

E-commerce Curriculum Development and Construction Based Innovation and Entrepreneurship Education

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Abstract

The main content is to put forward the innovation and entrepreneurship oriented personnel training mode reform and course group construction, and to run the innovation and entrepreneurship education through the whole process of personnel training; based on the industry demand, guided by innovation and entrepreneurship, the paper analyzes the e-commerce talents needed under the new normal, defines the concept, goal and reform of e-commerce "innovation and entrepreneurship" composite talents training Personnel training program.

Keywords

Innovation and entrepreneurship education, E-commerce Curriculum.

1. Introduction

In the opinions on further improving employment and entrepreneurship in the new situation issued by the State Council on April 27, 2015, it was pointed out that mass entrepreneurship and innovation are the way to enrich the people and strengthen the country. We must strive to create a new engine for mass entrepreneurship and innovation, implement more active policies on employment, and promote employment with Entrepreneurship and innovation. On May 13, 2015, the general office of the State Council issued the implementation opinions on deepening the reform of entrepreneurship and innovation education in Colleges and universities, which further clarified the responsibility of colleges and universities as the cradle of youth entrepreneurship and innovation talents training. Deepening the reform of entrepreneurship and innovation education in Colleges and universities is the national implementation of innovation driven development strategy, promoting the comprehensive reform of higher education and promoting the higher level of college graduates important measures for quality entrepreneurship and employment. Under the Internet plus environment and the "mass entrepreneurship and innovation", it is representing the general trend for universities to carry out innovation and entrepreneurship education.

E-commerce specialty has many advantages, such as wide application field, rapid technological innovation and endless new business models, which makes it the most suitable specialty for innovation and entrepreneurship. Low threshold, low investment and quick effect are the first choices for many students. Wenzhou People's spirit of "dare to be the first, especially be able to start a business" has created a city where all people start a business. Under the strong entrepreneurial atmosphere in Wenzhou, it is imperative for our college's e-commerce specialty to carry out innovation and entrepreneurship education.

2. Specific implementation plan

In 2015, the general office of the State Council issued the implementation opinions on deepening the reform of entrepreneurship and innovation education in Colleges and universities, which pointed out that the innovation and entrepreneurship education in Colleges and universities, has made positive progress, but there are also some outstanding problems that can not be ignored. At present, the innovation and entrepreneurship education in most colleges and universities adopts the mode of "entrepreneurship theory education + professional skills learning", and there is no targeted innovation

and entrepreneurship education based on different professional characteristics. There is an obvious separation between innovation and entrepreneurship education and professional skills learning. The entrepreneurship theory course can only give students some perceptual understanding of entrepreneurship, but not the substantive content of innovation and entrepreneurship is practice, and its effect can be seen in general. This plan follows the basic law of the cultivation of innovation and entrepreneurship ability, runs the innovation and entrepreneurship education throughout the whole process of talent cultivation; according to the characteristics of local economic and social development, the requirements of industry post ability, and guided by innovation and entrepreneurship, analyzes the e-commerce talents needed under the new normal, defines the concept and goal of e-commerce innovation and entrepreneurship composite talents cultivation, and probes into Integration of learning and creation The mode of "achievement oriented" talent cultivation, the construction of innovation and entrepreneurship oriented e-commerce course group, the research of innovation and entrepreneurship oriented course teaching reform, the integration of the necessary ability and quality of innovation and entrepreneurship talents into the corresponding course system, the realization of curriculum content integration, classroom teaching practice, practice platform entrepreneurship, innovation and entrepreneurship authenticity, and Based on the development of students' personality and the development of their potential, the innovation and entrepreneurship encourage students to study consciously, so that students can improve their ability of innovation and entrepreneurship in professional learning, master professional skills in innovation and entrepreneurship, effectively improve their innovation awareness, entrepreneurship, innovation thinking and entrepreneurship ability, and make them become the talents that the society really needs. Specific methods and measures are shown in Figure 1.



Figure 1. Specific implementation plan

2.1 Improve the training concept

The penetration and integration of the Internet into traditional industries is profoundly changing the mode of production organization, factor allocation, product form and business service in various industries. The selection criteria of enterprises have also changed. From traditional technical and skilled talents to application talents with the ability to control the "wings" of the Internet, it is not only necessary to have a deep understanding of the nature of the enterprise industry, but also to have the ability of Internet thinking and cross-border integration, to be able to innovate business models and create new opportunities. That is to say, the Internet plus based e-commerce talents should be innovative and entrepreneurial talents.

