

Exploration of School-Enterprise Cooperation in Cultivating E-commerce Innovative and Entrepreneurial Talents Under the Background of "Internet +"

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Abstract—Under the background of "Internet +", in order to cultivate innovative and entrepreneurial talents with practical ability and innovative spirit, first of all this paper expounds the current existing problems of the talent cultivation in local universities. Then it analyzes the in-depth cooperation between schools and enterprises, and takes the needs of enterprise talents as the starting point, and uses the "Internet +" thinking mode to build a new mode of innovative talent cultivation for schools and enterprises which realizes the in-depth integration of the Internet with specialty construction, classroom teaching, teacher training, discipline competition, so as to normalize the school-enterprise cooperation operation mechanism, and finally effectively guarantee the quality of talent cultivation. This is an inevitable choice for cultivating high-quality applied talents that meet the needs of the development of the "Internet +" era. At the same time, it is also a way to create school-enterprise integration to cultivate Electronic commerce professionals.

Keywords—Internet+, school-enterprise cooperation, electronic commerce, innovation and entrepreneurship, talent cultivation

I. INTRODUCTION

Under the background of "Internet +", "Mass entrepreneurship and innovation", the in-depth cooperation between local universities and enterprises has made enterprises participate in the university talent cultivation, which becomes the main trend of University education and teaching reform. Combining the characteristics of local universities, in the process of teaching, the cultivation of innovative and entrepreneurial talents is included in the teaching objectives, which is conducive to building an education system for the cultivation of innovative and entrepreneurial talents, establishing clear talent cultivation objectives, building an excellent teaching team, changing the traditional teaching mode, and building a multi-dimensional practical platform for students, which will effectively promote the implementation of this training model and improve the quality of applied talents.

School-enterprise cooperation provides a high-quality practice platform for entrepreneurship education^{[1][2]}. Taking the school-enterprise cooperation of e-commerce in Xi'an Fanyi University as an example, the enterprise project is moved into the campus and the professional practice is extended to the enterprise, which is a way to create school-enterprise integration to cultivate electronic commerce professionals, and improves the quality of talent cultivation.

II. MAIN PROBLEMS OF TALENT CULTIVATION IN LOCAL UNIVERSITIES

In recent years, under the guidance of advanced educational idea such as "integration of production and education, school-enterprise cooperation", in order to improve the quality of education and teaching on e-commerce major, it must go out of the traditional mode of talent cultivation, and explore the talent cultivation mode of school-enterprise cooperation. At present, the talent cultivation of e-commerce major in local universities has the following problems:

A. Professional discipline construction out of touch with economic and social development

Local universities are limited by their own conditions, at the same time they face many difficulties such as student source development, infrastructure, and government support and so on. Therefore, students' knowledge cannot adapt to the development of society and ignore the needs of innovative talents which enterprises need^[3].

B. The lack of innovation and practice teaching effect

The curriculum setting of local universities is more traditional, which lacks the cultivation of students' practical ability. What's more, they still teach theoretical knowledge. At the same time, the teaching mode is relatively simple, the contents are relatively outdated, and the practical teaching resources are scarce. Therefore, students have fewer opportunities for practical exercise, and it is difficult to improve their learning enthusiasm, and lack the ability of independence.

C. The serious lag in the professional laboratory construction

With the rapid development of computer science and technology and the rapid development of application fields, high-tech is constantly emerging. However, local universities are limited by the funds and information resources, and many experimental platforms cannot be updated and upgraded in time, which seriously affects the in-depth development of school-enterprise joint cultivation.

D. Needs of applied e-commerce talent cultivation

Local university teachers have relatively few engineering skills. Therefore, it is difficult to form a high-quality "double certificates" teacher team. At present, many local universities do not have "double-quality" teachers, and some of them only have certificates even if they do have them, but lack practical experience, and cannot well participate in guiding students' practical teaching^[4].

E. Misunderstanding of school-enterprise joint cultivation

With the development of the reform situation of universities, the cultivation programs of e-commerce major in some universities has changed their cultivation objectives into application types, but the changes in the curriculum system, practice, and cultivation mode are still small. In the true sense, most of the local school-enterprise joint talent cultivation modes are only ideas, and the implementation is not enough, and the effect is not obvious^[5].

III. CONSTRUCTION OF SCHOOL-ENTERPRISE COOPERATION CULTIVATION MODE UNDER BACKGROUND OF "INTERNET +"

Under the background of "Internet +", it is necessary to introduce enterprise resources into universities in time, and to build a school-enterprise cooperation talent mode with employment-oriented and the goal of improving practical ability and employment competitiveness. In order to meet this demand, we must realize the innovation of the applied school-enterprise collaborative talent cultivation mode through multiple channels, such as school-enterprise co-construction talent cultivation, school-enterprise collaborative teaching, school-enterprise co-construction practice base, and school-enterprise co-training teachers and so on. Finally, a large number of high quality applied talents are trained^[6].

A. Deeply carry out school-enterprise cooperation and explore the talent cultivation of order class

We should deepen school-enterprise cooperation, realize resource sharing, mutual benefit, and jointly develop talent cultivation plans, cultivation objectives and teaching plans for order class. Xi'an Fanyi University has carried out in-depth cooperation with large enterprises such as Alibaba, Jingdong, Baidu and so on. In 2018, the college of engineering and technology opened "Alibaba enterprise order class, Jingdong order class, Baidu promotion order class, unified order class" in E-commerce major to cultivate new e-commerce talents under the background of new retail, new model and new technology.

