

Research on E-commerce Innovation and Entrepreneurship Teaching in Universities Based on the Perspective of Outstanding Talent Cultivation

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Abstract—With the advent of China's economic transition period, cultivating talents with innovative and entrepreneurial capabilities is currently the Ministry of Education's important guiding ideology for college education. E-commerce innovation and entrepreneurship teaching in colleges and universities is an important way to cultivate students' entrepreneurial ability. Cultivating outstanding innovative e-commerce talents is a concrete manifestation of deepening the “artisan spirit”. This article analyzes the insufficiency of college e-commerce innovation and entrepreneurship teaching based on the perspective of excellent talent cultivation. And for the guiding ideology of excellent personnel training, it put forward the countermeasures to improve the teaching of e-commerce innovation and entrepreneurship in colleges and universities.

Keywords—*Outstanding talent, Innovation and entrepreneurship, E-commerce, Universities*

I. INTRODUCTION

With the development of information technology, e-commerce has gradually developed into an increasingly important curriculum in college teaching. Based on the cultivation of excellent talents, cultivating e-commerce professionals with innovative and entrepreneurial capabilities is a need to adapt to the rapid economic and social development in our country, and it is also an important means to improve the professional ability of students. However, e-commerce is very complicated at both the knowledge level and the structure level. If teachers still follow the traditional teaching methods in the teaching process, they will inevitably affect the teaching effect[1]. Therefore, we must introduce advanced teaching methods to improve students' hands-on ability and innovation and entrepreneurship. For example, the teaching style of "flipping classrooms" makes up for the inadequacies of traditional teaching methods, stimulates students' subjective initiative, and enhances students' Self-learning ability. This paper analyzes the significance of fostering the symbiosis of innovative entrepreneurial talents in colleges and universities and the significance of cultivating talents for innovation and entrepreneurship in e-commerce. It analyzes and proposes some suggestions for improving the talents in innovation and entrepreneurship.

II. THE PRACTICAL SIGNIFICANCE OF TRAINING OUTSTANDING TALENTS

The remarkable talents to cultivate the important content of China's medium- and long-term education reform is also a concrete embodiment of the strategy of “public entrepreneurship and innovation”. Colleges and universities will cultivate outstanding talents as the basis of teaching and have very important practical significance.

A. *The Training of Outstanding Talents is the Key to the Transformation of Applied Universities*

Outstanding talents have to have strong practical ability, innovation ability, thinking ability and teamwork ability, etc. Therefore, the cultivation of excellent talents is an important goal for colleges and universities to transition to application. After more than 30 years of development, China's higher education is accustomed to cultivating academic talents. Therefore, the teaching model of colleges and universities has become accustomed to the exam-oriented education model. Therefore, in the transition to applied colleges and universities, it is necessary to solve the problem of talent cultivation, and the outstanding talents training provides a direction for the development of applied colleges and universities[2-3].

B. *The Training of Excellent Talents is a Concrete Manifestation of the "Artisan Spirit"*

The connotation of "artisan spirit" lies in excellence, perseverance, professionalism, and rigorous patience. The purpose of craftsmanship is to create the highest quality products in the industry. To achieve the transformation from a manufacturing country to a manufacturing powerhouse in China, we must rely on excellent high-end talents. The cultivation of outstanding talents must be cultivated from the "artisan spirit". We cultivate students as "excellent engineers"[4]. First, we must cultivate their "engineer temperament." Therefore, innovation and entrepreneurship education in colleges and universities must be based on the spirit of craftsmen, so that students can establish a good overall quality and go to excellent engineers[5-6].

C. The Training of Outstanding Talents is the Need to Adapt to the Development of E-Commerce

Under the guidance of Internet plus action, China's e-commerce economy has developed rapidly. At the same time, the competitive pressure on the current employment market in universities is increasing. Cultivating students' ability for innovation and entrepreneurship is an important measure for colleges and universities to adapt to the new normal economy. Cultivating can solve the inconsistency between the needs of enterprises and the supply of talents, and improve the students' practical ability[7-8].

