

Analysis on the Application Effect of College Enterprise Co-Constructing the Training Base of E-commerce Specialty in Vocational College

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Abstract: The co-construction of training base by colleges and enterprises in higher vocational colleges is the teaching mode of Higher Vocational Education in the process of promotion. The training work of e-commerce major plays an important role in professional education, which can effectively improve and cultivate the professional ability of students. This paper summarizes and analyzes the practice of the training base of e-commerce major in higher vocational colleges. The application effect of this teaching mode is analyzed from the aspects of teaching management mode, practical training application details and improvement and optimization approaches.

1. Introduction

With the rapid development of information industry in recent years, e-commerce has touched the business model of all walks of life. It is a hot industry for vocational college students to get employment in the future, and the requirements for students' practical ability are relatively high. Therefore, vocational colleges have always attached great importance to the training base of e-commerce major. In order to provide students with a better environment for professional training and improve the quality of professional teaching. In the mode of school enterprise cooperation, we need to continue to explore and improve the effectiveness of practical education, help students to cultivate all aspects of vocational skills, and improve the practical operation level of students. The major of e-commerce includes not only computer knowledge and skills, but also some professional knowledge of economics, management and logistics management, etc. students need to cross integrate various majors to cultivate professional talents with comprehensive knowledge ability of management, economy and computer technology, so as to meet the development needs of enterprises in the market competition. Therefore, the practical ability level of e-commerce students in vocational colleges is related to the future development of students and enterprises. Under the mode of school enterprise joint construction of training base, we can combine the actual development situation of the enterprise and the development status of industry knowledge and skills, so that students can carry out practical learning as soon as possible in the enterprise environment, and grow up faster to become the talents needed by the enterprise.

2. Advantages of School Enterprise Cooperation Training Base Mode in Vocational Colleges

The mode of school enterprise cooperation training base can effectively combine the needs of enterprises and social development for e-commerce professionals, make school education more practical, help to cultivate students' professional skills, improve their overall professional quality, and effectively improve their competitiveness in employment. The mode of school enterprise cooperation and combination of production and learning can realize the integration of school and enterprise, so that enterprises can give full play to their advantages in the industry, teaching resources and business platform, while schools can give full play to their advantages in terms of practical training policy, personnel training, Faculty strength and technical research, realize resource sharing with enterprises, complement and win-win situation, and serve as e-commerce

professionals in vocational colleges Only in this way can we provide a sustainable development platform with perfect resources.



Figure 1 School enterprise joint construction training base

3. An Analysis of the Application Effect of the Mode of Constructing E-Commerce Professional Training Base By School and Enterprise

3.1. Analysis on the Mode of School Enterprise Cooperation Training Base

The school enterprise cooperation training base of higher vocational colleges is to introduce the existing management mode and production operation process of enterprises into the students' practice platform, so that the e-commerce training of vocational colleges has the characteristics of enterprise, which is carried out under the operation mode of enterprises, so as to create a more real working environment for students' career development, and the post responsibilities of enterprises for employees are also required. Students' professional skills are required to be introduced, so that students can train and learn according to the actual needs of work, constantly improve their innovation ability, improve their employment competitiveness, and cultivate their professional quality. In the process of building the training base, schools and enterprises need to cooperate in equipment procurement, technical knowledge assistance, teaching material content design, and provide training instructors for students respectively, and design the training according to the actual working conditions in the whole process, so that students can participate in the training platform from all departments of the enterprise operation, and create a training base ring with complete resources for students. Environment enables students to learn and improve knowledge and skills in the actual environment of the enterprise before graduation [1].

3.2. Analysis on the Construction of Training Base in Many Aspects

The construction of training base by school and enterprise usually has two parts: inside and outside the school, forming a complementary training base environment. The off campus training base is a training place established outside the school. The enterprise provides the site and equipment for the hardware construction of the training base, while the school is responsible for the construction of the management system and other software platforms. The off campus training base is selected in the e-commerce industrial park where e-commerce enterprises are concentrated, which can not only provide a platform for students' practical training, but also meet the human resource needs of enterprises in the park. Enterprises also need to provide practical training instructors with practical work experience for the training base, and provide vocational guidance for the students of the base. The off campus training base is also a talent exchange platform for enterprises and schools to train students, which directly provides enterprises with high-quality e-commerce talents with practical work ability.



