

# Research on the Training System of Innovative Talents for e-Commerce Major in Application-Oriented Universities Based on the New Demand of Enterprises

Jian min Xie<sup>1</sup>, Sheng-chu Zhu<sup>2,\*</sup>

<sup>1</sup>Hunan Institute of Traffic Engineering, Heng Yang, Hunan, 421009, China

<sup>2</sup>hunan Institute of Traffic Engineering, Heng Yang, Hunan, 421009, China

\*Corresponding Author

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**Abstract:** e-commerce professional development time is short, fast, students after graduation in enterprise engaged in the management of a line of work, in the face of rapidly changing market conditions and business environment, the cultivation of the inherent model difficult to adapt to new requirements, enterprise outside of the professional knowledge and professional quality, to student's innovation ability and innovation spirit put forward new requirements. College students' innovation and entrepreneurship education is an important way to cultivate innovative talents in colleges and universities. It is of great significance to improve college students' independent innovation and entrepreneurship ability and improve their comprehensive quality by expanding their vision and cultivating innovative thinking through theoretical teaching, building practical environment, integrating internal and external resources, and carrying out curriculum practice.

## 1. Introduction

In recent years, The Rapid development of China's Internet industry, the application of more and more in-depth in all walks of life, industrial upgrading and economic transformation has played an important role. By The end of December 2020, the number of Internet users in China had reached 989 million, and the Internet penetration rate reached 70.4 percent. The popularity of the Internet has promoted the rapid development of e-commerce, from online retail to travel, catering, learning, life and other service fields, integration with the real economy is becoming closer, the number of direct employment and the number of employment driven by a sharp increase. With the rapid expansion and deepening of e-commerce application in various fields, innovative management talents are in urgent need.

## 2. Professional Ability Model of e-Commerce Professionals

Enterprises need a variety of e-commerce jobs, generally can be divided into three levels: one is e-commerce technology applications; Second, general management positions; Third, senior management positions.

To adapt to the development of e-commerce, the emergence of e-commerce major in colleges and universities is late and the development time is short. Talent cultivation focuses on three aspects: basic literacy, professional knowledge and professional ability. Among them, theoretical professional knowledge accounts for the main part of the curriculum, and the practice of professional ability is still in constant exploration. In 2017, Alibaba released the E-commerce Talent Competency Model, which classified the professional competence of e-commerce talents into three categories, namely vision, operation and customer service, and divided four competency standards. Starting from the actual demand, it provides reference for the training of e-commerce talents in colleges and universities. The post types and ability requirements of e-commerce talents are sorted out to make the professional ability training of e-commerce talents more clear, which is conducive to the cultivation of talents suitable for the new needs of enterprises.

### **3. Cultivation Path of Electronic Commerce Major Students' Innovation Ability**

Applied undergraduate colleges and universities should make full use of the Internet space advantage, combined with the electric business enterprise talent new requirements, create the practice environment of university-enterprise cooperation, reform classroom teaching and the quality evaluation system, combining applied scientific research and teaching, classroom teaching and innovative practice, the combination of construction of production-teaching-research combination mode of talent training, To cultivate application-oriented talents with solid theoretical foundation, strong practical operation skills, keen business acumen, e-commerce planning and promotion ability, website construction and management ability, teamwork and sense of responsibility.

#### **3.1 Innovation and Entrepreneurship Education Should Be Integrated into the Personnel Training System**

Independent innovation, entrepreneurship education is not the implementation module, need to be fully integrated into the talent cultivation system, not only the curriculum system of rebuilding, also need to match the student status management, grade management system reform, such as to set up the corresponding credit transfer system, suspension and retain one's status as a system, reflect the importance of entrepreneurial activity in talent cultivation system innovation.

#### **3.2 Multi-Integration and Dynamic Optimization of Course Modules**

E-commerce positions include operation, planning, data analysis and other branches. It is necessary to build a diversified course model and corresponding course system in order to realize the openness of the teaching system and make the teaching content keep pace with The Times. According to the different requirements of e-commerce jobs and specific skills, the information technology course modules are set. Students can choose corresponding courses by themselves and improve the practical operation ability of e-commerce professional as targeted as possible according to their personal career development plans.

