

Research on talent training of e-commerce major in Higher Vocational Colleges under the “1 + X” certificate system

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Abstract: the rapid development of economy puts forward higher requirements for the ability and quality of contemporary talents, especially in the environment of the rapid rise of e-commerce, the society urgently needs a large number of e-commerce professional application talents to meet the development needs of the industry. As an important part of China's vocational education, higher vocational colleges are an important starting point for the cultivation of social application talents. Facing the current situation of talent demand in the e-commerce industry, higher vocational colleges need to continuously optimize the talent training mode and improve the level of talent training. “1 + X” certificate system, as a new teaching mode proposed under the background of deepening the reform of Vocational Education in the new era, has a certain promoting significance for the cultivation of Applied Talents in the new era. Based on this, this paper, based on the teaching practice of e-commerce major in higher vocational colleges, analyzes and explores the teaching difficulties and talent training mode of the major under the “1 + X” certificate system, hoping to provide reference for relevant personnel.

Key words: “1+x” certificate system; Higher vocational education; Major in e-commerce; personnel training

1. The teaching dilemma of e-commerce major in Higher Vocational Colleges under the “1 + X” certificate system

1.1 Social recognition needs to be improved

In the current implementation of the “1+x” certificate system, grade certificates mainly include school independent recognition, enterprise cooperation, government certification and other ways, and the recognition of the above three certificates is ranked from low to high. In the specific implementation link, it is not difficult to design the “1+x certificate” around the training objectives of vocational education, but the key is the final seal subject of the certificate. In terms of e-commerce major, students who have obtained professional qualification certificates such as e-commerce clerk and e-commerce engineer often have their certificates uniformly printed by the national human resources department, which makes them have higher gold content and can be more recognized by the society. However, specific to the level of vocational skills, the relevant departments have not formulated relevant professional standards for e-commerce professionals, which makes this lack of national influence, leading to its low social influence. If the problem of social recognition can not be well solved, it is easy to make different types of certificates appear in the social market, which makes it difficult for the society to clearly compare and measure the value of certificates.

1.2 No clear certificate level has been formed yet

At present, China's vocational education has formed grades from primary, intermediate to advanced. Under such a division mechanism, it often brings some problems. First, grading requires long-term scientific research and data analysis. At present, ordinary vocational colleges often lack the ability in this regard. Second, among different levels, it is necessary to reasonably set up the progressive ability between different levels, and ensure the value and quality of certificates by establishing an access mechanism. Setting up such a progressive relationship will also enhance the practicability and operability of the system.

1.3 It is necessary to combine the certificate system with the graduation conditions

When carrying out the “1+x” certificate system, schools need to ensure that the certificate has the status equivalent to the national vocational qualification if they want to help students obtain the vocational skill level certificate. In order to achieve this goal, the school needs to include the acquisition of certificates in the graduation conditions. Only students who obtain a professional grade certificate in their major can graduate smoothly. However, restricted by the concept of higher education, higher vocational students often have problems of low learning enthusiasm and low interest. If the certificate is directly included in the qualification conditions for graduation, it is easy to affect the graduation rate of students, and even affect their employment development. At the same time, if this system cannot be strictly implemented and the conditions for students to obtain professional qualification certificates are relaxed, the quality and influence of certificates will be reduced, which is not conducive to the long-term development of the certificate system.

2. Optimization strategy of talent training mode of e-commerce major in Higher Vocational Colleges under the “1 + X” certificate system

2.1 Coordinate multi-party identification and position the “1+x certificate” function

In the current vocational education and professional construction, “1 + X” certificate system is an important measure to promote curriculum reform. In the process of implementing this system, students majoring in e-commerce need to have a high level of skills and can meet the needs of contemporary social and economic development, which can encourage students to deeply understand, learn and apply professional knowledge. For example, the realization of this goal needs to establish a multi-party identification plate. First, get the recognition of the school; Second, it is recognized in the field of e-commerce; Third, it can be recognized by high-quality enterprises; Fourth,

achieve the recognition of special assessment and evaluation institutions and society. On the basis of the above four aspects, it will ensure the gold content and social recognition of the “1+x” certificate system, and promote students to actively and consciously acquire professional knowledge and skills. Moreover, under the collaborative identification of multiple parties, it can improve students’ professional knowledge and ability, and lay the foundation for them to embark on the path of job hunting and development. Secondly, through the use of this system, a professional “1 + X” assessment mechanism can be formed in the school. Through the integration of inductive learning resources, research and innovation technology, and the development of new teaching materials, students’ knowledge can be broadened, and a more scientific and comprehensive professional skill appraisal method can be formed, so that students’ professional certificates have higher credibility. When evaluating and testing students’ professional quality, the school can combine the “1+x” certificate system, or it can connect and cooperate with off campus enterprises to plan and design relevant assessment contents and standards on the basis of joint research on contemporary talent training needs. Through multiple identification and assessment, students majoring in e-commerce will have higher learning literacy, so that they can understand and learn e-commerce knowledge that is in line with the times, and promote them to make up for and improve themselves according to their own shortcomings.

