

## New Talent Training for E-commerce From the Perspective of School-Enterprise Cooperative Entrepreneurship

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**Keywords:** E-Commerce Platform, Innovative Entrepreneurship Education, Competition

**Abstract:** Under the background of school-enterprise cooperation, the main goal of successful employment is to integrate the educational resources in an all-round way. First of all, we should innovate teaching methods and focus on improving the ability of entrepreneurial learning practice. Cultivating talents with innovative entrepreneurial thinking has become the main means to improve teaching methods in higher education. According to statistics, this year's college graduates refreshed the history record again in 2020, up 400,000 from previous years, up from 8.74 million. Yet job growth is far less than the number of graduates. In the face of the current severe employment situation, all kinds of colleges and universities actively guide students to innovate their own employment. Adhere to strengthen entrepreneurship education as the main, optimize the policy as a supplement, in the future in self-employment to achieve significant results. Through the practice of e-commerce entrepreneurship, cultivate more innovative talents.

### 1. Introduction

As a new type of cross-specialty, e-commerce needs strong scientific knowledge to support, its application scope is also very broad, in the current educational background of innovation and entrepreneurship, these are enough to prove that the development prospect of e-commerce is a bright, in the state of national economic environment is not very stable, e-commerce in the Internet platform operating efficiency is particularly important. For the current market complex technology talent gap is getting bigger, based on innovative entrepreneurship education, to cultivate high-quality e-commerce talent. At the same time, we need to change the training model at any time in order to innovate education. E-commerce has always existed with a very innovative ideology, which combines modern information technology and business trade effectively to accelerate the rapid development of new industries. As we all know, Hangzhou, as the birthplace of e-commerce, relies on regional advantages and attaches importance to the selection of outstanding talents. More and more e-commerce talents are emerging, and the e-commerce industry is driving the development of regional economy.

This article will be carried out from two aspects: the development of e-commerce specialty and the implementation of entrepreneurship education. To promote the efficient training of talents, we should make a plan for the training of e-commerce talents, and deeply analyze the situation of e-commerce training mode. In recent years, with the implementation of enrollment expansion plan, the employment of college students is becoming more and more severe, and there is still a lot of undiscovered profit space in the e-commerce industry in our country. If we choose e-commerce to start a business, the capital cost is low, the risk is small, the profit space is big, therefore, the e-commerce business practice activity is easy to introduce into the campus e-commerce professional education, especially to carry on the comprehensive reform to the talent training plan, through the specialized competition deeply excavates the student innovation ability education way.

### 2. Innovative Education Methods to Enhance Entrepreneurship

E-commerce industry has always required professionals to integrate technology and business

knowledge. As a comprehensive subject, e-commerce involves a wide range of subjects, such as economics, law, management and other professional knowledge. As an e-commerce major, students must be able to deal with all kinds of difficult problems, master all kinds of technical software about e-commerce, understand different types of e-commerce practice activities, constantly innovate teaching methods and innovative platforms, so as to better meet the legitimate requirements of consumers and better solve the problem of employment entrepreneurship for students [1].

The teaching section of e-commerce specialty has four major sections. They are: the teaching plate of electronic practice, the teaching plate of business practice, the teaching plate of simulated practice, and the teaching plate of innovative entrepreneurial practice. Below we will understand for these four plates. The teaching section of electronic practice: learning the basic information of computer, the course of programming, the design of web pages of each major website, the processing of graphics pixels, website development and construction, etc. The teaching plate of business practice: involving the theoretical knowledge of e-commerce, the practical operation of international business, the planning scheme of network marketing, the design of advertising plane, the logistics situation of e-commerce, etc. The teaching section of simulation practice: specially opens a series of teaching applications about the role of e-commerce, foreign trade document information, investment of network securities and so on. Organized and planned plate exercises and comprehensive exercises, the real application of simulation teaching to practice to provide support for future e-commerce internship posts. The teaching plate of innovative entrepreneurial practice: covers the case analysis of e-commerce, the Internet platform of campus entrepreneurship, ERP, etc., to prepare for entrepreneurial practice.



Figure 1 Presentation of innovative teaching platform

### 3. Improving Students' Entrepreneurship and Promoting Students' All-round Development

To improve your entrepreneurial ability, first have or create a new area dedicated to understanding and creating new things. Develop new products, new markets, new materials, and then produce various new results. Entrepreneurship ability is divided into hardware ability and software ability, hardware is human, material and financial resources. Software is the individual ability of the entrepreneur, including professional skills and entrepreneurial qualities. Entrepreneurship enthusiasm, values, discovery ability and innovation ability. Compared with employability, entrepreneurship requires more eye-catching, innovative wisdom.