B. Improve the curriculum system of innovative and entrepreneurial education and reform teaching methods

According to the talent cultivation positioning and education goals and requirements of innovation and entrepreneurship, it is necessary to integrate professional education with innovative and entrepreneurial education, adjust professional course settings, and explore and enrich the innovative and entrepreneurial education resources of professional courses^[7]. According to the enterprise groups, occupation groups and post groups, the requirements for students' theory and practical ability are put forward. We have made great efforts to strengthen the construction of course contents, jointly innovated and vigorously advocated teaching methods such as task-driven and project teaching. In the 2017 edition of talent cultivation scheme for the E-commerce major of Xi'an Fanyi University, the curriculum system jointly revised by school-enterprise cooperation is more reasonable. Meanwhile, the use of MOOC, micro-courses and open online courses should be strengthened, and the promotion of flipping classrooms has been increased^{[8][9]}, so that students can learn consciously and actively^[10]. In the end, we will promote the reform of teaching methods and highlight the practical skills of students.

C. Jointly build the student practice base to strengthen innovation and entrepreneurship practice

Focusing on practical teaching, we will build an enterprise-centered teaching platform for internal practice, an off-campus practice base, and a teacher-to-business training platform. In cooperation with Alibaba's Northwest region and Xi'an Shengyuan E-commerce Company, Xi'an Fanyi University has established the first "E-commerce Innovative Industrial Park" based on cross-border B2C and B2B real product marketing in northwest universities, which integrates production, learning and research in depth and makes positive exploration for the cultivation of scarce senior cross-border e-commerce talents.

D. Strengthen the construction of the teaching staff and build a team of expert teachers

On the one hand, the successful entrepreneurs who have strong management ability and high reputation in the industry are part-time teachers to impart knowledge to students and supplement the shortage of teachers in practical teaching in universities. On the other hand, by participating in the practice of cooperative enterprises or on-the-job training, teachers will build a professional team of "double certificates" with high quality, strong teaching innovation ability^[11].

E. Comprehensively guide students to participate in various discipline competitions

Adhere to the professional construction idea of “integration of production and education, school-enterprise cooperation, work-study combination, and integration of competition and studying”, based on the good foundation of school-enterprise cooperation, under the guidance of enterprises and professional team teachers, students are encouraged to participate in various related competitions, through which the students have consolidated their basic knowledge, improved their practical experience, and formed a virtuous circle of “learning and competing”. At the same time, students have experienced the whole process of project development and laid a solid foundation for employment in the field of e-commerce^[12].

F. School-enterprise cooperation to establish incentive mechanism for students' innovation and entrepreneurship

The E-commerce major sets reasonable credits for innovation and entrepreneurship, establishes credit accumulation and conversion system for innovation and entrepreneurship, and encourages and helps students to carry out innovative experiments, publish papers, obtain patents and start their own businesses. The university and enterprise jointly develop entrepreneurship training programs, compile special training programs, publish guidance for entrepreneurship programs, guide students to identify entrepreneurial opportunities, capture entrepreneurial business opportunities, and establish innovative and entrepreneurial scholarships for outstanding students.

IV. EFFECTS OF SCHOOL-ENTERPRISE COOPERATION IN E-COMMERCE

A. Professional construction and experience for related majors

The members of the E-commerce Team of Xi'an Fanyi University have successively applied for and carried out projects construction such as provincial E-commerce key specialty, college students' off-campus practice education base, talent cultivation mode's innovation experiment area, e-commerce virtual simulation experiment teaching center, and first-class e-commerce professional cultivation and so on. In May 2017, the 7th national college student e-commerce “Innovation, Creativity and Entrepreneurship” challenge was successfully held at Xi'an Fanyi University. Based on the construction and development of e-commerce, other related majors of our university can learn from experience, actively carry out school-enterprise cooperation and expand school-enterprise cooperation channels.

B. On-campus and off-campus training and internship

The members of the e-commerce team fully guide the students to carry out innovative and entrepreneurial practices. In the past five years, e-commerce graduates have successfully completed 30 entrepreneurs and 10 registered companies. In June 2015, Xue Guoqing, a student of e-commerce major, participated in the “The first new entrepreneurship star in shaanxi province” competition and won an investment of 5 million yuan. He successfully founded Xi'an Languo Xingchuang Network Technology Co., Ltd. At present, the e-commerce major has formed students to participate in college students' innovation and entrepreneurship projects, and all members of the e-commerce team participate in the project guidance.

C. Achievements in the competition, forming a virtuous cycle of “learning and competing”

The students of e-commerce major of Xi'an Fanyi University have participated in the National E-commerce Three Creation Competition, the 4th to the 10th National Undergraduate Network Business Innovation Application Competition, Innovation and Entrepreneurship Competition in Shaanxi province, the 7th and 8th National Information Technology Competition, the 1st, 2nd and 3rd national “Internet +” Competition, etc., and won several national and provincial awards.

D. “Double-qualified” teaching team

Under the professional construction mode of “School-enterprise cooperation, integration of production and education, integration of teaching and learning, and integration of competing and learning”, the professional team has successively improved the incentive mechanism according to the “Implementation Measures for the Transformation and Development of Xi'an Fanyi University”, and strengthened the “double certificates” teacher training program. Among them, seven teachers passed the “National Three-network Convergence Mobile Application Engineer” assessment and certification of the Education Management Center of the Ministry of Education.

V. SUMMARY

School-enterprise cooperation is an important measure to cultivate high-quality technical and skilled talents, as well as an important way to enhance the connotation of local universities and highlight the characteristics of local universities education. Through the effective integration of education resources, the school-enterprise collaborative education has been promoted comprehensively, and the school-enterprise cooperation operation mechanism has been normalized, effectively guaranteeing the quality of talent cultivation, and exploring a feasible reform approach for the cultivation of innovative and entrepreneurial e-commerce talents. At the same time, it has important reference significance for the cultivation of e-commerce professionals in other applied universities.

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