Analysis of E-commerce Talent Training Mode in Higher Vocational Colleges Based on Computer Big Data in Economic Management Practice Teaching

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Abstract. In recent years, the development trend of e-commerce industry is good, and the market demand for e-commerce talents shows a rapid growth trend. According to the survey conducted by research, a famous analysis institution in China, the demand for e-commerce talents will reach more than 3 million. At present, based on computer big data, the talents trained by E-commerce Specialty in higher vocational colleges are far from meeting the market demand. However, from the employment situation in recent years, the employment rate of e-commerce graduates is lower than the national average employment rate. The reason lies in that the cultivation of practical ability of e-commerce graduates in most higher vocational colleges is far from the requirements of the market, enterprises and industries. Therefore, how to strengthen the cooperation between schools and enterprises, build a platform for practical teaching, and effectively improve the students' ability of practical innovation and entrepreneurship is an important subject of practical teaching reform of e-commerce specialty.

Keywords: Electronic Commerce, High Vocational Colleges, Personnel Training, Practice Teaching, Computer Big Data

1. The significance of school enterprise cooperation mode in the practical teaching of e-commerce

Market demand is the starting point of higher vocational education. It is an inevitable trend for higher vocational colleges to cultivate high-end skilled talents and meet the actual jobs of industries and enterprises.

1.1. School enterprise cooperation is a student majoring in E-commerce

Strong guarantee of practical teaching. The practical operation ability of the students majoring in e-commerce has become the standard of enterprise employment. The cooperation between school and
enterprise is conducive to the improvement of the practical operation ability of the students. First, the school effectively uses the site and the enterprise to jointly build the campus training platform, introduce the real projects of the enterprise, let the students practice in the real working environment, realize the integration of teaching, learning and training, and truly achieve the professional teaching content and post Production practice docking. Second, it can build a good off campus practice platform for students, and enterprises provide off campus internship or internship employment for students, so that students can practice the job process in a full range of practical enterprise jobs.

1.2. School enterprise cooperation is to promote students' comprehensive quality

Effective means of capacity improvement. Practical teaching is an important teaching link to cultivate students' ability of combining theory with practice, practical ability, and ability of analyzing and solving problems. Through school enterprise cooperation, the school can timely adjust the professional curriculum system according to the needs of the industry, realize the more organic integration of E-Commerce teaching process and enterprise production and operation, and truly achieve the integration of theory and practice, so that students can quickly understand the post responsibilities, professional ethics, vocational skills, enterprise culture, professional development prospects, etc., and comprehensively improve the comprehensive quality and ability of students. Now students are employed "zero distance".

1.3. School enterprise cooperation can achieve a win-win situation for both sides

The in-depth cooperation between schools and enterprises can realize the resource sharing, mutual cooperation and promote the common development of both sides. In terms of schools, enterprises can provide teachers with on-the-job training or teacher training to enrich the teaching level and practical ability of teachers. In addition, schools employ skilled workers as part-time teachers to improve the level of teachers' team. On the enterprise side, it is beneficial to select excellent students, shorten the pre job training time and reduce the cost.

2. The main problems in the practical teaching system of e-commerce

2.1. The proportion of practical teaching is not enough

E-commerce is a very practical major, but most vocational colleges still stay in the theoretical teaching of e-commerce, the scope of teaching will not exceed the school, the arrangement of practical teaching courses has obvious deficiencies. Some colleges and universities have arranged practical courses, but the contents of the courses are also limited to the level of e-commerce technology, which can not be closely linked with the actual marketing, so the practical ability of students is limited. At the same time, due to the variety of E-Commerce teaching courses, many teachers can not complete the target task in a limited time, and will cut the practical teaching hours to make up for the theoretical teaching hours, so the proportion of practical teaching will be far from enough.

2.2. The content of practical teaching is unreasonable
It is mainly reflected in the outdated practical teaching materials and the poor operability of practical teaching. E-commerce is closely related to the development of modern information technology, and new technical means will continue to emerge, but most of the practical teaching in Colleges and universities cannot be updated in real time, and the outdated teaching materials will lead to the knowledge and technology that students learn not meeting the requirements of modern enterprises for e-commerce talents. Due to the limitations of college education, teachers often use the case of an enterprise directly in the process of choosing practical teaching. However, enterprises generally work in a specific business environment. In addition, many business simulations are made up by the teachers themselves, so the operation of practical teaching is of little significance (see figure 1).

2.3. Lack of practical teaching methods

At present, the teaching methods of e-commerce in higher vocational schools are teaching materials and simulation teaching methods. The teaching material basically relies on the teacher's experience to explain, and the simulation teaching is to let the students operate on the computer by purchasing several sets of software programs. The students use different software to simulate the corresponding operation, so as to achieve the understanding of each process of e-commerce. However, the actual business environment is more complex than the simulated environment, and the teaching methods have limitations. Too single teaching methods will also limit the practical ability of students.

2.4. Teachers lack practical experience

Most teachers study and teach e-commerce courses through book knowledge and professional training. Their cognition of e-commerce basically stays at the theoretical level. They are not familiar with the application of e-commerce in enterprises in real life and lack of practical experience. This kind of knowledge learned by students is also partial to theory rather than practice, which can not meet the needs of employers in real life demand.

