

Research on the Construction of E-commerce Teaching System in Higher Vocational Colleges from the Perspective of School Enterprise Linkage

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Abstract: In recent years, the development of e-commerce has been rapidly changing, and the application of e-commerce in various industries has also deepened. However, many vocational colleges have not been able to effectively follow the pace of enterprise job demand in cultivating e-commerce talents, resulting in insufficient integration of talent cultivation with enterprise positions. Therefore, this article mainly analyzes the value of constructing the e-commerce teaching system in vocational colleges from the perspective of school enterprise linkage, explores the problems of constructing the e-commerce teaching system in vocational colleges, and proposes problem-solving strategies such as building a teaching system that meets the requirements of enterprise positions, in order to achieve the cultivation of excellent e-commerce talents in vocational colleges.

Keywords: School Enterprise Linkage; Vocational Colleges; Electronic Commerce; Teaching System.

1. Introduction

The entry point of education in higher vocational colleges is the needs of enterprises and the market, and the goal is to cultivate more outstanding talents to meet the actual development needs of enterprises and the market. These are also the ways for higher vocational colleges to effectively develop and survive in the fierce market environment. At present, under the background of school-enterprise linkage, the comprehensive construction of e-commerce teaching system in higher vocational colleges is of great value, which is mainly reflected in ensuring the construction of e-commerce teaching system in higher vocational colleges. In order to further consolidate school-enterprise linkage and build a more complete e-commerce teaching system in higher vocational colleges, higher vocational colleges need to promote the orderly development of teaching systems from the perspective of building a teaching system that meets the requirements of corporate positions.

2. The Value of E-commerce Teaching System Construction in Higher Vocational Colleges from the Perspective of School-enterprise Linkage

First of all, school-enterprise linkage is a powerful way to ensure the construction of e-commerce teaching systems in higher vocational colleges. The e-commerce industry is developing rapidly. In order to meet the talent needs of the e-commerce industry in its development, higher vocational colleges need to actively reserve professional talents for the development of the e-commerce industry. The traditional e-commerce talent training model only limits talent training to campus and cannot improve the substantive talent training effect. However, through school-enterprise linkage, the e-commerce talent training model can be optimized and promote talent training between enterprises and higher vocational colleges. Organic integration. During this period, schools can understand the job requirements of enterprises,

and then build a more reasonable e-commerce teaching system on this basis, adjust the course content in the teaching system in real time, so that the teaching content can effectively connect with enterprise operations, and promote the full integration of the two. In school-enterprise linkage, higher vocational colleges can create e-commerce teaching platforms with enterprises, and then use the teaching platform to make up for the deficiencies in the teaching system, reasonably complete corporate project training, promote the connection between practical training content and corporate positions, and help Students understand corporate positions and related skills, improve the overall effect of e-commerce teaching system construction, and achieve orderly development of e-commerce teaching work.

Secondly, in building the e-commerce teaching system of higher vocational colleges, giving full play to the role of school-enterprise linkage is an important way to improve the level of the teaching team. Currently, in e-commerce teaching in higher vocational colleges, there are situations where professional teachers have strong theoretical knowledge but insufficient practical experience in enterprises. This is detrimental to the construction and innovative development of e-commerce teaching systems. However, through school-enterprise linkage, increasing cooperation between schools and enterprises can guide professional teachers to participate in corporate job training, and they can also learn about corporate positions and needs through part-time work. Then, we can essentially strengthen teachers' practical abilities, increase practical experience, and constantly solve the embarrassing problem of teachers who only have theory but lack practice, thereby improving the overall level of teachers' professional teaching. And cultivate the talents needed by enterprises through their own knowledge and abilities, and improve the quality of e-commerce teaching. At the same time, after teachers have gained sufficient practical experience in enterprises, they can also provide detailed information for the construction of e-commerce teaching systems and teaching plan reforms, and promote the orderly development of teaching system construction and teaching plan reforms.

