

Strategies of entrepreneurship education in Colleges and Universities under the environment of e-commerce development

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Abstract: with the rapid development of China's e-commerce economy, the capacity of the e-commerce market is constantly expanding, the e-commerce development environment is getting better and better, and more and more industries are involved, which undoubtedly provides effective help for college students' Entrepreneurship after graduation. Especially nowadays, when more and more college students lose their work direction and ideal positions after graduation, using the e-commerce development environment to achieve effective entrepreneurship has become their best choice, and it is also the key to promote China's economic development. Therefore, entrepreneurship teachers in Colleges and universities in China should combine the current e-commerce development environment to formulate new education strategies, so as to pave the way for the future of college students.

Key words: e-commerce development environment; Entrepreneurship Education in Colleges and universities; E-commerce economy

The rapid development of information technology undoubtedly brings great convenience to the development of e-commerce in China, which makes more and more college students enter the field of e-commerce after graduation, and many college students succeed in Entrepreneurship. Compared with traditional industries, the initial investment of e-commerce industry is small and the risk is not high,

career planning. The application of this project method, on the one hand, can truly reflect the current situation of industry post practice, strengthen students' understanding of industry content, on the other hand, can effectively stimulate students' subjective initiative, promote the development of students' comprehensive practical ability, and promote the effective connection of the training of high-level talents in the "three two" section.

4. Conclusion

To sum up, in the context of the rapid development of new industries in the world, China's economic development has entered a new stage, prompting higher education to undergo profound changes. As a new talent training mode, the talent training mode of the "three two" segmented high level undergraduate connection can integrate the advantages and characteristics of higher vocational education and undergraduate education, combine the concept of integration of industry and education, build a talent training program that meets the needs of industrial structure adjustment and social development, strengthen the sharing of resources among various collaborative subjects, constantly innovate the mechanism at night, and cultivate students into innovative skilled talents that adapt to social and economic development.

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- Guangdong Higher Education Teaching Research and Reform Project in 2021: Exploration and Practice of Innovative Training of Advanced Professional Design Talents -- Take the Third and Second Section Upgrading of Visual Communication Design Major as an example (2021JXGG05) as the phased research result of the project;
- Project of Guangdong Private Education Association: Research on Difficulties and Countermeasures of School enterprise Cooperation in Art Design Discipline of Private Colleges and Universities (GMG2022027)as the phased research result of the project;
- The "Fourteenth Five Year Plan" of Guangdong Institute of Higher Education for 2021 Higher Education Research Project: the phased research results of the exploration and practice of the differentiated talent training model of art design discipline in private colleges and universities in the new era (21GYB98).

which is suitable for the direction and path of entrepreneurship for the vast majority of newly graduated college students. But at present, there are some problems in college entrepreneurship education in the environment of e-commerce development. These problems hinder college students' Entrepreneurship after graduation, and also affect the development of College entrepreneurship education. Based on this, entrepreneurship teachers in Colleges and universities should find these problems, and then formulate appropriate education strategies according to the problems, so as to promote the development of entrepreneurship education in Colleges and universities, bring more e-commerce entrepreneurship talents to China, promote the development of e-commerce economy in China, and create more jobs.

1. Problems of entrepreneurship education in Colleges and Universities under the environment of e-commerce development

(1) The mode of entrepreneurship education is too single

The main purpose of entrepreneurship education in Colleges and universities is to cultivate students' good entrepreneurial awareness, entrepreneurial ability and related entrepreneurial skills in the process of education, so that students can initially have the foundation for entrepreneurship after graduation. However, in order to achieve this goal, we need a perfect entrepreneurship education system. At present, the entrepreneurship education system in most colleges and universities is still in its infancy, and the main problem is that the entrepreneurship education mode is too single. For example, many college entrepreneurship teachers pay more attention to the teaching of theoretical knowledge in the process of entrepreneurship education, but ignore the cultivation of practical skills. This imbalance in education has led many college students to master a wealth of entrepreneurial knowledge, but in the actual process of entrepreneurship, they have been troubled by various emergencies and entrepreneurial problems, which eventually led to entrepreneurial failure, which has also eroded the will and entrepreneurial passion of a large number of college students, affecting the development of Entrepreneurship Education in Colleges and universities. Therefore, the single mode of entrepreneurship education is one of the main problems of entrepreneurship education in Colleges and Universities under the current e-commerce development environment. Only by solving this problem can we help colleges and universities form a perfect entrepreneurship education system, so as to cultivate a group of excellent entrepreneurial talents and promote the development of China's e-commerce economy.