3. The training orientation of e-commerce professionals in Higher Vocational Colleges
The demands of the market and enterprises for e-commerce professionals are classified, and different types of professionals need to master different professional skills. Therefore, before the construction of practical teaching system, first of all, we need to position the cultivation of e-commerce talents, make clear the positioning, and colleges and universities can carry out corresponding technical training according to different types of demands.

3.1. Operational e-commerce talents

This kind of talents are the main body of enterprise needs. They don't need to have a deep understanding of the theoretical principles and technical means involved in e-commerce. They just need to be proficient in how to operate in an electronic way, such as marketing on the network platform, collecting data and information, making "L." spreadsheets, etc. at the same time, they need to have a certain knowledge of e-commerce technology Knowledge, can choose the way of work according to the relevant needs, and know what e-commerce "can do". The main work of such talents is the application of e-commerce technology in enterprises, including network marketing, operation of information platform, operation of logistics system and Realization of capital flow.

3.2. Technical e-commerce talents

This kind of talents is the core of enterprise demand. They need to have an in-depth understanding of the technical level of e-commerce, master the latest technology of e-commerce in the contemporary society, use the most effective technical means to design the most convenient information platform, and know how to do e-commerce. The main work of such talents is the realization of e-commerce in technology, including marketing website construction, business platform design, software development, network programming, etc.(see table 1).

| Table 1. Examples of the establishment process of e-commerce talents training system in Higher Vocational Colleges. |
|--------------------------------------------------------|
| Level of establishment          | Content and structure     |
| Junior talent training         | Basic knowledge            |
| Senior personnel training      | Professional training      |
| Building a professional team   | Team operation             |

3.3. Management oriented e-commerce talents

Such talents are high-level e-commerce talents and the management of enterprises. They need to be familiar with the overall development of e-commerce, pay close attention to the latest trends of e-commerce, have forward-looking thinking, make correct decisions at the first time, guide enterprises to the right direction of development, and understand why to do e-commerce. The main work of this kind of talents is to make the strategic decision of e-commerce, including goal setting, personnel management, implementation management, business process management, etc.

In other words, higher vocational education is employment education. From the above talent
orientation, we can see that the training orientation of e-commerce talents in higher vocational colleges should be placed in the first and second categories. What is cultivated is applied talents, which can immediately meet the needs of enterprises.

4. To construct the practical teaching platform for students majoring in e-commerce

4.1. schools and enterprises jointly build e-commerce simulation training platform

At present, most of the e-commerce majors in higher vocational colleges have corresponding professional training rooms and supporting professional software. However, with the rapid development of e-commerce, the simulation software can not be updated in time, resulting in the simulation training platform can not really play a role, and the knowledge of students lags behind the market demand. Strengthening school enterprise cooperation and building e-commerce simulation training platform can realize resource sharing and complementary advantages, which is of great significance for training high skilled talents. In the construction of e-commerce simulation training platform, Guangxi Vocational College of industry and Commerce and Guangxi Nanning convenient 24 e-commerce XX company cooperate in-depth to build a training platform. The training platform is the business transaction platform of the company. Students can understand and master the whole process of e-commerce transaction through the operation of the real training platform of the enterprise.

4.2. Build e-commerce entrepreneurship training base relying on enterprises

One is to introduce enterprises into the school and build a real productive training base in the school. The core advantage of e-commerce is to make the best use of the network to carry out business activities. The college provides site equipment and student resources, selects well-known entities that have been engaged in e-commerce network marketing for many years, and builds a shared campus productive training base. The base focuses on students' professional skills, entrepreneurship teaching and professional quality training, and undertakes business related to enterprise market research, product promotion, network customer service, website construction, network maintenance, commodity image shooting and processing. Second, relying on the campus network, school enterprises build e-commerce platform. Make full use of the campus network and encourage students to carry out e-commerce practice based on the campus network. Students can not only apply the professional knowledge they have learned in the process of practical work, but also improve the ability of organization and coordination and team cooperation through skill training. Guangxi Polytechnic for Industry and commerce is subordinate to XX Bureau, XX Bureau of Guangxi Zhuang Autonomous Region. In order to meet the needs of e-commerce talents in the grain industry, give full play to the characteristics of the industry, cooperate with rest assured grain and oil distribution center, establish a rest assured grain and oil business transaction platform, undertake real projects such as product marketing promotion, network customer service, distribution, etc. at the same time, the college's e-commerce students succeed Founded "industry and Commerce taojiu net".

4.3. With the help of sponsoring enterprises, build a practical skills competition base

Professional skill competition is an effective means to review students' mastery of professional skill knowledge and practical operation ability, and also a way to improve students' comprehensive
practical ability. Vocational colleges should vigorously carry out skills competition, organize students to participate in various competitions, build a practical skills competition base with the help of sponsoring enterprises, and train students under the guidance of both schools and enterprises, expand students' vision, enhance students' practical skills, and enhance employment competitiveness. For example, organize students to participate in the national e-commerce competition, college students' e-commerce competition, national e-commerce and Internet finance competition, national network entrepreneurship competition, National College Students' network marketing competition, and hold school level skills competition.

5. Conclusion

In a word, it is self-evident that the quality of practical teaching of marketing major in higher vocational colleges is of great importance to the cultivation of innovative marketing talents. Only by combining big data to strengthen the reform of practical teaching and improving the quality of practical teaching based on big data analysis, vocational colleges can promote the cultivation of student market majors and bring higher vocational education to a new level[5-6].

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