

# Exploration of Rural E-commerce Talent Training Mode Based on MOOC Concept

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**Abstract:** At present, there are still many problems in the training mode of rural e-commerce talents, such as insufficient training supervision and the setting of training courses can not meet the market demand. In view of the existing problems, we should make rational use of advanced ideas and platforms and formulate a more reasonable training mode. The MOOC concept advocates resource sharing, autonomous learning and hierarchical setting of training courses. This concept can bring new opportunities for the training of rural e-commerce talents, and realize the standardized development of training mode, so as to accelerate the training of e-commerce talents, and promote the faster and better development of rural e-commerce.

**Keywords:** MOOC Concept; Rural E-commerce Talents; Training Mode

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## 1. Introduction

The role of MOOC is to integrate high-quality resources, benefit more people in need, break the restrictions of time, region and education, and enable more people to enjoy learning opportunities. Rural e-commerce talents lack training opportunities due to economic, time, educational and other reasons. The opening of MOOC has brought them new hopes and opportunities to help rural e-commerce talents learn systematic and advanced business philosophy, so as to realize the high-quality development of e-commerce economy.

## 2. Concept

### 2.1 MOOC

MOOC is a large-scale open online course. At present, many universities begin to provide MOOC. This course form realizes a high-end knowledge exchange. Such online education provides a new knowledge dissemination mode and learning method, provides more people with learnable knowledge, and leads to the reform of education mode. MOOC is especially suitable for expert training, so that the communication between disciplines is smoother and there are more learning opportunities to choose. Through online learning, you can enjoy more resources and no longer stick to your own disciplines. Many well-known universities in China have joined the "MOOC" platform. Although the MOOC learning population in China is still mainly distributed in first tier cities and educational developed cities, with the development and popularization of the Internet, such learning opportunities will benefit more people.

### 2.2 E-commerce

E-commerce is a kind of behavior that relying on network communication technology, buyers and sellers complete various business activities such as commodity exchange with the help of network platform without contact. E-commerce has the basic characteristics of universality, convenience, security and coordination. Because of these convenient characteristics, e-commerce has obtained more development opportunities, which not only includes the whole process of online commodity exchange and management services, but also has other derivative functions, such as online consultation and negotiation, advertising, online payment, electronic account, after-sales maintenance and other functions. The development of

e-commerce needs a large number of professionals. With the development of the Internet, the entry difficulty of e-commerce has been reduced, and more and more non professionals have joined in. Under the epidemic situation, we are also more inclined to this contactless exchange mode. The development of new countryside has attracted more and more young people to return home to start businesses, realize their own value with the help of Internet platform, and help their hometown get rid of poverty and become rich. In this environment, the demand of e-commerce talents for learning is higher and higher, and MOOC also provides you with a choice.

## **2.3 Teaching characteristics of MOOC**

MOOC is based on the Internet and takes network information technology as the carrier to build an Internet learning platform to realize resource sharing in the way of open learning. It adopts the way of online learning to provide learners with learning platform and learning content, and support different learners' autonomous learning and online communication. To meet the needs of learners with rich learning content and free sharing, it provides new ideas and ways for the cultivation of e-commerce talents, adapts to the development of the times and meets the learning needs of e-commerce talents. MOOC integrates, optimizes and shares resources to meet the personalized needs of different users. Learners can use their spare time to study and reasonably arrange their own learning time and progress. In the process of learning, they not only learn knowledge, but also learn how to learn and screen useful information, which can actively communicate about their own problems, and timely feed back their own problems, in order to provide more practical materials for trainers and enrich the training content.

## **3. Problems in the training mode of rural e-commerce talents**

### **3.1 There are various training modes, but there is a lack of training platform for rural e-commerce talents**

There are three main ways to train e-commerce talents. The first is professional college training, which is mostly aimed at professional students. Through school learning, you can engage in the industry and promote the formal development of the industry. However, there is a derailment between the learning content and the needs of enterprises, resulting in the need for professional students to continue to participate in training. The second is all kinds of offline training institutions. In order to meet the market demand, many people see this business opportunity and carry out training institutions of different sizes. Most of these training institutions carry out short-term training for practical problems. There are many problems, such as uneven scale of training institutions, large repeatability of training content setting, low efficiency of training resource allocation of some training institutions, low training quality, arbitrary charging, charges, students' rights and interests are not protected, etc. The third is online free training. E-commerce personnel learn advanced e-commerce knowledge through live broadcast of some online experts for self-improvement. However, the learning content in this form is not systematic and has poor coherence, so they can't trace the source of problems. Although the training modes are diverse, the lack of training platforms for rural e-commerce talents has hindered their training and learning.

