

Exploration on the Construction of New Business Specialty Group Based on the Integration of Industry and Education

Xu Yanhui, Mu Bin

Shandong Vocational and Technical University of International Studies, Rizhao City, Shandong Province,
276826, China

Keywords: Integration of industry and education, E-commerce, Platform construction

Abstract: with the rise of e-commerce, the integration of industry and education combined with e-commerce platform has become a new direction for the construction of new business professional groups. Based on the real case of the integration of industry and education, this paper discusses the construction path and effectiveness of the new business professional group based on the integration of industry and education.

1. Introduction

In the era of great wisdom and cloud transfer, the construction of professional groups is an important aspect of the connotation construction of higher vocational colleges. From the perspective of meeting the needs of the industrial chain, how to change the problems such as the lack of endogenous power in the construction of professional groups, the construction of training rooms, the lack of cross-border cooperation in the construction of courses and teaching staff, and promote the coordinated development of related majors, Zhejiang industry and Trade Vocational and technical college has come out with a new era We will build a scientific professional chain and serve the e-commerce industry chain. Through the exploration and practice in recent years, it has not only promoted the transformation of e-commerce talent training mode, but also realized the coordinated development of international trade, business English, logistics management and other related majors with e-commerce as the leading specialty; not only improved the business war ability of teachers and students, but also fulfilled the responsibility of serving the society of colleges and universities, promoted the development of e-commerce industry in Wenzhou, and taken Good results were obtained.

2. Construction Path

2.1 Carry out Research on Talent Demand and Clarify Construction Ideas

Based on the investigation and analysis of regional industrial structure, labor employment structure and post skill structure, this paper systematically combs the existing professional classification, combination and brand specialty of the college, determines to take the production and operation links of e-commerce industrial chain as the main line, and explores the construction of marketing, design (Art Design, footwear design), graphic and image production, e-commerce, logistics management, accounting and other aspects The professional chain composed of related specialties realizes the sharing and coordinated development of related professional resources.

2.2 Developing Project Courses and Realizing the Integration of Teaching and Learning

In view of the main posts in the e-commerce industry chain, the related majors adjust the talent training program and develop the project courses, implement the project course teaching in the real business environment, meet the real needs of users and the real needs of the project, incorporate the professional qualification standards and the results of business practice into the teaching evaluation system, so that the teachers “really” teach the students “really”.

2.3 Build Productive Training Base to Meet the Needs of Different Posts

Build a “chain” training base based on Wenzhou shoes trade port, which is composed of investigation and planning, product design, image and text processing, network marketing, logistics, customer service, accounting and other productive training rooms. The base undertakes external business, and provides productive training projects for different posts corresponding to marketing, design (art design, footwear design), graphic and image production, e-commerce, logistics management, accounting and other disciplines internally, so as to realize effective connection between disciplines and key links of the industry.

2.4 Set Up a Cross-Border Teacher Team to Meet the Real Needs of the Project

In view of the practical operation and real operation needs of the “chain” training base project, a teacher team composed of teachers from different disciplines such as marketing, design (art design, footwear design), graphic and image production, e-commerce, logistics management, accounting and the backbone of enterprise related departments has been set up to improve the cross-border cooperation ability of teachers and the technical research and development level of teachers.

2.5 Integrate Social Resources and Form a Virtuous Circle

As a provincial specialty and a key project supported by the central government, the college's e-commerce specialty serves the development of local industries. It took the lead in initiating the establishment of Wenzhou Network Economy Promotion Association, and served as the executive vice president unit, providing e-commerce industry chain related training for Wenzhou Small and medium-sized enterprises, undertaking industry chain related enterprise outsourcing projects, and building Wenzhou e-commerce technical support and The public platform for talent training and other ways to serve and contribute to form a virtuous circle of professional chain development.

3. Key Link

3.1 Building Wenzhou Shoes Trade Port e-Commerce Platform

Wenzhou shoes trade port is a professional Wenzhou famous goods shopping platform built around the strategy of “Wenzhou famous goods shopping center”. It mainly sells Wenzhou traditional cultural products and light industrial products such as Ou embroidery, Ou plastic, shoes, etc. its goal is to promote the sales of Wenzhou famous and special products and enhance the competitiveness of Wenzhou regional brands through the integrated promotion of network platform. The website is invested and constructed by the college, and the teachers and students of relevant majors operate according to the corresponding jobs and tasks, which not only improves the business fighting ability of teachers and students, but also promotes the realization of the business objectives of Wenzhou shoe trade port.



