

Problems and Countermeasures in the Training of Vocational Education Teachers in E-Commerce

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Abstract: E-commerce professional vocational education is one of the important components of vocational education in China. At present, the professional setting of e-commerce professional vocational education teachers is unreasonable and too detailed, which leads to the narrow employment scope of e-commerce professional vocational education teachers, resulting in waste of human resources, failure to update in time, and outdated setting and professional content, which can not meet the new requirements of technological development in the new era. The model of comprehensive quality improvement and professional development is applied to the training design of vocational education teachers for e-commerce majors. According to the objective requirements of vocational education teachers training for e-commerce majors and the objective needs of comprehensive quality improvement and professional development concepts, higher vocational colleges should further integrate various resources and strengthen research on the basis of understanding the social demand standards for skilled talents. It deepens the understanding of the relevant theories of the vocational education teachers of e-commerce specialty, so as to achieve the height of consistency between learning and application, and effectively improve the ability level of the vocational education teachers of e-commerce specialty. Starting from school education, we should innovate teaching methods, build a new talent training mode, and improve the level of vocational teachers of e-commerce specialty.

1. Introduction

E-commerce professional vocational education, as one of the important components of vocational education in China, plays a vital role in promoting national economic development, improving the gross national product and enhancing the comprehensive national strength. However, due to the continuous deterioration of the current international economic development environment, coupled with the sharp increase in the scale of the domestic economic aggregate, the national economic development is facing extremely severe challenges, which also put forward more stringent requirements for the vocational education of e-commerce, especially for the training of technical and technical talents, which becomes more urgent. It is particularly important to explore and practice the innovative training mode of vocational teachers of e-commerce in higher vocational colleges. E-commerce vocational education mainly aims at training corresponding professionals who can adapt to factory production, and can directly participate in production activities after being educated by higher vocational colleges[1]. After many years of practice, it shows that the training effect of vocational education teachers of e-commerce specialty in higher vocational colleges is not particularly ideal, and there is still a certain gap between the training results and the needs of the industry. There is still room for improvement in the training effect of vocational education teachers of e-commerce specialty[2].

Applying the model of comprehensive quality improvement and professional development to design the training of vocational education teachers for e-commerce majors, as an educational

theoretical achievement formed in the early 21st century, the concept of comprehensive quality improvement and professional development has been inherited and carried forward on the basis of educational reform theories in European and American countries for many years, and has systematically put forward relevant standards such as more operational ability training and inspection and measurement. The mode of comprehensive quality improvement and professional development runs through all stages of educational conception, educational design, educational implementation and educational operation, which enables vocational education teachers of e-commerce specialty to participate fully, learn relevant professional knowledge, systematically sort out work processes, establish a sense of teamwork, cultivate the working practice and independent innovation ability of vocational education teachers of e-commerce specialty, and achieve the training goal of technical and technical talents[3-5].

2. Elaboration on the concept connotation of comprehensive quality promotion and professional development

2.1. Origin and development of the concept of comprehensive quality improvement and professional development

Since 2000, as a starting point, the conceptual model of comprehensive quality improvement and professional development has gradually taken shape, and has become one of the latest theoretical achievements of international e-commerce professional vocational education in recent years. The mode of comprehensive quality improvement and professional development mainly includes four links: conceiving, designing, implementing and operate. It is a new concept created after years of careful and in-depth exploration and research on the basis of the development and reform of vocational education for e-commerce majors in Europe and America for more than 20 years[6]. After the concept of comprehensive quality improvement and professional development was introduced into China, after more than ten years' promotion and development, and with the joint efforts of higher vocational colleges in China, the professional training standards of e-commerce professional vocational education were established accordingly, the corresponding integrated curriculum platform system was built, and the innovative teaching training mode was explored, which promoted the concept of comprehensive quality improvement and professional development to take root in China. Combined with Chinese traditional culture, the theory was sinicized, thus accumulating rich experience in reform and innovation and transformation of achievements, which directly promoted China's e-commerce specialty[7].

