

Research on the Training Mode of E-commerce Talents in Colleges and Universities Based on Linkage Mechanism

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Abstract: The rapid development of e-commerce in recent years has led to the great demand of the society for the electric business talents. However, at present, the training of e-commerce talents in Colleges and universities can not meet the requirements of employers, which results in the low employment rate of e-commerce students.

Keywords: linkage mechanism, e-commerce, personnel training, mode

1. INTRODUCTION

With the development of information technology, e-commerce in China has been developing rapidly in recent years. According to statistics, the current registration of e-commerce enterprises in China have reached more than 10 million, of which more than 100,000 large and medium-sized enterprises. Preliminary estimates, the future of China's demand for e-commerce talent each year about 20 million people, and our current universities and various training institutions, including the annual output of the number of talent less than 10 million people. We can see that the demand for e-commerce talents in China is large, but the employment rate of e-commerce professionals in China is still low. The data show that China's e-commerce professional employment rate is only 20% this year, while the national average college graduates average employment rate is 47%. In the case of e-commerce talent demand gap is so large, the employment rate of the professionals is lower than the average employment rate of colleges and universities, the root cause of this situation lies in the university in the e-commerce personnel education and training model problems. Therefore, how to improve the e-commerce professional talent training model to enhance the employment rate of professionals as many colleges and universities have become one of the issues of great concern.

2. THE ROLE OF LINKAGE PERSONNEL TRAINING MECHANISM

The linkage mechanism for train talent, which main role can be reflected in the following aspects: Firstly, it can make full use of resources to enhance the quality of personnel training. Secondly, through the linkage mechanism, it can enhance the competitiveness of schools to improve the school employment rate. Thirdly, it can reduce the cost of training enterprises, if

the graduates of the industry have a good understanding of the work in advance, then they could quickly qualify for work after entering the enterprise, thus eliminating the cost of induction training.

The current situation and problems of e-commerce talents training mode in Colleges and Universities

2.1 Analysis on the current situation of the training mode of e-commerce professionals

With the development of information technology and the continuous improvement of network shopping environment, e-commerce as a new economic form in people's life more and more popular, at the same time e-commerce as a discipline by the community to accept the degree of more and more high, so colleges and universities to meet the needs of the market has opened E-commerce major. At present, the training mode of e-commerce specialty in colleges and universities is basically three kinds, respectively:

2.1.1 Emphasis on the training mode of technical class.

This kind of university's electronic commerce specialty mainly opens under the Computer Institute, the localization is trains the electronic commerce platform and the electronic Commerce application software The plan, the development and the maintenance specialized technical personnel, its knowledge system is the information science knowledge plus the small economical management knowledge.

2.1.2 Mphasis on business-class training mode.

With this kind of training, most of the e-commerce majors are set up under the Management College of Colleges and universities, and the orientation is to train the salesmen who carry out the electronic trade and e-commerce activities, and their knowledge system is economics, management knowledge plus computer, network and electronic commerce knowledge.

2.1.3 Emphasis on the management of the training model.

According to this kind of training mode of E-commerce professionals, positioning is to train the planning and management of E-commerce enterprises, the flow of funds and information management personnel, its knowledge system is the knowledge of management and computer, network and economic trade knowledge.

2.2 Analysis of the existing problems

Although China's colleges and universities have been subdivided into the training mode of the three kinds of e-commerce talent, in reality is still difficult to meet the employer demand for talent, is not good to improve the employment situation of College students. The main problems are as follows:

2.2.1 The specialty orientation is not clear and the curriculum is too broad

An the present, from the university talent training plan, it can be seen that the goal of the professional training of e-commerce is to train the students to be the compound talents with information technology and management ability. In practice, almost every university is to train compound talents by the simple superposition of knowledge or curriculum, and the result is that the students do not have the ability to complete the systematic digestion and use of the multidisciplinary knowledge. In the course system, almost all colleges and universities according to the 2008 e-Commerce Professional Teaching Guidance Committee issued the "General University of Electronic Commerce undergraduate professional Knowledge system" to formulate a training program, but the knowledge system includes economics, management, computer technology, three disciplines of knowledge, curriculum system is too pursuit of comprehensive. Once the implementation of the curriculum, there will be a heavy workload of students, the structure of knowledge is loose, the practice of teaching hours seriously inadequate. The students ' application ability can't keep up with the actual demand.