#### **3.3 Establish e - Commerce School - Enterprise Cooperation Environment**

Professional and excellent enterprise cooperation, the establishment of e-commerce horizontal topic incubators, provide professional guidance, and encouragement will be through the evaluation of project commercialization, explore “+ base + + support students project” entrepreneurial talent cultivating mode of university-enterprise cooperation innovation, promote the students' innovative practice ability, entrepreneurial quality and comprehensive ability.

#### **3.4 To Guide Innovation and Entrepreneurship Practice Activities**

Actively organize and carry out innovation and entrepreneurship competition and other activities. Through the innovation and entrepreneurship education practice platform, students can access colorful cases, projects, business plans, road show PPT and other resources, and get a more vivid and immersive learning experience than the real classroom. Innovation and entrepreneurship practice platform can meet the requirements of students' practice, so that e-commerce professional talent training to a new level.

### **4. Establish an Innovation and Entrepreneurship Practice Teaching System for e-Commerce Majors**

General education, professional education and innovation and entrepreneurship education intersect in colleges and universities, and basic theory, professional technology and innovation and entrepreneurship practice are linked together, so as to carry out the integration training process of multi-disciplines and multi-fields. At present, most colleges and universities in China have begun to enter the stage of “embedded” specialty + entrepreneurship education with professional characteristics, but there is a widespread phenomenon of strong theory and fault in ability education, that is to say, enlightenment innovative thinking and cultivation of innovative thinking are not

enough to support students to realize real entrepreneurship. Among them, the key link of innovation and entrepreneurship practice education combined with professional ability is missing. Therefore, “embedded” specialty + entrepreneurship education with professional characteristics is still a major subject facing many colleges and universities, and the construction of practical teaching system is the key.

To carry out innovation and entrepreneurship education with professional characteristics is a systematic reform with multi-factor coordination. First, to optimize the training objectives and unify the professional education objectives with the innovation and entrepreneurship education objectives; Second, adjust the curriculum system, combine professional knowledge with innovation and entrepreneurship knowledge; Third, innovate teaching methods and integrate the practice platform of innovation and entrepreneurship education with professional practice platform; Fourth, to build compound teachers and encourage professional teachers to participate in the practice of innovation and entrepreneurship; Fifth, we should strive for external support, make full use of government policies and attract enterprises to participate in innovation and entrepreneurship education.

## **5. Establish the Operation and Management Mechanism of Open Mass Innovation Platform**

### **5.1 Practice Teaching of Entrepreneurship and Innovation Will Be Integrated into Talent Training Programs**

Innovation entrepreneurship education cannot be independent of the talent training, but need to be included in the curriculum system, the integration of design, gradually set up innovative ideas, guide the creative thinking in the professional courses, combining professional practice and innovative business practices, student achievement management system reform, attempts to transform innovative entrepreneurial activity for credits, Enhance the strategic position of innovation and entrepreneurship in the evaluation of talent training quality.

Will “have the sense of innovation, have a certain innovative thinking and exploration ability; Familiar with the workflow of e-commerce enterprises, understand the business model, goals and procedures; With entrepreneurial consciousness, able to carry out business planning, market research, risk analysis, etc.” Bring into the standards of e-commerce professional personnel training. Innovation and entrepreneurship activities do not exist in isolation, but are carried out systematically. Integrating innovation and entrepreneurship practice teaching into talent training programs is the primary requirement for the management of mass innovation platforms.

