the professional position abilities, extracts the key abilities to position and converts and allocates study areas. By further designing specific projects and tasks, school entrepreneurship park converts the ability points into the teaching contents of the courses. And according to the distribution situation of ability points in the process of work distribution, it recombines them through work process, chooses the typical work tasks which are suitable for teaching as the carrier of project teaching, integrates and designs various knowledge points according to the working process of systematic, so that it can determine the course of the study area and constructs the working process of the system of electronic business curriculum system.

Specifically, development teams are consisted of professional teachers in school and relevant technical personnel in cooperative enterprises. Teams Make full use of the advantages of the relevant technical personnel in the first line of practical work, optimize teaching process organization according to the process of job position and take the actual project practices as the main body. Meanwhile, they focus on the environment, conditions, technology, tools and modern teaching means and so on which are required by curriculum implementation, construct integrated e-commerce project chain resources and form teaching resource databases of electronic commerce specialty with innovative and entrepreneurial characteristics. They also devoted to establishing course sharing resources with the cultivation of students' innovation and entrepreneurship. Main positions of the major are: network marketing, network art, network customer service, online trade, online business, etc. By analysis, the desired key vocational abilities are network market research and planning, visual merchandising, network image processing, commerce website construction and operation, business web design, network consumption psychology analysis, shop management, network marketing and security, e-commerce logistics, customer service and the other. The typical working tasks of transforming learning areas and online innovation and entrepreneurship are: setting up shops, building electricity supplier websites , web design, selecting materials, network promotion, pictures and beautification, using the network platform to carry out trade activities, website data analysis, network goods distribution, online customer service and so on. In accordance with the thoughts of students' cognition and career growth, it is necessary to construct professional course systems with innovative and entrepreneurial characteristics, which are related to each other. In the typical work tasks, teams combine the theory teaching and practice teaching. However, the design of electronic business innovation and entrepreneurship skills teaching task is the core part of the whole course system and it is important to reflect its actual combat, authenticity and comprehensive. To improve the quality and ability of students' independent innovation and entrepreneurship through skill training.

The process of internet innovation and entrepreneurship is generally: selection and establishment of business enterprise platform, network market research and product selection, selection of suppliers, releasing products, construction and operation of online shops and websites, network

promotion, logistics and distribution, capital settlement, customer services. In accordance with this process, constructing the innovative entrepreneurial skills as the focus of the curriculum finally.

### **Points of Attention in the Construction of the Curriculum System of Higher Vocational E-commerce under the Guidance of Innovation and Entrepreneurship**

**Recognize the Situation, grasp the opportunity of innovation and entrepreneurship.** In recent years, countries have paid more and more attention to the work of innovation and entrepreneurship. Following the proposition of "Innovation Driven Development" and "Promoting Entrepreneurship Driven Employment" in the Eighteenth National Congress of the CPC, premier Li Keqiang specifically proposed the need to "Cultivate a Culture of Innovation, Letting the Entrepreneurial Innovation Become a Common Phenomenon" in the meeting of the State Council in January 28, 2015. In this year's government work report, premier Lee also clearly pointed out that the plan to make "Public Entrepreneurship " and "Mass Innovation" as one of the double engines to promote China's economy. The government also encourages young people, especially college students to innovate and start their own businesses and introduces many preferential policies to university students. It is necessary to seize the policy opportunities of all levels of government policies, to cultivate students' innovative quality, and to construct curriculum system of electronic commerce.

**Promote the cooperation between colleges and enterprises.** The important premise of constructing the practical teaching system of electronic commerce major is deepening the school enterprise cooperation, continuing to broaden the channels of cooperation, building a "industry university research" platform, collaborative innovation, and exploring the characteristics of the school enterprise cooperation mode. With the principle of "Resource complementation, mechanism innovation, mutual benefit and win-win", school and enterprises build innovation and entrepreneurship training practice bases together. The Cooperation between colleges and enterprises extends the process of the cooperation to the entire innovation personnel training, makes the practical teaching system "down to earth", and expands the teaching into the integrated practical training practice platform. It also enhances the abilities of students step by step and transports electronic business innovation and entrepreneurship composite application talents for the society.