2.2. Basic connotation of the concept of comprehensive quality improvement and professional development

The mode of comprehensive quality improvement and professional development mainly covers all aspects of products from R&D and production to the final actual operation. Specifically speaking, the educational concept is the process of e-commerce professional vocational teachers learning professional knowledge, mastering practical operation and cultivating professional operation ability in a proactive way in the concept cycle[8]. This concept divides the training of vocational education teachers of e-commerce major in higher vocational colleges into four links. First, it pays attention to training the basic knowledge of the major, so that the vocational education teachers of e-commerce major can master the basic theoretical knowledge of the major through autonomous learning. Secondly, it is necessary to cultivate personal ability and quality, strengthen the practical activities of vocational teachers of e-commerce specialty, and realize their own shortcomings from practice, so as to improve them[9]. Thirdly, it is to cultivate the awareness of teamwork, and the completion of any work can not be separated from the mutual cooperation of different personnel. Only through cooperation can we complete the task more effectively and ensure the overall interests on the basis of ensuring the quality of tasks. Finally, it is to cultivate the systematic working ability of e-commerce professional vocational teachers, because in theoretical study, the practical activities that e-commerce professional vocational teachers can participate in are mostly close to the actual operation, which can effectively improve the working ability of e-commerce professional vocational

teachers[10].

2.3. Advantages of comprehensive quality improvement and professional development concept

The concept of comprehensive quality improvement and professional development not only inherits and carries forward the advanced educational achievements in European and American countries, but also puts forward a series of standards systematically for the first time, which basically covers the operability of ability training and the inspection and evaluation after implementation. In the concept of comprehensive quality improvement and professional development, the product takes the life cycle from R&D to operation as the main bearing platform, which enables the vocational teachers of e-commerce major to participate in the theoretical study in a proactive way. The outline of the educational concept also puts forward a systematic and comprehensive elaboration on the training ability target, which is based on internal subdivision, ability, team and system, so as to better achieve the expected training goal^[11-13]. The standards put forward by the concept of comprehensive quality improvement and professional development cover the educational concepts involved in professional training, the relevant drafting of curriculum plans, new teaching methods and models, teacher assessment and so on, which points out the forward direction and goal for the reform and evaluation of vocational education of e-commerce, and also provides feasible measures for the training of vocational education teachers of e-commerce^[14].

3. Main deficiencies in the training mode of vocational teachers of e-commerce major in higher

3.1. Development of vocational education concept of e-commerce specialty lags behind

Technical and skilled talents trained in vocational education of e-commerce major are the main force of contemporary economic development and construction, which are closely related to and inseparable from social and economic development. The main object of e-commerce vocational education is to serve the overall development of society and economy. Therefore, to a certain extent, it can be said that the concept of e-commerce professional vocational education should be adjusted in time with the continuous development of social economy and keep pace with the times, so as to better meet the needs of the times[15]. With the efforts of education departments and educators, the concept of vocational education training for e-commerce specialty has developed by leaps and bounds, and gradually the training of vocational education teachers for e-commerce specialty has changed from single operation talents to technical skills talents. However, from the current feedback results, the concept of vocational education training for e-commerce specialty in China is still limited by external objective traditions, and most of them are separated from theory and practice, and separated from inside and outside the classroom. The problem of disunity in ability and knowledge makes the talents trained in higher vocational colleges have limitations.

3.1. Curriculum of vocational education for e-commerce major is not reasonable.

Different vocational colleges have different specialty settings, which have their own specialty characteristics and reflect the school-running characteristics of different colleges. On the whole, however, there are some common problems in the training of vocational teachers of e-commerce major in most vocational colleges, including: First, the professional setting and curriculum content are inconsistent with social production, which can not meet the market demand for talents, and the professional setting is unreasonable and too detailed, resulting in narrow employment of vocational teachers of e-commerce major and waste of human resources. Second, the professional knowledge is old and not updated in time, and the setting of majors and professional contents are outdated, which can not meet the new requirements of technological development in the new era. As a result, the trained vocational education teachers of e-commerce major have poor competitiveness, can not quickly enter the social production posts, and need to be retrained by enterprises, resulting in waste of personnel and time. Third, there are many professors of theoretical knowledge, and the practical ability is poor, which leads to the disconnection between learning and using, and it is impossible to cultivate professional and skilled talents who are more suitable for social needs.

3.2 Cooperation between many parties is not deep enough.

Judging from the situation in recent years, diversified cooperation has been vigorously developed in vocational education of e-commerce, and most higher vocational colleges are actively seeking different forms of cooperation in running schools. Mainly in schools, governments, enterprises, social industries and other different subjects to carry out preliminary cooperation. In particular, the cooperation between schools and enterprises has been vigorously promoted, which can help cultivate high-quality skilled talents to meet the needs of social enterprises. Although some achievements have been made in cooperation, we should also be soberly aware of the shortcomings in the current form of cooperation, including the incompleteness and imperfection of cooperation laws and regulations, as well as the prominent contradictions caused by the different needs between the two

parties, which to a certain extent hit the enthusiasm of both parties and made the cooperation lack the basis for establishing a long-term mechanism of mutual benefit and win-win. However, under the new situation, the training of vocational education teachers for e-commerce majors objectively requires multi-party cooperation to be truly realized, which requires multi-party continuous and in-depth cooperation, improvement of laws and regulations, and establishment of a fully functional cooperation platform.

