

## Research and Construction of Hierarchical E-commerce Professional Practical Training System Based on Industry-education Integration

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**Abstract:** Practical teaching is an extremely essential part in cultivation of e-commerce talents. Practical training system is the key of practical teaching. To tackle problems like incomplete conformity of the existing practical training system of e-commerce major to the cultivation of students' ability and loss tie between the practical training projects and social needs, this paper uses industry-education integration as the entry point to design, complement and build up the practical training system of e-commerce major. It aims to make the practical training system closer to the skill needs of the post, promote the construction of professional talent cultivation system and improve the quality of the talent.

### 1. Introduction

Currently, higher vocational colleges in our country follow the orientation of talent cultivation and requirements of the goal of innovation and entrepreneurship education, stay close to the developing trend of the industry, intensively promote industry-education integration, industry-education combination and innovation and entrepreneurship education and achieve some results. However, on the promotion of industry-education integration, there are three issues of "loss tie": The practice of higher vocational colleges of industry-education integration stays in the traditional revolution level of teaching material renewal and course reset and doesn't combine with the intensive adjustment of the development of local industry. The integration level between the enterprise and the school is not tight enough; Despite the fact that the school sets up a great portion of practical courses, most of them are formalistic and can't allow students to experience the real practical process. The practical training system in college are not closely connected to the whole process of actual operation of the enterprise; Students are mostly lack of ability for exploration work and innovation. Innovation and entrepreneurship education can't integrate with professional education. Teaching faculty of innovation and entrepreneurship education and practical sections are relatively weak. The tie between the talent cultivation of the school and the talent need of enterprises is not close.

Focusing on the above problems, this research would explore the practical system for the talent cultivation of e-commerce major of higher vocation colleges. It would aim at cultivating the innovative ability and entrepreneurship of students and be centered on intensifying industry-education integration and improving the quality of cultivated innovative talents. It hopes to build up an industry-education integrated cultivation platform and construct a hierarchical industry-education integrated practical training system for e-commerce major and realize the chain docking of the whole process of the operation of e-commerce enterprises with practical training system.

## 2. Theoretical Basis of the Research

### 2.1. Theory of Overall Development

The theory of overall development requires the teacher to respect the law of development of students, focus on the long-term development of students, provide condition for the overall development of students, create studying environment for students where they can get hold of all sorts of knowledge through constant study and training (practice) and internalize what they have learned in their thinking method and habits. Eventually, students would be able to comprehend and use knowledge and realize the overall development of the individual.

### 2.2. Competency-based Course Theory

Competency-based course regards the acquisition of the complete set of occupation ability of a certain post or a certain cluster of post, and the occupational ability of the post as the standard. It divides the working system to two levels: capability field and professional ability. Afterwards, it is a course method that guides the student's study of relative knowledge and skill according to the competency of the student and helps students acquire proficiency and specific behaviors.

## 3. Construction of Practical Training System of E-commerce Major

### 3.1. Constructing Industry-education Integrated Education Platform

The industry-education integration must fulfill the following conditions: "Industry" must be the advantageous or leading industry in the region; "education" must be the real and complete corporate e-commerce project which is operated by the team of students under the guidance of the teacher. It must realize the mutual penetration of college education and innovative and entrepreneurship education. The main body of the integration is the student. The final goal of the integration is the cultivation of talents.

Relying on "government, industry, school and enterprise" e-commerce major committee, it would innovate the school-running system, industry-education integration running system, the teaching organization method combining learning with working and education system featuring joint efforts with multiple e-commerce enterprises and schools. Upholding the principle of win-win-cooperation, mutual reciprocity and unity of responsibilities and rights, they would jointly build up "corporate practice and training platform, the platform including teaching, practical courses and competition in one and innovation and entrepreneurship project incubation practical platforms". The platform would include the real practice of corporate projects, practical teaching, entrepreneurship project incubation and competition skill improvement in one to comprehensively strengthen the student's ability of practice, scientific innovation, social service and comprehensive usage and create good studying conditions and profound studying environment for students.

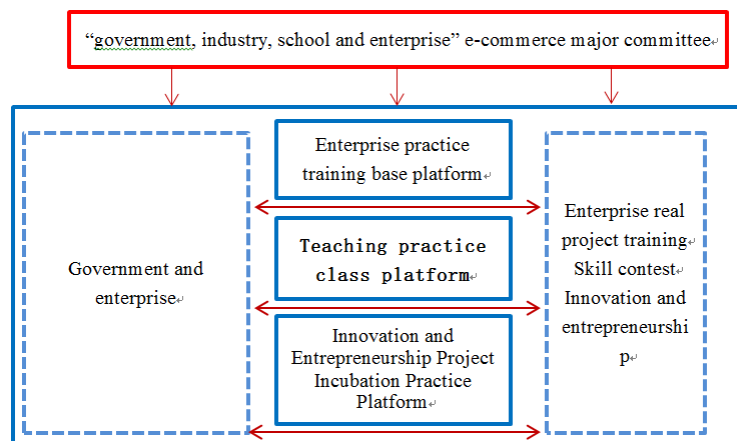


Fig 1. corporate practice and training platform

### 3.2. Constructing Hierarchical Industry-education Integration Practical Training System

The construction of industry-education integration practical training system would mainly follow the idea of “systematic working process”. It would extract practical training mission for the post in enterprises and dock with the practical projects according to the whole dynamic process of “online shop operation” of e-commerce merchants to improve the student’s ability for innovation and entrepreneurship and competitiveness in job searching.

