

Teaching reform of E-commerce major in Higher Vocational Education from the perspective of innovation and Entrepreneurship

Tang Tao¹

¹Department of Computing, Jiangsu College of Finance and Accounting, Lianyungang 222061, China

Abstract: The state vigorously promotes "mass entrepreneurship and innovation", and e-commerce is one of the most suitable industries for innovation and entrepreneurship. However, at present, the cultivation of E-commerce professionals cannot meet the needs of the society for its innovative and entrepreneurial talents. Teaching reform is very important to the cultivation of qualified personnel. This paper, mainly from the reality of our university, expounds the teaching reform of higher vocational E-commerce in the direction of innovation and entrepreneurship, and summarizes the innovation.

Keywords: innovation and entrepreneurship; higher vocational; E-commerce; teaching reform

1. Introduction

In September 2014, Premier Li Keqiang publicly called for "Mass entrepreneurship and mass innovation" at the summer Davos forum. The word "double hit" thus began to gain popularity. Under the circumstance of "double creation", undergraduates using the Internet to start a business have become a trend. E-commerce innovation and entrepreneurship has the characteristics of lower cost and higher success rate, and has ample room for development. It is very suitable for college students to start their own businesses. However, it is difficult for E-commerce professionals to cultivate such talents nowadays. It is very important to bring innovation and entrepreneurship education into the process of E-commerce professionals training and to cultivate the students' sense of innovation and entrepreneurship, quality and ability. Therefore, our school actively explores innovation and entrepreneurship-oriented E-commerce teaching reform.

2. The direction of innovation and entrepreneurship needs of E-commerce talent

E-commerce talent demand direction with the perspective of innovation and entrepreneurship with the rapid rise of E-commerce, the demand for professionals is also increasing. With the gradual maturity of the development of E-commerce industry, the corresponding level of professional talent requirements are getting higher and higher. E-commerce has a distinct advantage in innovation and entrepreneurship. Under the new situation that the entire society encourages innovation and entrepreneurship, innovative entrepreneurship will undoubtedly play a positive role in promoting the development of the industry. Innovative entrepreneurial talent requires E-commerce professionals have a strong ability to comprehensively analyze the problem and the ability to solve problems, but also have comprehensive industry knowledge of E-commerce in the relevant industry knowledge must have a certain understanding, in-depth understanding Industry policies to accurately predict the industry trends. The most important point of innovation and entrepreneurial talent is to have a strong professionalism, whether it is the work or in the entrepreneurial process is crucial to the point.

3. Higher Vocational E-commerce teaching status quo and problems

E-commerce itself integrates multidisciplinary expertise, e-commerce professionals need to have a more comprehensive and professional knowledge and ability, and these factors give higher vocational e-commerce curriculum system to create a certain degree of difficulty. Under the current curriculum system, it still does not have the ability to cultivate compound talents and cannot meet the social demand for innovative and pioneering

e-commerce professionals. At present, there are still the following three major problems in the e-commerce business practice teaching, restricting the quality of personnel training.

1) Old teaching content

Computer technology, Internet technology and business mode of operation are the focuses of e-commerce teaching. However, the content of E-commerce teaching is relatively obsolete nowadays. Students cannot get along well in the learning process and affect the learning effect of students. The rapid development of E-commerce, teaching content should be combined with the development of the times, the only way to cultivate E-commerce talent in line with social needs, and today's E-commerce teaching and the development of the times decoupled, some teaching content and cases can be traced back to ten years ago, triggering a decline in teaching quality.

2) Less teaching practice

In the e-commerce teaching, computer teaching and business model learning is also the focus of learning, students cannot be out of practice in the learning process, if from practice will seriously affect the quality of teaching, and today's E-commerce teaching materials did not put practice in the first place, teaching or theoretical study is based on the business model teaching is not practical, so that students lack of understanding of the E-commerce process management, such as: electricity supplier + store sales model, students cannot understand how to go.

