

Research and Implementation of The Training Mode of E-commerce Professional Group Talents of "Combining German and Technical Training, Three Integration and Three Creation, Four in One"

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Abstract

With the vigorous development of e-commerce field, in order to train high-quality talents to meet its needs, e-commerce major adopts the "German and technical training, three integration three creation, four in one" talent training mode. This paper will deeply discuss the application of this model in moral education, technology practice and innovation training, as well as the strategy and method of constructing all-round talents through practical teaching and comprehensive quality evaluation.

Keywords

Combining moral and technical skills; Three integrations and three innovations; Four in one; E-commerce professional group; Talent training mode.

1. Introduction

With the advent of the digital age, e-commerce has become one of the important engines of modern business development. However, in this dynamic and fiercely competitive field, a single technical skill is no longer sufficient, and the demand for e-commerce professionals is also increasing. Therefore, how to cultivate a group of e-commerce professionals with both morality and talent, strong innovation ability, and comprehensive development has become an urgent problem to be solved in the education industry today.

2. The Theoretical Framework of The Talent Cultivation Model of "Combining German and Technical Training, Three Integration and Three Creation, Four in One"

2.1. The application of the concept of "combining morality and technology" in the field of e-commerce

The application of the concept of "combining morality and technology" in e-commerce majors emphasizes the comprehensive development of students, combining moral education with the cultivation of technical skills. In a dynamic and rapidly developing e-commerce environment, technological strength often occupies a central position, and the importance of instilling moral values cannot be overemphasized. In the field of e-commerce, transactions and interactions often occur in virtual spaces, and ethical behavior and responsible decision-making are crucial. Moral education is the foundation for students to establish professional identity and manage the moral complexity of the digital market. E-commerce professionals often encounter situations where it is necessary to balance the interests of various stakeholders, including customers, shareholders, and society as a whole. Moral education provides students with the necessary moral framework to make principled decisions that align with social values and organizational integrity. Trust is the cornerstone of the success of e-commerce enterprises.

Consumers are more likely to engage in transactions with companies they believe are trustworthy and ethical. Moral education cultivates a culture of integrity and responsibility, thereby enhancing the reputation of e-commerce enterprises and enhancing customer trust.

The cultivation goal of "combining morality and technology" in e-commerce majors includes the comprehensive development of students, combining moral virtues with technical abilities. E-commerce education emphasizes the cultivation of moral leadership qualities such as integrity, honesty, and empathy. Through case studies, role-playing exercises, and discussions on ethical dilemmas, students will learn to apply ethical principles in real-world scenarios and become principled leaders in the digital market. Integrate ethical education seamlessly into the technical courses of e-commerce majors, ensuring that ethical considerations are integrated into all aspects of student learning experience. Whether studying data privacy, cybersecurity, or digital marketing, we encourage students to critically reflect on the moral impact of their actions and decisions.

2.2. The practice of the concept of "three integrations and three innovations" in the field of e-commerce

The practice of the "three integrations and three innovations" concept in the e-commerce profession reflects the comprehensiveness of technology, business acumen, and management principles. This multidimensional framework not only promotes a comprehensive understanding of the e-commerce environment, but also cultivates students' innovative thinking and entrepreneurial spirit. In the field of e-commerce, success depends on the seamless integration of technology, business strategy, and effective management practices. By incorporating these three dimensions into the curriculum, students majoring in e-commerce can have the ability and confidence to navigate the complexity of the digital market. E-commerce education equips students with the technical skills necessary to utilize cutting-edge technologies such as e-commerce platforms, data analysis tools, and digital marketing channels. Through hands-on projects and practical exercises, students can become proficient in areas such as website development, search engine optimization, and online payment systems. Understanding business principles is crucial for e-commerce professionals to identify market opportunities, develop competitive strategies, and optimize operational efficiency. E-commerce students delve into topics such as market analysis, consumer behavior, and supply chain management to gain a comprehensive understanding of the business dynamics that shape the e-commerce landscape. Effective management is crucial for coordinating various functions of e-commerce enterprises, including inventory management, logistics coordination, and customer relationship management. E-commerce education introduces students to basic management principles such as organizational behavior, project management, and strategic planning, enabling them to effectively lead and collaborate within e-commerce organizations. Innovation is the core of successful e-commerce, driving continuous improvement, market differentiation, and competitive advantage. E-commerce education cultivates students' innovative thinking and entrepreneurial spirit, inspiring them to explore new ideas, challenge traditional wisdom, and pursue entrepreneurial opportunities in the digital field. E-commerce majors encourage students to respond to challenges with creativity and originality, and cultivate a mindset of continuous innovation. Through design thinking seminars, brainstorming sessions, and innovative challenges, students learn to identify problems, generate innovative solutions, and adapt to constantly changing market demands. E-commerce education instills an entrepreneurial mindset characterized by proactivity, resilience, and willingness to take planned risks. By studying successful e-commerce enterprises, analyzing entrepreneurial case studies, and interacting with industry mentors, students cultivate the confidence and entrepreneurial acumen needed to start and develop businesses in a fiercely competitive e-commerce environment.

