

A Study on the Education Mode of E-Business Major in Wuhan Application-oriented University

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Abstract—At present there are many universities in Wuhan cultivated students can't satisfy the enterprise and the social demand. In this paper, based on the developing pattern of e-commerce professional universities in Wuhan city for a deeper analysis, find out the problems and perfect all kinds of training mode. Make different e-commerce professional personnel training mode can better adapt to the current development of e-commerce enterprises.

Keywords—Wuhan City, Application Oriented University, E-commerce major, Personnel Training mode

I. INTRODUCTION

A. Research Background

With the new round of global economic growth and the increasing trend of economic globalization, the "new economy" led by the information technology industry is growing, while e-commerce is the backbone of the "new economy" development. Although the development status of China's e-commerce is relatively backward for developed countries, the development trend and speed are indeed overwhelming. In 2015, premier Keqiang Li proposed to formulate an "Internet" action plan. "Internet +" has become a new trend, more and more enterprises expect to get a ride on this special bus of e-commerce.

According to relevant data show that until September 2017, service-oriented businesses in China, the number of direct employment in the electronic commerce has reached 3.5 million, and through the effect of the development of e-commerce, there are nearly 21 million people on the job. At the same time, all kinds of the birth of the new e-commerce enterprise as well as the electronic commerce development of relevant industries and with a number of jobs in the society. At the same time, society is becoming more and more high to the requirement of e-business development.

However, in terms of the quantity and quality of e-commerce talents in the current market, the rapid development of the Internet in the face of some difficulties. Old electric business enterprise of development and the emergence of new electric business enterprise and traditional enterprise's desire to get on electricity, makes the enterprise and the market demand for electronic commerce talented person quantity and quality of widening.

college students as the backbone of the future society development, applied undergraduate colleges and universities

develop e-commerce professional quality and quantity of electricity industry for the future development is very important, for the training mode of research and reform is urgently needed.

Wuhan has been transformed into a first-tier city in China this year. As the core city of hubei province, Wuhan has not only a strong Internet atmosphere and a high degree of e-commerce development, but also, most importantly, a cultural education city with university standing and abundant education resources. Wuhan has 82 institutions of higher learning, the second largest number of universities in China, and the largest number of university students in China, with 1.04 million students, making it the city with the largest number of university students in China. In such a university, college education city, on a grand scale, almost 95% of colleges and universities are sooner or later opened a professional e-commerce, for the importance of electronic commerce and attention degree is high, it will be as sample cities to study the applied undergraduate colleges and universities in Wuhan city is more outstanding professional talent training mode of electronic commerce, authoritative and practical.

B. Significance of the Subject

1) *Theoretical significance*: With the rapid development of China's e-commerce and the involvement of many enterprises in e-commerce, the society needs more marketable e-commerce talents. As a leading city in terms of the quantity and quality of universities in China, Wuhan shoulders the responsibility of providing talents in line with market and enterprise demands for the development of e-commerce in China. Taking the applied undergraduate universities in Wuhan city as the selection scope, a set of professional personnel training mode of electronic commerce in colleges and universities in line with the social and market development is studied, which is of great significance to the education model of colleges and universities, the individual graduation quality of students and the development of electronic commerce in Wuhan city and even the whole country.

2) *Practical significance*: First of all, there is a great demand for e-commerce professionals. Second, the current quality demand for e-commerce talents is relatively high, and it is difficult to meet the graduation quality of general graduates. The reason for this is that after the fuzzy positioning of e-commerce talents and the training mode, the professional

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knowledge training system is old and inflexible, and the training mode of all applied undergraduates' e-commerce majors always stays in the incomplete theoretical teaching mode. Under the impact of the rapid development of e-commerce industry and the traditional e-commerce training mode, the reform of the professional personnel training mode of university e-commerce becomes very urgent.

C. Research Status

Well-known Chinese electricity experts HuiDan (2017) issued by the management training mode of electronic commerce undergraduate study, China's e-commerce talents mainly applied undergraduate colleges and universities, the reason is that most studies in China think e-commerce professional talent need to deep and extensive theoretical basis for the fundamental, have plenty of time for four years of applied undergraduate colleges and universities is more advantageous to the electronic commerce the cultivation of professional talents and the construction, but the traditional education mode makes electrical businessmen to the cultivation of undergraduate course colleges and universities is always heavy and light practice, The education model of balance theory and practice is the focus of the research on the cultivation model of domestic e-merchants [1].

Wuhan university professor Liqing Cao(2017) has published, "the cultivation model of e-business talents in universities and colleges of undergraduate course of Wuhan city", mentioned in Wuhan city and even the domestic applied undergraduate colleges and universities in personnel training mode of electronic commerce is lay particular stress on theory teaching, practice teaching of a smaller proportion of the lack of market guide, training of e-commerce professionals cannot be good and adapt to the society and market[2].