3) Lack of training of students' innovative ability

Curriculum system is not perfect, lack of training of students' innovative ability. In the traditional higher vocational education system, teachers are usually the main body of teaching activities, responsible for organizing and conducting teaching activities. Students are in a passive position in teaching activities. Teachers' lack of interaction and exchange with students makes it difficult to stimulate students' interest in learning and positivity. The traditional curriculum system still belongs to the teacher-centered teaching method, focusing on cultivating students' ability to accept knowledge. However, students' innovative ability, self-learning ability, logical thinking ability and ability to analyze and solve problems cannot be well trained. In the curriculum system, students' innovative abilities are not emphasized as the focus, and related courses and teaching methods are applied very little in the actual teaching process. In this teaching system, students' comprehensive ability cannot be effectively cultivated and developed, and the current E-commerce cannot meet the requirements of the rapid development of qualified personnel.

4. A new model of E-commerce curriculum reform in higher vocational education from the perspective of innovation and entrepreneurship

1) Project teaching method

According to the characteristics of E-commerce courses, the introduction of project teaching method is conducive to the cultivation of innovative entrepreneurship talents. Compared with the traditional teaching methods, the project teaching method has significant advantages in cultivating students' innovative ability. Under the guidance of teachers, the students independently complete the whole process of a project, independently organize and arrange learning behaviors, and can master the teaching in the teaching plan content. This will not only effectively complete the task of the course, but also help to develop students' knowledge of cognitive ability, transformation ability, social adaptability and communicative competence. The project usually contains many courses of knowledge, project information collection, program design, project implementation and evaluation are by the students, through the completion of the project, students understand and grasp the whole process and each link of the basic requirements, and finally achieve the purpose of practicing and applying teaching knowledge in practice. At the same time, students' sense of responsibility, professional knowledge, innovative ability, teamwork ability, professional accomplishment, management ability and other comprehensive ability will be effectively

improved. For example, schools can work with businesses to promote brand apparel on Taobao, teachers guide students practice, in practice to achieve the upgrading of skills.

2) Innovation and entrepreneurship practice teaching mode

The curriculum system of E-commerce in higher vocational education should gradually establish and perfect the practice teaching mode of innovation and entrepreneurship. The school attaches great importance to the cultivation of students' innovative abilities, fully applies the practical teaching resources such as laboratories and training bases to teaching practice, continuously enriches the practice teaching content, expands the students' knowledge and expands the space and environment for students' practice and innovation, students practice innovation ability to provide a strong guarantee. In teaching practice, the teaching mode of entrepreneurial practice will undoubtedly improve the quality of teaching, and the motivation and learning potential of students are fully stimulated. The school vigorously carries out a series of entrepreneurship teaching incubator, online shop and a series of entrepreneurial teaching mode, in the entrepreneurial practice mode of teaching process, the students under the guidance of the teacher to set up shop through the E-commerce platform, E-commerce platform to facilitate the use of resources to learn and application of E-commerce related knowledge. Students understand the development trend of E-commerce business, the real application of professional knowledge and zero distance, with the help of entrepreneurial practice platform for independent learning. In the entrepreneurial practice model, students acquire professional knowledge and accumulate direct experience in starting a business after graduation. The reform of E-commerce curriculum system in higher vocational colleges, the core issue is to improve students' innovative ability and entrepreneurial awareness, to develop students' comprehensive ability.

