

## Development Strategies on Vocational Education for E-commerce Major

Chi Tang

Liaoning Polytechnic Vocational College, Jinzhou, 121007, China

2045116740@qq.com

**Keywords:** E-commerce major; vocational education; development strategies; demand level; existing problems; knowledge and skills

**Abstract:** The development of e-commerce is changing with each passing day, but there is a serious shortage of e-commerce talents, which poses a huge challenge to the education and teaching of e-commerce. As the main position for the training of skilled talents, vocational education has unique advantages in cultivating e-commerce talents. Based on the investigation and research, this paper deeply analyzes the demand level and knowledge and skills of e-commerce talents. According to the problems existing in e-commerce professional vocational education, this paper puts forward the development strategy of e-commerce professional vocational education to help e-commerce professional vocational education reform. The specific strategies include: the school curriculum system highlights the professionalism and applicability of e-commerce, continuously improves teaching methods and teaching methods, and builds a high-quality faculty team that meets the characteristics of vocational education, to highlight the specific status of school-enterprise cooperation in personnel training. Of course, we must also explore a new model of e-commerce professional practice teaching.

### 1. Introduction

E-commerce is a business activity centered on information exchange technology, and is a business activity centered on commodity exchange. In a wide range of commercial trade activities, in the open Internet environment, buyers and sellers do not face business activities and realize online shopping for consumers. At the same time, consumers' online shopping, online transactions between merchants and online electronic payments, as well as various business activities, trading activities, financial activities and related comprehensive service activities. E-commerce enhances the efficiency and efficiency of traditional business activities. Compared with the traditional business system, it has unique advantages: First, the new space-time advantage, the transaction is carried out through the online store featuring the information base, and the sales space extends with the network system. Second, to reduce the dependence on materials, you can start a virtual enterprise, online stores and online banking which do not need a lot of physical infrastructure. Third, reduce inventory, demand information can be quickly passed to suppliers to replenish supply at the right time, to achieve zero inventory management. Fourth, close user relationships, through evaluation can give retailers a deeper understanding of the user's internal needs, and instant interactive communication promotes the close relationship between the two. Fifth, by reducing the intermediate links, e-commerce redefines the traditional circulation model, making direct transactions between producers and consumers possible.

The development of e-commerce requires e-commerce talents. At present, many colleges and universities have established e-commerce majors. E-commerce majors have mastered the basic theories and basic knowledge of computer information technology, marketing, international trade, management, law and modern logistics. The ability of business activities, the ability to use computer information technology, modern logistics methods to improve corporate management methods, improves the ability of enterprise management level of innovative composite e-commerce senior professionals. The development of e-commerce is changing with each passing day, and there is a serious shortage of e-commerce talents, which poses a huge challenge to the education and

teaching of e-commerce. Vocational education is an important part of the national education industry and an important way to promote economic and social development and employment. Vocational education has clear requirements for practical hands-on ability and applied skills that students should master. It is cultivated around students' practical ability and applied skills, and the socialized and market-oriented evaluation system is the standard. Therefore, vocational education has unique advantages in cultivating e-commerce talents. Vocational education is the main position for the training of skilled talents. This paper puts forward the development strategy of professional education for e-commerce professional education, and promotes the reform of vocational education for e-commerce, in order to cultivate the e-commerce talents that adapt to the rapid development of economy and society.

## **2. Demand Level on E-commerce Talents**

E-commerce requires a combination of modern information technology, modern business theory and practice, and electronic talents for business activities. The talent needs of e-commerce can be divided into three levels:

(1) The operation level talents have the basic operational ability of e-commerce and focus on solving the specific problems in the practical application of e-commerce. The operational layer talents should be able to work in the front line of the e-commerce field, comprehensively apply office automation software, be familiar with the use of the Internet, and have the basic qualities of secretarial personnel. Such talents should also be aware of the basic concepts and basic models of e-commerce, with the concept and basic knowledge of data management. In the government and enterprises, you can also engage in modern secretarial work or network maintenance work, e-commerce system data collection, and data entry and data analysis. They generally do not need to delve into the specific details, just need to know how to carry out e-commerce activities.

(2) Technical level talents, technicians with e-commerce software development and implementation capabilities, focus on solving the problem of how to do e-commerce. Technical level talents should understand the latest developments in e-commerce technology, have a solid foundation of modern information technology and management technology, have rich modern business knowledge, be good at understanding business needs, and the business processes of government and enterprises. And it can be implemented and satisfied in the most effective way. This group of people looks at the technical aspects, including network construction, system management, web page creation and program development. At the same time, through the network platform to promote and promote corporate products and services, network marketing.

(3) Management talents, senior management personnel with basic knowledge of e-commerce, focus on solving the problem of "what" in e-commerce. Management talents must have certain management experience and business operation experience, be familiar with the overall situation of e-commerce, and be familiar with business processes, management processes and value chains of at least one industry or one mode of e-commerce. They can also analyze and grasp the characteristics and trends of e-commerce development from a strategic perspective, and can design e-commerce strategic ideas and overall plans for enterprises. Specifically, it includes managers at the middle level, e-commerce solution designers, business leaders, and enterprise competitive intelligence analysts.