#### 3.2.1. Conducting research and analysis on the local e-commerce industry and extracting typical assignments of enterprises.

Relying on e-commerce major committee and major construction guiding committee, we would invite figures of enterprises and experts of the industry to participate in our research. According to the law of occupational growth and recognition of human being, we determine to orientate e-commerce major to the post of “e-commerce customer service”, “e-commerce art designer”, “e-commerce promotion” and “e-commerce operation”. We analyze the professional duties of e-commerce major working posts, conclude 30 typical working assignments and determine five fields of action.

#### 3.2.2. Teachers having advanced study and training in the enterprise to transform the “field of action” to “field of study”.

The teacher would have advanced study and training and practice by working in the post of the enterprise engaging in the whole process of real “e-commerce work like “online shop operation” project. The extraction would be conducted in multiple dimensions like working subjects, environment, condition and tools so as to finalize the transformation from “typical working assignment” to “real practical training project”. During the transformation, the experts of the industry and the enterprise would have argumentation and amendment to finally shape “field of study” practical training project.

#### 3.2.3. Finishing the construction of hierarchical industry-education integration practical training system

This endeavor tries to follow the process of the formation of occupational skills and professional ethics and the internal relations between the field of study and the working process, break the limitations of practical training system and uses the real completed project of e-commerce enterprises to let students finish manufacturing studying assignments in real scenarios and internalize the knowledge and skill they have learned during the practical training. In this way, the integration of teaching process and production process is integrated, the ability of innovation and entrepreneurship of students is improved and the construction of hierarchical industry-education integration practical training system of e-commerce major is completed. As show in Fig 2 .

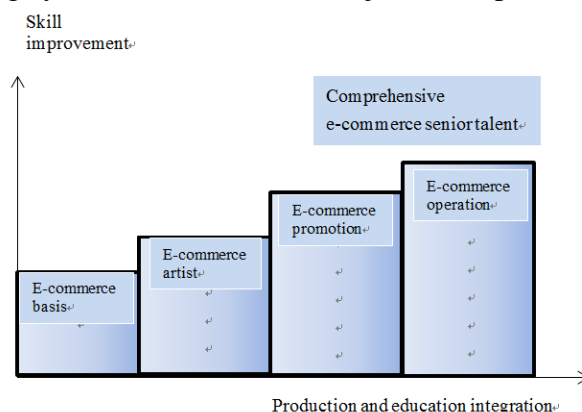


Fig 2. Hierarchical industry-education integration practical training system

### 3.3. Innovative “PDMOM” Practical Training Method of E-commerce Major

“PDMOM” is P(positioning), D(design), M(marketing), O(optimizing), and M(Mount guard). They belong to four classical working period of real “online shop operation” project of e-commerce enterprises: goods orientation, online shop decoration and goods edition, online shop marketing and goods promotion and online shop brand and product optimization. The practical training would be conducted in 5 periods according to the talent cultivation plan of e-commerce major. As show in Fig 3.

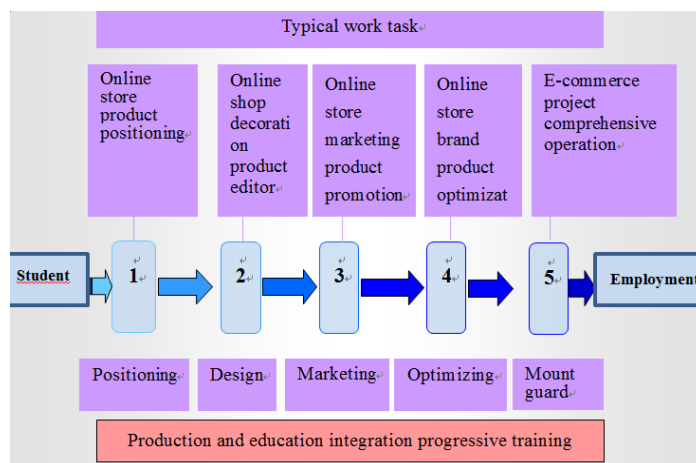


Fig 3. “PDMOM” Practical Training Method of E-commerce Major

### 3.4. Implementation of Online Shop Operation Practical Training Project

Through school-enterprise cooperation, we would work with e-commerce enterprise to facilitate practical training projects. During the practical training, the enterprise staff would have systematic training on customer service concept, selling points of products, normative service verbal tricks, daily verbal tricks study, business procedures before sales, FAQ before and after sales and after sales business normative for students. Besides, we would work with managing company of local special industry and brand and have practical training for students of e-commerce major on brand promotion and sales of the local special e-commerce platform brand. We summarize and analyze the data feedback of the practical training project in the enterprise and notice that the student's ability of innovation and entrepreneurship is prominently improved. Meanwhile, the practical ability and the ability to guide innovation and entrepreneurship are also improved.

## 4. Conclusion

Although the construction of industry-education integration practical training system of e-commerce major has basically come into shape and made certain breakthroughs, long-term practice and complement is needed for it playing a bigger role. This research would be beneficial for the improvement of quality of talents in e-commerce major. Besides, it facilitates intensive industry-education integration to make the tight cooperation of school and enterprise actually and effectively implemented. It would support the construction of professional e-commerce system and talent cultivation.

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