

Research on the reform of E-commerce practical training courses in higher vocational colleges under the guidance of network entrepreneurship

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Abstract: Under the background of the vigorous development of network economy, online entrepreneurship has become an important way for college students to find employment. The call for training innovative and entrepreneurial e-commerce talents is getting louder and louder. The teaching of e-commerce in higher vocational colleges should also change accordingly. Practical teaching is one of the most critical contents in the teaching of e-commerce major. It should be updated in combination with the development of innovative and entrepreneurial activities in the network era, and match the development needs of students in e-commerce innovation and entrepreneurship. This paper analyzes the existing problems of e-commerce practical training courses in higher vocational colleges under the guidance of network entrepreneurship, and puts forward some educational programs, such as optimizing practical training materials, strengthening teacher construction and reforming practical training mode, in the hope of effectively improving the effectiveness of e-commerce practical training teaching in higher vocational colleges.

Key words: Higher vocational colleges; Network entrepreneurship; E-commerce; Practical training courses; Strategy research

With the vigorous development of Internet and e-commerce, the demand for innovative and entrepreneurial talents in e-commerce is increasing. How to train innovative and entrepreneurial talents in e-commerce has become a topic that universities and enterprises pay close attention to at present. Colleges and universities should actively reform the teaching mode of e-commerce major, take cultivating innovative and entrepreneurial talents as the guidance, update the concept of talent training, adjust the mode of talent training, and enhance the innovative and entrepreneurial ability of college students.

I. The development of practical training courses for E-commerce major in higher vocational colleges

In recent years, the rapid development of e-commerce industry has formed a new and complete industrial chain, and also let people see the huge power of e-commerce. The e-commerce platform is changing the way enterprises operate and sell and the way consumers consume. It has built a more convenient and low-cost trading platform between enterprises and consumers. Although the e-commerce platform is a virtual network platform, it supports real business and trade activities and provides information flow, convenient communication platform and safe payment and settlement function for commercial activities. Enterprises can realize leapfrog development by taking advantage of the east wind of live broadcasting.

Many local governments have issued a series of policies on cultivating and introducing e-commerce talents, providing important guidance for e-commerce practical training in higher vocational colleges. Vocational colleges should keep up with the trend of the new media e-commerce era, analyze the professional qualities that e-commerce professionals must have, and make corresponding adjustments to the practical training work plan in the direction of e-commerce according to the development of the industry.

The e-commerce practical training in higher vocational colleges is mainly based on online simulation teaching. In the past, the e-commerce course itself is flexible, complex and changeable, and the content is updated quickly, while the teaching software in the laboratory is upgraded slowly, which often fails to reflect the actual needs of the current development of e-commerce and fails to meet the requirements of e-commerce practical teaching. The content and mode of practical training need to be changed. Higher vocational colleges should keep up with the development of e-commerce industry, deeply analyze the training policy of e-commerce merchants, and innovate the practical training mode.

II. The problems of traditional e-commerce practical training courses

1. Constrained by traditional teaching concepts

In the past two years, the livestream e-commerce and short video industry has emerged as a new growth point of the e-commerce economy. However, the teaching of e-commerce in higher vocational colleges has not been able to timely change the teaching concept and keep up with the changing rhythm of e-commerce. The research on livestream e-commerce and video marketing is not deep enough, and it fails to guide students to pay attention to the innovation opportunities of livestream e-commerce and short video industry. Students have learned e-commerce skills and knowledge and operational thinking, but their thinking is not innovative enough, and they need further post practice after entering the society, which makes the awkward situation between the demand for talents in enterprises and the training of higher vocational talents appear.

2. Practical teachers are in short supply and the teaching method is single

E-commerce practical training is mostly computer room practical training, teachers guide students to carry out online simulation. However, most teachers in higher vocational colleges are highly educated talents from colleges and universities, lacking practical experience in e-commerce first-line enterprises. The teachers' research on e-commerce industry and market is not deep enough, and they lack practical skills in e-commerce innovation and entrepreneurship, which will affect the quality of e-commerce skills practical training. As the main body of teaching work, teachers need to timely adjust the teaching content and teaching concept according to the development and changes of e-commerce industry. However, at present, higher vocational colleges lack understanding of the actual working status and requirements of e-commerce enterprises, and do not accurately grasp the new entrepreneurial opportunities in e-commerce industry, so it is difficult to give students targeted guidance in e-commerce practical training courses. Thus affecting the quality of practical training teaching.

3. The practical training materials are not mature, the system is not perfect

In recent years, the reform of higher vocational education has been further promoted, and higher vocational colleges pay more and more attention to the training of practical skills in vocational posts. However, the practical training books found on the Internet are of mixed quality, and the construction of e-commerce practical training system is not perfect. Although colleges and universities are also focusing on exploring their own textbooks, on the one hand, due to the rapid development of e-commerce industry, knowledge update speed is relatively fast, and textbooks from preparation to publication time is often about two years, in this process, many contents have become outdated. Due to the slow updating and supplementing of textbooks, students' learning and practical operation skills still remain on the original technology, lack of understanding of cutting-edge skills and knowledge and management mode, and fail to timely master the practical application skills required, which in turn affects the development of students' job skills.

III. The optimization plan of e-commerce practical training courses in higher vocational colleges

1. Optimize the practical training materials and compile appropriate electronic commerce practical training materials

Practical training materials are the basic basis for teachers to carry out practical training teaching arrangements, so it is necessary to improve the quality of e-commerce practical training materials construction. On the one hand, higher vocational colleges should timely update and supplement the content of e-commerce practical training, so that the teaching materials are more suitable for the current development of e-commerce. On the other hand, vocational colleges can reasonably develop practical training materials through school-enterprise cooperation, so that the content of the textbooks can be adapted to the development and change of e-commerce enterprises and match the actual job development. Under the guidance of network entrepreneurship, whether the practical training materials are suitable for the latest development of e-commerce industry is particularly important.