Under the pattern of "mass entrepreneurship and innovation," the students of electricity industry, as interdisciplinary talents who know both the Internet and the management, are the new force of

"Internet plus" innovation and entrepreneurship. At the same time, innovation and entrepreneurship are the most powerful driving force for the employment of university graduates. Therefore, Internet plus occupation education and training should be integrated into the teaching idea of e-commerce. The talent training plan is also focused on the innovation spirit and entrepreneurial ability training in the "Internet plus" era. At the same time, we should highlight the regional characteristics, realize the organic integration of personnel training and market demand, and promote the vocational education and e-commerce positively development.

2.2 Clear training objectives

Based on the characteristics of the e-commerce industry, and based on the training of the skilled talents of e-commerce, combined with the requirements of Internet plus innovation and entrepreneurship, we further enhance the training objectives of e-commerce professionals, and train the e-business talents with entrepreneurial awareness, innovative spirit and entrepreneurial ability as the goal of talent cultivation, so that the talents of innovation and entrepreneurship can be trained as talents. An important part of the training system is to form an applied innovative talents training system of "innovation and entrepreneurship + specialty", and to realize the integration of innovation and entrepreneurship education and professional education in the specific practice of innovation and entrepreneurship education, so as to open up a new path for the cultivation of applied innovative talents.

2.3 Explore the training mode

"Innovation and entrepreneurship + specialty" is not only the development direction of innovation and entrepreneurship education, but also the reform goal of professional education. In order to achieve this goal, we need to understand the characteristics; ability system and knowledge structure of e-commerce "entrepreneurship and innovation" talents, run innovation and entrepreneurship education through the whole process of talent cultivation, and build a new model of e-commerce innovation and entrepreneurship talents cultivation. This plan proposes "learning" Create a talent training mode of "integration of results oriented".

2.3.1 Integration of learning and creation

In the integration of learning and creation, learning is learning and creation is innovation and entrepreneurship, that is, an effective combination of innovation and entrepreneurship activities and learning professional skills. E-commerce education of innovation and entrepreneurship is not simply to teach e-commerce knowledge and skills or to instill the awareness of innovation and entrepreneurship, but to closely integrate innovation and Entrepreneurship with e-commerce specialty, pay equal attention to teaching, integrate innovation and entrepreneurship education into the curriculum system, and combine with the curriculum. Through innovation and entrepreneurship practice, effectively link the knowledge, ability and quality needed for innovation and entrepreneurship, to open up a new path for the cultivation of applied innovative talents. The integration mode of learning and innovation is shown in Figure 2.



Figure 2. Learning & innovation model

The essence of innovation and entrepreneurship education is quality education, which is a systematic project. We should establish a system of integration of learning and innovation in the whole process. This program follows the basic law of cultivating innovation and entrepreneurship ability, and constructs the integration of e-commerce and innovation and Entrepreneurship from four aspects: awareness arousing, knowledge and skill accumulation, comprehensive practice and sustainable development of entrepreneurship. It also constructs the integration of consciousness and value education, ability and quality education, practical training and practical incubation based on "specialty + innovation and entrepreneurship". The integration system of learning and entrepreneurship will finally realize the zero connection between students' professional learning and future post and entrepreneurial activities.

According to the talent demand of social enterprises and industry standards, this program embeds innovation and entrepreneurship into three-year professional education, and links various links such as consciousness guidance, knowledge teaching and practice promotion into a complementary and gradual "chain", so that students can obtain different forms of innovation and entrepreneurship training on the basis of their major, and promote innovation and entrepreneurship integration through cross-border knowledge and ability. The integration system of learning and entrepreneurship is shown in Figure 3.

