

# *Research on the Training Mode of Entrepreneurial Talents in E-Commerce Specialty in Higher Vocational Colleges*

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**Abstract**—In recent years, the cultivation of entrepreneurial talents has been concerned by the society, especially in higher vocational colleges. The major of e-commerce has certain advantages in the aspect of entrepreneurship, but the current students of e-commerce major in vocational colleges are not very active in entrepreneurship. Therefore, we need to explore the new education model and establish and implement the entrepreneurial talent cultivation model. Only in this way can students improve their entrepreneurial ability and contribute to their future development.

**Keywords**—Vocational colleges; Electronic commerce; Entrepreneurial talent; Cultivation of talents

## I. INTRODUCTION

E-commerce major is a new development in recent years. E-commerce is a combination of network technology and marketing. In recent years, the rapid development of the online shopping has promoted the development of e-commerce major, and many vocational colleges in China have increased the e-commerce major. E-commerce is a new type of marketing. Therefore, electronic business professionals can develop different majors. Cultivating entrepreneurial talents can help improve students' comprehensive quality. In order to explore the training mode of e-commerce entrepreneur, vocational colleges should combine the characteristics of electronic commerce and the practice of our school.

## II. SIGNIFICANCE OF CULTIVATING ENTREPRENEURIAL TALENTS

### A. Current education development needs

At present, education in higher vocational colleges highlights students' entrepreneurial ability, and cultivates students' innovative thinking and social practice ability. The establishment of entrepreneurial talent cultivation model helps to cultivate students' practical ability. With practical needs-oriented concrete entrepreneurial project practice, we can improve students' entrepreneurial ability. Therefore, the school should take the initiative to adapt to the development of The Times and start a business for students. The starting point of education is not to aim for profits, but to cultivate students' interest in entrepreneurship. This motivation helps students develop in the future. Therefore, the training mode of

entrepreneurial talents should combine the characteristics of young students to mobilize the entrepreneurial enthusiasm of students as a starting point. We need to change the previous education approach, and the focus of teaching should turn to the ways and methods that students teach entrepreneurship.

### B. The need to improve the quality of students

Entrepreneurship education can enhance students' interpersonal communication skills and social communication skills. Education's content will also shift. Startup education highlights specialized education, so education will change accordingly. The teaching content eliminates the limitation of subject-oriented teaching mode and eliminates the difference between compulsory courses and optional courses. Education is more practical. The outstanding characteristic of entrepreneurship teaching is innovation. The original classroom teaching can no longer adapt to the current situation of entrepreneurship education. It's going to be more prominent for students education to practice education. Students' learning style is not limited to passive acceptance of classroom knowledge. Students will accumulate knowledge through exploration and practice. Students will take the initiative to practice according to their own ideas. Students can improve their business ability and innovation ability in the practice of entrepreneurship. Students' study will combine their own interests and hobbies, and they will take the initiative to acquire knowledge and enhance their initiative in learning. The student union combines the learning goal, completes the theoretical knowledge to the practical ability transformation through the practice, will enhance the individual ability in the social participation process.

## III. EXISTING PROBLEMS OF EDUCATION, AN E-COMMERCE PROFESSIONAL START-UP IN HIGHER VOCATIONAL COLLEGES

### A. For students education is not combined with entrepreneurship education

At present, some vocational college e-commerce students lack the initiative to start a business. Many e-commerce students are still traditional in their cognition of future employment direction, do not recognize the advantages of e-commerce in entrepreneurship, and lack planning and planning for personal development. Many students are content with the status quo and have no entrepreneurial spirit or sense of

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entrepreneurship. Due to the influence of traditional education concept, many college students' career choice concept still remains "stable". Students are afraid of risks and dare not take the initiative to start a business. In the context of the Internet, e-commerce entrepreneurship has more opportunities, but it also puts forward higher standards for students' entrepreneurial ability and market adaptability.

*B. Higher vocational colleges do not establish a systematic entrepreneurship education system*

Currently, entrepreneurship education has become an important part of higher vocational education. Entrepreneurship education can improve students' awareness of innovation and enhance students' ability to start. Entrepreneurship education is a new type of education, and the biggest core is to improve the ability of college students to start their own business. Because of the changing patterns of social development, society is in desperate need of entrepreneurs. However, some vocational colleges and universities have not yet combined with the characteristics of e-commerce to establish a complete entrepreneurship education system.