## **3. Knowledge and Skills on E-commerce Talents**

The e-commerce major refers to a new interdisciplinary subject integrating computer science, marketing, management, economics, law and modern logistics. According to the training objectives of the e-commerce profession and the actual needs of the employer, e-commerce professionals should have the following knowledge and skills:

(1) The basic theory and basic knowledge of economics and management. Although e-commerce is a new type of interdisciplinary subject, it still belongs to economic management in the classification of disciplines. Therefore, it is necessary to master basic economics and management

knowledge, conduct e-commerce operation management and basic market analysis, and master the rules of e-commerce activities in order to gain an advantage in the market competition.

(2) Laws, regulations, international and national standards. The government provides the necessary legal guarantee for the development of e-commerce, creating a legal and regulatory environment suitable for the development of e-commerce, and relevant personnel must carry out e-commerce activities under the constraints of laws and regulations. It is also necessary to understand the legislation of global e-commerce, the contract law of e-commerce, and the intellectual property law of e-commerce.

(3) Basic theoretical knowledge of computer networks and their security applications. E-commerce information security requires confidentiality of information, integrity of information, certainty of identity, non-repudiation, non-modifiability and system reliability, etc. However, in the process of e-commerce, information leakage, illegal tampering, identification, virus destruction and hacking often occur. This requires e-commerce personnel to master network security knowledge such as firewall technology, information encryption technology, viruses and hacker prevention technologies.

(4) Network marketing and logistics management capabilities. There is a close relationship between e-commerce and online marketing. Internet marketing is a kind of marketing activity. The main work is the promotion and promotion before the transaction. E-commerce can be regarded as the advanced stage of network marketing. E-commerce enables virtual network electronic money to buy real-life items, which cannot be separated from logistics. Without a suitable and smooth logistics system, the advantages of e-commerce are difficult to play. Therefore, network marketing and property management are the foundation of e-commerce development.

(5) Basic knowledge of software development technology and software engineering. E-commerce activities are inseparable from e-commerce platforms and the development, and development of e-commerce platforms is the basis for implementing e-commerce. E-commerce personnel need to understand software development techniques, describe the working mechanism and composition of e-commerce systems, e-commerce website development processes and development techniques, and be able to create basic web pages using simple tools. At the same time, it should also follow the basic principles of software engineering to effectively manage the e-commerce platform construction process.

#### **4. Existing Problems on Vocational Education for E-commerce Major**

In recent years, the continuous deepening of teaching reform has effectively promoted the development of professional education in e-commerce. However, there are still many problems in practice, which are highlighted in the following aspects:

(1) Professional training objectives are not clear. There are three main tendencies: First, e-commerce is a simple "electronic technology + business knowledge", the teaching content has no focus, and the business knowledge and electronic technology are simply piled up. Second, the essence of e-commerce is still business. The teaching content is mainly the transfer of business knowledge, which is equivalent to the traditional business teaching in economic management. Third, it attaches great importance to computer technology, neglects business knowledge, and is equivalent to computer application or the teaching of software engineering.

(2) The professional curriculum is not reasonable. Due to the comprehensive nature of e-commerce, the professional curriculum system spans the four major fields of economy, management, marketing and technology, and it is necessary to integrate knowledge in various fields. However, in most of the e-commerce professional vocational education teaching process, the knowledge of different courses is not well integrated and connected, and some courses are duplicated. For example, much of the content in the business foundation overlaps with courses in online marketing, logistics management, and web design.

(3) The lack of professional teaching practice. As a comprehensive application-oriented subject, e-commerce requires a large amount of teaching practice, whether it is computer technology, network information technology, and business planning and project implementation. Many

vocational colleges or vocational education institutions have a shortage of practical teaching resources. The e-commerce training room is imperfect, the equipment is simple and backward, the software update is lagging behind, and there is a lack of deep cooperation with the enterprise. The practice teaching link is ineffective, and it is not good to cultivate students' practical hands-on ability.

(4) Professional teaching teachers are weak. E-commerce professional settings are later than some basic majors, and most teachers do not have solid and deep professional knowledge. Most professional teachers come from computer majors or economic management majors. The comprehensive professional knowledge is relatively weak. Most teachers are only proficient in a professional knowledge. They do not integrate the professional knowledge of each course. The literacy of teachers themselves does not meet the needs of e-commerce teaching. Many teachers have not kept up with the times and their knowledge has been updated slowly.

