Research on the Collaborative Education Model of E-commerce Majors in Universities from the Perspective of Industry Education Integration

Jianqiang Tan

Shandong Yingcai University, Jinan 250104, China

Abstract: With the arrival of the "Internet plus" economic era, live streaming with goods and cross-border e-commerce have become new economic hot spots, accelerating the transformation of e-commerce industry, and the demand for innovative and complex e-commerce talents has increased significantly.Universities should focus on the demand for talents in the e-commerce industry, deepen the integration of industry and education in e-commerce majors, and improve the mechanism of collaborative education between schools and enterprises;Promote modern apprenticeship system, organize students to deepen their learning in e-commerce enterprises, and improve their practical abilities;School enterprise joint construction of training bases to improve the teaching environment for e-commerce professional training;Collaborating between schools and enterprises to develop loose leaf textbooks and constructing a "industry academia research" teaching model;Improve the evaluation system for collaborative education between schools and enterprises, promote the sharing of educational resources, and comprehensively improve the quality of collaborative education between schools and enterprises in the field of e-commerce.

Keywords: Integration of industry and education;College e-commerce major;School enterprise collaboration;Educational advantages;Build Path

Introduction:

In the era of "Internet plus", new technologies such as big data, cloud computing, blockchain, and the Internet of Things are integrated into the e-commerce industry, changing the traditional e-commerce marketing and management model, deriving new models such as new media marketing, live broadcast with goods, and further promoting the sustainable development of the network economy.In the context of this new era, universities should comprehensively deepen the integration of industry and education in the field of e-commerce, establish deep cooperation with e-commerce enterprises, collaborate with enterprises to build training bases, improve the teaching environment of e-commerce practical training, offer live streaming sales courses, enhance students' practical and innovative abilities, develop loose leaf textbooks, transform job skills into e-commerce professional teaching content, enable students to master job skills in advance, meet the specific needs of enterprises for e-commerce professional talents, and improve the quality of e-commerce professional teaching and talent cultivation.

I. The necessity of constructing a school enterprise collaborative education model for e-commerce majors in universities under the background of industry education integration

1. Beneficial for promoting regional economic development

With the continuous transformation and upgrading of China's industrial structure, high-quality and innovative talents have become the "hot spot" in the job market and the core force driving regional economic development.Universities should establish the goal of serving regional economic development, optimize professional course settings around regional industrial development, and transform talent training objectives. For example, organizing e-commerce students to assist in rural e-commerce live streaming, driving regional economic development, cultivating more innovative and research-oriented talents for enterprises, promoting regional socio-economic development, and fulfilling the educational mission of serving society.

2. Beneficial for improving the quality of e-commerce professional talent cultivation

E-commerce is a highly practical and practical profession. Through the integration of industry and education, as well as school enterprise cooperation, it is beneficial to promote the connection between enterprise job skills and professional course teaching. Students can master job skills such as e-commerce platform operation, marketing, and supply chain management in advance, shorten their employment adaptation period, improve their employment competitiveness, and help both schools and enterprises achieve mutual benefit and win-win.

3. Beneficial for promoting the integration of talent chain and industrial chain

The integration of industry and education, as well as school enterprise cooperation, are conducive to transforming the talent cultivation mode of e-commerce majors in universities, urging schools to connect the industry chain and talent chain, inviting enterprises to participate in professional course teaching, jointly formulating talent cultivation goals and plans, realizing the mutual transformation of various educational resources, and further improving students' innovation and entrepreneurship abilities.In addition, universities should also carry out school enterprise cooperation around the current cross-border e-commerce and new models of live streaming sales, jointly build live streaming rooms with enterprises, invite enterprise anchors to conduct live streaming sales teaching, so that students can master live

streaming sales skills in advance, and at the same time, provide more excellent talents for the local e-commerce industry.

4. Beneficial for improving the teaching quality of e-commerce majors

Universities should build a school enterprise cooperation model based on the characteristics of e-commerce courses and employment trends. On the one hand, they should collaborate with enterprises to develop loose leaf e-commerce textbooks, integrate new trends and concepts in the e-commerce industry into the textbooks, expand teaching content, enrich students' professional knowledge reserves, and help improve the quality of e-commerce teaching.On the other hand, schools can hire e-commerce enterprise anchors, marketing personnel, and other part-time teachers to participate in on campus practical training and teaching, promote modern apprenticeship systems, improve students' practical abilities and professional ethics, and thus improve the quality of e-commerce professional teaching.

