

Research on the Construction of e-Commerce Specialty in Higher Vocational Colleges Based on School Enterprise Cooperation

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Abstract: The birth of e-commerce industry has made great changes in China's social and economic structure, and has gradually become a new driving force for social development and national economy. The e-commerce industry has an increasing demand for professionals, and puts forward higher requirements for the comprehensive quality of talents. Therefore, higher vocational colleges can improve the construction level of e-commerce specialty by carrying out school enterprise cooperation, provide students with a large number of experimental operation opportunities, and lay a solid foundation for the overall improvement of students' comprehensive quality.

1. Introduction

In order to ensure that the trained e-commerce professionals have the ability to adapt to the changing development of society, many higher vocational colleges have taken diversified and effective measures to actively build e-commerce majors, so that the comprehensive ability and professional quality of e-commerce students have been further improved. Some higher vocational colleges attach great importance to theoretical teaching in the process of the construction of e-commerce specialty. However, due to the lack of in-depth understanding of the needs of market development, there is a lack of unity between the training direction of e-commerce talents and the actual needs of the industry. It not only makes it difficult to improve the employment rate of e-commerce students after graduation, but also make the students lack the necessary professional quality. Even if they find a counterpart job, they are difficult to fully integrate into the working environment of the enterprise, and the knowledge and skills they have learned in the school can't be fully applied to the actual job of the enterprise. Therefore, higher vocational colleges should actively seek effective cooperation with social enterprises, and further improve the overall construction level of e-commerce specialty through continuous innovation and optimization of traditional talent training mode.

2. Deepen the Cooperation between Schools and Enterprises, Establish and Improve the Talent Training System

Through the continuous deepening of the degree of school enterprise cooperation, the alternating process of work and learning is further optimized, so as to ensure that the school enterprise cooperation mode can fully cover the students' professional consciousness, normative operation regulations, practical skills, professional knowledge and other relevant contents, comprehensively improve the professional quality of students majoring in e-commerce. Through full cooperation with enterprises, higher vocational colleges can ensure the formation of a highly scientific, systematic and comprehensive teaching evaluation mechanism, which can not only effectively expand students' comprehensive quality, but also comprehensively evaluate students' professional ability, and even effectively test the development effect of school enterprise cooperation mode.

While analyzing the data and information related to the evaluation results, higher vocational

colleges cooperate with enterprises to discuss and formulate a personalized talent training scheme with high accuracy and pertinence based on the actual performance of students at the professional learning level. It can not only ensure that the curriculum content has diversified characteristics and the personalized characteristics of students' curriculum needs are more obvious, but also ensure the common development of the two on the basis of full combination, so as to fully meet the students' different personality characteristics, interests and career wishes.

In the process of improving the comprehensive evaluation mechanism, higher vocational colleges should attach great importance to and comprehensively evaluate students' ability to apply professional knowledge, innovative thinking, learning ability, ideological and moral quality and other related contents, ensure that students' professional ability is effectively improved and their professional quality is also improved, so as to lay a solid foundation for further promoting students to achieve sustainable development goals. Only by strengthening the continuous deepening and improvement of the school enterprise cooperation mode, creating a good environment for students to effectively promote the effect of school enterprise cooperation, and building a talent training platform that can integrate cultural training, skill training, knowledge teaching and other relevant measures, can higher vocational colleges comprehensively improve students' comprehensive quality, provide talent support for the all-round development of China's social economy.

3. Strengthen the Effective Implementation of Practical Teaching Measures

For practical teaching, it is one of the important components of e-commerce teaching in higher vocational colleges. It can not only effectively improve students' practical ability, but also deepen students' correct understanding of future jobs and working environment, so as to ensure that students have the ability to meet the needs of enterprise development, solve the problem that the students majoring in e-commerce in traditional higher vocational colleges can't find a job after graduation^[1].

In the process of effectively implementing the school enterprise cooperative teaching mode, higher vocational colleges should start from a diversified perspective, continuously optimize and innovate the design ideas of e-commerce professional practical activities, organize students to carry out relevant practical courses, and give full play to the role of the school training base in the practical courses. On this basis, combined with the development needs of enterprises and the actual learning situation of students, higher vocational colleges can create a real e-commerce operation situation for students, and actively encourage students to actively simulate and operate various work links of e-commerce. In the process of school enterprise cooperation, they can guide students to accurately analyze customers' consumption psychology by using enterprise data information, clearly understand the future development trend of e-commerce market through practical investigation, fully master various analysis methods, and ensure that students establish correct cognition and full understanding of the relevant knowledge content of e-commerce operation process^[2].