III. THE INADEQUACY OF CULTIVATING COLLEGE E-COMMERCE TEACHING BASED ON OUTSTANDING TALENT

The education of college e-commerce under the perspective of the cultivation of innovation and entrepreneurship must be highly practical. However, colleges and universities still have many deficiencies in practical teaching.

A. Weak Teachers, Lack of Teaching Resources

Teachers are an important factor in e-commerce teaching. To cultivate students' innovative and entrepreneurial abilities, e-commerce teaching not only requires teachers to have corresponding professional theoretical knowledge, but also has a certain ability to innovate, but by investigating the current college teachers, we can found the following problem[9-10].

The composition of teachers is irrational. Most college e-commerce teachers graduated from colleges and universities, have a wealth of theoretical knowledge, but the lack of practical experience, so most of the current teaching in the theoretical guidance, and ignored the guidance of practice .

Teachers lack the corresponding innovation. Based on the traditional exam-oriented education ideas, although teachers have had some innovation in pre-job training, compared to fast-developing e-commerce, teachers often show lack of innovation in actual teaching. And it will also affect the students' creativity when some teachers follow previous teaching experience.

There is a relative lack of resources for colleges and universities to conduct e-commerce teaching. Many educators in the teaching of e-commerce are mainly taught in accordance with the knowledge of textbooks, but lack real-life cases.

B. Emphasis on Theoretical Teaching, Ignoring the Cultivation of Application Ability

An important goal of e-commerce teaching is to cultivate students' ability of innovation and entrepreneurship. However, in actual teaching, many teachers still follow the traditional form of theoretical teaching, as a result, students' knowledge application ability is not high enough, mainly in two aspects.

Insufficient student creativity. Innovation is an important factor for the development of e-commerce. Once the lack of innovation ability is impossible to gain in the e-commerce economy, colleges and universities often overlook the cultivation of students' innovative ability in practical teaching.

Lack of practical teaching. Practical teaching is an important way to enhance the overall quality of students. However, many schools are accustomed to the traditional theoretical teaching forms. As a result, practical teaching does not occupy a high proportion in the entire e-commerce teaching. For example, colleges and universities in the practice of teaching courses are mainly to explain the past cases, and students lack specific operational applications[11].

C. The Combination of E-Commerce Teaching and the Cultivation of Innovation and Entrepreneurship is not Enough

We must organically combine e-commerce teaching with the cultivation of innovation and entrepreneurship. However, there are two problems in the actual teaching of colleges and universities[12].

In colleges and universities, colleges and universities put too much emphasis on the unity of e-commerce theory learning, and neglected the deep integration of e-commerce innovation and entrepreneurship training.

In colleges and universities' e-commerce teaching, the curriculum setting for innovation and entrepreneurship is too lagging, which results in a great difference between the talents cultivated by colleges and universities and the market demand.

D. Ignoring the Cultivation of Knowledge Applications and Capabilities

The ultimate goal of innovation and entrepreneurship teaching in e-commerce is to cultivate outstanding talents. However, in the specific teaching, the teachers still follow the traditional model of the theory-based teaching. As a result, the students' knowledge application ability is not high, which is reflected in two aspects.

Firstly, students lack the ability to innovate. Innovation is an important factor in the development of e-commerce economy. Without the ability to innovate, it is impossible to obtain benefits in the Internet economy. However, colleges and universities often overlook the cultivation of students' innovative ability in teaching[13].

The second is to ignore practical teaching. Practical teaching is an important form of cultivating students' comprehensive qualities. However, many colleges and universities are accustomed to the traditional academic teaching model, resulting in a low proportion of practical teaching in the entire e-commerce teaching. For example, colleges and universities in the process of practical teaching mainly explain relevant cases, and students lack specific operational applications.

IV. E-COMMERCE INNOVATION AND ENTREPRENEURSHIP TALENT TRAINING PROGRAM BASED ON THE PERSPECTIVE OF TALENT CULTIVATION

The cultivation of innovation and entrepreneurial talents for college e-commerce professionals, based on the perspective of excellent personnel training, plays an important role in the development of students and society. Colleges and universities must continue to train e-commerce professionals in innovation and entrepreneurship, we must develop a good talent training objectives, continue to innovate teaching methods and content, improve the curriculum system, so as to ensure the continuous output of talent.