*C. The contingent of teachers who start their own businesses in higher vocational colleges*

Higher vocational colleges should combine with the changes in the demand for talents in the society to strengthen entrepreneurship education, especially the content of entrepreneurship in the teaching of e-commerce. We need to integrate these into the specific teaching. The quality of teachers is the key to ensure the effectiveness of entrepreneurship education, so teachers engaged in teaching should also have the awareness of entrepreneurship. At present, the teachers engaged in e-commerce teaching work lack the entrepreneurial experience, and in the actual teaching of how to use e-commerce professional skills for entrepreneurship can only stay in the theoretical explanation. The effect of teaching is hard to guarantee. Therefore, in order to ensure the effect of entrepreneurship education, teachers should pay attention to improving individual entrepreneurship quality.

**IV. HOW TO STRENGTHEN ENTREPRENEURSHIP EDUCATION IN E-COMMERCE MAJOR OF HIGHER VOCATIONAL COLLEGES**

*A. Highlight professional skills*

Start-up education should combine professional characteristic. Vocational colleges should take various measures to improve students' comprehensive skills. Students should master the necessary professional skills, especially the ability to use the Internet for marketing. This is the foundation of entrepreneurship. Only when students master the necessary professional skills can they better integrate into the society in the future. Therefore, higher vocational colleges should adopt corresponding teaching methods for the improvement of skills. The teaching content of e-commerce should increase the practicality, so that students in the process of practice constantly enhance professional skills. Education should pay attention to the change of teaching mode, which is also the requirement of improving comprehensive quality. Comprehensive quality includes various contents. Students

should not only have corresponding professional skills, but also have good moral character, sound ideology and the courage to innovate. These are the basic requirements for students to adapt to social development. Higher vocational colleges can adopt various ways to cultivate students, such as using multimedia and micro-course to enrich teaching content. This helps to cultivate students' ability in various aspects and integrate theoretical knowledge and professional skills.

*B. The way of working with the school enterprises*

Some higher vocational colleges have adopted the way of working together for the entrepreneurship education of e-commerce students. With practical results, this approach helps improve students' overall quality. This is a way of moving classroom education to businesses. Students can gradually improve their personal quality in the actual operation of the enterprise. The biggest advantage of this approach is the close combination of practice and the direction of future teaching reform. Schools, for example, can work with Internet companies to help students create Internet start-ups. This helps improve student entrepreneurship. The school enterprise hybrid ownership education should promote vitality. This need to be based on the market operation mechanism, and focus on the role of the market. The education base should directly face the market, establish and improve the technological results transformation mechanism. Education should be the goal of innovative talents, and the development of the development environment is created. The transformation of scientific and technological achievements should have the corresponding market operation mechanism. Innovative platforms will help to achieve innovation. Students can produce creative thinking in the process of scientific research, which can inspire students' enthusiasm for innovation. Students can improve their ability to identify problems and resolve practical problems in scientific research.

*C. Dynamic teaching methods*

Universities should adopt a dynamic approach to student entrepreneurship education. Dynamic change depends on how skills are developed. The improvement and development of personal quality requires a corresponding environment. While quality improvement is a gradual process and is in dynamic change. Only through continuous learning and summary can students achieve self-improvement. Under the condition of Internet, the demand for e-commerce talents is also changing rapidly. The standards of demand for talent in society are also gradually improving. However, the cultivation of students' comprehensive quality in higher vocational colleges should be closely related to the development of society and reflect the development and change of society in education. The improvement of students' entrepreneurial quality involves various contents, which needs systematic planning and scientific arrangement. Comprehensive quality is related to education mode, and the content of professional education. Education should carry on the corresponding teaching reform according to the improvement of students' comprehensive quality. In recent years, there have been many new changes in entrepreneurship education. Many schools have implemented online and offline common education, which is the innovative development of entrepreneurship education. Thanks to the

rapid development of the Internet and the popularity of smart phones, innovation and entrepreneurship can be realized through online platforms. For example, with the help of WeChat platform, students majoring in e-commerce can practice online marketing.