4. Exploration on the Training Mode of Vocational Education Teachers for E-commerce Major

4.1. Introducing the concept of comprehensive quality improvement and professional development into the training mode of vocational education teachers of e-commerce specialty

In order to meet the requirements of technical e-commerce professional vocational education teacher training under the new situation and innovate the new mode of e-commerce professional vocational education teacher training, the most important thing is to update the educational concept. As a new teaching concept, the concept of comprehensive quality improvement and professional development is a training mode for vocational teachers of e-commerce specialty that meets the requirements of the times, and it is an advanced theory worth learning from in the training of vocational teachers of e-commerce specialty. First of all, it attaches great importance to the role of practice in education, and puts forward the idea of deepening learning in practice. On the basis of practice, it deepens the understanding of relevant theories of vocational teachers of e-commerce specialty, so as to achieve the height of consistent learning and application, and effectively improve the ability level of vocational teachers of e-commerce specialty. At the same time, according to the requirements of technical e-commerce vocational education teacher training objectives, combined with the concept of comprehensive quality improvement and professional development, higher vocational colleges should strengthen cooperation with enterprises, governments, industries and other resources, start from school education, innovate teaching methods, and build a new e-commerce vocational education teacher training model, so as to truly cultivate skilled talents that meet the development requirements of the times.

4.2. Integrate various resources to improve the reasonable training system of vocational education teachers for e-commerce majors

According to the objective requirements of e-commerce vocational education teachers' training and the objective needs of comprehensive quality improvement and professional development concept, higher vocational colleges should further integrate various resources, strengthen research on the basis of understanding the social demand standards for skilled talents, and then carry out targeted curriculum setting, so that e-commerce vocational education teachers can be further trained in the real environment, and their ability and quality can be improved. In addition, we should deepen the deep cooperation between schools and enterprises, and take this as an important guarantee to train technical and skilled talents. In-depth cooperation should not only integrate the high-quality resources of both sides, but also integrate the advanced concepts of both sides, which is also the inherent requirement of the concept of comprehensive quality improvement and professional development. Through mutual integration, both schools and enterprises can coordinate in the training scheme of vocational education teachers for e-commerce. The steps are uniform to achieve the best culture effect. At the same time, both schools and enterprises can work hard to jointly create the corresponding places for practice and operation, and build characteristic specialties, so as to truly realize the seamless connection between the supply and demand of both schools and enterprises and achieve the goal of win-win.

4.3. Give full play to the role of utilizing social resources

From the perspective of e-commerce vocational education in western developed countries in Europe and America, only relying on a single school-enterprise cooperation model can not realize the training of e-commerce vocational education teachers, but relying on the comprehensive use of social resources, giving full play to the strength of each resource, and establishing a more effective training of e-commerce vocational education teachers in higher vocational colleges. It is necessary to give full play to the leading role of the government, pay particular attention to the formulation of relevant policies and regulations, strengthen the supervision and supervision of social forces, and pay attention to guiding the participation of social forces in the training of vocational education teachers for e-commerce majors, so as to build a platform for joint education and training composed of government, enterprises and schools with complete system and elements.

5. Conclusions

Under the new situation, the education concept of diversified training model should be emphasized in the training of vocational education teachers of e-commerce specialty, which should be taken as a training guide. According to the target requirements of vocational education teachers of e-commerce specialty, various social resources should be standardized, and their related functions should be brought into play. Combined with the professional subject setting of vocational education teachers of e-commerce specialty in higher vocational colleges, all links of vocational education teachers of e-commerce specialty should be organically unified as a whole. The concept of comprehensive quality improvement and professional development is advanced in itself, which is mainly guided by the talents needed by the market. It can have outstanding advantages in specialty setting and formulating the training scheme of vocational education teachers of e-commerce specialty, and effectively improve the training mode of skilled talents, so as to cultivate a large number of vocational education teachers of e-commerce specialty who meet the development requirements of the times and achieve the main purpose of serving the economic development of e-commerce specialty vocational education.

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