3) Actively participate in innovation and entrepreneurship contest

Higher vocational colleges should actively organize and carry out activities such as the National E-commerce Tri-race and the "Internet Plus+" Students Innovation and Entrepreneurship Contest. E-commerce is a three-race is to stimulate students' interest and potential, to cultivate students' sense of innovation, creative thinking, entrepreneurial ability and team spirit of cooperation in the academic competition. "Three trails" for the implementation of the Ministry of education, the Ministry of Finance, "on the implementation of teaching quality and teaching reform project views", to carry out innovative education and practice teaching reform, strengthen the connection between production, learning and play an active role model. The participating projects of "Internet plus+" college students' innovation and entrepreneurship contest cover mobile Internet, cloud computing, big data, artificial intelligence, Internet of things and other fields. They are divided into Creative Group, Startup Group, Growth Group and Employment-based Entrepreneurship Group. The competition aims at deepening the comprehensive reform of higher education, stimulating the creativity of college students, cultivating the new force that creates "public entrepreneurship and innovation", promoting the transformation of competition results, promoting the formation of a new format of "Internet plus+", upgrading the service economy, Innovation leads entrepreneurship, entrepreneurship drives employment, and promotes higher quality college graduates employment.

4) Double tutor system

In terms of teaching staff, the dual mentors with rich practical experience and comprehensive professional knowledge should strive to create a "double mentor" teaching team that meets the needs of practical teaching reform and development. School full-time teachers (tutors) can apply for half a year to work in batches to keep abreast of the latest developments in the industry and technology applications, while employing actual combat experienced technical experts, business executives, industry experts as business mentor. In the actual operation of the project, the two tutors track and keep abreast of the students' learning situation. Before each class, the tutor of the school analyzes the completion of the students' practical projects after the previous class, finds out the problems and gives guidance in time, focus on the lack of grasp of the place to explain. The business mentor has the authority among the students and makes use of his own experiences to present the students themselves. It is

more likely to convince the students and have rich experience in team building. Students through the division of labor, the project tasks are phased in accordance with the completion of the volume on time, drawing on the success of others, and constantly improve themselves and exchange of learning experiences and common progress. The teacher's timely advice is the driving force for students to avoid detours.

5. Conclusions

"Mass entrepreneurship and mass innovation" have added new impetus to the economic development in the new normal and raised higher historical requirements for higher vocational education. In the perspective of innovation and entrepreneurship, the project teaching method, innovation and entrepreneurship practice teaching mode, actively participate in innovation and entrepreneurship competition, the implementation of dual mentoring system, suitable for E-commerce professionals in training requirements, in the new curriculum system model can effectively enhance student innovation Entrepreneurial ability.

6. Acknowledgments

Tang Tao (September 1980), Gender: Female, Ethnic Han, Yongzhou, Hunan Province, Education: Master, Professional Lecturer;

Unit: Jiangsu College of Finance and Accounting; Post Code: 222061, research direction: computer applications and e-commerce

Fund or subject project: Philosophy and Social Science Fund Project of Jiangsu Universities in 2017, Practical Research on Entrepreneurship of Higher Vocational College Students in the Context of Double Entrepreneurship. Fund No.: 2017SJB2021

Address: No. 53 Cangwu Road, Lianyungang City, Jiangsu Province, HSBC International Zip Code: 222023, Tel: 15861204909

References

- [1] Chen Guojun, Zhang Qin. Innovation and entrepreneurship oriented reform and practice of teaching assessment in Higher Vocational Electronic Commerce major [J]. computer knowledge and technology, 2015, v.11 (5): 271-272.
- [2] Zhao Zhenyi. Teaching reform and entrepreneurial talents training and Practice Research of e-commerce major -- Taking Wenzhou Vocational College of Science and Technology as an example, [J]. enterprise guide, 2012, No.219 (11): 190-191.
- [3] Lv Xinghai. Entrepreneurship oriented e-business practice teaching reform -- Taking Baiyun e-business teaching mode as an example, [J]. economist, 2016, No.333 (11): 192-193.
- [4] Zhang Qin. Innovation and entrepreneurship oriented teaching mode of electronic commerce major in Higher Vocational Education and practice [J]. management, 2015, volume loss (29): 446-447.
- [5] Tong Jing. Study on the new curriculum reform of the [J]. system of electronic commerce course in Higher Vocational Education from the perspective of innovation and Entrepreneurship (a), 2016, No.402 (5): 51-52.