

The Construction of e-Commerce Professional Course System Oriented by Innovation and Entrepreneurship Projects -Take Internet Marketing Course as an Example

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Abstract: This article clarifies the full necessity of promoting the reform of the e-commerce professional curriculum system with the core ideas of innovation and entrepreneurship, and analyses the many problems that the current e-commerce professional curriculum teaching system in higher vocational education is facing, such as the traditional curriculum model of subject status; The fixed curriculum arrangement that despises the theory and practice; the old curriculum teaching content; does not match the talent training model combined with engineering and so on. Combining the actual teaching situation of higher vocational students, highlight the importance of cultivating entrepreneurial and innovative talents, close to the e-commerce professional network marketing courses, explore the entrepreneurial guiding ideology courses under the new situation, not only learn the classics of higher vocational e-commerce innovation projects, at the same time, we need to find the law from the failure cases. There are many ways to succeed, but there are only a few conditions for failure. It provides some practical ideas and references for the innovation and entrepreneurship-oriented curriculum system reform of higher vocational e-commerce majors.

1. Introduction

With the continuous development of science and technology, innovation and entrepreneurship have received increasing attention at the national level. In recent years, with the continuous development of the Internet and the continuous steady growth of the domestic economy, it has also provided a broad space for the development of e-commerce models. In recent years, we have also seen that with the strategies and progress of Amazon and Alibaba, it provides a broad platform for domestic enterprises to go out. Therefore, a large number of talents with innovative thinking in e-commerce are needed. Higher vocational education in China also provides a large number of practical talents for this. Therefore, according to the needs of the times, innovation and entrepreneurship integration of education into the training of e-commerce professionals also has practical considerations, which is not only conducive to the construction of professional curriculum system, but also conducive to the comprehensive quality of students to achieve the purpose of

applying what they have learned, which greatly promotes the rapid development of China's economy.

2. Current Situation Analysis

At present, vocational students majoring in e-commerce have the following projects for practicing innovation and entrepreneurship: school-level college student entrepreneurship competitions, provincial-level campus student innovation marketing competitions, national vocational colleges and school-level simulation entrepreneurship skills competitions, provincial, National vocational college skills competition (higher vocational group) and so on. Through these competitions, it is helpful to improve students' practical ability, and through practice, they can also realize their own shortcomings. In addition, in terms of talent training methods and means, we should actively reform and adhere to an education-oriented modern curriculum system. On this basis, it is necessary to innovate the education model to promote the reform of the curriculum system according to the needs of the market, which will help students immediately train high-quality skilled talents for the society and enterprises after graduation.

2.1 Stick to the Discipline, Attach Importance to Theory and Despise Practical Issues

Compared with practical teaching, the teaching of theory is rapid. The school pays attention to the teaching of theory for short-term gains and neglects the practical application of students. Students' professional skills lack practical application and their ability cannot be improved. The arrangement of course content cannot adapt to the development of the new situation and the needs of the market, and the old content lacks effective integration. Not only increased the burden on students, but also delayed the development of practical teaching. The course content lacks actual cases of companies, students cannot understand the real operating scenarios of the company, and realistic business operations cannot be demonstrated in the classroom. It not only reduces the quality of teaching, but also hinders the cultivation of skilled talents in higher vocational education.

2.2 Insufficient Teachers

Due to the particularity of the e-commerce major, it is not only required to have a large number of course resources, including real operating cases, but also to strengthen students' practical operating capabilities, such as the cultivation of a simulated business environment. But so far, higher vocational colleges have only developed in the classroom teaching mode, and have not touched on the deep-level operational problems, which will easily lead to the failure of students to apply what they have learned. In addition, due to the influence of subject-based thinking, the development of innovative curriculum system has been severely restricted, and the training of talents has fallen behind the times. Since there are relatively few teachers with rich e-commerce experience, most of the knowledge learned by students comes from books that are relatively theoretical, which results in the students being trained to be incapable of the tasks arranged by the company, and the ability of the students cannot be obtained, the promotion enterprise cannot recruit a large number of practical talents.

3. Curriculum System Design Integrating Innovation and Entrepreneurship Projects and e-Commerce Courses

The network marketing course is the core course of vocational technology for e-commerce majors. This course covers multiple subjects with strong practicality and innovation, and attaches great importance to the practical skills of students.

3.1 Design Principles

To integrate practical innovation projects into the e-commerce major, we need to pay attention to the following aspects: first, we must pay attention to practicality in teaching content, and in actual teaching we need to be familiar with SEO, online store operations and WeChat fission entrepreneurial innovation capabilities cultivation.