2.2.2 Lack of practicality and innovation in teaching mode

The current teaching of e-commerce theory is still dominated by classroom instruction. And the teaching system of training is very weak. At present, the experimental practice of electronic commerce is independent of each other, and can not form a hierarchical, systematic and integrated teaching system, professional knowledge can not be systematized. The practice teaching relies too much on the simulation teaching, but because in the simulation teaching, the boundary of the firm's activity can not be set up, the students still indulge in the theory teaching in the simulation teaching, which can not reach the expected teaching effect.

2.2.3 Insufficient teacher strength

At present, most of the professional teachers of e-commerce are from the computer, network, management, marketing or other professional transformation, professional aspects of weaknesses, its knowledge reserves, practical teaching ability is difficult to meet the needs of E-commerce personnel training. Although the teacher training teachers to supplement their

own knowledge, can make up for the vacancy of theoretical knowledge, but the lack of e-commerce practice is always a problem.

3. SUGGESTIONS ON CULTIVATING E-COMMERCE TALENTS BASED ON THE LINKAGE MECHANISM

3.1 Through the linkage between schools and enterprises, the subdivision of the professional employment of E-commerce to carry out professional positioning and corresponding curriculum settings.

According to the current enterprise to the electronic commerce professionals to make it into the technical category and business class, and summed up each type of job group on the needs of talent characteristics and skills requirements, and then on the basis of the curriculum settings. In the course of practice, first of all, the E-commerce professional according to the post group subdivided into two or more directions, and then let the major students at the end of the freshman year to choose their own interests or good at the direction of study, so that each direction of the training plan and goals are different, the student's curriculum settings are also different, In order to help students to focus on the process of comprehensive learning, and can systematically grasp the knowledge of the direction of learning.

3.2 Through the linkage between school and society, to enhance the practical ability of electronic commerce professionals.

At present, the practice of e-commerce is mostly confined to the training in schools, and the training is basically through the simulation software or other way, through such training methods to cultivate talents and enterprises need talent or there is a certain gap, resulting in the professional students in the employment can not very well meet the needs of the employing units. If the school adopts the way of the top-post internship to let students to the enterprise internship, that effect is certainly the best, but usually the enterprise is unwilling to accept the students to the enterprise internship, because such a relatively large risk, and inconvenient management. So this approach is often unworkable, under such circumstances, we can use other resources and strength of the community to enhance the authenticity of student internships, such as working with the e-commerce Association to help them hold some e-commerce activities and competitions, or working with public welfare agencies to help them improve website construction and network marketing activities, Through these specific practical activities to enhance students ' hands-on ability and practical ability.

3.3 Through the linkage between schools, improve the level of E-commerce teachers.

As the characteristics of each school and the level of teachers are not the same, it can be used in the way of cooperation between schools to enhance the level of e-commerce professional teachers. At present, the discussion in colleges and universities is to enhance the teacher's professional skills and practical ability, but for the present, let the teacher to the enterprise practice this way is not very good, because the time is relatively short and bilateral management is not in place so that the practice is a mere formality. It is relatively easy to adopt the promotion of inter-school cooperation. For example, can use different schools of teachers to communicate and study the relevant topics of e-commerce, the composition of the school group to study the topic, but also can be exchanged between school teachers, so that teachers in different environments to explore the way and methods of teaching, so as to enhance the relevant skills.

4. CONCLUSION

This paper analyzes and studies the current situation of the training mode of e-commerce talents in colleges and universities, points out its existing problems and causes, and then proposes the linkage between school and enterprise and the training mode of linkage, and puts forward some suggestions based on the characteristics of electronic commerce.

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