Students in first grade began to learn professional course C language programming and graphic image processing, after two weeks in the form of the team to complete the design of small tasks, on the one hand, will learn the technical mastery, learn to group work on the other hand, for the project check data, plan discussion, make copy, etc., provided a basis for the next stage to complete the course design, In the second year, BASED on this, I continued to study courses such as web design and network marketing. In the last three weeks, I completed relevant course design independently, cultivated my ability in business project research and creativity, and improved my ability in design, communication and copywriting. From the third grade, I began to work in different directions, including e-commerce operation, new media marketing, business data analysis and application, participating in enterprise real project operation, using internal training materials of cooperative enterprises, guided by enterprise engineers, and adapting to enterprise standard result evaluation rules. In the fourth grade, I will complete graduation internship and graduation project in different directions. My academic performance will be evaluated according to the enterprise standard. Good projects will be incubated in the entrepreneurial base.

### **5.2 We Will Establish a Practical Teaching Mechanism for Innovation and Entrepreneurship Education through University-Enterprise Cooperation under the Platform of Mass Innovation**

To deepen school-enterprise cooperation, find a new entry point, namely: linkage with industries and enterprises, provide a practical education platform of “humanistic quality + professional skills” cultivated by entrepreneurship, and improve the social fit of talents. Cooperation with outstanding

enterprises in the industry, not only the updating of course content and the optimization of the teaching staff, but also the real enterprise projects, corporate culture, evaluation standards, conducive to the training of applied talents close to the society, all of which require a series of operation and management mechanisms.

School-enterprise cooperation to carry out the operation and management mechanism of innovation and entrepreneurship education practice activities, introduce enterprises' real e-commerce operation projects, hire enterprise outstanding managers to guide practical teaching, and students can log in the background system of e-commerce platform for actual operation. Some professional practice courses adopt internal training materials for employees of enterprises, introduce real cases of enterprises into teaching, hire enterprise elites to give lectures on entrepreneurship cognition and entrepreneurship technical consultation, and guide students to make career planning and entrepreneurship plans.

### **5.3 Establish a Mechanism to Optimize the Efficacy of Mass Innovation Platform in Innovation and Entrepreneurship Education**

The innovation and entrepreneurship practice platform plays an important role in accessing cutting-edge technology, sharing resources and information, collaborative transformation of projects, creating an entrepreneurial atmosphere and providing employment opportunities. Therefore, colleges and universities should actively build an integrated service platform for learning, training, project consultation and guidance, and project incubation. Under the background of school-enterprise cooperation, students' learning and practice, innovation project support and transformation should be organically combined to improve the teaching effect of innovation and entrepreneurship education and establish a continuous optimization mechanism. It has set up service platforms such as the "Mass Entrepreneurship Space", formulated implementation rules and management measures to encourage students to innovate and start businesses, set up special funds and scholarships to encourage and support innovation and entrepreneurship projects, and trained and guided students and entrepreneurial teams. Establish campus and off-campus entrepreneurship practice base to attract social capital participation; Establish innovation business incubator for college students to provide business guidance and services.

### **5.4 We Should Combine the Operation of Mass Innovation Platforms with Educational Activities Such as Innovation and Entrepreneurship Competitions**

We will combine the teaching and guidance of innovation and entrepreneurship courses with the innovation and entrepreneurship competition, and constantly improve the operation mechanism of the mass innovation platform and innovation and entrepreneurship base under the background of university-enterprise cooperation.

## **6. Conclusion**

Different from other disciplines, professional e-commerce has stronger practicability and operability, time is short, fast, professional development electronic commerce specialized student after graduation, into the most of all kinds enterprise engaged in the management of a line of work, the market condition in the face of rapidly changing business environment, the inherent business model and work practices are difficult to adapt to the new requirements, in the professional knowledge and professional quality, It puts forward new requirements for students' innovative ability and spirit. Only new comprehensive talents with strong innovation ability and spirit can better adapt to market demand. College students' innovation and entrepreneurship education is an important way to cultivate innovative talents in colleges and universities. Through theoretical teaching, building practical environment, integrating internal and external resources, professional practice and so on, we can broaden our vision, cultivate innovative thinking and improve the innovative ability of college students. Carrying out college students' innovation practice activities is an important part of professional teaching, but also an important measure to deepen teaching reform and cultivate innovative application-oriented talents. It is of great significance to improve college

students' independent innovation and entrepreneurship ability and improve their comprehensive quality.

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