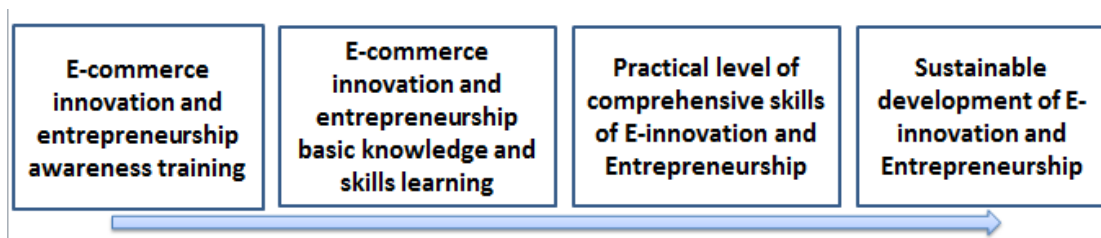


Figure 3. The whole process integration system of learning and innovation

At the stage of consciousness arousing, students have not yet formed the consciousness of innovation and entrepreneurship. Through the course of consciousness arousing level, students are permeated with the consciousness of innovation and entrepreneurship, so as to promote students to form the consciousness of innovation and entrepreneurship, and at the same time, make full preparations for innovation and entrepreneurship. The stage of knowledge and skills accumulation is the stage of close combination of professional education and innovation and entrepreneurship education. Relying on the accumulation of professional basic knowledge, skills and entrepreneurship knowledge, this stage focuses on guiding students to complete the process of innovation and entrepreneurship thinking to practice. The courses of knowledge and skill accumulation lay a good foundation for students' innovation and entrepreneurship. The innovation and entrepreneurship education of e-commerce specialty of our college adheres to the development idea of "project oriented, long-term and socialized", improves the effectiveness of innovation and entrepreneurship through the comprehensive practice stage of entrepreneurship, and realizes the effectiveness and sustainable development of entrepreneurship incubation.

2.3.2 Results oriented

The entrepreneurial process is a highly dynamic equilibrium process in which entrepreneurial opportunities, resources and teams are properly allocated. Entrepreneurial ability is also a comprehensive and integrated ability, including business opportunity identification, value chain formation, business link closure, management effectiveness, risk aversion and so on. For e-commerce entrepreneurship education, it should not only be theoretical virtual entrepreneurship, but also a new education mode with Internet technology as the medium and tool and students' innovation and entrepreneurship achievements as the guide. The ultimate goal of higher vocational teachers engaged in innovation and entrepreneurship teaching is to enable students to do things successfully, to promote curriculum development based on "output" rather than "input", and to focus on students "What we have learned and what we have achieved", rather than what we have learned from schools and teachers, promotes the innovation and entrepreneurship curriculum design to return to the actual innovation

and entrepreneurship ability that students can take away after graduation, rather than the specific curriculum requirements; emphasizes how to use professional knowledge and skills to carry out practical innovation and entrepreneurship teaching activities, and attaches importance to training students to adapt to the future development needs.

The implementation of results oriented curriculum emphasizes the output of teaching, that is, the students' innovation and entrepreneurship achievements, the students acquire knowledge from the real innovation and entrepreneurship projects, and emphasize the training of students with "guns and bullets". This project plans to let students start their own businesses in the real social environment and explore the talent training mode by taking the opportunity of in class and out of class linkage and school enterprise cooperation linkage.

2.4 Reconstruction of curriculum system

Innovation and entrepreneurship education should have adaptability and pertinence. It is necessary to build its own innovation and entrepreneurship education mode in combination with the characteristics of professional schools and the needs of regional economic development. Based on the talent training mode of "learning innovation integration", this project puts forward a curriculum system with innovation and entrepreneurship oriented courses as the main line, basic courses surrounding and quality courses as the support. Quality courses are mainly divided into two aspects: on the one hand, innovation and entrepreneurship general quality courses, such as Enterprise legal practice, Enterprise accounting knowledge, Thinking and eloquence training, Business English, Aesthetic appreciation, Business etiquette, Clothing matching, etc. On the other hand, it refers to regional characteristic courses related to local pillar industries, such as Introduction to shoes and clothing, Knowledge of electrical products, Knowledge of automobiles and motorcycles, Knowledge of valves, Marketing of mechanical and electrical products, Clothing matching, etc. Basic courses include Consumer psychology, Practical network technology, International business practice, ERP application and other basic courses closely related to e-commerce, aiming to cultivate students' basic knowledge and ability of innovation and entrepreneurship. Innovation and entrepreneurship oriented courses include Marketing practice, Business research and analysis, Business data processing and analysis, E-commerce application foundation, E-commerce visual design, Online retail, E-commerce website construction, Network editing practice, Network operation and promotion, E-commerce visual marketing, Mobile e-commerce, Cross border e-commerce and other courses. The technology and business skills required by e-commerce innovation and entrepreneurship are infiltrated into the courses. Each course is based on the real innovation and entrepreneurship projects, and the teaching content is connected. The teaching and learning, learning and doing, doing and creating are closely combined to build a professional + innovation and entrepreneurship education integrating theory and Practice, scenario and practice.