(2) Lack of professional ability of Teachers

An excellent team of teachers is not only related to the success or failure of education, but also the basis of education. However, at present, many entrepreneurship teachers in Colleges and universities are lack of professional ability. In the process of designing and carrying out entrepreneurship education, they can not effectively cultivate students' entrepreneurial awareness, entrepreneurial skills and entrepreneurial ability, which ultimately affects the students' future path of entrepreneurship, and also hinders the development of entrepreneurship education in Colleges and universities. The main reason for this problem is that most college entrepreneurship teachers only have certain entrepreneurial theoretical knowledge and do not actually participate in the process of entrepreneurship. Therefore, the actual process of entrepreneurship and the problems encountered can not be explained in detail, which ultimately leads to the unsatisfactory development of entrepreneurship education in Colleges and universities and restricts the development of entrepreneurship education in Colleges and universities. Based on this, in order to better play the effect of entrepreneurship education in Colleges and universities, the person in charge of colleges and universities needs to start with the construction of an excellent team of entrepreneurship teachers in Colleges and universities, so as to adapt to the entrepreneurial environment in the e-commerce development environment, so as to cultivate more excellent entrepreneurship talents in Colleges and universities.

(3) Insufficient support for students

In any field, anyone who starts a business needs certain financial support and condition guarantee. Only in this way can he start a preliminary business and then accumulate original capital. However, at present, many colleges and universities have limited support for students in entrepreneurship education, resulting in many college students having good entrepreneurial ability and awareness, but unable to carry out effective entrepreneurship. After the honing of time, the entrepreneurial enthusiasm of these students has been gradually eroded, and the entrepreneurial opportunities have passed away. There are many specific manifestations of the lack of support for students in Colleges and universities, including financial support, material support and related direction support. Therefore, the lack of support for students is also one of the main problems restricting entrepreneurship education in Colleges and Universities under the current e-commerce development environment, which needs to be solved as soon as possible.

2. Strategies of entrepreneurship education in Colleges and Universities under the environment of e-commerce development

(1) Combining with the development environment of e-commerce, enrich the mode of entrepreneurship education in Colleges and Universities

Many entrepreneurial teachers in Colleges and universities still carry out teaching according to the traditional educational theory in the process of teaching. However, with the development of the times, these traditional entrepreneurship education theories should start to be out of tune with this new era, which will also lead many college students to find that their entrepreneurial knowledge can not really help them to start their own businesses after entering the society, and even some students will fail because they use traditional entrepreneurial knowledge to start their own businesses. Therefore, entrepreneurship teachers in Colleges and universities should combine the development of the times to enrich the entrepreneurship education mode in Colleges and universities, so that students can really have the corresponding

entrepreneurial awareness and entrepreneurial ability, so that students can use the entrepreneurial knowledge and skills they have learned to achieve effective entrepreneurship in combination with the e-commerce development environment after entering the society, So as to build a perfect entrepreneurial talent training system in Colleges and universities.

In order to enrich the entrepreneurship education mode, college entrepreneurship teachers should start from three aspects. The first is to enrich the content of entrepreneurship education. With the development of the times, more and more new opportunities and new markets begin to appear, which give newly graduated students the opportunity to start a business and change the pattern of the market. Therefore, entrepreneurship teachers in Colleges and universities should actively collect these market information, so as to screen and sort it out, and finally incorporate it into the content of entrepreneurship education in Colleges and universities, so that students can timely understand the current entrepreneurial situation, especially the development of e-commerce, so as to convey the latest entrepreneurial knowledge and situation for students and lay the foundation for students' Entrepreneurship in the future.

The second aspect is the enrichment of entrepreneurship education methods. In the past, most entrepreneurship teachers in Colleges and universities used to blindly instill theory into teaching to let students master relevant entrepreneurship knowledge. However, such an entrepreneurial education mode is too single, and students can only passively remember and master relevant entrepreneurial knowledge, which is difficult to apply in the actual entrepreneurial process. Based on this, college entrepreneurship teachers can change this situation by enriching entrepreneurship education methods. For example, entrepreneurship teachers in Colleges and universities can introduce relevant entrepreneurial software to simulate the whole entrepreneurial process, so that students can better understand the hardships and difficulties of entrepreneurship through software, and help students understand and master the entrepreneurial process as soon as possible, so as to realize the effective cultivation of students' entrepreneurial ability. In addition, college entrepreneurship teachers can also design some related e-commerce entrepreneurship activities, so that students can use their knowledge to practice in the activities. For example, teachers can let students collect relevant enterprise information and entrepreneurship cases, and such practical activities can make students feel more intuitively what entrepreneurship is and the problems needing attention in entrepreneurship. This way can also improve students' entrepreneurial ability and cultivate students' entrepreneurial awareness.

The third aspect is the curriculum of entrepreneurship education in Colleges and universities. In the past, the curriculum of entrepreneurship education in Colleges and universities was too single. Basically, most entrepreneurship teachers in Colleges and universities did not effectively divide the entrepreneurship content into courses. In today's e-commerce development environment, college entrepreneurship teachers need to divide entrepreneurship courses more carefully, so that students can better understand the entrepreneurial environment and entrepreneurial risks, so as to improve their entrepreneurial success rate. For example, college teachers can divide entrepreneurship policy courses, entrepreneurship quality courses and entrepreneurship risk courses. In this way, students can systematically understand entrepreneurial knowledge and lay the foundation for students' entrepreneurship.