Vocational colleges and enterprises cooperate, college teachers and enterprise internal e-commerce backbone staff to jointly develop "training manual", "work manual" and other teaching materials, describing the sales of e-commerce related positions, e-commerce platform location, business content selection, store decoration, operation and promotion. The development cycle of the work manual is relatively short, which can sort out the latest e-commerce operation knowledge and bring the innovation and entrepreneurship opportunities of the e-commerce industry to students. The workmanual is suitable for the actual development of e-commerce enterprises, so that students can love to contact the first-line e-commerce operation in the training process, and provide important guidance for students to carry out innovation and entrepreneurship activities. With the continuous change and upgrade of e-commerce operation mode, the workmanual is constantly updated, and each class of students can learn the latest e-commerce application knowledge, which makes up for the dilemma caused by the lag of teaching materials in higher vocational e-commerce teaching. The timeliness of teaching materials not only ensures the timeliness of teaching content, but also enhances the attractiveness of courses to students and the effectiveness of students' ability training.

2. Optimize the level of teachers and strengthen the comprehensive ability of teachers in various ways

Under the guidance of network entrepreneurship, higher vocational colleges should step up the construction of "double-qualified" teachers, and the level of teachers has a profound impact on the training of students' e-commerce professional ability, innovation and entrepreneurship. Because the update speed of e-commerce professional knowledge is relatively fast, and the entrepreneurial opportunities are fleeting, therefore, teachers must have a high degree of market sensitivity, have a deep understanding of the development of e-commerce market, and be able to seize the entrepreneurial opportunities of e-commerce and guide students to carry out innovative and entrepreneurial activities.

Higher vocational colleges should also strengthen teachers' practical ability and build a platform for teachers to participate in post practice and scientific research. First of all, vocational colleges can arrange teachers to practice in the positions required by enterprises. Zero-distance contact can make teachers fully understand the actual post needs and working environment of enterprises. Secondly, full-time teachers are encouraged to participate in teaching seminars and teaching training, so as to effectively improve teachers' professional skills. Finally, higher vocational colleges should actively integrate their educational and scientific research resources, organize industry salons, expert lectures, etc., promote the communication and exchange between professional teachers and e-commerce talents, so that teachers can learn more about the frontier knowledge of e-commerce.

Vocational colleges can also step up to build a team of part-time teachers to complement the full-time teachers in the university and improve the overall quality of college teachers. Enterprise practitioners will be students' "masters", and masters will teach students various job skills. For example, in the current e-commerce operation model, micro-store sales and live delivery mode are the most popular. Let enterprise practitioners be part-time teachers to guide students in the practical training project of "live delivery of goods sales", teach

sales skills, build sales network celebrities, and guide students in various aspects from analyzing product characteristics, formulating sales strategies, analyzing fans' shopping psychology, to choosing live streaming platforms. As a result, students not only master the theoretical knowledge of professional courses, but also master the practical abilities of creating live streaming Internet celebrities, preparing for live broadcasting, and communicating with fans and customers, laying a good foundation for the follow-up innovation and entrepreneurship activities.

3. Optimize the training mode, and jointly improve the training level in various ways

(1) Directional distribution, combine internship and job selection organically. According to the actual situation of students, directional diversion, towards a more detailed diversion direction to carry out training work, such as e-commerce professional subdivision: website editing, art design, online shop operation, online shop customer service and so on. Let the students clear the future development direction in advance, and in accordance with the wishes of the students, targeted practical training courses.

(2) Introduce projects to closely link training with business needs. It is necessary for the school to establish an e-commerce crowdmaker space or e-commerce practice platform, introduce enterprises' e-commerce projects, organize students of this major to carry out project operation and maintenance, set up a project management team, and participate in the operation of enterprise projects under the leadership of the trainee teachers, so as to do a good job in the operation, daily management and maintenance of the online shop. Students majoring in e-commerce should be guided to participate in the construction, operation and promotion of e-commerce platforms, and professional teachers should be assigned for guidance. In the enterprise practice project, students can experience many aspects of e-commerce business activities, such as pre-market research, product procurement, financial management, network marketing, back-office management, logistics distribution and after-sales service.

(3) Promote learning through competition, combining practical training with competition. To promote learning through competition, make good use of campus e-commerce skills competition, stimulate students' potential through competition, let them see their own ability of innovation and entrepreneurship, students will have a deeper understanding of the significance of practical training courses. Connect the e-commerce skills competition project, strengthen the practical content, and improve the professional level of practical training. After the introduction of skills competition, the course content can be more closely related to the work flow. Teachers should carefully analyze the rules and requirements of professional skills competitions, understand the key skills in skills competitions, and focus on cultivating students' abilities in daily teaching. The core idea of the skills competition is to apply what you learn, draw lessons from one example, flexibly respond to various emergencies in the skills competition, and effectively develop innovation and entrepreneurship ability.

Concluding Remarks

In the environment of Internet entrepreneurship, the training of e-commerce professionals should not only pay attention to the teaching of professional knowledge system, but also pay attention to the training of practical ability, so it is necessary to optimize the e-commerce practical training courses. On the one hand, e-commerce training courses should keep up with the pace of The Times and update the content of practical training, so that the professional skills learned by students can be more practical and meet the diversified development needs of students' future employment and entrepreneurship. On the other hand, in the e-commerce practice course, we should always adhere to the concept of school-enterprise cooperation, strengthen the contact and communication with enterprises, let students know the latest trends of the industry, introduce enterprise projects into the e-commerce practical training course, so that students can improve their professional skills in the operation of the project, so as to lay a good foundation for their entrepreneurship and employment.

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