**Deep integration of innovation and entrepreneurship education and curriculum system.** The deep integration of innovation and entrepreneurship of education and curriculum system runs through the process of personnel training. It is necessary to optimize the talents training program of electronic commerce major constantly, to integrate innovation and entrepreneurship as a required into the process, to form the positive interactive mode of "innovation and entrepreneurship teaching, practice of innovative and entrepreneurial skills, innovation and entrepreneurship combat". By further improving work system and mechanism of innovation and entrepreneurship education, it takes the diversification of the main body, the diversity of the way and the actual content to assess. It also uses teaching approaches such as task driven and paying attention to guide. School enterprise double tutors assess practical training, internship and actual combat according to vocational ability and accomplishment, bring the innovation and entrepreneurship education to a new level.

### **The Construction of the Support System for the Cultivation of Creative Talents**

**Organization system.** Electronic business innovation and entrepreneurial talent cultivation is not just a single professional goal, but also involves the entire school innovation and entrepreneurship personnel training. It needs all organizations and departments cooperate in

innovation and entrepreneurship education system and build a open and multi-support cooperative matrix to promote entrepreneurship of college students. From the educational administration system, our country has not established the macro and micro level of professional innovation and entrepreneurship education promotion organization currently. The macro level involves the function design of the national education administrative department. From the micro level of the school, the successful experiences of foreign universities can be used for reference. For example, to cultivate high-tech entrepreneurship, the MIT sloan school of management and the institute of engineering set up a business center jointly.

**Capital system.** The cultivation of innovative talents requires a large amount of capital investment. Funding sources of foreign investment in innovation and entrepreneurship education mainly includes two channels: one is the government led investment funds. For example, the British government introduced the public funds into entrepreneurship education and set up a series of government fund projects such as "university challenge fund", "bond type venture start-up capital", "science venture Challenge Fund", "higher education innovation fund", "higher education assistance fund", "new venture scholarship", "prince fund" and so on to help students start their own businesses. Another type is the market driven capital investment. Such as the United States and Japan, they support entrepreneurship education through individual or foundation models. Each year, the foundation will provide colleges and universities a large number of entrepreneurship education funds in the form of individual or foundation models. For instance, the Hangzhou city established the first college entrepreneurship park in July 2008, and published "Comments on Encouraging and Supporting the Students to Start Their Own Businesses under the Support of Hangzhou municipal government" by the end of 2008, and provided a series of preferential policies such as free venture capital, registered capital, office rent, tax relief and so on. But the total amount of government led innovation venture capital is limited, and it is difficult to cover more universities since teachers generally pay more attention to the theoretical lesson preparation. For the experimental class, due to the lack of social research, it is almost universal lack of adequate preparation process. So professional teachers need to make great efforts to prepare practical lessons, and learn well about machine content and process, so that they can combine the class and courses contents better.

**Speed up the construction of professional virtual laboratory of electronic commerce teaching.** In particular, the use of e-commerce virtual teaching systems removes the the real application environment to the classroom or laboratory. This kind of virtual teaching environment can eliminate the visual angle contradictions between teachers and students, and it is very necessary to realize interactive teaching between teachers and students, carry out on-line discussion and improve the teaching effects.

## **Conclusion**

The rapid development of e-commerce has greatly promoted the internet as the carrier of the network entrepreneurial boom. This paper puts forward the strategies and main points of electronic commerce specialty subject system construction under the guidance of innovation and entrepreneurship, and points out that the system has positive effects on the innovation of the electronic commerce professionals training mode.

## **Acknowledgments**

Project fund:

Youth project of Humanities and Social Sciences in Universities of Jiangxi Province, 2015,

(jc1568); General project of Humanities and Social Sciences project of Nanchang Institute of Science & Technology, 2015, (GJRW15-04).

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