Fig.1 Homepage of Wenzhou Shoes Trade Port Website

3.2 Build a Cross Category Professional Group

According to the needs of e-commerce industry chain, product R & D and design (production),

E-product, network marketing, logistics and distribution, after-sales service, financial accounting and other business links, Wenzhou shoe trade port has set up corresponding professional post groups such as planning department, product design department, promotion department of art department, Distribution Department, call center, financial department. Each post in the professional post group has relevant professional correspondence, thus forming a professional group driven by post tasks, coordinated by marketing, design (art design, footwear design), graphic and image production, e-commerce, logistics management, accounting and other disciplines, covering four major categories: finance, art design media, light textile food, and electronic information. For example, relying on Wenzhou shoe trade port, Ouxiu Ou plastic project team is established, which is researched by students majoring in marketing, designed and produced by students majoring in art and design, e-products by students majoring in graphic and image production, orders and customer services by students majoring in e-commerce, distribution by students majoring in Logistics management, accounting and school formation The major construction mode of enterprise integration, the teaching mode of production and teaching integration, and the learning mode of learning and doing integration.

3.3 Development Project Courses

In view of the main jobs in the e-commerce industry chain, the related majors adjust the talent training program and develop project courses. Design learning projects according to work tasks, carry out project course teaching in the real business environment, integrate the enterprise vocational qualification standard into the teaching requirements, meet the real needs of users and projects, incorporate the scores of business practice into the teaching evaluation system, and make teachers and students really learn. Related majors have developed and implemented 14 project courses, including modern market research technology, Ou embroidery product design and production, Ou plastic product design and production, graphic design and production, digital image processing technology, network marketing planning, logistics distribution, customer service, accounting practice, etc.

3.4 Construction of “Chain” Productive Training Base

According to the needs of e-commerce professional post group and professional group construction, based on the operation platform of Wenzhou shoe trade port, the college has built a chain training base composed of seven production training rooms, including investigation planning training room, product design training room, image and text processing training room, network marketing training room, logistics training room, customer service training room, accounting training room. This chain base undertakes external business and provides productive training projects for marketing, design (art design, footwear design), graphic and image production, e-commerce, logistics management, accounting and other disciplines. Through this chain training base, the effective docking of specialty and specialty, specialty and industry can be realized.

3.5 Set Up a Team of Professional Teachers

In view of the market-oriented operation mechanism of the “chain” training base, the actual operation of the project and the needs of the real operation, the college has established a professional group of teachers composed of different professional teachers such as marketing, design (art design, footwear design), graphic and image production, e-commerce, logistics management, accounting and employees of the related departments of the enterprise to meet the e-commerce industry We should improve teachers' cross-border cooperation ability and their technology research and development level. The team adopts the mode of project management. For example, in the implementation of Ou plastic project, the project team is composed of six professional teachers, including marketing, art design, graphic and image production, e-commerce, logistics management, accounting, etc., as well as employees of related departments of Wenzhou shoes trade port to lead students to complete the project. Of course, different project teams can be formed to meet the needs of different projects.

3.6 Integrate Social Resources

In order to improve the adaptability of professional groups and industrial chains, and enhance the

ability of professional services to local industrial development, the college actively integrates various social resources to provide better space for the development of cross category professional groups. In 2008, it initiated the establishment of Wenzhou Network Economy Promotion Association and served as the executive vice president unit. The association has more than 300 member units, covering enterprises engaged in e-commerce in different industries in Wenzhou. The professional group teachers' team provides suggestions for the development of Wenzhou e-commerce industry and promotes the development of member enterprises through regular theme research and various activities. Chen Derong, then member of the Standing Committee of the CPC Provincial Committee and Secretary of the CPC Municipal Committee, spoke highly of the promotion of Wenzhou's network economy. At the same time, we will work with the Municipal Administration of industry and Commerce and universities in Wenzhou to build an e-commerce talent training base, provide training for small and medium-sized enterprises in Wenzhou, undertake outsourcing projects entrusted by small and medium-sized enterprises, build a public platform for e-commerce technical support and talent training in Wenzhou, and open up a new space for the development of professional groups with services and contributions.

3.7 Establishment of Professional Group Construction Process and Operation Management Mechanism

In order to ensure the sustainability of cross category professional group construction, the college has established the construction process of professional group and industrial chain docking. From investigating the characteristics of the main links of the industrial chain, the demand for application-oriented talents in the industrial chain to analyzing the college's advantageous resources, from the classification and combination of existing majors, the determination of core majors to the construction of effective linkage system within the professional group, a set of process specifications has been formed. In order to ensure the normal operation of the cross category professional groups, the college has established the operation management mechanism with the professional leader as the legal person of shoemaking port, the relevant professional teachers, students and enterprise employees participating in the operation, implementing the “double post, double salary and double teacher” system, as well as the multiple assessment of the majors, enterprises, teachers and students, and established the matrix system to adapt to the development of the cross category professional groups Management mode.

