Research on the Deep Integration Development of Higher Vocational Electronic Commerce Education and Innovation and Entrepreneurship Education

Xiao WANG
Shandong Vocational University of Foreign Affairs, Weihai, Shandong, China

Keywords: Integration, E-Commerce Specialty, Innovation and Entrepreneurship Education

Abstract. Innovation and entrepreneurship education emphasizes on cultivating students' ability to choose jobs and competence, so that students can better face the challenges and opportunities brought by social development. Based on the lack of traditional professional education, in the new era, the integration of innovative and entrepreneurial education and professional education is of great significance in cultivating students' knowledge utilization ability, practical ability, and innovation and entrepreneurship ability. In this regard, this article takes higher vocational e-commerce professional education as the research object, analyzes the current situation of higher vocational e-commerce professional education, discusses the overview of innovation and entrepreneurship education, and the value of integration with higher vocational e-commerce professional education. The strategy of deep integration of education and innovation and entrepreneurship education aims to make students better employment and entrepreneurship.

1. Introduction

With the development of science and technology, e-commerce majors have emerged. As higher vocational schools did not formulate an e-commerce curriculum system in accordance with the social development trend in the formulation of the e-commerce curriculum system, they focused on the cultivation of students' knowledge and skills in teaching, resulting in low student employability. The development of innovation and entrepreneurship education enables students to recognize themselves, adjust themselves, improve themselves, and enhance students' awareness of innovation. Innovative and entrepreneurial education, promoting students as the main body of classroom teaching, teachers as guides and organizers, is a change to the traditional education model, but also the needs of students' future development. In the new era, the innovation and entrepreneurship education is infiltrated into the professional education of e-commerce in higher vocational education.

The integration of the two can not only improve students' practical ability and cultivate students' knowledge utilization ability, but also cultivate students' innovative ability, innovative thinking, innovative consciousness, and innovative spirit in a subtle way, thereby promoting better employment and entrepreneurship for students.

2. Status of Higher Vocational Electronic Commerce Education

2.1 The Curriculum System is Unreasonable

Because vocational schools did not take the form of research in the development of the e-commerce curriculum system, and understood the need for talents in social development, they only constructed the e-commerce curriculum system according to their own ideas, and did not realize the overall view of the curriculum system construction, which was affected by various factors It makes the e-commerce courses independent and has its limitations, showing the imbalance between the proportion of the basic courses of e-commerce and the core courses of e-commerce majors. In addition, due to the influence of
traditional education, some teachers adopt a single teaching mode in e-commerce teaching, usually using textbooks as a carrier, making the classroom teaching atmosphere dull, students' learning interest is not high, but also hindering the expansion of students' knowledge and making The e-commerce knowledge learned by the students cannot be reasonably applied to practice, which in turn makes some graduates unable to obtain reasonable employment and meet the needs of social development.

2.2 The Training Objectives are not Clear

With the development of information technology today, the e-commerce specialty has risen rapidly, and has achieved certain educational results. The talents cultivated by the education of e-commerce major should have both advanced marketing management concepts and familiarity with the e-commerce operation process; they should be familiar with the basic laws of economic activities and master modern technology and the knowledge to achieve the purpose of employment and entrepreneurship. E-commerce professional education is a composite specialty, which involves many fields, such as law, finance, commerce and trade, and computers. However, in terms of the current e-commerce professional courses, some courses are more blind and trendy, leading to e-commerce professional.

3. The Value of the Integration of Higher Vocational E-Commerce Professional Education and Innovation and Entrepreneurship Education

3.1 Innovative Teaching Mode

The integration of higher vocational e-commerce professional education with innovation and entrepreneurship is a change to the traditional education model, which can innovate the single teaching mode of teachers, thereby improving the quality of e-commerce professional education. Innovation and entrepreneurship education promotes students as the main body of classroom teaching. Teachers are guides and organizers. Professional education is integrated with innovation and entrepreneurship education. It advocates the integration of theoretical teaching and practical teaching. Based on this, innovation and entrepreneurship education is infiltrated into the teaching process, so that students can master knowledge and skills. At the same time, knowing the knowledge of innovation and entrepreneurship allows the knowledge of innovation and entrepreneurship to penetrate into the students' knowledge system in a subtle way, cultivates students' awareness of innovation and entrepreneurship, and then promotes the overall development of students. It can be seen that the penetration of innovation and entrepreneurship education into e-commerce professional education is not only the need for curriculum reform, but also the future development needs of students.