The essence of innovation and entrepreneurship education is quality education, which is a systematic project. We should establish a whole process training system. The purpose of this project is to establish a progressive curriculum system of "one horizontal and one vertical".

"One horizontal": starting from the requirements of professional posts, refining the key vocational technology, skills and quality, and building a horizontal curriculum structure of "quality development course - Basic Course - innovation and entrepreneurship oriented course". Each semester, according to this structure, specific courses are arranged to ensure a certain width of knowledge, which is conducive to help students quickly establish the awareness of innovation and entrepreneurship, and meet the knowledge reserve in the early stage of entrepreneurship.

"One vertical": with the implementation process of the real innovation and entrepreneurship project as the core, the curriculum is arranged according to the four levels of "Introduction to innovation and Entrepreneurship - Promotion - Mastery - deepening". Each semester, one level is practiced to ensure a certain depth of knowledge, which is conducive to the continuous improvement of students' skills, and complies with the deep-seated requirements of innovation and entrepreneurship on knowledge after development.

2.5 Integrate course content

The course is the element of the major and the carrier to realize the training goal of the professional talents. The training of the professional quality and innovation ability of the talents is mostly realized in the teaching process of the course. The e-commerce major of our college proposes the training goal of "innovative and entrepreneurial compound talents". The goal should be implemented in the specific courses, but not all courses can be compared with the innovation and entrepreneurship Integration. This plan integrates Internet plus innovation and entrepreneurship thinking into the innovative entrepreneurial oriented e-commerce course, defining curriculum objectives, revising curriculum standards, and optimizing the integration of curriculum contents.

Transformation of educational thought and renewal of training idea are the ideological basis and forerunner of educational reform practice, and also the ideological basis and forerunner of training innovative and entrepreneurial talents. Therefore, the innovation and entrepreneurship oriented curriculum of e-commerce specialty must change its concept and break through the traditional curriculum model. Instead of simply imparting e-commerce knowledge and skills, it is necessary to closely integrate innovation and Entrepreneurship with specialty, pay attention to teaching, integrate innovation and entrepreneurship education into every curriculum of the curriculum group, and carry out with the original basic skills, comprehensive skills, basic quality and professional quality of the curriculum To integrate organically, to promote students' creative learning, to cultivate students' comprehensive and innovative abilities,

The curriculum goal is the specific value and task index of the curriculum which is put forward according to the talent training goal. The curriculum goal refers to the expected result of the curriculum in a specific stage. The establishment of the curriculum goal is the primary link of the curriculum design and implementation. Based on the professional training objective of "innovation and entrepreneurship" composite talents, revise the curriculum standard of innovation and entrepreneurship oriented courses, integrate innovation and entrepreneurship thinking into the courses they have learned, penetrate innovation and entrepreneurship awareness into the courses, cultivate basic knowledge and skills of innovation and entrepreneurship, and improve the practical ability of innovation and entrepreneurship, so as to optimize the course content.

Scientifically and reasonably set up innovation and entrepreneurship oriented courses, take the training of innovation and entrepreneurship talents as the goal, and update the curriculum standards through research. Curriculum standard is the programmatic document of each course, which stipulates the nature, objectives and content framework of each course, and puts forward teaching and evaluation suggestions. The innovation and entrepreneurship oriented curriculum aims to promote students' Entrepreneurship and employment, integrates innovation and entrepreneurship thinking into the curriculum content, permeates innovation and entrepreneurship awareness in the curriculum, and adopts the assessment and evaluation methods of learning process and practical activities.

The optimization of course content is the focus of this project. According to the requirements of entrepreneurship project, the teaching content is redesigned to form a typical project task; then, according to the teaching schedule, it is decomposed into sub tasks that can be realized one by one, and the innovation and entrepreneurship ability is distributed in each specific sub task.

The Curriculum Optimization Based on innovation and entrepreneurship ability not only pays attention to the cultivation of students' basic knowledge and skills of the subject, but also pays attention to the cultivation of students' practical operation ability, which lays a solid foundation for students' innovation and entrepreneurship.

