

Research on the Training Mode of E-commerce Major in Higher Vocational Colleges based on “Internet +”

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Abstract. In recent years, with the continuous development of science and technology, information technology and Internet technology have also been greatly developed, and the world has developed into an “Internet +” era of science and technology, networking, information technology. At present, most colleges and universities have established e-commerce majors, but the employment situation is not optimistic. Some e-commerce graduates find it difficult to find suitable jobs. In the end, they can only choose and engage in other industries. The reason is because there are problems in the existing talent training model, and it is impossible to cultivate the professionals that the company really needs. This paper analyzes the problems faced in the process of e-commerce teaching in the era of “Internet +”, and explores the strategy of training model of e-commerce professionals in higher vocational education from the aspects of clear teaching orientation, enriching practical teaching forms and optimizing curriculum system structure.

Keywords: Internet +; higher vocational colleges; e-commerce major; talent training mode.

1. Introduction

In the era of “Internet +”, people’s shopping methods and shopping habits have undergone great changes. More and more people are keen on convenient online shopping, which has led to the impact of the development of traditional enterprises. To cope with this impact, we must rely on the Internet to establish e-commerce sales channels in line with corporate characteristics to ensure the development of the company itself. The so-called “Internet +”, based on the Internet platform, combined with information and communication technology, combined with the Internet and various industries, which also includes traditional industries, creating new areas and creating new ecosystems.

After more than 20 years of development, China’s e-commerce transaction market has ranked first in the world. E-commerce company Alibaba has surpassed Wal-Mart to become the world’s largest retail enterprise. The electronic commerce industry has become a hot industry, but e-commerce students The employment situation is not optimistic. It has been rated as one of the least prone to employment. This is mainly because the colleges and universities in the process of talent cultivation do not analyze and research the needs of China’s e-commerce enterprises, focusing only on the completion of teaching tasks. To make the cultivation of e-commerce talents serious, if the universities still do not pay attention to the development of the industry and the needs of enterprise talents, they still insist on closing the doors and building cars, and they will be eliminated by the society, which is not conducive to the healthy and sustainable development of China’s e-commerce industry.

2. The Status Quo of E-Commerce Teaching in the Era of “Internet +”

2.1 Teaching Methods are Flawed

At present, the teaching methods adopted by the e-commerce majors of various higher vocational colleges are mainly simulation teaching and internship, and two teaching methods have their own shortcomings, which have adversely affected the quality of personnel training. In the aspect of simulation teaching, it is difficult to cultivate the real-time analysis ability required by e-commerce by using the operating software for simulation teaching, and its own market flexibility is relatively insufficient. Moreover, it is impossible for the operating software to adapt to various changes in the market in a timely manner, and it is impossible to show the overall e-commerce to students.

2.2 The Practice Teaching System and the Teaching Content are out of Touch

At present, most higher vocational colleges are still in the stage of exploration when they are setting up the practical teaching system and teaching content of e-commerce. At the same time, because there is no good school-enterprise cooperation mechanism, the school cannot understand and master the enterprise in time. The e-commerce needs in the actual application process, which leads to the ambiguity of the content of the classroom teaching content. It is precisely because in the actual teaching process, there is no actual operation case from the enterprise to carry out specific operations, which leads to the related experimental machine class often just go through the field and cannot achieve the expected goal.

2.3 The Orientation of the Higher Vocational Curriculum is not Clear

The main goal of the e-commerce major in higher vocational colleges is to train technical talents. Most of the students will not embark on the path of theoretical research in the future, and more will be engaged in service management. Therefore, students are required to not only have a strong grasp of professional theoretical knowledge, but also must have professional skills and comprehensive professional qualities. At present, most vocational colleges in China do not pay much attention to the final professional characteristics of students in the actual teaching process, so they do not reflect the professional characteristics of e-commerce majors in higher vocational colleges.

2.4 The Effect of the Implementation of Off-Campus Internship is not Obvious

The realization of the effect of the practice teaching link can not only carry out the simulation experiment in the school, but also through some practical activities, let the students go deep into the enterprise to participate in the on-site internship, although it has a great effect on promoting the professional quality improvement of the students, but The actual operability is relatively low, and the content of the internship is not comprehensive enough to fully cover the actual needs of the students' professional, thus affecting the final internship effect.