Finally, under the background of school-enterprise linkage,

building an e-commerce teaching system in higher vocational colleges is an effective measure to promote the healthy development of both schools and enterprises. In evaluating the effectiveness of e-commerce teaching system construction and the quality of talent training, whether it meets the needs of enterprises is an important criterion. In the construction of the e-commerce teaching system, through school-enterprise linkage, the different advantages of higher vocational colleges and enterprises in teaching can be reflected, and the integration between theory and practice can be achieved, which is more conducive to promoting the human resources and development of students in higher vocational colleges. The perfect integration of corporate job resources. This will not only help higher vocational colleges to improve students' work skills, but also help enterprises alleviate the dilemma of talent shortage, thereby promoting mutual benefit and win-win between schools and enterprises, and improving the healthy development level of both schools and enterprises. In addition, in school-enterprise linkage, students in higher vocational colleges can feel the cultural atmosphere of corporate development and share rich resources. For corporate staff, they can learn more e-commerce knowledge in school-enterprise linkage. You can also communicate with professional teachers, and then provide suggestions for enterprise project development to promote the effective development and production of enterprises. It can be seen that strengthening school-enterprise linkage, deepening collaborative education, and making every effort to build an e-commerce teaching system are effective measures to achieve the healthy development goals of higher vocational colleges and enterprises.

3. Problems Existing in the Construction of E-commerce Teaching System in Higher Vocational Colleges

3.1. Insufficient Practical Courses and Teaching Content

Although most higher vocational colleges are currently committed to building new e-commerce teaching systems and optimizing the original teaching system in many aspects, many higher vocational colleges are still under construction with insufficient practical courses and teaching content. Since the e-commerce major is a comprehensive subject, which includes a variety of cross-cutting subject contents, the construction of the e-commerce teaching system needs to combine its comprehensive subject characteristics and comprehensively display the course content such as network technology and online marketing, so as to Only in this way can the effect of teaching system construction be improved. However, at present, in the construction of teaching system, some higher vocational colleges only pay attention to the construction and teaching of a few important courses, and fail to strengthen the construction of other related subjects and knowledge, or even ignore the teaching of other related subjects and knowledge, thus making students Unable to fully grasp the knowledge of the e-commerce industry. Moreover, in the construction of the teaching system, there is a lack of practical courses and teaching content, and business training courses have not yet been built according to students' learning needs. Due to insufficient practical courses and teaching content, teachers' teaching content is out of touch with

enterprise operations. Even though some schools have established business training courses, practical training and training still need to be improved, which will ultimately have a negative impact on students' improvement of learning ability and professional quality. Moreover, the teaching of practical business training courses in schools is usually just a formality, and the specific implementation and practical results are not ideal. For example, teachers use the form of organizing lectures to teach students the practice and content of business training courses, which results in students being unable to truly carry out practical exercises, reducing students' actual learning effects, and is not conducive to students' real development and growth.

3.2. Lack of Teaching Experience in School-enterprise Linkage

In building an e-commerce teaching system, many higher vocational colleges lack teaching experience in school-enterprise linkage and lack the concept of school-enterprise linkage, resulting in poor results in building an e-commerce teaching system. Specifically, although there are currently many studies on school-enterprise linkage teaching in the construction of e-commerce teaching systems, there are not many higher vocational colleges that have truly implemented the teaching experience of school-enterprise linkage into talent training plans, and they have not been able to Effectively promote the integration between school-enterprise linkage teaching experience and the construction of e-commerce teaching system. Some higher vocational colleges and enterprises still fail to update teaching content and resources in a timely manner during the linkage, which makes the construction of the teaching system unsatisfactory. There are also some linkages between higher vocational colleges and enterprises that are too superficial and lack a more stable foundation and practical experience for school-enterprise linkages. In order to promote the stable implementation of school-enterprise linkage, we cannot just limit school-enterprise linkage to providing students with corporate internship positions. Instead, we need to carry out in-depth and extensive cooperation to find win-win linkage points between the two, and then build on this basis. By extending the linkage points, we can increase the effect of school-enterprise linkage and implement the construction of e-commerce teaching system. However, due to the unstable foundation of the linkage between some higher vocational colleges and enterprises, which is just a formality and lacks certain teaching experience, it has greatly affected the effect of e-commerce teaching system construction and cannot promote the orderly teaching of school-enterprise linkage. carry out. In addition, in the construction of the e-commerce teaching system, some schools still lack the awareness of school-enterprise linkage, and even the practical teaching content is not what enterprises need. This makes it difficult to play the role of practical teaching and provide guidance and training to students.