First, the ability of expertise. As the division of labor becomes more and more clear, the enterprise has the enterprise's rules and regulations and the post request, the ability request for the talented person specialized technology is more strict. As a non-professional to work hard in social work, we must work hard to learn all kinds of professional skills. Only in this way can we learn to innovate thinking and improve entrepreneurial ability. The promotion of school-enterprise cooperation, for those e-commerce students, autonomous learning electronic practice of the teaching section of content, whether data information processing or the application of computers far more than other students. through the e-commerce platform to formulate network entrepreneurship program, step by step to the road of entrepreneurship.



Figure 2 Expertise

Second, the ability of business management. The ability of business management is reflected in the clear control of business activities and business needs, and further discover the ability to create business needs. Learn to switch between business marketing and production operations, flexible use. In the process of entrepreneurial practice, regardless of the size of the enterprise, in order to top the e-commerce market, entrepreneurs must master the skills of business management. In the teaching plate of business practice, learn to sum up and distribute the manpower, materials, property and other resources of the enterprise reasonably, so as to enhance the strength of the innovation and competition of the enterprise. Effectively guide the utilization of enterprise funds, improve economic efficiency and increase the utilization rate of resources[2].

Third, the ability to plan innovation. Planning refers to relying on their own innovative thinking to construct new products, new projects, deepen the theme, not out of thin air, but based on the practice of cognition. To personalize the product, the premise of innovation is to learn to plan, so that the enterprise can better operate and develop. According to the data, the fastest-growing companies in the world are those that can conceptualize business rather than the proportion of assets. For college students to start a business employment, do not have any advantages of capital, but also lack of experience to learn from, in order to stand out in such a fierce market, planning ability is crucial. The cultivation of these abilities can be accomplished through the teaching section of the practice of innovation and entrepreneurship. The success and failure of e-commerce entrepreneurship can be taught to the classroom, so that students can better understand the employment competition environment. The arrangement of the laboratory can completely follow the modern enterprise to set up, create a rich business atmosphere, so as to better infiltrate into the content of entrepreneurship teaching, and train a group of outstanding innovative talents[3].



Figure 3 Ability to plan innovation

#### 4. Using the Diversified Mode of Teaching to Create a Good Teaching Atmosphere

Consumption between users as one of the e-commerce mode, the advantages of the Internet to play out, breaking through the time and space constraints, on the one hand to give users real

economic benefits, on the other hand to bring great attraction to users. E-commerce activities between enterprises can carry out a series of services and information exchange on products through the Internet. Apply for Taobao stores via the Internet, or outsource various studios to find ways to start a business. School-enterprise cooperation: training applied knowledge talent, encourage the application of new thinking, new practice in e-commerce. Carry on the reform and innovation to the practice study and the talent training, deepen the practice content. Actively respond to the call of the National Bureau of Education, through participating in the "three creation competitions" with innovation, creativity and entrepreneurship, to stimulate students' interest and potential in entrepreneurship, and to exercise the innovative thinking of college students in the process of linking with the project of the enterprise. All along, our country's e-commerce environment is constantly optimized, the application business is constantly developing, and the entrepreneurial heat continues to rise. Therefore, for colleges and universities, in the employment guidance learning, strengthening entrepreneurial knowledge is particularly critical. In the practice of e-commerce, practical training, actual combat links, to maintain a strong learning atmosphere. To create a number of high-quality colleges and enterprises to establish a coordinated cooperation mechanism, and to do their utmost to promote the construction of e-commerce professional knowledge in colleges and universities constantly seek advantages and avoid disadvantages[4].

## 5. Conclusion

E-commerce, as a highly professional subject, pays special attention to the cultivation of innovative e-commerce talents in accordance with the needs of China's economic development. The three creation competition with the theme of "innovation and creative entrepreneurship" is the unity of all college students' better understanding of theory and practice. Learning to use, strengthen the learning ability of the network, the ability of teamwork, the ability to carry out project activities. To improve the entrepreneurial quality of college students, from practice to practice, so repeated cycles, in the actual combat growth, for them to show their ability to provide a broader space. College students can challenge some needs of enterprises through competition, encourage creativity, innovation, entrepreneurial enthusiasm, and establish an overpass with close connection between education and teaching and social and economic development in colleges and universities. In the future study life, stimulate individual initiative, strengthen individual sense of responsibility. It is hoped that with the help of the teaching system of e-commerce entrepreneurship employment, we can improve the entrepreneurial rate of college students and improve the problem of frequent job-hopping. Continue to promote the wave of self-employment, actively adjust the training model of e-commerce talent. School-enterprise cooperation, relying on e-commerce platform to create more employment opportunities, reduce the pressure of social employment, has a strong practical significance and use value.

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