

## Problems and Countermeasures in Innovation and Entrepreneurship Education of E-commerce Majors in Application-oriented Universities

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**Abstract.** The important task of higher education is to educate college students in innovation and entrepreneurship, and to cultivate high-quality talents with innovative, creative and entrepreneurial abilities. In the new era, how to find a characteristic way of running a school for application-oriented undergraduates is not only the need to cultivate qualified educatees, but also the key to the survival and development of application-oriented undergraduates. Through sorting out the problems existing in the innovation and entrepreneurship education of application-oriented undergraduates, this paper puts forward six effective education strategies. At the same time, taking e-commerce as an example, three key problems should be solved.

### Introduction

With the higher education entering the development stage of structural adjustment and quality improvement for the core, a new type of education, applied undergraduate education emerged. It focuses on undergraduate education, faces regional economy and society, takes application-oriented professional education as the foundation, and takes social talent demand as the guidance to cultivate high-level application-oriented talents.

Compared with research undergraduate education and practical technical education, applied undergraduate education not only emphasizes the inheritance, uniqueness and difference of the position practice ability in the educational philosophy, development directions and the orientation of the university. It is exploratory, researchful and theoretical in the construction of discipline, curriculum and teaching process. The results of talent training and basic research show high-end, diversity and innovation. Also, in the service society, the effectiveness of applied research has shown effectiveness, timeliness and superiority. Based on the characteristics of application-oriented undergraduate courses, the exploration of innovation and entrepreneurship education channels for application-oriented undergraduate courses has both theoretical research value and practical guidance significance.

### Current Situation of Innovation and Entrepreneurship Education

China's innovation and entrepreneurship education started from the first entrepreneurship plan competition held by Tsinghua University in 1999. In the same year, China's first "Challenge Cup" for college students' entrepreneurship competition marked the beginning of entrepreneurship education in China's universities.

In recent years, under the guidance of policies, innovation and entrepreneurship education has achieved rapid development. The basic requirements for entrepreneurship education and teaching in ordinary undergraduate schools was promulgated and implemented, which further clarifying the requirements and objectives of entrepreneurship and innovation education in China's undergraduate courses.

After sorting out the innovation and entrepreneurship education in China's undergraduate universities, the following characteristics are maliciously found:

First, the understanding of innovation and entrepreneurship education is not deep enough, and the education form and content is not deep enough [1]. The 2014 key points of work of the Ministry of Education proposed that the government should guide a number of undergraduate universities to transform into universities of applied technology. In 2019, the Ministry of Education will support the development of application-oriented undergraduate universities, investing 100 million yuan for each project. However, China's application-oriented undergraduate still hasn't put down the position of "academic university" and explored the orientation, characteristics and path of running a school in hesitation. Although there are many published textbooks on "innovation and entrepreneurship", there are few targeted and authoritative textbooks, few high-end theoretical research results, and no replicable education model.

Second, the lack of practical achievements of the tutor team in innovation and entrepreneurship education. In developed countries where entrepreneurship education started early, most entrepreneurship tutors are successful entrepreneurs or social personages with entrepreneurship experience. However, in China, innovation and entrepreneurship tutors are often transformed from employment guidance or education management teachers. Their education on innovation and entrepreneurship is more theoretical than inspiring and innovative[2,3].

Third, although application-oriented undergraduate courses have practical platforms, they are not integrated enough with innovation and entrepreneurship education. At the same time, based on the strong motivation of the educational objects to enter the research university for further study, the practical results of innovation and entrepreneurship education are relatively weaker than that of the research university.

### **Applied Undergraduate Education Strategy of Innovation and Entrepreneurship**

The document "basic requirements for entrepreneurship education and teaching in ordinary undergraduate schools" points out that carrying out innovation and entrepreneurship education in ordinary colleges and universities is an important measure to serve the country to accelerate the transformation of the economic development mode, build an innovative country and a country with strong human resources. It is an important way to deepen the reform of higher education teaching, improve the quality of talent training and promote the all-round development of college students, also an important measure to promote employment through entrepreneurship and full employment of college graduates.

The document also proposes that entrepreneurship education in colleges and universities should follow the law of education, teaching and talent growth, take classroom teaching as the main channel, take extracurricular activities and social practice as the important approach, make full use of modern information technology, innovate teaching methods, and strive to improve the quality and level of entrepreneurship education.

According to this spirit, it is necessary for us to sort out the current implementation of entrepreneurship education in colleges and universities, to obtain the basic approach of universal entrepreneurship education for college students.

**Orientation education and career education guide students to think about the future career development.** Orientation education is adaptive education for college students. Especially when thousands of students just enter the university campus, it helps them adapt to the university study and life. At the same time, through career planning education, cultivate the consciousness and skills of individual career planning in a purposeful, planned and organized way. It can also develop individual comprehensive professional ability, promote individual career development activities, guide students to think about future career development, timely develop college students' possibility of innovation and entrepreneurship.