Only through the above three aspects of education reform, can we truly make college entrepreneurship education conform to the current e-commerce development environment, improve the success rate of students in the process of entrepreneurship, realize the establishment and improvement of College Entrepreneurship Talent Training System, and promote the development and progress of China's economy.

(2) Strengthen the assessment and training of entrepreneurship teachers and build a high-level team of entrepreneurship teachers

In view of the current situation that many college entrepreneurship teachers' professional quality is not high, the person in charge of colleges and universities should solve this problem by strengthening the assessment and training of entrepreneurship teachers, so that students can get the best entrepreneurship education, so as to help students lay the foundation for their future entrepreneurship. At present, the main problem of the low professional quality of entrepreneurship teachers in most colleges and universities lies in their lack of corresponding practical entrepreneurship experience, but it is impossible for colleges and universities to let teachers leave their posts for entrepreneurship, which also leads to many colleges and universities unable to change this situation, thus restricting the development and progress of entrepreneurship education in Colleges and universities. Based on this, the person in charge of colleges and universities can solve this problem by strengthening the assessment and training of entrepreneurship teachers, so as to build a high-level team of entrepreneurship teachers and bring better entrepreneurship education to students.

In the past, many entrepreneurship teachers in Colleges and universities rarely received relevant professional training after entering the post. This has led to some entrepreneurial teachers' lackadaisical psychology, rarely learning relevant professional theoretical knowledge, thus affecting the improvement of their professional quality. Not only that, these teachers lack the corresponding entrepreneurial practice experience, which also leads to the difficulty in effectively answering some practical problems in the process of teaching, affecting the overall quality of entrepreneurship education in Colleges and universities. In view of this situation, the person in charge of colleges and universities should solve it from two aspects. The first aspect is naturally to strengthen the practical training of entrepreneurship teachers. The person in charge of colleges and universities can invite some relevant leaders of cooperative enterprises to the school to carry out entrepreneurship experience training for entrepreneurship teachers and teach their own entrepreneurship experience, so as to enrich the practical teaching experience of entrepreneurship teachers and effectively improve their professional quality. The second aspect is to establish relevant assessment system, regularly assess the teaching and knowledge mastery of entrepreneurship teachers in Colleges and universities, and carry out relevant rewards and punishments after obtaining relevant assessment results, so that entrepreneurship teachers can actively learn relevant theoretical knowledge and practical experience, so as to better help them achieve professional quality improvement, So that students can get better education, so that they can better follow the e-commerce development environment to achieve entrepreneurship and progress in the process of entrepreneurship in the future.

(3) Strengthen the form and strength of school enterprise cooperation to provide effective entrepreneurial support for students

Many college students are difficult to get support from their families and schools after graduation. Although China has relevant policy support for college students' entrepreneurship, for many college students, they need more support from schools and families. For some students with average family conditions, school support is more important, which is also related to the development of entrepreneurship education in Colleges and universities. Based on this, entrepreneurship teachers in Colleges and universities should strengthen the form and strength of cooperation with relevant enterprises, so as to provide effective entrepreneurship support for students, so as to promote the development and progress of entrepreneurship education in Colleges and universities in China.

University Principals and entrepreneurship teachers should conduct in-depth cooperation with relevant cooperative enterprises to establish a perfect college students' entrepreneurship education platform for students, so that students can get the support of schools and enterprises on the entrepreneurship education platform. The first is to provide students with corresponding entrepreneurial information support on the education platform. Many enterprises have front-line market information and entrepreneurial information, which will undoubtedly bring effective support to students' entrepreneurship. The second is the support of venture capital funds. Universities and enterprises can cooperate to set up relevant venture fund sections on the education platform, so that students can provide their own entrepreneurial plans and relevant entrepreneurial materials, which can be uploaded to the website for joint approval by relevant enterprise principals and school entrepreneurship teachers, and provide corresponding financial support for some excellent projects. Finally, in the entrepreneurship education platform, college entrepreneurship teachers can provide the corresponding policy display, so that students can find the entrepreneurship policies they need on the platform, so as to help them complete their entrepreneurship. Therefore, strengthening the form and strength of school enterprise cooperation is an effective strategy to help students provide entrepreneurial support and help students' entrepreneurial development in the future.

In a word, in today's e-commerce development environment, entrepreneurship education in Colleges and universities should develop in a new direction, and cultivate excellent entrepreneurial talents according to the current market situation. Therefore, entrepreneurship teachers in Colleges and universities should formulate reasonable entrepreneurship strategies from the problems existing in the current entrepreneurship education, so as to improve the entrepreneurship education system in Colleges and universities, and provide more entrepreneurial talents for the development of the country and society.

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