4. Construction Effect

In recent years, the college's practice in the construction of professional groups has not only solved the bottleneck problem in the construction of cross category professional groups, but also brought a series of breakthroughs in the exploration of school enterprise cooperation system and mechanism, the construction of teaching staff and the education of students' Entrepreneurship and innovation, which reflects the new production, operation and service modes in the current network technology environment, and conforms to the direction of economic development. It is also in line with the overall requirements of higher vocational education to actively serve the social and economic development.

4.1 Improve the Quality of Students' Employment

Through the market-oriented operation of the project based on the key links of the industrial chain, it not only brings students the power and pressure of “creativity, innovation and entrepreneurship”, but also enables students to understand the latest business forms, latest technologies and latest products of the industry development, stimulates students' creativity, and cultivates students' innovation awareness and entrepreneurship. The teachers and students of e-commerce major participate in the actual operation of Wenzhou shoe trade port as the enterprise management and employees, and they get real training. Their professional skills and actual operation level have been greatly improved. They not only make outstanding achievements in the e-commerce skills competition at all levels, but also become the “hot cake” of major e-commerce enterprises in the early days. Through the implementation of the project, the teaching quality and employment quality of

relevant majors have been significantly improved. According to the survey of Mycos, the employment rate and average monthly salary of students majoring in marketing, art design, footwear design, graphic and image production, e-commerce, logistics management, accounting and other majors in the college have continued to rise in recent three years. In the past three years, the satisfaction of employers has exceeded 95%. Many students of related majors have won the titles of “star of successful entrepreneurship”, “star of most potential entrepreneurship” and “star of top ten career planning” among college students in Zhejiang Province. They have won the first prizes at national and provincial levels for many times and achieved remarkable results.

4.2 Improve Teachers' Ability of Technology Research and Development

Different professional teachers of the college have truly understood the ecology and problems of the development of enterprises in the industry through the operation of relevant projects of the whole Wenzhou shoe trade port, and improved their professional ability and technical research and development ability. The implementation of the project has promoted the growth and development of professional teachers. Professional chain teachers have been invited to give speeches at the China e-commerce summit forum with executives of famous enterprises such as Baidu, Tencent and Vanke Chengpin. They have been employed as trainers in the e-commerce industry by Wenzhou Municipal Bureau of Commerce and Wenzhou Network Economic Promotion Association. They have also been invited to consult and diagnose enterprises such as Lvsen digital, China Optical Network and China switch network for many times. After receiving the management diagnosis and consultation from the professional chain teachers, the sales volume of the enterprise has greatly increased. The professional group teacher team was entrusted by the municipal government to draft the 2014-2016 Wenzhou e-commerce development plan, and draft a plan for Wenzhou to create a national e-commerce demonstration city, so that Wenzhou won the title of “national e-commerce demonstration city”.

4.3 Enhance the Ability of Leading Professionals to Serve the Development of Local Industries

Through the operation of Wenzhou shoes trade port, training for small and medium-sized enterprises, accepting the entrustment of Wenzhou Jiasheng Technology Co., Ltd. to operate its e-commerce website, to draft the implementation opinions on accelerating the development of Wenzhou e-commerce, and was adopted by the municipal government, and formulated the standards of Wenzhou e-commerce technology support and talent training public platform, which improved the professional services for local industry development. It provides a new paradigm for the development of professional service industry. Up to now, it has served dozens of enterprises, held three China (Wenzhou) e-commerce summit forums, held more than 20 e-commerce training courses, and conducted more than 10000 e-commerce training for corporate and social personnel.

References

- [1] Ren Jiyong.(2018).Exploration and Research on the construction of new business specialty group based on the integration of industry and Education -- Taking Gansu Polytechnic as an example [J]. Think tank era,no.47,pp:100 + 102
- [2] Liu Lixia.(2019).Research on the professional education system of Higher Vocational trade group based on the integration of industry and education [J]. Journal of Huzhou Vocational and technical college, Vol.17, no.02,pp:44-47 + 65
- [3] Qi Xiaohua.(2019) Research on the innovation of the mode of “integration of production and education, collaborative education” under the background of Vocational Education Group -- Taking the professional group of foreign trade in higher vocational education as an example [J]. Hubei agricultural mechanization, no.23,pp:180-181
- [4] Lin Hai, Tan Zhuping.(2020)New mode of “double precision and double integration” of modern commercial circulation professional group [J]. Continuing education research, no.02,pp:104-108