In the process of assessing and evaluating students' professional learning ability and practical ability, teachers can take each semester, quarter and month as nodes, and organize students to carry out different practical contents at each node. This can not only make the practical teaching content have diversified characteristics, but also cultivate students' practical ability, and ensure that students can fully grasp the specific operation mode and operation process of the real project of the enterprise. It can not only improve students' comprehensive quality to a certain extent, but also expand the depth and breadth of school enterprise cooperative teaching and improve the construction level of e-commerce specialty^[3].

4. Try to Extend the Time of Students' Post Practice as Much as Possible

Generally, in the process of selecting cooperative enterprises for e-commerce students, higher vocational colleges should give priority to enterprises with large overall scale, strong comprehensive strength and excellent in all aspects. Such enterprises have strong market

competitiveness and good development prospects in the future, which can provide the best choice for e-commerce students in higher vocational colleges. Therefore, higher vocational colleges should extend the time of students' internship in enterprises as far as possible in combination with the actual development needs of the market and their own actual situation, and encourage students to sign employment contracts with internship enterprises on the basis that their own conditions meet the needs of enterprises, so as to create a lot of opportunities for students to stay and work in enterprises ^[4].

Higher vocational colleges can guide students majoring in e-commerce to carry out graduation design in combination with their own internship content, so that students can have a correct understanding of the enterprise, and the enterprise can also have an in-depth understanding of the abilities and qualities of students, so that both parties can reach employment intention, provide a good place for students to play their role and value, and enable students to contribute more to the development of enterprises. In addition, higher vocational colleges should also reach a consensus with enterprises at the ideological level, encourage enterprises to select the talents they need from a large number of excellent interns, ensure that enterprises' willingness to carry out professional education and training for interns is further strengthened, and deepen students' practical experience in all work links of enterprises ^[5].

5. Have a Clear Understanding of the Responsibilities of School and Enterprise

In the environment of school enterprise cooperation, enterprises and higher vocational colleges are the two main bodies constituting the talent training mode. Through joint consultation with enterprises, higher vocational colleges accurately find their respective interest interweaving points in the talent training system, and take this as a consensus to ensure that the education measures finally implemented are highly consistent, so as to formulate a highly scientific and comprehensive teaching plan for students. On this basis, the training requirements for the comprehensive quality of e-commerce professionals in higher vocational colleges are effectively combined with the practical skills training needs of UI enterprises to form a set of highly standardized and systematic talent training scheme, so as to ensure that the contents of the scheme are highly universal and feasible for students ^[6].

Higher vocational colleges should also strengthen the active construction of teachers, take highly professional training measures, improve the comprehensive educational ability of teachers, and ensure that teachers have the ability to effectively complete various teaching tasks. Enterprises should actively cooperate with the teaching of e-commerce major in higher vocational colleges, provide diversified and rich commercial project resources as far as possible, ensure that the theoretical teaching carried out by higher vocational colleges can be effectively integrated with the case teaching implemented by enterprises, and effectively implement all measures of the apprenticeship talent training mechanism. In addition, enterprises should focus on the construction objectives and development needs of e-commerce specialty in higher vocational colleges to ensure that diversified talent training measures such as work study alternating training system, school enterprise double teacher apprenticeship system and off-duty training can be truly implemented in practical teaching, so as to establish an effective connection between the curriculum of e-commerce specialty in higher vocational colleges and the job needs of enterprises, fully realize the goal of modern vocational education to strengthen the integration of industry and education ^[7].

6. Conclusion

Based on the environment of information technology, the e-commerce industry is developing rapidly, and the demand for professionals is extremely urgent. However, because the training mode and teaching content of e-commerce specialty in higher vocational colleges are not based on the actual positions of enterprises, the demand for talents and positions of enterprises can't be unified, which not only reduces the employment probability of e-commerce students, but also seriously hinders the all-round development of China's e-commerce industry. Therefore, higher vocational

colleges should strengthen the establishment and improvement of talent training system, and ensure that the teaching content and mode of e-commerce specialty have diversified characteristics through the continuous exploration and improvement of school enterprise cooperation mode. On this basis, they should attach great importance to practical teaching, extend the time of students' on-the-job learning as much as possible, encourage students to sign employment contracts with enterprises, ensure that the status of enterprises and schools in the dual subject teaching mode is always maintained in a balanced state, improve the deepening of the integration of industry and education, and cultivate a large number of e-commerce talents with high professional ability and professional quality for our society.

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