

The Discussion on the Integration of E-commerce Professional Education and Entrepreneurship Education

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Abstract: E-commerce majors in higher vocational colleges effectively carry out entrepreneurship education, which is an objective need for e-commerce professional development. It is of great help to improve students' entrepreneurial awareness and entrepreneurial ability. Higher vocational colleges must seriously explore educational models, according to the status quo of professional entrepreneurship education and effective entrepreneurship education.

1. Introduction

Entrepreneurship education must not be carried out in isolation from professional education. It must rely on professional education, that is, the cultivation of entrepreneurial skills cannot be separated from the foundation of professional education. Entrepreneurship education must run through the whole process of talent training in colleges and universities, and integrate with professional education and curriculum [1]. For higher vocational colleges, entrepreneurship education should enter the core of professional teaching, integrate with professional courses, and integrate the elements of entrepreneurship education into professional curriculum design. Therefore, it is important to study the integration of the two and find an effective implementation strategy.

With the development of the e-commerce industry, e-commerce majors in higher vocational colleges use their unique advantages to carry out entrepreneurship education; e-commerce low-cost, low threshold, using e-commerce to start a business, can effectively improve the success rate of entrepreneurship, higher vocational colleges combining the popularity of e-commerce, it is of great practical significance to carry out entrepreneurship education [1].

2. Status of e-commerce entrepreneurship education

Nowadays, the Internet economy is developing rapidly, and the application of e-commerce is becoming more and more extensive. Opening online stores on Taobao.com and eBay.com has become the main means for many students to start a business. Many media have also reported successful cases of college students' online entrepreneurship. E-commerce is low-cost and high-efficiency. For college students, it is easier to succeed in e-commerce [2]. Therefore, the cultivation of e-commerce professional entrepreneurship education in higher vocational colleges is even more important. However, in real life, some higher vocational colleges pay insufficient attention to cultivating students' entrepreneurial awareness and entrepreneurial ability. Although college students' entrepreneurship education has been started in some universities, from a national perspective, the schools that offer entrepreneurship courses are still very limited. E-commerce professional entrepreneurship education is not closely integrated with professional education. Some higher vocational colleges only care about theoretical knowledge education, and do not pay attention to cultivating students' entrepreneurial spirit and entrepreneurial awareness. Entrepreneurship education is mainly completed through employment guidance courses [2]. Therefore, many students do not understand the connotation of entrepreneurship. This educational concept is not conducive to the cultivation of entrepreneurial e-commerce talents. Moreover, entrepreneurial education in higher vocational colleges is mainly to cultivate talents with innovative ability and entrepreneurial ability, the purpose of entrepreneurship education is not to let all the key to students' self-employment is to

improve the ability and quality of college students to adapt to the development needs of the society.

3. The necessity of e-commerce major to carry out entrepreneurship education

Entrepreneurship education in higher vocational colleges, encouraging university graduates to start their own businesses, and nurturing a new generation of small and medium-sized enterprises that are self-employed is related to the problem of Chinese companies maintaining their competitiveness in the future international economic arena. If the atmosphere of college students' entrepreneurship is formed in the society, it will vigorously promote social progress and economic development, create wealth for the society, and at the same time greatly ease the employment pressure of the society. Looking at the entrepreneurial entrepreneurship in the wave of network economy, the revelation after the disappearance of the bubble is: college students lack the necessary management experience, market operation planning ability, and correctly face the failure mentality. Only knowledge and technology are far from enough.

Deepen the need for entrepreneurship education. At present, most of the colleges and universities' entrepreneurial education is not integrated into the school's overall teaching system. It does not form an organic connection with the subject professional education. It only uses the spare time to conduct entrepreneurship education. Entrepreneurship education is not deep enough and lacks sustainability. The entrepreneurial education is simply positioned as "business-oriented education", and entrepreneurship education is seriously out of touch with professional education. To this end, the entrepreneurship education curriculum of colleges and universities should combine with professional courses, and the combination of entrepreneurial theory and professional knowledge and skills can further form entrepreneurial thinking and ability [3].

Highlight and infiltrate entrepreneurship education in professional education to achieve sustainable development of entrepreneurship education. Professional education can provide a foundation for entrepreneurship education. After rigorous academic training and knowledge preparation, future entrepreneurs will have strategic vision, good communication and coordination skills, marketing and decision-making skills, and have better competitiveness. Therefore, vigorously promoting the integration of professional education and entrepreneurship education can deeply promote the implementation of entrepreneurship education.