## **5. Development Strategies on Vocational Education for E-commerce Major**

As a new type of trading means, e-commerce has changed the mode of communication in the economic field, changed people's way of life, and has a profound impact on the means of production and management. Professional education in e-commerce must advance with the times and train more professionals who are suitable for the development of modern e-commerce. On the basis of in-depth investigation and research, this paper systematically analyzes the problems existing in professional education of e-commerce, and proposes the following development strategies:

(1) The curriculum system highlights the professionalism and applicability of e-commerce. The curriculum system refers to the different courses in the same profession arranged in the order of the categories, which is the sum of the teaching content and the process. The order of the courses determines the knowledge structure that students will acquire through learning. The curriculum standards are determined by the post and professional qualification requirements. The curriculum system is determined based on the work process. The work content is used to guide the determination of the course content, embody the theory as the practical service concept, and cultivate the basic ability of students to internalize, migrate and continue learning. Students will gradually transform their roles from learners to workers. At the same time, we must adhere to the dynamic nature of the curriculum system construction, and constantly adjust and optimize the curriculum system according to the market demand for e-commerce talents and industry trends.

(2) Continuously improve teaching methods and teaching methods. Among the many teaching methods, the task-driven teaching method is most suitable for e-commerce professional teaching. Teachers set tasks for students, provide experience and practice scenarios, allow students to complete tasks on their own, and actively construct knowledge. Teachers give appropriate guidance in this process, and teachers and students jointly evaluate the results of task completion. At the same time of reforming teaching methods, it is still reforming teaching methods, and implementing e-commerce teaching in the form of video, audio and multimedia courseware, so that the learning content becomes vivid, visual and intuitive. For some abstract knowledge, such as the online advertising form of e-commerce, teachers can play micro-videos to students, improve students' enthusiasm for learning, and stimulate students' enthusiasm for learning.

(3) Construct a high-quality faculty team that meets the characteristics of vocational education. Vocational education is a unique type of education that is different from general education. It has the characteristics of locality, industry, skill and orientation. To develop the characteristics of vocational education: to develop advantages and form characteristics; to be creative and to create characteristics; to persevere and enhance characteristics. The high-quality teachers' team is the guarantee for the characteristics of vocational education. We must give full play to the teachers' ability to use, create a "double-type" teacher team, support teachers to participate in academic qualifications and technical improvement, hire famous experts outside the school to enter the classroom, actually guide teaching activities, and enhance teachers' teaching ability. At the same

time, employ enterprises or senior e-commerce talents at home and abroad as part-time teachers to effectively pass on practical experience to students.

(4) Highlight the special status of school-enterprise cooperation in talent cultivation. School-enterprise cooperation is a cooperative mode established between schools and enterprises. It focuses on cultivating quality, focusing on school learning and corporate practice, and focusing on school and enterprise resources and information sharing. It is imperative to strengthen the school-enterprise cooperation resource allocation ability, technical skills accumulation ability and collaborative collaboration ability, which is the key to promoting the innovation of e-commerce technical skills training. Through school-enterprise cooperation, the school's training base construction and student employment issues will be solved, providing talent supply and talent reserve for enterprises, and enhancing students' vocational skills and employment competitiveness. Schools should fully realize the importance of teaching reform, give full play to the important role of school-enterprise cooperation in the cultivation of e-commerce talents, and promote the cultivation of specialized e-commerce talents.

(5) Explore a new mode of practical teaching in e-commerce. Practical teaching is an effective way to consolidate theoretical knowledge and deepen understanding of the theory. Through practice, students can acquire perceptual knowledge, strengthen skills training, improve comprehensive quality, and cultivate innovative spirit. Cultivating students' practical ability and social adaptability is a major issue facing vocational education. Specific measures include: the school should establish a stable off-campus practice teaching base, and use social forces to supervise the operation of the teaching base. In addition, according to the practical teaching objectives, the practical curriculum system is integrated, and the practice teaching links are arranged according to the cognitive internship, basic skill training, professional skill training and vocational comprehensive ability training. It is imperative to improve students' ability to find problems and solve problems, let students internships, and intersperse professional theory courses with professional practice courses, and organize students' practical operations in time for the theory or skills they have learned. Finally, it is necessary to form a new level of e-commerce professional practice teaching, including learning cognitive level, teaching arrangement level and ability control level.

## **Acknowledgement**

This work is supported by General project of humanities and social sciences research on educational department of Liaoning province in 2019: Research on the Vocational Education Reform and Development Path of E-commerce Service Industry in Western Liaoning Province under the New Normal

## **References**

- [1] X. Q. Zhou, "The Direction of Teaching Reform of Electronic Commerce Specialty in Secondary Vocational Education," *Learning Weekly*, vol. 12, no. 18, pp. 17-18, 2018.
- [2] J. J. Feng, "Discussion on the Training of E-commerce Talents in Vocational Education," *Shaanxi Education*, vol. 8, no. 10, pp. 75-76, 2014.
- [3] H. H. Liu, "On the Innovation of Practical Teaching Mode of E-commerce Major," *Journal of Hubei Open Vocational College*, vol. 32, no. 11, pp. 134-135, 2019.
- [4] Y. M. Cen, "Current Problems and Improvement Measures of School-Enterprise Cooperation in E-Commerce Major in Higher Vocational Colleges," *E-Business Journal*, vol. 26, no. 2, pp. 95-96, 2019.
- [5] B. Lin, X. M. Sun, "Research on the Course System Construction of Applied Electronic Commerce Specialty," *Education Teaching Forum*, vol. 8, no. 2, pp. 217-218, 2016.