

# Research on Training Mode of Innovation and Entrepreneurship for E-Commerce Majors

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## Abstract

Many colleges and universities in our country unite with enterprises. Through the practical experience in enterprises, students can make reference to their career choices after graduation, which plays an important role in encouraging students to actively participate in innovation and entrepreneurship. Innovation and entrepreneurship education must be combined with practical teaching in order to cultivate students' innovative consciousness and improve their entrepreneurial quality and ability.

## Keywords

**Innovation and entrepreneurship; e-commerce; training mode.**

## 1. Introduction

After "mass entrepreneurship and mass innovation" became China's national strategy, a wave of entrepreneurship and innovation was set off nationwide. At present, a series of preferential policies have been introduced from the central government to local governments to support entrepreneurial innovation. The call for entrepreneurship and innovation began in October 2013 at a State Council executive meeting emphasizing "mobilizing social capital to promote the growth of small and micro enterprises, especially innovative enterprises, to promote employment, and promote the development of new productive forces." Since then, innovation and entrepreneurship has become the current trend of the times. At the opening ceremony of the Summer Davos Forum held in September 2014, Premier Li Keqiang first proposed to use the "east wind" of reform and innovation to set off a wave of "mass entrepreneurship" and "grassroots entrepreneurship" on 9.6 million square kilometers of land, forming a new situation of "innovation for all" and "innovation for all".

## 2. Building up the Training Target System of E-Commerce Talents

First of all, we should cultivate students' exploratory spirit and innovative spirit, and stimulate students' innovative consciousness and innovative spirit by inviting successful entrepreneurs or entrepreneurs to give lectures on the spot. Secondly, cultivate students' innovative thinking ability, guide students to participate in entrepreneurial practice, enhance students' social practice ability, enable students to acquire professional practical knowledge at the same time, broaden their horizons, profound understanding of the connotation of innovative entrepreneurship education, and expand and innovate in practice. Thirdly, we should cultivate students' innovative skills, aiming at cultivating students' professional quality, so that students can have professional quality and practical ability to engage in e-commerce. We should not only emphasize the cultivation of practical skills, but also pay attention to the cultivation of students' professional ethics, dedication, teamwork spirit, quality consciousness and innovative consciousness. Finally, it is the cultivation of entrepreneurial ability. Entrepreneurship is a

higher level of employment, through entrepreneurship education can improve students' entrepreneurial ability, to achieve entrepreneurship to promote employment.

### **3. Building a Teaching System of Innovation and Entrepreneurship**

Practical teaching in Colleges and universities consists of two parts: training in hospital and practice in enterprises. Under the trend of "Internet +", the professional simulation training of electrical business can unite enterprises to carry out the practice of innovation and entrepreneurship, and create a distinctive practical teaching system with outstanding levels, and strive to improve students' thinking and practical skills. At the same time, universities and e-commerce enterprises can jointly set up innovation and entrepreneurship base, encourage students to create companies, work with enterprises to stimulate students' creativity, establish practical ability system, increase the number of training platforms in the hospital, and provide a good environment for students. The teaching practice system of enterprises adopts the way of combining online and offline. The online practice teaching takes the Internet as the medium, develops and creates the online e-commerce practice training platform; the offline teaching and the enterprise cooperation, constructs the practice scientific research base together. Through the cooperation between schools and enterprises, we should develop the cooperative innovative thinking between schools and enterprises, construct the teaching mode of "enterprise-student", "base-student" and "project-student", improve students' innovative ability and cultivate innovative and entrepreneurial talents in an all-round way.

### **4. Integration of Employment and Entrepreneurship Guidance in E-Commerce Curriculum Planning**

Let students learn professional knowledge and acquire relevant skills at the same time, according to the actual situation of individuals to make a reasonable plan, clear career development direction. Courses should get rid of the traditional teaching methods, students as professionals to carry out training, if necessary, to invite enterprise lecturers to teach. Through appropriate teaching methods and teaching forms, students' innovative consciousness can be promoted, and they have certain entrepreneurial knowledge. Teachers can adopt modular teaching and pay attention to the formation of students' personal ability. For example, when explaining the course of image processing, teachers should change the traditional operation steps according to the case so that students follow instructions step by step to practice basic software operations, it is difficult for students to really improve their ability, facing problems, students cannot do a good job of image processing. To teach students how to think and think about image processing, students can choose the material they like to create reasonably, or they can choose excellent works to imitate, to see where the gap between their products and excellent works is, and constantly improve, so that skills and personal skills can be improved simultaneously, not the root. According to the procedures and parameters completely copied. When explaining the case, the teacher can choose the advertisement poster which is popular in the near future, explain the operation that may be involved and the knowledge that needs to be mastered by the students, and perform the demonstration operation. Then the students can create different posters according to their own interests, and the teacher puts forward the combination according to the works created by everyone. The rationale is to let students know how to improve after lack of knowledge. Teachers can also put forward a theme or give specific conditions for students to create independently, and finally the works of everyone will be summarized after the explanation, so that students' creative ideas can be expanded, can effectively cultivate students' innovative ability and practical ability. In the process of entrepreneurship teaching, teachers can design cases according to the needs of e-commerce professional posts, let students form groups freely and divide their work, through team

cooperation simulation to complete the goals set by teachers, teachers provide necessary professional guidance in the process of team projects, and finally put forward pertinent suggestions on the feasibility of the project. Make the plan more perfect and closer to the actual business process.

## 5. Developing Diversified Entrepreneurial Practices

Successful entrepreneurs are invited to give special lectures to create a good entrepreneurial atmosphere and stimulate students' entrepreneurial enthusiasm. Students are encouraged to participate in various forms of academic exchanges and lectures on entrepreneurship and innovation so as to cultivate their awareness of innovation and entrepreneurship and enrich their knowledge of entrepreneurship. Guide students to participate in all kinds of e-commerce business competitions, such as "national network business innovation application competition", "China Internet +" College Students' innovation and entrepreneurship competition, "national e-commerce operation skills competition" and other competitions closely related to entrepreneurial innovation and professional practice. The confidence of students can cultivate students' awareness and ability of innovation and entrepreneurship. Through the competition of innovation and entrepreneurship, e-commerce majors can improve their teamwork ability, professional knowledge ability, planning and copywriting ability, IT technology ability, data analysis ability, business operation ability. These abilities match the training objectives of e-commerce majors in Colleges and universities, and are all enterprise electronics under the background of the present era. The core competencies required by a business post.

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