2.2 Based on professional practice, set up "1+x certificate" course

In the application of the “1+x” certificate system, schools should strengthen cooperation with local enterprises, and implement the educational reform of theoretical classroom and practical training through the school enterprise cooperation. When providing students with good knowledge cognition and training opportunities, enterprises should let students understand more abundant resource information and experience the current complex e-commerce environment. For example, in the specific implementation link, teachers should focus on the “1+x” certificate system, regularly organize professional students to enter the enterprise working environment to study and observe, and help students with theoretical learning and practical training practice by setting up characteristic courses. Moreover, teachers can cooperate with business mentors to set up theoretical and practical links for students, so that students can understand the operation process of e-commerce in the actual environment, so that they can actively consider improving their learning ability and level, and enhance their theoretical literacy. In addition, teachers should combine the development, construction and overall development background of e-commerce in social practice, establish and improve the assessment content, integrate the difficulties and problems faced in reality, and guide students to analyze. In this way, students can carry out systematic and comprehensive analysis in the “integration of theory and practice”, so that they have the ability to analyze and solve problems, which greatly improves the possibility of students obtaining “1+x certificate”. In the practical operation, teachers should establish the education mode around the “1 + X” certificate system, optimize the course content, and develop and design professional courses from the cultivation of practical ability and quality. According to the background of the rapid development of e-commerce, local enterprises attach great importance to the design of network security education, convenient and simple electronic payment interface, personalized and humanized design of online shopping. According to the actual situation of these enterprises, schools and professional teachers should introduce relevant design and development contents into professional courses to make the “1+x” certificate system more systematic.

2.3 Integrate innovative elements and update the "1+x" training method

Under the background of the gradual progress and development of the current education, the e-commerce major in higher vocational colleges has ushered in a new development opportunity, and formed the corresponding evaluation and assessment mechanism, which provides strong support for the improvement of students’ learning ability and the development of employment. In order to make teachers and students have good knowledge interaction and learning effect feedback, and let students deeply understand the long-term impact of the “1+x” certificate system, teachers should integrate innovative elements into the education talent training mode. For example, teachers should consider the effective integration of professional content and “1+x certificate system”, and integrate innovative elements and innovative thinking from a new perspective. For another example, in addition to the production and education integration education method, it can promote students to realize the integration of theory and practice, and form the consciousness of self-improvement. First, teachers should seek the help of enterprises, jointly refer to the development of e-commerce industry to build training bases inside and outside the school, and form cooperation agreements such as internship and off campus training. Secondly, schools can share advanced e-commerce technology with enterprises, and both of them explore technology together. On this basis, enterprises need to help schools carry out education and scientific research, and provide certain practical guidance for professional students. In this way, the situation of mutual benefit can be realized, and the “1+x certificate” certification system that is suitable for the characteristics of the school and the development of students can be jointly created by the two, so that students have better development opportunities. With the support of the integration of production and education, school and enterprise teachers should pay attention to the guidance of students’ e-commerce professional skills, and guide students to contact the content of enterprise front-line analysis work while completing theoretical learning tasks through the development of practical training plans, so that the majority of professional students have a certain understanding of the points that need to be paid attention to in the development of enterprises, the key projects and technologies that need to be developed and designed. By setting up and creating a similar training practice environment, it will provide the basis for students’ future learning and development, enable them to complete the project operation content, and attract students’ attention to the “1+x” certificate system.

2.4 Give consideration to theory and practice, and strengthen the "1 + X" teaching staff

When reforming the training mode of e-commerce professionals, teachers should first consider the problems existing in the integration of professional theory and practical training, introduce the “1+x” certificate into the training of professionals, and pay close attention to the contents that need to be innovated and what points need to be retained. In this way, teachers’ professional quality and educational ability

can be improved, and teachers can pay attention to the “1+x” certificate system ideologically. For example, in the process of cultivating and strengthening teachers’ professional quality, schools should carry out training around teachers’ professional development, let teachers receive systematic training of “1+x” certificate system in educational thought, and make them embody it in future educational work on the basis of accepting “1+x” certificate theory, such as theoretical classroom and practical training. In order to promote the overall effective development of students. At the same time, schools should also put the cultivation of teachers’ professional skills in an important position to promote students’ employment awareness and entrepreneurship. In this mode, students not only get the “1+x” certificate, but also get high recognition and evaluation from the society. Moreover, teachers can pay attention to the actual needs of students. On the basis of understanding and paying attention to the dynamics of e-commerce, they can interpret policies, incentive mechanisms, employment development and other aspects in the cultivation of professional talents, so as to provide a good educational environment for students. In adopting this educational method, teachers can scientifically combine their professional development with the “1 + X certificate” system, open up a new space for their professional development, and promote the professional quality and education level of teachers majoring in e-commerce to a new level. Through the “1+x certificate” system, professional teachers can better strengthen their professional ability, lead students to continue in-depth learning, and cultivate their career planning thinking. “1 + X” is a catalyst, which can effectively promote the development of secondary schools in a positive and healthy direction, stimulate students’ motivation for future employment and development, and enhance the core competitiveness of professional students. In short, the “1 + X certificate” system is an advanced curriculum reform model, which can effectively promote the construction and reform of higher vocational colleges. The application of the system provides a corresponding guarantee for students’ professional skills learning, and realizes the correct evaluation of students and the effective improvement of teachers’ education level. Using this method, we can accurately grasp the path of e-commerce professional talent training and teacher team construction, and provide an educational paradigm for cultivating compound applied talents.

3. Conclusion

To sum up, when optimizing the training mode of e-commerce professionals in higher vocational colleges, schools and teachers should explore the shortcomings of the current traditional education and take the initiative to meet the challenges brought by the “1+x” certificate system. Specifically, the effective integration of e-commerce courses and certificate standards can be achieved by coordinating multi-party identification, setting up “1+x” courses, innovating training methods and improving teachers’ strength, so as to build a communication and bridge for the integration of production and education, so that students can pay attention to the improvement of their theoretical literacy and professional skills, so as to promote the reform and development process of vocational education.

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