3.3. There is a Relative Shortage of Teachers for Dual-qualified Teaching

In the construction of e-commerce teaching systems in higher vocational colleges, the problem of relative shortage of dual-qualified teaching teachers still exists. Double-qualified teachers play an important role in cultivating high-skilled talents needed by enterprises through e-commerce teaching. Moreover, there are also high requirements for dual-

qualified teaching teachers. In addition to having corresponding academic background, teachers also need to have received training in e-commerce professional positions and have certain work experience. However, in higher vocational colleges, most professional teachers go from "students to teachers" and go directly to schools to teach after graduation. They have not experienced corresponding corporate practice and experience in the intermediate stage. Although some schools allow teachers to go to companies for training, this only enriches teachers' theoretical knowledge and acquires corresponding practical skills. Therefore, most teachers lack more proficient business operation capabilities in e-commerce positions, especially in terms of product selection, operation and promotion, etc., and are relatively lacking in experience in solving practical problems, which can easily affect Construction of e-commerce teaching system in higher vocational colleges. In the construction of the teaching system, some higher vocational colleges failed to respond to the relative shortage of dual-qualified teaching teachers, cultivate teachers' theoretical height and scientific research experience, and failed to provide teachers with more business training opportunities, resulting in teachers not being able to truly become electronic The specific work experience and abilities of the dual-qualified teachers required for business teaching need to be improved. This will lead to unsatisfactory e-commerce teaching results and directly affect the effective development of students.

4. Strategies for the Construction of E-commerce Teaching Systems in Higher Vocational Colleges from the Perspective of School-enterprise Linkage

4.1. Establish a Teaching System that Meets the Company's Job Requirements

First, higher vocational colleges need to actively investigate e-commerce job skills, understand the job situation in a timely manner, and then effectively correlate it with the depth of e-commerce courses. In actual work, higher vocational colleges can conduct in-depth analysis and research on the types of talents required for the operation of corporate e-commerce positions, effectively refine the skills related to various corporate positions, and then optimize e-commerce professional courses based on this, paying attention to theory and practice integrated curriculum construction. For example, fully create courses related to online store operations and e-commerce marketing to form a complete set of courses, and focus on the training of students' job skills in course teaching to promote the comprehensive development of students' skills and literacy. Second, in the context of school-enterprise linkage, schools and enterprises can jointly develop cooperative tutorials and programs. In the process of in-depth linkage between schools and enterprises, fully integrating job skills training experience and text to form tutorials and programs related to job skills training is one of the important manifestations of the in-depth cooperation between schools and enterprises, which is also very important for the construction of e-commerce teaching system. important. On the one hand, schools and enterprises can also jointly design a practical teaching framework by comparing the requirements of corporate positions for talents and talent-related skills. On the other hand, the two can jointly set

different course catalogs, actual teaching requirements, etc. based on talent training specifications and curriculum standards. At the same time, both companies and schools need to guide teachers and tutors to cooperate, jointly implement the work on e-commerce teaching system construction and course teaching, and also need to jointly explore methods and content of student teaching and training.