II. The Current Situation of Collaborative Education between Universities and Enterprises in E-commerce Majors from the Perspective of Industry Education Integration

1. Insufficient motivation for collaborative education and cooperation

With the further deepening of higher education reform in China, the integration of industry and education, as well as school enterprise cooperation, have become the main models of higher education teaching and talent cultivation. However, the effectiveness of school enterprise cooperation in educating students is unsatisfactory, mainly reflected in the following two aspects.Firstly, some enterprises have insufficient understanding of the collaborative education model of school enterprise cooperation, and the work provided to interns is mainly in marginal positions, which makes it difficult for students to learn knowledge related to professional courses and undermines their enthusiasm to participate in enterprise internships.Secondly, some universities and enterprises lack long-term planning for collaborative education, occupying a dominant position in school enterprise cooperation. Enterprises have not participated in on campus teaching, curriculum development, and other work, resulting in a lack of trust between schools and enterprises, which affects the quality of collaborative education.

2. The content of collaborative education between schools and enterprises is relatively single

Although some universities have carried out the integration of industry and education, as well as school enterprise cooperation, there is a problem of valuing theory over practice. Most of them focus on collective internship cooperation during the graduation season, neglecting the regular organization of e-commerce major students to study in enterprises and engage in on-the-job training. This has affected students' understanding of professional knowledge such as e-commerce platform operation, new media marketing, supply chain management, and live streaming sales, making it difficult to fully leverage the advantages of school enterprise cooperation in educating students.

3. The software and hardware facilities of the e-commerce professional training base need to be improved

The practicality of e-commerce majors is relatively strong, but some universities have incomplete software and hardware facilities in their e-commerce training bases. The updates of online store simulation operation software are not timely, and the training bases lack VR equipment and live streaming sales equipment, which affects the development of practical teaching.

III. A Collaborative Education Path for E-commerce Majors in Universities from the Perspective of Industry Education Integration

1. Adhere to employment orientation and improve the collaborative education system between schools and enterprises

Universities should focus on the employment situation of e-commerce majors, comprehensively deepen the integration of industry and education, and school enterprise cooperation, invite enterprises to participate in the design of e-commerce talent training programs, clarify the core vocational skills of e-commerce talents in the new era, and build a school enterprise collaborative education model.For example, schools can collaborate with e-commerce enterprises to develop talent training programs for e-commerce live streaming, further improve the existing curriculum system of e-commerce majors, and enhance students' e-commerce live streaming abilities.Schools need to establish a comprehensive system for e-commerce education through school enterprise cooperation, clarify the teaching quality of teaching and research departments, professional course teachers, and enterprise mentors, increase investment in school enterprise cooperation, and jointly invest with enterprises to build an e-commerce virtual simulation training base and live streaming sales training platform. This can not only meet the needs of e-commerce education but also meet the training needs of enterprises, thereby stimulating the enthusiasm of enterprises to participate in school enterprise collaborative education and further improving the quality of e-commerce education through school enterprise collaboration.

2. Promote modern apprenticeship system and improve students' practical abilities in their positions

The modern apprenticeship system is conducive to promoting deep cooperation between universities and enterprises, innovating on-the-job internship models, allowing students to engage in on-the-job training in enterprises, and enabling them to learn from enterprise mentors, achieving alignment between professional settings and industry needs, course content and professional standards, teaching and production processes, comprehensively improving students' vocational skills, and laying a solid foundation for their future employment.

3. School enterprise joint construction of practical training bases to improve the quality of practical teaching

Firstly, universities should actively establish off campus training bases for e-commerce majors, which can organize students to regularly participate in e-commerce enterprise work, enabling them to master skills such as e-commerce platform operation, product management, and new media marketing in advance.For example, students can participate in e-commerce live streaming activities at off campus enterprise

training bases, personally participating in live streaming product selection, design of preferential policies for live streaming rooms, marketing strategies, online customer service, and other work, understanding the basic process of live streaming sales, improving their own innovation ability, and laying a solid foundation for subsequent independent entrepreneurship.Secondly, schools and enterprises should jointly build e-commerce on campus training bases, jointly invest in the purchase of new versions of e-commerce platform simulation software, live streaming virtual simulation software, and ERP systems, improve the teaching environment of e-commerce professional training, facilitate teachers to create different training scenarios, further stimulate students' self-learning enthusiasm, and activate the classroom atmosphere.In addition, the school's practical training base is open to enterprises, facilitating the organization of employee training, promoting communication between teachers and students in the field of e-commerce and enterprise employees, helping enterprises provide professional skills for employees, promoting the sharing of high-quality educational resources, achieving mutual benefit between enterprises and universities, and comprehensively improving the quality of e-commerce professional practical training teaching.