3.2 Curriculum Design Content System

According to the needs of network marketing, when selecting specific entrepreneurial innovation projects, you also need to follow the following principles: first, the selected project must be related to the knowledge learned, so as to achieve the purpose of applying what you have learned, and secondly, you need to have Maneuverability, if it is only illusory and too theoretical, the possibility of success is very slim. Interest is also necessary. In addition to strengthening practicality for higher vocational students, interest is also very important. Good content can greatly attract students to participate in it, and at the same time can pay attention to the emergence of projects with great enthusiasm Changes and timely changes. Finally, we must have innovation. If we just follow the old model, it is obviously difficult to increase students' interest. At the same time, innovation can lay a solid foundation for students' entrepreneurship. Through practice, we can fully apply what we have learned. In the final implementation of network operation and marketing strategy, it is helpful to understand the network marketing capabilities of many models such as BtoB and BtoC.

3.3 Key Points of Curriculum Teaching

3.3.1 Organizational Form

After the project is determined, the teacher will no longer be the main body of teaching in the process of teaching implementation. By guiding the development of the project and gradually highlighting the main body status of students in teaching, the teacher cannot just stand on the three-foot platform. But need to take the initiative to provide opportunities for students' practice. In addition, they can also provide necessary help, such as commenting and guiding students' actual projects, and discovering deficiencies in order to correct them later. For students at the higher vocational stage, they also need to be soberly aware that teachers can only look up information through multiple channels or discuss with classmates as leaders to construct a knowledge framework suitable for personal learning and development.

3.3.2 Content Selection

Curriculum assessment should not only highlight the cultivation of core literacy in the selection of teaching content, but also need to adapt to the actual needs of innovation and entrepreneurship. For example, although most students know how to do the marketing of official accounts, they don't know how to do better and how to advance each subsystem. In this regard, the creation and promotion of the official account and content planning should be divided in detail. In addition, as a teacher, it is necessary to filter out the key teaching content to be targeted to highlight the training focus of innovation and entrepreneurship. Finally, it is necessary According to the needs of market

development, the adjustment of the project will be carried out, and finally the teaching goal of cultivating outstanding all-round talents for the society will be realized.

3.3.3 Course Assessment

In the assessment of the course, it is necessary not only to examine the students' mastery of book knowledge, but also to test the proficient use of the learned theoretical knowledge to solve the problems encountered. The traditional course assessment is simply based on scores, and mainly reflected by written test results. First of all, this assessment method cannot adapt to the development of society in terms of content, and greatly limits the practical ability of students, and cannot truly cultivate high-quality business talents. In this regard, it is necessary to adhere to the curriculum evaluation system guided by innovation and entrepreneurship. In the content, not only the theoretical knowledge must be evaluated, but also the professional practical ability must be included in the evaluation content. In addition, it is also necessary to adopt rich and effective methods according to the needs of the new situation. Comprehensive assessment is carried out in the way of assessment to enhance the overall quality of students. In addition, it is very necessary to incorporate curriculum-related innovation and entrepreneurship achievements and activities into the final evaluation system, so as to enhance students' continuous efforts to learn new knowledge and enhance their hands-on ability, and lay a solid foundation for the company to cultivate all-round talents.

4. Cases of Innovation and Entrepreneurship Projects Improving Students' Practical Ability

As a student, you can strengthen your understanding of e-commerce knowledge through the model of opening an online shop, and at the same time, it is also helpful to put the knowledge learned into practice in the process of opening a shop. In addition, by creating a personal WeChat official account to increase the number of reading clicks as the main content, through a variety of methods, such as group member interaction and friend mutual assistance, etc., a systematic knowledge suitable for personal learning content is constructed, which not only helps to deepen the practice the cultivation of ability, but also can increase the number of reading clicks, which helps to build a well-known WeChat public account. As a student, you can also participate in web page editing and copywriting through the promotion of official accounts. Invisible, it will not only help improve students' network marketing capabilities, but also learn more knowledge in copywriting and SEO network promotion.

5. Discussion

Combining the reform of the curriculum system will help improve students' practical skills. In addition, it is also necessary to encourage students to participate in entrepreneurship competitions and participate in the actual operation of enterprises. This is conducive to the full integration of innovation and entrepreneurship education into the training process of higher vocational talents. It is not only conducive to improving the comprehensive ability of students, but also beneficial to cultivating social responsibility and innovation ability. It not only highlights the cultivation of professional core competence, but also can deliver a large number of outstanding and high-quality talents to the society. This is important for the higher vocational curriculum system. The construction is of positive significance. It is believed that in the near future, it will be able to train more outstanding talents for other professions and provide a solid guarantee of talents for the rapid development of my country's economy.

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