Compared with China's development from theory to practice, the United States and other countries have taken practice as an important part of e-business personnel training model. According to Emma, an American Internet expert (2017), in her book the market-oriented e-business talent cultivation model, e-commerce teaching is based on practical training, but the course design and arrangement is more abundant than in China, including physical project design and paid internship[3]. While the electricity experts victor (2017) published the "+" Internet e-commerce talents of higher vocational education age also mentioned that in "Internet +" the arrival of the era for more want to tap into the Internet provides opportunities for individuals and companies, produce more e-commerce talents is the important foundation of support the enterprises into the Internet[4].

II. NEW FEATURES AND CURRENT SITUATION OF E-COMMERCE INDUSTRY

With the rapid development of e-commerce, the e-commerce industry is constantly presenting new patterns, tools, applications and categories. With the current development trend of e-commerce, in the future, the e-commerce industry will also usher in greater development and changes.

A. Traditional Enterprises are Stepping forward into the Era of Electronic Commerce

Ten years of development, the center of gravity of the e-commerce industry also gradually began to change, demand attention point has been changed, the range of e-commerce to traditional enterprise, O2O mode is more and more enterprises and individuals to understand and accept that makes many offline retailers and traditional enterprises began to combining itself with the Internet, and these retailers and in traditional enterprises, is good, now has become a major player in the electricity industry. Traditional enterprises are no longer pure traditional enterprises. The integration and combination of e-commerce will lead to the arrival of the national e-commerce era.

B. Cross-border E-commerce is in the Making.

The booming of China's e-commerce industry has laid a solid foundation for the rise of cross-border e-commerce. And cross-border e-commerce has also become an important bridge for high-consumption groups to meet the demand for overseas brands and luxury goods. In 2013, China issued relevant policy to support the development of cross-border electricity, after smelling the policy support of message, many large coffee electricity companies have started to cross-border electricity stretch out his hand, and the corresponding and therefore make cross-border electricity time get rapid development in China, in 2016 alone, China's cross-border electricity business turnover reached 2.7 trillion. This is positive for both the development of the e-commerce industry and the development of China's trade.

III. THE PROBLEM OF CULTIVATING ELECTRONIC BUSINESSMEN IN WUHAN UNIVERSITY OF APPLIED EDUCATION

Since 1999, included in the electronic commerce professional education in university, the Wuhan city as a large number of four-year-undergraduate universities in the focus, the applied undergraduate colleges and universities in Wuhan city e-commerce professional talent training mode reform continuously in the lineage, imitation and innovation to improve and advance, although the talent training mode and concept increasingly mature, but for the moment, applied undergraduate colleges and universities in Wuhan city e-commerce professional talent training mode, there exist many problems and solutions.

A. Training Programs and Goals are Disconnected from Market Needs

Most applied undergraduate colleges and universities in Wuhan city in developing electric business training scheme, more from the Angle of academic disciplines for professional orientation, curriculum system, teaching contents and training target, pay attention to the students should have the basic professional ability, but seldom to go study now in the development of e-commerce market present situation and the trend of future development, the lack of future e-commerce industry for judgment and grasp of the specific position, however, the development of electronic commerce improving little by little every day, the new model, new platform, new tools, Internet marketing and operation methods of continuous development and innovation, Therefore, the talent training

program formulated by colleges and universities is out of line with the market demand.

For most colleges and universities in Wuhan city, the update speed of textbooks is generally difficult to keep up with the actual development speed of e-commerce, and the talent training goal remains unchanged, seriously hindering the personalized development of e-commerce talents. There is no innovation in the training mode, which is basically the model of a university imitating other professional training modes, and b university copying the model of a university, followed by c and d university. For the cultivation of e-commerce talents, there is no good use of the university's own excellent resources, and e-commerce graduates are often cultivated with poor professional ability and low quality.

B. The Curriculum System Lacks Multidisciplinary Integration Consciousness

E-commerce is not a pure concept, nor can it be covered by either management or computer science. However, because of the lack of clarity in the objective orientation of the professional training of e-commerce, it is difficult to establish the course design and development. At present, most of the courses offered by e-commerce majors in universities in Wuhan are inclined to theoretical research or practical development and lack of resource integration with other disciplines. This lack of practicality, relevance and integrity of the curriculum system directly leads to the students' lack of systematic professional knowledge, and it is difficult to meet the requirements of enterprises' employers on e-commerce professionals.