3.2 Cultivate Students' Awareness of Innovation and Entrepreneurship

The integration of higher vocational e-commerce professional education and innovation and entrepreneurship education can promote the cultivation of students' innovative ability, innovative thinking, innovative consciousness, and innovative spirit. First, the integration of professional education and innovation and entrepreneurship education can enable students to realize that self-employment is the need for social progress, social and economic development, and the realization of personal value. It helps to promote the change of students' employment concepts and thus promote the all-round development of students. Secondly, the integration of professional education and innovation and entrepreneurship education is of great significance in cultivating students' dedication, patriotism, fear of setbacks, and professionalism, and it has a significance in promoting students' future employment and development. Finally, the integration of professional education and innovation and entrepreneurship education can build a spirit of self-improvement for students, and create an atmosphere of innovation and entrepreneurship for students in the campus environment. This spirit is embedded in students' ideas and ideas, so that innovation and entrepreneurship become students' need.
3.3 Enabling Students to Obtain More Employment Opportunities

The integration of higher vocational e-commerce professional education and innovation and entrepreneurship education can not only develop the students' inherent potential, but also change the students' employment concept, and provide students with more education and entrepreneurship channels through flexible employment and independent entrepreneurship, and opportunities to promote better employment and entrepreneurship for students. The realization of the integration of professional education and innovation and entrepreneurship education can help students solve the problem of employment difficulties, provide students with more employment opportunities, and enable students to engage in employment and entrepreneurship according to their own wishes. Obviously, the integration of e-commerce professional education and innovation and entrepreneurship education is of certain value to the implementation of the strategic principle of "many innovations, mass entrepreneurship".

4. Strategies for the Deep Integration of E-commerce Professional Education and Innovation and Entrepreneurship Education in Higher Vocational Education

4.1 Constructing an E-Commerce Innovation and Entrepreneurship Education System

Integrate higher vocational e-commerce professional education with innovation and entrepreneurship education, pay attention to the construction of theoretical courses and practical teaching systems, infiltrate innovation and entrepreneurship education into the curriculum system and practice teaching system, and provide students with more employment and entrepreneurship opportunities To enable students to gain more entrepreneurship and employment opportunities while learning knowledge, and have a general understanding of innovation and entrepreneurship education, and then adjust themselves according to the future development trend of the professional, change the employment concept of students, and then realize the professional education and innovation of e-commerce Effectiveness of entrepreneurship education integration.

First, build a professional curriculum system. Based on the e-commerce specialty, according to the needs of innovation and entrepreneurship education, it integrates targeted innovation and entrepreneurship knowledge to build an e-commerce specialty education module and improve the e-commerce specialty curriculum system. At the same time, e-commerce knowledge and innovation and entrepreneurship knowledge must be integrated to form an e-commerce professional knowledge module, which is used as the basis for e-commerce courses. In e-commerce, teachers must integrate knowledge content in advance, infiltrate innovation and entrepreneurial education in teaching tasks, teaching goals, and teaching links. Adopt diversified teaching models and set up modular e-commerce teaching oriented by innovation and entrepreneurship to encourage students to explore Knowledge issues, and then realize the innovation and entrepreneurship education model. The construction of such a course system can solve the problems of irrational course system and unclear professional training objectives to a certain extent, enrich students' professional knowledge content, and realize the integration of theoretical teaching and practical teaching.

Second, build a practical teaching system. The innovation and entrepreneurship education advocates that students are the main body of classroom teaching, and teachers are guides and organizers. It is a change to the traditional education model, and it is also a need for students' future development. This requires teachers to change the traditional teaching model, pay attention to the cultivation of students' practical ability, implement middle school into the education system, carry out practical teaching activities for students based on the theoretical knowledge content, and infiltrate innovative and entrepreneurial education into practical teaching, so that students In analyzing, conceiving and solving problems, clarify the application method of knowledge, know the knowledge of innovation and entrepreneurship, and then promote the all-round development of students. At the same time, the school must form a cooperative relationship with nearby companies, provide a training base for students to practice, allow students to use theoretical knowledge to
solve practical problems, and allow students to participate in corporate marketing management. Students promote through real online stores, express packaging, online shop decoration and other activities, to achieve the integration of learning and entrepreneurship.

4.2 Launching Entrepreneurial Courses

Entrepreneurship courses in higher vocational schools are an important part of the integration of professional education in e-commerce and innovation and entrepreneurship education. Based on this, through curriculum teaching, simulation of entrepreneurship, and practical training, the integration of the two can be better achieved. It enables students to learn a wealth of theoretical knowledge, and at the same time it can improve students' ability to use knowledge, thereby promoting students' all-round development. Entrepreneurial courses can be divided into three categories: first, courses in the field of e-commerce, such as online retail, digital product development, and strategic decision-making in e-commerce companies; and second, general e-commerce entrepreneurship courses, such as design and leadership Organization, entrepreneurial marketing, entrepreneurial financing, new product development, etc. Third, develop experiential e-commerce entrepreneurship courses, such as corporate training, system architecture engineer, simulated entrepreneurship, marketing engineer, simulated operation of an e-commerce enterprise, etc., through these experiences Sexual e-commerce entrepreneurship courses, enhance students' practical ability, enable students to experience the basic form of an enterprise operation and start, and then promote students to start their own businesses. The development of e-commerce entrepreneurial courses in higher vocational schools is an impact on the traditional classroom teaching mode. It integrates the theoretical knowledge of e-commerce into business practice and case analysis, and cultivates students' thinking, and enables students to use this thinking to analyze, Solve problems, and in entrepreneurial courses, teachers should encourage and guide students, make students dare to try, innovate, improve students' awareness of innovation, and then cultivate students' practical ability.