Figure 2 Flow chart

On the other hand, the school's soft platform construction provides the management guarantee for the training base, and uses the scientific training management system to ensure the construction and development of the training base. According to the actual needs of talent development and enterprise management, the school should formulate a scientific and systematic management system, guide the practical training work of teachers and students, clarify the responsibilities of all parties, make clear the rights and responsibilities, and ensure the implementation and completion of the tasks of enterprises and schools in the construction of the training base. The training base is also a platform for communication between enterprises and schools. It has a positive significance for the cultural construction of schools and enterprises. In the process of production and learning, it can achieve a win-win goal [2].

3.3. Analysis on the Way of School Enterprise Co Construction and Cooperation

School enterprise cooperation to build practical training base can provide students with real practice environment, effectively improve students' ability of knowledge transformation practice, and provide resources for the training and supply of applied talents. In terms of the content of cooperation mode, enterprises create practical courses related to practical work through course replacement to realize the systematic connection of training students. The replaced courses need to be close to the original teaching content to ensure that the teaching system is not damaged, while enterprises can give full play to their own resources and initiative to provide students with practical course selection. Moreover, enterprises should open their own application projects, carry out project cooperation with the school, and let the school enterprise cooperation platform cooperate for innovation, in-depth cooperation and technological transformation. In addition, the open post practice is also one of the important cooperation ways of the training base. Let the students of the base rotate in different posts, take the real project as the training content, and ensure the operation effect of the project through the systematic management and evaluation system of the school for the post practice. The school enterprise joint construction training base can also be open to the outside world, carry out social training, provide e-commerce talents for social organizations, meet the employment needs of students, also reflect the social responsibility of vocational colleges, and improve the good social impact of the school.



Figure 3 Training base

4. Ways and Strategies to Further Optimize and Perfect the Construction of E-Commerce Training Base By School and Enterprise

4.1. Introducing the Real Project of E-Commerce and Deepening the Innovation and Reform of Teaching Content

In the construction of the practical training base jointly built by the school and the enterprise, the school needs to first conduct a systematic research on the industrial development of the e-commerce specialty and the specific production work requirements in the enterprise, introduce real projects according to the actual needs of the enterprise, and design and supplement the professional courses of the students, so as to formulate the curriculum teaching design and design in line with the production workflow of the enterprise. The process is inseparable from the participation of enterprises, which need cooperation and information exchange before the establishment of training base. Under the mode of school enterprise joint construction of practical training base, we can combine the actual development of the enterprise and the development status of industry knowledge and skills, so that students can carry out practical learning in the enterprise environment as soon as possible, and grow up to the talents needed by the enterprise faster. In the process of curriculum system construction, the school also needs to include relevant training such as industry practice certificate, vocational qualification examination into the teaching classroom, To supplement and optimize the original curriculum content, we should not only pay attention to the learning of theoretical knowledge of students' curriculum, but also pay attention to the cultivation of students' practical ability, at the same time, guide students to innovate and improve their comprehensive ability. E-commerce specialty also needs to design different course contents in accordance with the responsibilities of different posts, realize the cultivation of vocational ability of students' posts through the personalized setting based on posts, guide students to practice with real work projects, and form a new practical course based on real business projects [3].

4.2. Introduction of Enterprise Management and Improvement of Training Management System

The school enterprise cooperation of vocational colleges also needs to effectively introduce the management mode of enterprises, improve the training management system, formulate detailed cooperation planning, set the teaching cooperation objectives of the training base, clarify the relevant cooperation principles, rights and obligations, make the training base operate in a clear planning framework, and the school needs to systematically manage the cooperative training base, Timely test the effect of cooperation, constantly improve the training management system, strengthen the management of teachers, enterprise personnel and base staff, and formulate the

behavior norms of training students in accordance with the enterprise management system. In addition, it is also necessary to strengthen the management of cooperative enterprises, introduce the elimination mechanism for enterprises, eliminate the enterprises that fail to meet the assessment standards in the training base, terminate the cooperation of enterprises unable to fulfill the established cooperation projects, and ensure the teaching quality of the training base.

5. Conclusion

The construction of practical training base jointly constructed by vocational colleges and enterprises is a necessary way to transform the combination of production and learning, an important way to improve the quality of school education and teaching level, and in line with the needs of the current social development for the cultivation of high-quality comprehensive talents. We have achieved good results in the practice of building a training base in schools and enterprises. This mode will be further optimized and developed in the future, enabling enterprises and schools to deepen ties, improve the level and efficiency of personnel training, help students improve their competitiveness in employment, provide more high-quality human resources for the development of our national economy, and solve the problem of talent supply in social development.

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