**Career guidance helps students establish correct view of career choice.** With the acceleration of the popularization of higher education in China, the connotation of college students' employment has changed a lot. The process for graduates to achieve employment is the socialization process for graduates to deal with the relationship between individuals and the society. Guide college

students to establish a correct concept of employment, "employment first" to improve their social viability, through the rationalization of the flow of "career choice" gradually realize their own value, "re-entrepreneurship" to find social needs and personal pursuit of the intersection point to achieve the career success.

**Entrepreneurship education is integrated into the teaching of specialized courses to cultivate the idea of entrepreneurship of college students.** The essence of entrepreneurship education is innovation education, which must take college students' innovation consciousness and entrepreneurship as the core, integrate into each link of undergraduate professional education and teaching, and run through the whole process of undergraduate talent training. Only by integrating entrepreneurship education into the teaching of professional courses, we can truly create an entrepreneurial atmosphere for students, stimulate their enthusiasm for entrepreneurship, improve their consciousness of entrepreneurship and improve their performance.

**Entrepreneurship education courses nurture college students' entrepreneurship.** Due to the influence of the traditional educational concept and thinking mode, the current college students generally have the problem of unreasonable knowledge structure, which will seriously restrict the college students to obtain the social adaptability and sustainable development after the career change[4]. The entrepreneurship course not only cultivates students' basic qualities, abilities and qualities of entrepreneurship, but also helps students optimize their knowledge structure and cultivate them into compound talents with broad vision, active innovation and courage to practice.

**The competition will help college students to start their own business on campus.** Practical entrepreneurship education content is plentiful, such as courses in entrepreneurship training guidance to students taught primer on how to start a business, business planning competition could improve students' ability of entrepreneurship in the simulated business, set up a preliminary entrepreneurship practice base for students to accumulate experience, and entrepreneurs seminar will develop their entrepreneurial spirit[5]. These works can realize the transition from intramural entrepreneurship to social entrepreneurship, effectively improve the entrepreneurial quality of college students, and cultivate the entrepreneurial model of college students.

### **Innovation and Entrepreneurship Education in E-commerce**

E-commerce refers to the business operation mode of conducting business globally under the Internet environment. In 2001, 13 universities including University of International Business and Economics, Beijing Jiaotong University, Zhejiang University, Central China Normal University and Xiamen University began to recruit students majoring in e-commerce. So far, more than 400 universities have enrolled students majoring in e-commerce.

E-commerce is considered the most entrepreneurial major, but the survey results are quite different. The cause of the low rate of e-commerce entrepreneurship is the market positioning of e-commerce talents and students' actual ability dislocation[6]. Some people think that the major of e-commerce is relatively simple, just network cable can start a business. Therefore, the network engaged in marketing entrepreneurs are very active. But these entrepreneurs are rarely successful because they lack the necessary knowledge, trade knowledge and e-commerce expertise. Although their success rate of starting a business is low, it brings greater homogeneous competition to e-commerce graduates and weakens their confidence in starting a business. At the same time, most of the e-commerce majors in application-oriented undergraduate courses are focused on business management courses. As a result, the students majoring in e-commerce are lack of main cultivation, which leads to the decline of their competitiveness in the society[7,8].

How to overcome this dislocation and improve the entrepreneurial ability of applied undergraduate students majoring in e-commerce, the following three problems should be solved:

**The prominent problems faced by entrepreneurship education.** Colleges and universities must adhere to theoretical innovation and guidance in entrepreneurship education, track the forefront of international innovation and entrepreneurship education development, carry out a series of research on hot and difficult issues, and reasonably set entrepreneurship education courses in

combination with the actual situation of colleges and universities. To train a team of full-time teachers with solid theory and rich practical experience and to stabilize a team of part-time teachers with enterprise management and management to effectively solve the problem of "who will teach". The integration of professional education and innovation and entrepreneurship education, the coordination of in-school resources and off-campus resources, can effectively solve the problem of how to teach. Introduce the education concept of advanced countries and the KAB, GYB and SYB entrepreneurship education system promoted by the international labor organization to effectively solve the problem of what to teach[9].

**Government provides appropriate and easy access conditions and growth environment for college students to start their own businesses.** The government plays a very important role in the entrepreneurship of college students. It should take the initiative to lower the threshold for college students to start their own businesses: create a series of preferential conditions in the aspects of registered capital, tax and funds, so as to reduce the entrepreneurial risks of college students to some extent. The relevant departments should further strengthen the publicity of college students' entrepreneurship policies, systematize relevant policies, release them to the society and update them regularly. Encouraging college students to start their own businesses is not only the responsibility of the government, but also the common obligation of the whole society. In addition to strengthening entrepreneurship education and encouraging college students to set up entrepreneurial ideas, it is also necessary to create a relaxed entrepreneurial environment.

## Summary

Entrepreneurship education for college students is conducive to the realization of their life value. Due to the different social and economic environment in the region, it is essential for colleges and universities to carry out entrepreneurship in accordance with the situation and conditions of colleges and universities. Only through innovation and entrepreneurship can college students promote social and economic development.

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