A. *Formulate Talent Training Goals*

Colleges and universities must combine the actual needs of local economic development and establish practical and feasible training goals for the purpose of serving localities. Universities should continuously communicate with the outside world, grasp the latest market conditions in the e-commerce industry, and combine the suggestions of various professionals to cultivate e-commerce professionals with innovative entrepreneurial qualities[14].

B. *Innovative Teaching Methods and Content*

According to the e-commerce industry's continuous development and innovation, colleges and universities must continue to improve the teaching methods and teaching content. Teachers should constantly innovate teaching methods and increase students' practical opportunities. At the same time, according to the local economic development, the teaching content is combined with the actual situation, and the content of the teaching is constantly updated so that the students can learn more actively and cultivate the students' professional interests. This will lay the foundation for the students to integrate into society more quickly in the future.

C. *Improve the Curriculum System*

The continuous expansion of the e-commerce professional talents also requires universities to continuously improve the curriculum system and provide students with training at various levels and plans. Colleges and universities should continue to give students a sense of innovation and entrepreneurship so that students can increase their knowledge of innovation and entrepreneurship. At the same time, the training of teachers should be strengthened, and the teaching mode should be improved through the exchange of experience among teachers. In terms of resources and technology, we must constantly update with the actual situation to ensure that students' knowledge of learning keeps up with the pace of development of the times.

D. *Student-centered*

In colleges and universities e-commerce professional flip classroom teaching, we must change the traditional teacher-centered teaching methods, we must begin to give the classroom to students, respect the students' central position. Firstly, teachers must recognize that the status of teachers and students is equal, so that students can be the main body in the real teaching process, and the classroom can be given to students. Secondly, teachers must release themselves from the authority. Be a guide and guide for student learning, the former people said: "The teacher, the profession to solve the confusion", and the teacher's important role is to solve problems for students and teach them how to learn. The teacher is a person who has more contact with the students. It is necessary to master the differences between the students. In order to teach the students according to their abilities in different situations, it is necessary to teach the students as much theoretical knowledge and learning methods as possible within the limited teaching time, helping students solve the most problems. Therefore, in colleges and universities e-commerce professional flip classroom teaching, teachers must correct their own position, and truly become a guide for students to learn and guidance, improve students' practical ability.

E. *Deepen School-Enterprise Cooperation, Innovation and Practice Platform*

School-enterprise cooperation is an important form of training outstanding talents. Therefore, colleges and universities should further deepen school-enterprise cooperation and cultivate practical professionals for the society. Firstly, universities and colleges should actively cooperate with cooperative enterprises and bring them into teaching. At the same time, it will feedback the latest teaching achievements of universities to cooperative enterprises, and through the participation of cooperative enterprises, improve the problems existing in college teaching. For example, colleges and universities through the exchanges with enterprises, so that teachers understand the company's demand for talent, and then adjust the teaching strategy. Secondly, universities should innovate the practice platform to provide students with a wealth of practical opportunities. Colleges and universities should attach great importance to practical training and actively provide financial support for practical teaching. Enterprises must also actively participate in practical training. For example, enterprises can introduce real cases into teaching and guide students to participate in exercise through tasks. Therefore, it can improve students' practical ability.

V. SUMMARY

E-commerce is a discipline with strong practicality. Therefore, colleges and universities must closely focus on the teaching objectives of cultivating students' ability in innovation and entrepreneurship, conduct in-depth research on the problems existing in e-commerce teaching, and formulate corresponding improvement strategies to introduce advanced teaching

methods. By introducing the teaching method of excellent talents training in college e-commerce professional teaching, students' interest in learning can be stimulated and the efficiency of students' participation in the classroom can be improved. Teachers must organically combine teaching methods so that they can improve the teaching efficiency of college e-commerce professionals, effectively cultivate students' innovative and entrepreneurial abilities, and ultimately cultivate higher-quality e-commerce talents for the society and promote the further development of China's economy and society.

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