2.6 Reform classroom teaching

The innovation and entrepreneurship oriented course adopts the teaching mode of project guidance, which means that from the perspective of innovation and entrepreneurship, taking the real innovation and entrepreneurship project as the carrier, connecting every knowledge point and skill point in the course content, cultivating the students' innovation consciousness, independent learning ability, cooperation spirit and active practice ability.

The innovation and entrepreneurship oriented curriculum also needs to adopt the flipped classroom teaching mode, which requires students to complete the learning of basic knowledge after class, and the classroom has become a place for teachers and students to interact, including the use of knowledge, answering questions and solving doubts, so as to obtain a deeper understanding of the content of the curriculum. Students of innovation and entrepreneurship oriented courses should focus more on solving practical problems based on innovation and entrepreneurship projects. Through flipped courses, teachers can have more time to communicate with everyone and promote personalized learning of students.

2.7 Implement real projects

In essence, innovation and entrepreneurship education is a kind of quality education, a systematic project, not a quick education. One or two entrepreneurship courses or training programs, according to the traditional classroom teaching methods, can not achieve the expected goal. This project plans to embed real innovation and entrepreneurship projects in every optimization course. The projects can be outsourcing work provided by e-commerce enterprises, agent operation service provided for enterprise products, independent entrepreneurship projects for students or teacher entrepreneurship projects. The practice of real innovation and entrepreneurship projects realizes the combination of theory and practice, and the integration of knowledge and skills, which not only improves the students' performance The practical ability is to cultivate comprehensive skills. Based on the practice of real innovation and entrepreneurship projects, the effect of entrepreneurship education, students' interest in innovation and entrepreneurship is better, and the success rate of entrepreneurship projects is higher.

In the whole process of three-year education, a real project can be implemented to connect the knowledge and skills of multiple professional courses. After three-year incubation construction, the vast majority of students can graduate with their own entrepreneurship projects, greatly increasing the success rate of entrepreneurship and employment opportunities of students

2.8 Leading innovation and Entrepreneurship

The innovation and entrepreneurship education is integrated with professional courses to build an innovation and entrepreneurship project that conforms to the characteristics of talent training in higher vocational colleges, connects with regional economic development, and leads students to design and implement "landing". After three years of tracking and entrepreneurship practice, excellent entrepreneurship projects are invited to the campus entrepreneurship Park to support students' successful entrepreneurship.

3. Conclusion

"Internet +" is a new form of economic and social development based on Internet infrastructure and innovation elements, which integrates the Internet's innovative achievements with all sectors of the economy and society. Enterprises need to innovate business model and keep competitive advantage by means of e-commerce, which requires a large number of innovative e-commerce talents, and also puts forward higher requirements for innovative and entrepreneurial talents: updated knowledge structure, stronger innovation awareness, broader vision and higher resource allocation ability. For the e-commerce major, it should conform to the requirements of the times, further explore on the basis of the original composite talent training mode, integrate innovation and entrepreneurship education, and make the training system more perfect. The e-commerce specialty of our college leads the specialty construction with innovation and entrepreneurship education, and wants to build the specialty into a brand specialty with influence and popularity in Zhejiang higher vocational colleges. Optimizing and reforming the talent training mode, curriculum system and curriculum of e-commerce specialty is the foundation and key to achieve this goal.

The rapid development of Internet application has brought more employment opportunities to college students, as well as a better environment for innovation and entrepreneurship. For college students, it is not only an opportunity but also a challenge. This project revolves around the new formats, new technologies and new post characteristics of the Internet plus era, and promotes the reform of the

training mode for innovative and entrepreneurial talents in e-commerce. It is clear that the goal of cultivating innovative and entrepreneurial talents is conducive to cultivating students' entrepreneurial ability and innovative thinking, stimulating the enthusiasm of e-commerce majors in innovation and entrepreneurship, reconstructing the topic system, and integrating the idea of innovation and entrepreneurship into the special field of innovation. In the whole process of industry education, the quality of e-commerce talent training has been effectively improved, the ability of "mass entrepreneurship and innovation" has been strengthened, which makes it more suitable for the requirements of regional industrial transformation and upgrading; the course content has been optimized, and the real entrepreneurship project has been integrated in the course teaching, so that students can directly apply the theoretical knowledge they have learned in practice. Through practice, students can not only consolidate theoretical knowledge, but also apply knowledge more flexibly and improve their comprehensive quality more effectively.

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