4.2. School-enterprise Collaboration to Build an Internship and Training Base Inside and Outside the School

On the one hand, higher vocational colleges can actively introduce outstanding enterprises and jointly build on-campus e-commerce training bases. For example, through cooperation with outstanding e-commerce companies, we can jointly build an e-commerce industrial park on campus. We can also use the e-commerce industrial park as a student practice and training base to promote the full integration of enterprise operations and practical teaching, thereby creating Form a more distinctive school-enterprise linkage education system and promote the construction of an integrated industry-education teaching system for e-commerce majors. Since the construction of such a teaching system requires high hardware and software infrastructure, higher vocational colleges not only need to build e-commerce industrial parks on campus, but also actively promote the construction of off-campus e-commerce industrial parks. According to the e-commerce The company's specification requirements for talent training, work with the company to build a good e-commerce industrial park, lay and form a good foundation for the company's talent training, and create a better educational atmosphere. On the other hand, when schools and enterprises jointly build internship training bases inside and outside the school, it is necessary to strengthen the cooperation between schools and enterprises to jointly build internship bases inside and outside the school. In specific practice, higher vocational colleges and enterprises can form a unified understanding of on-campus and off-campus practical training, employment, teacher resource sharing, etc., and then during the linkage process, enterprises can provide internship bases for higher vocational college students. Vocational colleges arrange students to practice in internship bases in stages, treating practice as an important part of students' e-commerce knowledge learning. In school-enterprise linkage, higher vocational colleges need to proactively seek cooperation with outstanding companies, such as JD.com, Douyin and other companies, and then provide more high-quality resources to teaching and students by building student startups together. Internships promote the organic combination of on-campus and off-campus resources, achieve the effect of in-depth linkage and cooperation between schools and enterprises, and continuously improve the effective interaction and sharing of tutor resources, practical training resources, etc.

4.3. Reasonably Build a Dual-qualified E-commerce Teaching Team

On the one hand, higher vocational colleges need to consolidate their own capabilities in many aspects and create their own dual-skilled e-commerce teaching faculty. At work, higher vocational colleges can combine the advantages of e-commerce teaching faculty that can provide guarantee for the construction of e-commerce teaching system, and strive to improve the strength of future teaching team construction. On the basis of paying attention to the improvement of

professional teachers' professional job operational capabilities, Taking advantage of the on-campus e-commerce industrial park that links schools and enterprises, we provide teachers with opportunities to connect with corporate positions, so that teachers can enter e-commerce companies to learn and continuously increase their business knowledge and skills. Teachers can also be encouraged to obtain qualification certificates related to some positions, thereby forming dual-qualified teachers and promoting the construction of a dual-qualified teaching team for e-commerce teaching. On the other hand, in school-enterprise linkage, it is necessary to give priority to good corporate mentors and to make good use of corporate mentors. In addition to increasing the training of their own e-commerce professional teaching staff, higher vocational colleges also need to link up with enterprises to carry out talent sharing, in this way to achieve a win-win situation for school-enterprise talents. Enterprises and schools can jointly arrange for outstanding enterprise tutors to enter the construction of the e-commerce teaching system, or they can enter the classroom to teach and arrange practical training courses that need to be completed for enterprise tutors. In this way, we can cultivate outstanding talents, effectively use corporate tutor resources, and improve the effect of dual-qualified teaching team construction.

4.4. Create an E-commerce Multi-platform Practical Teaching System

On the one hand, higher vocational colleges can strengthen the organic connection between teaching links and enhance practical teaching. In teaching, teachers are required to improve the effect of practical teaching through the integration of theoretical explanations and case teaching. They can also introduce e-commerce simulation teaching software and platforms into teaching, and then combine the teaching software and platforms with key training through school-enterprise linkage. Students' basic abilities allow students to gain corresponding experience through the actual combat platform, and summarize experience for subsequent actual combat to strengthen students' practical abilities. On the other hand, school-enterprise linkage needs to focus on improving students' e-commerce skills and guide students to skillfully operate their own online stores. In teaching, teachers can first guide students to master their own stores, so that they can have a full understanding of different skills and markets, and then continuously build their own professional skills to

meet the requirements of e-commerce. Moreover, it is also necessary to reflect the role of e-commerce parks inside and outside the school, and guide students to conduct comprehensive learning and training in base positions based on the form of school-enterprise linkage, so that students' skills training has no blind spots.

5. Conclusion

In the construction of the e-commerce teaching system of higher vocational colleges, it is necessary to create internship training bases inside and outside the school through school-enterprise linkage to promote the smooth progress of the construction of the teaching system. It is also necessary to create a multi-platform e-commerce practical teaching system to promote the orderly development of practical teaching. It is also necessary for higher vocational colleges to reasonably build a dual-qualified e-commerce teaching faculty through school-enterprise linkage, so as to build a more successful higher vocational e-commerce teaching system. Business teaching system.

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