The author is now majoring in e-commerce at Wuhan Donghu university. Currently, there are three modules, namely, business management and operation, e-commerce law and information science, and computer science and technology. In fact, the current curriculum system has the awareness of multidisciplinary integration, but due to the great diversity of subjects, there is no education students to better and consciously conduct fusion learning, so that the time interval of learning knowledge is large and the content is too scattered, resulting in the lack of ideal learning effect at the end of graduation.

C. Practice Lacks Systematization and Comprehensiveness

E-commerce is a major that attaches great importance to personal practical operation management ability and certain computer network technology ability. However, the practice and improvement of students' practical operation management ability cannot be achieved by simply teaching theoretical knowledge, and simple web making ability is also indispensable. At present, however, most colleges and universities in Wuhan need to strengthen the construction of the practical curriculum system. It is mainly manifested in three aspects:

- The professional courses of e-commerce are mainly based on theoretical knowledge, and the content of practical courses is relatively small.
- The design of practical courses for e-commerce professional practice is mostly based on the campus simulation environment, which is not really integrated into the operation and management process of the actual enterprise, and no matter how much virtual simulation is,

there is still a gap between it and enterprises in the society.

- There is a lack of connection, systemic and more school-enterprise cooperation between practice teaching outside the school and inside the school and in the class.

From the above points of view, most of Wuhan university of electronic commerce majors belong to the major of economics and management. As the major of economics and management emphasizes the characteristics of weak and manipulative, the cultivated students are not strong in manipulative ability, so it is called soft major. As for education, it is very important to perfect scientific practical training and practice.

At the same time, most e-commerce practice teaching is single simulation, not comprehensive simulation, lack of systematic and comprehensive. Thus it can be seen that the lack of systematic and comprehensive practice teaching cannot fully support the cultivation of e-commerce professionals in Wuhan university of applied science and technology due to the lagging practice concept, long period of design and construction and other practical conditions.

D. The Construction of Teachers is out of Line with the Cultivation of Talents

- Firstly China's e-commerce specialty was set up by the ministry of education in 1999, and most e-commerce teachers are transferred from other majors. As for e-commerce, most of the teachers are still in the stage of learning and exploring, and lack of practical experience in e-commerce. Therefore, it is difficult to break away from the restriction of valuing theory and neglecting practice in teaching mode and content.
- Secondly, the traditional education system and teaching mode are more in line with the tastes of teachers, because most teachers are trained in such a mode. Education mode is old and ingrained. Moreover, at present most of the undergraduate course colleges and universities in Wuhan city spend less on training teachers' practical training, training intensity is low, if sent into training teachers in the electric business enterprise to study and exercise over form mostly, and one-sided pursuit of professional qualification certificate and ignore the cultivation of teachers' ability and examination, can lead to the development of teachers' team construction lagging behind the e-commerce education needs.
- Finally, the construction of teachers also lacks effective management, assessment and motivation.

E. Lack of Guidance for Students' Independent Innovation Ability

For students majoring in e-commerce in applied universities in Wuhan, the continuous expansion and deepening of the Internet environment has provided a natural entrepreneurial environment for students majoring in e-commerce. Business is not easy, for e-commerce professional students graduating from university, thin graduate quality is difficult to support the graduates of independent innovation and entrepreneurship,

which requires colleges and universities in the training of specialists in the field of electronic commerce not only textbook theoretical education and practical teaching, and also need to guide the student's ability of independent innovation and entrepreneurship, make the students thinking more active, with innovative ideas.

IV. INNOVATIVE IDEAS AND MEASURES FOR CULTIVATING ELECTRONIC BUSINESSMEN IN WUHAN UNIVERSITY OF APPLIED EDUCATION

In the new environment, the emerging demands brought by the development of e-commerce industry and the problems existing in the cultivation mode of e-commerce talents in Wuhan application-oriented universities urgently require the talents of e-commerce specialty to constantly adapt to the development of e-commerce industry while pursuing personalized development. Wuhan application-oriented university e-commerce major, whether to promote social development or to cultivate excellent e-commerce professionals, the reform of the training mode is imminent.

A. *Innovation of Professional Training Objective and Direction*

Having a professional training goal is the primary basis for establishing a complete talent training system. Only innovation in the goal and direction can make education more efficient and valuable. According to the employer data of some small and medium-sized e-business enterprises in Wuhan city, this paper analyzes the requirements of e-business talents for enterprises under the current social situation, and then sets the goal and direction of professional training according to the requirements.

Most for electricity business enterprise actual operation ability and computer technology has certain requirements, which requires colleges and universities in cultivating students' operation and management of the theoretical basis of knowledge at the same time, need courses in part of computer application technology, familiar with and master the method and process of e-commerce operation, the technology needed to guide students to understand and study method of the electronic commerce at the same time, improve the students' ability in modern business, to improve the students' comprehensive electricity quality as a whole.