2.3. The Construction of the "Four in One" Talent Training Model

The construction of the "four in one" talent training model for e-commerce majors revolves around the comprehensive development of students in four dimensions: knowledge, skills, abilities, and attitudes. E-commerce education emphasizes acquiring fundamental knowledge in areas such as digital marketing, e-commerce platforms, consumer behavior, and data analysis. Students have a profound understanding of the theoretical framework and best practices that support the e-commerce ecosystem, enabling them to tackle complex challenges and take advantage of emerging opportunities. In addition to theoretical knowledge, the e-commerce major also focuses on cultivating practical skills necessary for success in the digital market. Students gain practical experience in website development, content creation, social media marketing, and online sales technology, honing their ability to effectively execute e-commerce strategies in the real world. E-commerce education cultivates a range of skills that are crucial for career success, including critical thinking, problem-solving, communication, and collaboration. Through case studies, simulations, and group projects, students develop the ability to analyze complex business scenarios, design innovative solutions, and persuasively convey their ideas to different stakeholders. The "Four in One" talent cultivation model places great emphasis on cultivating positive attitudes and values that are conducive to personal and professional growth. E-commerce majors encourage students to adopt a curious, adaptable, resilient, and ethical attitude, cultivating a lifelong learning, continuous improvement, and social responsibility mindset.

The "four in one" talent cultivation model emphasizes the integration of practical and theoretical courses, providing students with a comprehensive educational experience. The practical courses in the field of e-commerce include seminars, laboratories, internships, and industry projects, enabling students to apply theoretical concepts in the real world. These courses provide students with valuable practical experience, enabling them to develop technical proficiency, problem-solving skills, and professional abilities related to the e-commerce industry. The theoretical courses of e-commerce major cover the basic concepts, principles, and theories that form the foundation of e-commerce practice. These courses provide students with a solid theoretical framework to understand the complexity of digital markets, including topics such as e-commerce business models, digital marketing strategies, consumer psychology, and legal and ethical considerations.

3. Implementation Strategies and Methods of Talent Training Model for E-commerce Professional Groups

3.1. Curriculum design and optimization of teaching system

The optimization of e-commerce education courses involves continuous adjustment and innovation to ensure relevance, timeliness, and consistency with industry needs. The e-commerce program is regularly reviewed to evaluate the effectiveness of existing courses and identify new trends and developments in the field. The curriculum committee is composed of faculty, industry experts, and stakeholders, analyzing market demand and student feedback to provide information on curriculum changes. The professional courses have been updated to incorporate emerging themes and technologies that shape the e-commerce landscape, such as artificial intelligence, blockchain, omnichannel retail, and sustainable development practices. Introduce new courses or modules to expose students to cutting-edge concepts and tools related to contemporary e-commerce practices. The e-commerce course provides flexibility and customization options, allowing students to customize their educational experience based on their career aspirations and interests. Elective courses, majors, and interdisciplinary approaches enable students to delve deeper into specific areas of e-commerce, such as digital marketing, e-commerce analysis, entrepreneurship, or international trade.

In addition to curriculum adjustments, e-commerce education also adopts innovative teaching methods and means to improve student engagement, learning outcomes, and practical skill development. The e-commerce course includes experiential learning opportunities such as case studies, simulations, internships, and industry projects, providing students with practical experience in real-world e-commerce environments. These immersive learning experiences enable students to apply theoretical concepts to practical challenges, cultivate problem-solving abilities, and establish industry connections. E-commerce education utilizes technology empowered learning platforms, tools, and resources to improve teaching efficiency and student learning experience. Virtual classrooms, online tutorials, interactive multimedia materials, and e-commerce simulation games promote flexible and self-paced learning, and cultivate essential digital literacy skills for e-commerce professionals.

3.2. Improvement of practical teaching process

E-commerce education prioritizes the construction and utilization of practical and training bases, providing students with authentic learning experiences and practical skill development. E-commerce plans to invest in the construction of specialized practical and training facilities equipped with the most advanced technology and equipment. These facilities replicate the real-world e-commerce environment, such as virtual storefronts, digital marketing laboratories, and data analysis centers, providing students with an immersive learning environment to apply theoretical knowledge and practical skills. E-commerce education utilizes industry standard e-commerce platforms, software applications, and digital tools to simulate e-commerce operations and workflows. Students gain practical experience in website development, online sales, inventory management, customer relationship management, and digital marketing campaign execution using commonly used tools in the industry.

E-commerce education promotes cooperation with industry partners, providing students with opportunities for industry cooperation and project practice. The e-commerce program establishes partnerships with e-commerce enterprises, startups, digital marketing agencies, and technology providers to promote industry collaboration programs. These partnerships provide students with opportunities to engage in real-world projects, internships, mentoring programs, and communication opportunities, enabling them to gain practical insights into industry trends, challenges, and best practices. The e-commerce course combines project-based learning methods, allowing students to participate in real-life practical projects sponsored by industry partners. Students collaborate with industry mentors and stakeholders to address real-world e-commerce challenges, develop innovative solutions, and provide actionable suggestions or prototypes.

3.3. Evaluation and cultivation of comprehensive qualities of students

E-commerce education institutions implement a multidimensional evaluation system to assess the comprehensive quality of students, including academic performance, practical skills, personal development, professional abilities, etc. Using traditional methods such as exams, quizzes, papers, and speeches, evaluate students' mastery of e-commerce theory, concepts, and principles. Practical assessment, including hands-on projects, simulations, case studies, and internships, measures students' proficiency in applying e-commerce tools, technologies, and methods. Assess the ability of students to develop e-commerce websites, implement digital marketing activities, analyze data, and make strategic decisions in simulated or real scenarios. Each student has an electronic file bag that contains records of transcripts, certificates, awards, project achievements, and reflective papers. These portfolios serve as a comprehensive repository of student learning experiences and achievements, facilitating self-reflection, goal setting, and career planning.

4. Conclusion

The integrated talent development model of the e-commerce major provides students with the opportunity for all-round development and is committed to developing ethical, technical, commercial and innovative capabilities. Continuous optimization of the curriculum and practical teaching links will lay a solid foundation for students' future success in the field of e-commerce.

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