4. Joint development of textbooks by schools and enterprises, and construction of a "industry academia research" teaching model

In the era of "Internet plus", the transformation of e-commerce industrial structure is not accelerating, and new technologies and ideas emerge in endlessly. Due to the long cycle of textbook updating in colleges and universities, it is difficult to increase new technologies and new trends in e-commerce industry in a timely manner.Therefore, universities should actively collaborate with e-commerce enterprises to develop loose leaf teaching materials, flexibly delete the content of loose leaf teaching materials based on industry development trends, enterprise employment needs, and student knowledge mastery, further improve the quality of e-commerce professional teaching materials, and build a "industry academia research" teaching model.In addition, both schools and enterprises should actively develop project-based training courses, determine the theme of project-based training based on the job and talent needs of e-commerce enterprises, introduce excellent cases from enterprises, promote the seamless connection between the e-commerce industry, professional course teaching, and teaching and research, and further promote the high-quality development of higher education and teaching.For example, schools and enterprises can jointly build studios, allowing teachers and students majoring in e-commerce to participate in enterprise e-commerce platform marketing, live streaming sales and other models, enriching their practical work experience, further improving the comprehensive ability of e-commerce students, and leveraging the advantages of the school enterprise cooperative education model.

5. Improve the evaluation system for school enterprise collaborative education and improve teaching quality

Universities should base themselves on the background of industry education integration, improve the teaching evaluation system for e-commerce majors, develop teaching evaluation indicators based on the characteristics of the school enterprise collaborative education model, enrich the main body and indicators of teaching evaluation, implement diversified evaluation, and comprehensively increase the number of school enterprise collaborative education in e-commerce majors.Firstly, the school should invite enterprises to participate in the evaluation of collaborative education between schools and enterprises in the field of e-commerce, allowing them to evaluate the curriculum design, teaching abilities of teachers, practical training bases, and comprehensive abilities of students. Based on the evaluation opinions of enterprises, the evaluation indicators for collaborative education between schools and enterprises in the field of e-commerce should be improved, further promoting the connection between industry standards, professional course standards, and vocational skill level standards, and further improving the quality of teaching evaluation.Secondly, schools can use big data, cloud computing, and other technologies to carry out e-commerce teaching, construct a digital teaching model, and facilitate students to understand e-commerce enterprise operations, marketing, and other knowledge online. By using big data to summarize their online learning data, they can judge the effectiveness of their online learning, invite enterprise experts to participate in online evaluations, improve the accuracy and scientificity of teaching evaluations, and thereby improve the quality of collaborative education between schools and enterprises in e-commerce majors.

IV. Conclusion

In short, colleges and universities should actively respond to the challenges of the "Internet plus" era, adhere to the employment orientation, comprehensively deepen the integration of industry and education, school enterprise cooperation, build a collaborative education model of school enterprise cooperation, invite enterprises to participate in the construction of e-commerce professional courses, talent training, teaching work and training base, promote the sharing of high-quality educational resources, expand the teaching content of e-commerce specialty, and improve the teaching quality of professional courses.At the same time, schools should further promote modern apprenticeship systems, invite corporate mentors to participate in on campus teaching, promote communication between e-commerce teachers and corporate mentors, improve the teaching evaluation system, and comprehensively improve the level of collaborative education between schools and enterprises in e-commerce.

Reference:

[1] Mengjie Wang. Research on the Collaborative Education Model of School Enterprise for E-commerce Majors in Higher Vocational Education from the Perspective of Industry Education Integration [J]. Modern Commerce and Industry, 2023,44 (14): 74-76.

[2] Yanjiao Dong, Min Wu. Research and Practice on the Collaborative Education Mechanism between School and Enterprise in Applied Undergraduate E-commerce [J]. Innovation and Entrepreneurship Theory Research and Practice, 2023,6 (14): 97-100.

[3] Qiushi Wen, Guangzhong Chen. Exploring the Mechanism of Collaborative Practice and Education between Schools and Enterprises in E-commerce Majors of Vocational Colleges [J]. Science and Education Guide, 2022 (13): 16-19.