#### *D. Modularization*

The modular approach to teaching is a new approach to entrepreneurship education in the context of interconnection. The modularization method is summed up in the practice of teaching reform, and it is the method tested by practice. This method is somewhat scientific. In the specific implementation, relevant teaching contents can be re-organized according to functions and features. The modules of the new organization can be combined with the requirements of entrepreneurship, and the course modules can select representative teaching contents. In teaching, different modules can be selected according to teaching objectives to realize the combination of freestyle. Modular teaching should be combined with the characteristics of students and entrepreneurial education, and the optimal combination of modules should be realized through objective analysis. The specialty of electronic commerce in higher vocational colleges has its particularity. As students need to directly contact the market, the cultivation mode of entrepreneurial talents should combine the characteristics of e-commerce major, the concept of entrepreneurship education and teaching objectives, and develop and design corresponding education methods, including course content, teaching methods, evaluation of teaching process, etc. Education should be based on strengthening students' entrepreneurial ability. We should take the service major as the leading factor, expand the coverage of entrepreneurship education to the maximum, take entrepreneurship project as the carrier, stimulate students' entrepreneurial enthusiasm, enhance students' entrepreneurial awareness, break the constraints of the original education way, and improve students' practical ability in entrepreneurship. The enhancement of students' entrepreneurial ability can better adapt to the needs of social development for entrepreneurial talents.

### V. HIGHER VOCATIONAL COLLEGES SHOULD TAKE THE INITIATIVE TO BUILD THE CULTIVATION MECHANISM OF E-COMMERCE ENTREPRENEURSHIP TALENTS

#### *A. Provide space*

Construction of entrepreneurial space and improvement of environment construction of entrepreneurial education is the cornerstone for higher vocational colleges to successfully launch entrepreneurial education. Entrepreneurial space is the place for learners to learn, innovate and cooperate, and make creative products. By establishing entrepreneurial space, students can exchange ideas and realize entrepreneurship. Colleges and universities can give play to the advantages of network and provide hardware support for the entrepreneurship of students majoring in e-commerce. Colleges and universities should also provide space services through active practice exploration. Five aspects can stimulate students' enthusiasm for participation. On the other hand, students can train their entrepreneurial ability in practice.

#### *B. Improve knowledge structure*

The entrepreneurship education of higher vocational colleges should pay attention to exchange of ideas, formation of entrepreneurial ideas and sharing of entrepreneurial process. These are the foundations of entrepreneurship and need to be consistent with the education approach to e-commerce. Higher vocational colleges can provide disciplinary services for the development of student entrepreneurship. In recent years, the development of e-commerce has made great progress. The knowledge service of higher vocational colleges should be integrated into the development of disciplines and academic research. The school should actively provide professional information services for students, adapt to the education model change caused by entrepreneurial talent cultivation, and establish a student-oriented teaching system. The school should also pay attention to students' entrepreneurship direction and entrepreneurship model, and study how to provide students with better entrepreneurship services; Adapt to the requirements of entrepreneurial talent training, break through the original professional restrictions. Schools should start from multiple perspectives such as education, public service and effective integration of teaching resources. In education service, advanced entrepreneurship concept should be integrated to improve the effect of entrepreneurial education.

#### *C. Vocational colleges should have the awareness of entrepreneurship*

Vocational colleges should cultivate students' entrepreneurial thinking according to the characteristics of students majoring in e-commerce, combining the idea of entrepreneurship education with teaching objectives. The quality of teachers is the key to ensure the effectiveness of entrepreneurship education. Therefore, teachers engaged in e-commerce should also have entrepreneurship awareness. At present, the teachers engaged in professional teaching are lack of entrepreneurial experience, and they can only stay in the theoretical explanation in the actual work platform, and the effect of teaching work is difficult to guarantee. Therefore, in order to guarantee the effect of entrepreneurial education, it is necessary to improve the entrepreneurial quality of teachers. Higher vocational colleges should create the atmosphere of entrepreneurship in a variety of ways to maximize the role of entrepreneurship education, help students understand the role of entrepreneurship by carrying out entrepreneurial culture activities, and stimulate students' enthusiasm through special lectures, especially the entrepreneurial practice of students majoring in e-commerce.

### VI. CONCLUSION

At present, education has attracted the attention of higher vocational colleges. The higher vocational colleges should combine the professional characteristics of e-commerce students and adopt various ways to enhance the awareness of students' entrepreneurship and stimulate the awareness of students' initiative entrepreneurship. In the teaching practice of e-commerce, the school should integrate entrepreneurship education as a new education concept into the daily teaching. In view of the existing problems in e-commerce teaching, we should strengthen entrepreneurship education, and constantly

improve the talent training mode in combination with existing problems. We should enable students to enhance their entrepreneurial ability in the process of practice. Vocational colleges should constantly explore the cultivation mechanism of entrepreneurial talents in e-commerce to improve the effect of talent cultivation and meet the needs of social development.

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