B. *Innovation of Course System of Electronic Commerce Major*

E-commerce is a comprehensive major that requires multidisciplinary integration. The multidisciplinary integration must be taken into account in the design of course content.

1) *Innovation of e-commerce basic public courses:* The public courses are provided according to the unified requirements of the state and the school, including four types of courses: ideological and political, humanistic quality, scientific quality and physical and mental quality. The study of ideological and political education is closely related to the professional moral cultivation of e-commerce major. The cultivation of humanistic quality is in line with students' psychological education courses to strengthen the cultivation of students' anti-pressure ability and emotional intelligence; The cultivation of scientific quality should focus on information

processing ability and computer technology. Physical and mental qualities require education students to be able to quickly adapt to social development, change and technology update in the age of e-commerce. The public courses should make good use of the resources of teachers to improve the personal quality of students majoring in e-commerce.

2) *Innovate course content and methods:* The traditional teaching method, old teaching content and the characteristics of e-commerce specialty require us to reform and innovate the contents and methods of the courses. The course content should be more logical and systematic. The combination of theory and practice becomes closer. Each theory course is to prepare for the later practice course, so as to make the theory have practical basis. The more logical and relevant courses are arranged at the same time to provide greater convenience for students to integrate the subjects. The university should establish an effective incentive mechanism to encourage students majoring in e-commerce to start their own businesses in school. Meanwhile, it should implement relevant policies of Wuhan to encourage college students to start their own businesses and further improve the innovation and learning initiative of students majoring in e-commerce.

C. *Innovation of Practical Teaching System*

At present, the practical teaching system of electronic commerce major in most of universities in Wuhan city mainly includes professional practice and graduation practice. The practical training is mainly to enable students to truly integrate themselves into the process of enterprise operation and management. Through computer network simulation of enterprise training, students can participate in the operation process of e-commerce enterprises. However, the specialty of the practical training is not enough, and often the major of economics and management can be learned, and education of e-commerce is not targeted enough. The school should establish a more professional and targeted comprehensive simulation laboratory for e-commerce, and at the same time, through school-enterprise cooperation, students can truly enter the enterprise to experience and learn after experiencing in the simulated environment.

D. *Strengthen the Construction of Teachers*

Although the e-commerce major was set up relatively late, it has been developing rapidly. Therefore, excellent teacher resources are an important basis for the reform and improvement of the training mode of e-commerce professionals, and a few points must be done for the benign construction of the teacher team.

1) *Teachers:* Build a double-qualified team and strengthen the training of teachers' professional quality.

2) *Platform:* Strengthen the construction of subject content and create a better platform for the construction of teachers and teams.

3) *School-enterprise cooperation:* To conduct school-enterprise cooperation, we should not only go out, but also invite people in to learn about the new environment, learn new knowledge and new technology.

4) *Introduction of foreign talents*: Appoint people on their merits, increase the intensity of introducing excellent teachers, attract more teachers with real talents to join the teaching team, and give better play to the good effect of "treasure pool of talents".

5) *Reward and incentive system*: Establish a good incentive mechanism to encourage e-commerce professionals to guide students to participate in e-commerce innovation and entrepreneurship competitions, and encourage teachers to participate in various domestic and foreign e-commerce academic conferences and e-commerce research projects. The establishment of a comprehensive talent reward system is conducive to more genuine, down-to-earth leadership talent to stand out.

E. Promote Students' Personality Development

In the future, it is important to pay attention to the individuation of personal development, in teaching students to adapt to the development of the society at the same time, in the guidance of the teacher education, also should pay attention to the individual personality development, to the personal development of students' development and provide more possibilities, can dig out the students really want to do which one part of the electricity, makes the students interest and integration.

V. CONCLUSIONS

E-commerce is a still in the continuous development of emerging industries, and e-commerce professional is associated with e-commerce business development and the development of

the professional, so for applied undergraduate colleges and universities in Wuhan city should hold good e-commerce professional talent training mode and method, feet on the ground, through the teaching reform step by step. The innovative and entrepreneurial personalized e-commerce professionals are also more and more adapted to the development of e-commerce in today's economic situation.

Wuhan as the largest number of cities in applied undergraduate colleges and universities across the country, and when all kinds of reform of the teaching of electronic commerce, of course, after put forward reform measures also needs scientific system construction and management to ensure the implementation of the reform and stability, and constantly improve, so will be able to guarantee the reform would not become a mere formality, and really promotes applied undergraduate colleges and universities in Wuhan city electronic commerce specialized talented person, improvement of the overall comprehensive quality for the e-commerce industry, the development of economy and society contribute more power.

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