### **3.2 The setting of training course system does not meet the needs of market talents**

Training colleges and training institutions are generally divorced from the market demand in curriculum design, fail to fully realize the importance of curriculum design and teaching methods to the future development of e-commerce talents, and fail to clarify the objectives in curriculum design and selection. The setting of the curriculum system is related to the teaching method and teaching effect, and is closely related to improving the practical ability and innovation ability of e-commerce talents. In terms of training and teaching methods, the mode of collective teaching + visit to advanced enterprises is mostly adopted, which is lack of pertinence. Learners can't really learn the knowledge they want and reduce their enthusiasm for

training. The training should be market-oriented, accurately positioned, and reasonably set the curriculum system, in order to formulate flexible and effective training programs, solve the urgent needs of learners and imperceptibly transfer e-commerce knowledge to them.

## **4. Training method of rural e-commerce talents under the concept of MOOC**

### **4.1 Building a training platform for rural e-commerce talents with the help of MOOC standardized training mode**

The use of anything has both advantages and disadvantages. In the process of use, we should pursue the advantages and avoid the disadvantages, choose the favorable aspects, and make rational use of them to give full play to their advantages. With the development and universal utilization of the Internet, we can make rational use of MOOC platform, build a highly targeted rural e-commerce talent training platform, and standardize the training mode, so as to strengthen supervision and management, effectively integrate online training resources and offline talent demands, form a complete training chain, and help rural e-commerce talent training. We should investigate the needs of rural e-commerce talents for training knowledge, reasonably select the learning content, and scientifically classify according to the differences of training objects, in order to establish different learning plates, and shorten the search time of learners; We can classify different questions to quickly answer learners' doubts, establish tracking files, and timely track and understand the feedback of learners, to timely put forward rectification for new problems.

### **4.2 Developing training courses that meet the needs of market talent training**

Because with the help of MOOC platform, screening and personnel authenticity investigation cannot be carried out, and learners have different bases and great differences, which requires that the curriculum should be divided into gradients, categories and levels to meet the diversity requirements of training needs. We can establish unnecessary learning modules, which can be divided into basic knowledge, e-commerce laws and regulations, professional technology, Internet technology solutions and other unnecessary modules to meet the needs of different learners. In view of the low educational level of some agricultural personnel, we can simplify the operation process to enable them to quickly acquire knowledge and avoid reducing their enthusiasm for autonomous learning due to complex operation. In addition, most agriculture related personnel use scattered time for learning, so they should give full play to the role of MOOC platform and take interesting forms such as broadcasting, video and pictures to improve their memory and learning efficiency. Corresponding course assignments can also be set to obtain the feedback of trainees' learning effect in time, so that trainees can test their learning progress and learning effect by themselves.

### **4.3 Establishing tracking feedback mechanism and dynamic evaluation mechanism**

At present, the training of most e-commerce talents has the disadvantage of paying attention to training and ignoring evaluation and tracking. In view of this problem, we can use the technical advantages of MOOC platform to test and track the learning situation of learners in time after organizing and implementing the training, and establish a scientific and effective evaluation model and evaluation means, so that the training and trainees can have reference, find deficiencies in time and correct problems. In the process of feedback, we can form a collection of problems twice, strengthen communication and

exchange, and help each other to solve the problems and avoid recurrence. An incentive mechanism can be established to encourage everyone to ask questions and express their views. Learners can feed back their opinions and suggestions on training and the knowledge they want to learn, so as to make training a means to solve practical problems and avoid becoming a mere formality. We can make good use of big data resources, classify feedback questions, and launch thematic answer modules to improve learning efficiency and quality.

## 5. Conclusion

MOOC has brought new technical means and exchange platform for rural e-commerce talent training, which is not only the benefit of the development of the times, but also the product of market development needs. We can make good use of the openness, sharing and rich resources of this platform, reasonably set up courses, and meet the learning needs of e-commerce talents, so as to realize the rapid development of rural e-commerce and improve people's living standards.

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