The need to promote professional education reform. Entrepreneurship education cannot be carried out in isolation from professional education. The success of entrepreneurship education must also appeal to the development foundation of professional education. The implementation of entrepreneurship education also puts forward new requirements for the reform of professional education. Entrepreneurship education and professional education are consistent in the goal of talent cultivation. They are all cultivating high-quality talents with innovative spirit and practical ability, to adapt to the development trend of combining scientific and technological achievements into productivity, knowledge and application [3].

With the development of the economy and society, the jobs and work contents of various industries and enterprises change at any time. This requires that the content of professional education should also change to meet the needs of social development and change. The content of professional education changes is related to the emphasis on cultivating talents to adapt to the diversity and innovation of social development. The purpose of entrepreneurship education is to cultivate students' lifelong development ability, so that they can learn to learn, learn to do things, learn to cooperate, and learn to survive. The cultivation of professional and practical skills advocated by education is the same. Therefore, vigorously promoting the integration of professional education and entrepreneurship education can also promote the development of professional education reform in the depth direction.

4. Problems in entrepreneurship education of e-commerce specialty in higher vocational colleges

The weak education of teachers in entrepreneurship leads to unsatisfactory educational effects. At

present, the discipline orientation of innovation and entrepreneurship education in higher vocational colleges is not clear. There is no scientific curriculum system. The curriculum is arbitrarily and subjective. The teachers engaged in education and teaching are not all professional teachers or e-commerce fields born in science classes. Successful entrepreneurs, they have no entrepreneurial experience, and no experience in business management in the field of e-commerce, it is difficult to achieve the desired educational effect [4].

The goal of entrepreneurship education is not enough, and there is no innovation in entrepreneurship. Entrepreneurship education should be to stimulate students' entrepreneurial awareness, cultivate the spirit of innovation and development, and understand the knowledge necessary for market operation, financial and financial undertakings. Due to the unclear target of entrepreneurship education and the lack of educational resources, many colleges and universities regard entrepreneurship education as a crash course for entrepreneurs [5]. The number of entrepreneurs rather than the innovative spirit of students is the measure of the effectiveness and standards of entrepreneurship education. This violates the original intention of entrepreneurship education.

Encourage the follow-up guidance of entrepreneurship education. Although more and more colleges and universities vigorously promote entrepreneurial training bases or crowd-creating spaces with incubation functions, for 46% of students with entrepreneurial intentions, small-scale incubation and support is not enough. Many students with entrepreneurial dreams have ended because of the lack of timely and sufficient assistance in project construction, creative transformation, and resource docking [4]. At the same time, some entrepreneurial projects that have had some climate in the process of e-commerce training are facing bankruptcy due to lack of guidance, lack of confidence, and unpredictable development prospects in the process of market operation.

E-commerce professional entrepreneurship education not targeted. The syllabus and curriculum standards of entrepreneurship education courses in higher vocational colleges are the same for all majors. A teacher may have to take many professional entrepreneurship education courses at the same time, which makes it difficult to ensure that he can carry out corresponding teaching content and practical guidance for the particularity of e-commerce professional entrepreneurship [4].

5. The effective ways to integrate e-commerce professional education with entrepreneurship education

Positioning entrepreneurship education to connect e-commerce professionally. Higher vocational education must serve regional economic and industrial development; enhance the ability of professional service industry development. Meantime I goes to improve the transformation and upgrading of regional economy and the formation of emerging industries, from technological innovation, intellectual property, Service outsourcing and domestic and international market expansion have placed high demands on the development of modern service industry and e-commerce, and provided a large number of entrepreneurial opportunities [5]. Therefore, the adjustment of e-commerce professional positioning must base on the regional industrial layout, the development of entrepreneurship education to link the regional economic industrial chain, adjust the professional positioning, and enhance entrepreneurial opportunities.

Integrate entrepreneurship education into the e-commerce professional talent-training program. The talent-training program is the central link to achieve professional training objectives, and is the road map for implementing talent training. Entrepreneurship education is a systematic project. Higher vocational education should establish a comprehensive concept of entrepreneurship education, pay attention to the top level and overall design of talent training programs, put entrepreneurial talents in the same position as high-skilled talents, and cultivate entrepreneurship. As a goal of talent training, talents with entrepreneurial awareness and entrepreneurial skills are included in the whole process of talent training programs [6]. Through every teaching link, entrepreneurial talents training becomes an important part of the training system for higher vocational education talents. Important mode.