4.3 Constructing an Innovation and Entrepreneurship Training Plan

In order to integrate the professional education of e-commerce with innovation and entrepreneurship education, higher vocational colleges can integrate students' extracurricular scientific and technological activities, humanities and moral education, community activities, subject competitions, cultural and sports activities, and vocational skills training. The second practical activity for students is to build an "Innovation and Entrepreneurship Training Plan". This training plan should cover entrepreneurship training plans, humanistic literacy improvement programs, science and technology competition programs, vocational skills training programs, etc., in order to enhance students' humanistic literacy, innovation ability, and entrepreneurship. Ability, professional ability, and then promote student entrepreneurship and employment. At the same time, with the rapid development of information technology, higher vocational colleges can use the Internet technology to build a cloud service platform for innovation, entrepreneurship and employment, provide a practical platform for the cultivation of students' e-commerce practice ability, and build a training base for innovative and entrepreneurial talents. Firstly, students can be involved in corporate development projects, while improving their professionalism, and enhancing their entrepreneurial spirit and entrepreneurial awareness; secondly, using the Internet platform to build cloud service platforms, and hiring related majors to give guidance to students' practical ability Cultivate targeted help.

In addition, higher vocational colleges should strengthen the construction of the e-commerce innovation and entrepreneurship education teacher team. In order to better promote students' entrepreneurship and employment, it is necessary to build a comprehensive e-commerce innovation and entrepreneurship teacher team. First, schools can regularly conduct training for teachers based on current teacher literacy, combined with the needs of innovation and entrepreneurship education, strengthen teachers' ability to guide innovation and entrepreneurship, and improve teachers'
professionalism and moral sentiment, thereby enabling teachers to conduct scientific and reasonable teaching for students. Activities; Second, teachers must be assigned to work in enterprises every year during the winter and summer vacations, so that teachers can participate in enterprise projects, enrich teachers' practical abilities, and then improve their comprehensive literacy.

5. Conclusion

In summary, the focus of innovation and entrepreneurship education is to allow students to develop their thinking while cultivating students' innovative consciousness and ability, while promoting basic development of students, so as to enable them to get better employment and entrepreneurship. In the new era, the integration of innovation and entrepreneurship education and higher vocational e-commerce professional education can better infiltrate innovation and entrepreneurship education into all levels of professional education, and cultivate students' innovative ability, innovative thinking, innovative consciousness, and innovation in a subtle way. Spirit, improve students' ability to use knowledge, and then realize the fundamental educational value of higher vocational e-commerce professional education and innovation and entrepreneurship education.

References

[1] Huang Yanping. Research on Innovation and Entrepreneurship Education for Higher Vocational E-commerce Majors under the Internet + Situation—Taking Quanzhou Arts and Crafts Vocational College as an Example [J]. Higher Education Journal, 2018 (10): 39-41.

[2] Chu Jinmei, Qiu Tingting. Preliminary Study on the Construction of Private Higher Vocational E-commerce Curriculum System Based on Innovation and Entrepreneurship Education—Take the E-commerce Major of Dalian Maple Vocational and Technical College as an Example (04): 111.

[3] Qiu Tingting. Research on English Curriculum System of E-commerce Major in Private Higher Vocational Colleges Based on Innovation and Entrepreneurship Education—Taking the E-commerce Major of Dalian Maple Vocational and Technical College as an Example [J]. Vocational, 2018 (10): 111-112.

[4] Liu Jinfeng. Research on the Construction of Higher Vocational Curriculum System under the Background of Innovation and Entrepreneurship Education—Taking the E-commerce Major as an Example [J]. Forum on Contemporary Education, 2017 (03): 98-107.

[5] Yang Yan, Xia Chunrong. Coupling and Linkage of Innovation and Entrepreneurship Education and E-commerce Specialty Education: Exploration and Practice of the Construction of Double-Teacher Counselors [J]. Science Education Wenhui (1st Issue), 2017 (04): 3-5.

[6] Zhang Guoyu, Shang Chengguo. Research on the Cultivation of Innovative and Entrepreneurial Talents in E-commerce Majors in Colleges and Universities—Based on the Perspective of Serving the Development of Local Economy [J]. Higher Education of Finance and Economics Research, 2016, 19 (03): 61-64.

[7] Zheng Qi. Practical Research on the Integration of Entrepreneurship Education and Professional Education from the Perspective of Symbiosis Theory—Taking the E-commerce Major as an Example [J]. Higher Vocational Education (Journal of Tianjin Vocational University), 2014, 23 (06): 45-48.

[8] Chen Deren. The modern service industry calls for the construction of service disciplines—analysis of the demand for innovative and entrepreneurial talents in emerging service industries such as e-commerce and logistics [J]. China University Teaching, 2012 (06): 29-31.