3. Improve the Training Mode of E-Commerce Talents in Higher Vocational Colleges

3.1 Clarify the Training Objectives

The development of the curriculum setting needs to be based on the talent training goal. For this reason, in the process of formulating the talent training program, the first step is to analyze and forecast the demand, from the market and the demand for talents in the enterprise, and the demand for the post as the starting point. To clarify the training objectives. In the process of talent cultivation, there are important points and highlights. Schools, enterprises and their related e-commerce experts can form a research team to go deep into the front line, including e-commerce platform, network market, and internal enterprises, to investigate different talent needs at different levels, so as to determine the talent training program afterwards. In this way, the purpose of talent training will be highlighted, so that the talents cultivated by universities will be in line with the market and enterprises, and the dilemma of the dilemma between enterprises and schools will be solved.

3.2 Optimizing Course Settings

The setting of the curriculum system is of great significance to students' ability to systematically master the skills they have learned. There are some urgent problems to be solved in the current curriculum system setting of higher vocational colleges. It is possible to formulate plans according to the training objectives of talents, to clarify the capacity building of students' needs, and to build A competency-based, employment-oriented modular teaching curriculum system that links curriculum directly to employment goals, targets a certain profession and implements specific positions, and the employment direction is clearly reflected in the curriculum system; Need, that is, according to the knowledge, skills and attitudes required by the profession to determine the content of the course, so

that the idea of “capability-based” is reflected. In this regard, in the curriculum, the principle of “strong foundation, multi-directional choice” is implemented, and the development of students’ subjective initiative is emphasized, and the improvement of students’ professional skills and post development are emphasized. The courses set by the professional core teaching and training programs are essential and basic for the job-oriented tasks of the profession, and their knowledge and skill requirements are what most students can achieve. In the elective course setting, multi-directional courses are provided, and the courses maintain the content cohesiveness and progress with the professional core teaching and training courses, so that students can be based on geographical characteristics, market needs, personal interests and employment goals. It is required to independently determine the curriculum suitable for its own development, so that the professional setting is more humanized, market-oriented and flexible.

3.3 Building a Quality Team of Teachers

Teacher ability is an important factor in the process of cultivating e-commerce professionals. Therefore, it is necessary to pay attention to the construction of teachers and do a good job of “leaders”. The first is to introduce, introduce excellent teachers and inject new blood. Higher vocational colleges can communicate with universities, enterprises, and other social education institutions, and externally recruit key personnel in electronic business as part-time teachers of the school, and regularly come to the school for guidance and exchange. The second is to go out and exercise the practical ability of the school’s teachers. With the platform of school-enterprise cooperation, teachers are sent out in the form of on-the-job training to participate in the e-commerce work of the entire market, so that teachers have rich practical experience and can better integrate practical knowledge when imparting knowledge. In the teaching process, it is more important to highlight the key points and teach students in accordance with their aptitude. The third is internal and external integration, focusing on internal communication and dialogue between teachers in higher vocational colleges. Whether it is the cultivation of talents or the construction of the curriculum system, the teachers in the front line have the most say. The school should properly organize the teaching exchange activities and scientific research exchange activities within the school, establish an effective incentive mechanism, and encourage teachers to make suggestions for the cultivation of e-commerce talents.

4. Summary

Higher vocational education has always emphasized that talent training should be adapted to the needs of the society, while the knowledge involved in the higher vocational e-commerce profession is updated rapidly, and the actual needs and requirements of the society for high-level e-commerce professionals are constantly changing. It is necessary for the professional e-commerce profession to continuously test and adjust the teaching content, continuously enrich the curriculum connotation, continuously enrich the teaching content and form a new curriculum system according to the changes in social needs and the development and application of science and technology. Only in this way we can create a curriculum with the characteristics of vocational education, in order to cultivate high-skilled e-commerce professionals who are suitable for social and economic development and welcomed by employers.

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