Integrate the goal of entrepreneurship education into the goal of e-commerce professional talent training. The goal of talent training is the specification and standard for the training of professional

talents in colleges and universities. It is the basis and starting point for all educational activities. Entrepreneurship education aims to cultivate pioneering talents with entrepreneurial awareness, pioneering spirit, innovative spirit and entrepreneurial ability. The goal of professional education is to develop highly skilled and specialized personnel who can perform practical work in a particular field. The ultimate goal of entrepreneurship education and professional education is the same, that is, to cultivate talents that adapt to social needs and economic development. Integrating the goal of entrepreneurship education into the goal of training computer professionals is conducive to guiding entrepreneurship education in professional education and improving the quality of personnel training [7]. To this end, we can add relevant descriptions such as "cultivating entrepreneurial awareness, innovation awareness and entrepreneurial ability" based on the goal of e-commerce professional training, reflecting the goal of entrepreneurship education.

Carry out the practice of innovation and entrepreneurship practice. In addition to classroom theory teaching, e-commerce majors in higher vocational colleges also organize entrepreneurial activities in various forms and channels. Set up student entrepreneurship associations; hold entrepreneurial culture festivals, entrepreneurial design competitions, e-commerce competitions, online store decoration competitions, etc. These activities enable e-commerce students to independently choose goods or services as their trading targets, plan entrepreneurial project books, team participation, and use professional knowledge and entrepreneurial theories to solve problems in the process of entering, selling, and depositing in the actual entrepreneurial process [5,6]. Some colleges and universities will introduce successful people from mainstream well-known enterprises or enterprises into events and activities, and reward them with generous venture capital funds to stimulate students' entrepreneurial passion and let students experience the entrepreneurial process.

The cultivation of entrepreneurial quality is carried out through the implementation of the e-commerce talent-training mode. The professional cognitive practice, the intra-school project practice, the comprehensive training in the school, and the enterprise post-practice practice are implemented in the e-commerce talent-training mode, and the entrepreneurial innovation quality and consciousness training throughout the learning process [8].

Incorporate entrepreneurship education curriculum into the e-commerce professional curriculum system. To systematically cultivate students' entrepreneurial quality and basic entrepreneurial ability, it is necessary to incorporate entrepreneurship education curriculum into professional education programs, and to include entrepreneurship education courses as compulsory courses or elective courses [7]. In addition, guarantee the teaching time, give a certain credit. Integrate general entrepreneurship courses such as "College Students' Entrepreneurship Foundation" and "Entrepreneur Series Lectures" into the professional curriculum system through the case of e-commerce industry, such as "Network Entrepreneurship and Training", "Network Marketing", "Website" Professional courses such as Planning and Operations. On the one hand, entrepreneurship education courses should base on professionalism as much as possible, and a large number of cases and projects should come from the field of e-commerce. On the other hand, the professional curriculum directly implants certain elements of entrepreneurship, stimulates students' awareness of entrepreneurial innovation, cultivates students' creative thinking, and trains students to independently discover problems and solve problems.

Establishing a creative and entrepreneurship park and building an entrepreneurial practice platform. In order to provide entrepreneurial practice opportunities for students with strong entrepreneurial willingness, many higher vocational colleges have established college students' creative entrepreneurship parks, university student entrepreneurship centers, college students' entrepreneurial studios, online entrepreneurship training rooms, etc. We will give strong support to policies, funds, venues, personnel, etc., and build a practical platform for college students to start their own businesses [6].

To create a "double-creative" quality teaching team to ensure the implementation of entrepreneurship education. In the end, the development of entrepreneurship education needs teachers to implement it. In the construction of entrepreneurship education teaching team, it should start from both the schoolteachers and the off-campus teachers. With the help of teachers outside the

school, a dedicated and combined teaching team built. Professional teachers with entrepreneurial awareness or entrepreneurial experience are selected in the school, and targeted entrepreneurship education is given to encourage teachers to actively participate in entrepreneurial practice [8]. Off-campus teachers hire successful entrepreneurs in the e-commerce industry and outstanding entrepreneurs who graduated from the school to offer special lectures or guide students to simulate drills. Only by building a good team of entrepreneurial education teachers can we implement entrepreneurship education in order to benefit every student.

6. Summary

Entrepreneurial ability is a comprehensive reflection of innovation spirit, entrepreneurial consciousness, professional knowledge and practical ability. This paper takes the cultivation of college students' entrepreneurial ability as the center, combines professional education and entrepreneurship education as the breakthrough, and proposes the necessity of the integration of entrepreneurship education and professional education. For example, the e-commerce profession proposes to integrate the entrepreneurship education into the e-commerce professional orientation, incorporate the professional talent training program, integrate the talent training goal, penetrate the talent training model process, integrate into the professional curriculum system, build an entrepreneurial practice platform, and create a dual-innovation quality teaching team. Etc., to achieve effective integration of e-commerce professional education and entrepreneurship education.

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