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Research on cultivating the innovation and entrepreneurship ability of undergraduates of electronic commerce profession

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ABSTRACT

Cultivating the innovation and entrepreneurship ability of talent people of Electronic Commerce profession comes from the bondage of traditional and professional training mode. But the innovation and entrepreneurship ability is also necessary to the talents of Electronic Commerce profession. Hence, this article puts forward a training mode of the innovation and entrepreneurship ability of Electronic Commerce profession, using the method of integration, through the research of the traditional education and the innovation and entrepreneurship education of Electronic Commerce profession. This mode is adapted to the current professional training mode, and also good for the training of specialists in the field of Electronic Commerce profession in the innovation and entrepreneurship ability. © 2014 Trade Science Inc. - INDIA

KEYWORDS

Innovation;
Electronic commerce profession;
Undergraduate;
Training mode.

INTRODUCTION

Higher education in China is gradually getting rid of the knowledge of a single function. That is, from teaching into communication, a quality of change. It can change the education from several aspects of the effect on the students. For the target of cultivating the ability of e-commerce profession talents, the concept of change has also important significance. For the factor, ability is, de-skilled knowledge, the comprehensive embodiment of knowledge and the important feature of talent training. Ability is with the comprehensive knowledge, flexibility and exploratory as its important content. In general, ability enhancement, is conducive to learning more knowledge, is also the core of personnel training work. The higher education to ability training have clear overall require-

ments. Using “ability” as a description of the training objective elements, is very necessary. These ability should be reflected on the vast majority of graduates.

The cultivation of the innovation and entrepreneurship ability as an important part in the present professional ability of Electronic Commerce profession, has gained widespread recognition. But how to carry out the fusion of the professional education and the innovation and entrepreneurship education, still needs further research, in order to increase the innovation and entrepreneurship education link, on the basis of making no destroying the integrity of the professional education, At the same time it also can provide the innovation and entrepreneurship education with the growth of the soil.

Firstly through systematical research ability of Electronic Commerce profession as the main line, then

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through the characteristic education ideas of the setting, this paper puts forward the suitable own development for them, which can both systematically cultivate talents of Electronic Commerce profession, and systematically improve the innovation and entrepreneurship ability of these undergraduate talents of Electronic Commerce profession. In this paper the training research of innovation and entrepreneurship ability has important value.

THE TALENT ABILITY SYSTEM OF ELECTRONIC COMMERCE PROFESSION

According to the Teaching Higher Education Steering Committee of Electronic Commerce profession of the Ministry of Education Institution compiled specific content on the fourth edition of "professional Norms of Undergraduate Courses of Electronic Commerce profession of Ordinary institutions of higher learning" (drafting for comment), the professional ability of graduate students of Electronic Commerce profession is classified three parts into the basic ability system of college students, the subject ability system and the professional ability system of Electronic Commerce profession.

The basic ability of college students includes the accepting knowledge ability, the processing information ability, the utilization and performance ability and the comprehensive practice ability; The subject basic ability includes the disciplines basic ability of students of the economics and management and the disciplines basic ability of the technical students; The professional ability includes the professional basic ability and the professional senior(core) ability.

As professional education, it is good at the cultivation of professional ability. The main way of it should be also by cultivating students' professional ability, further to improve all aspects of the quality of students.

Due to the above mentioned e-commerce system of the ability of undergraduate talents, the Ministry of Education Committee compiles according to market research obtaining market data on the demand for talents. System of the ability can reflect the talent market demand for electronic business professionals. So, the course system it deduces, is also in line the cultivation of the system in market demand.

THE PROFESSIONAL BASIC ABILITY

These basic ability (BA) should include the following contents.

The basic quality foundation

Rooted in the era of market economy, the basic professional quality of business environment, is obligatory content on the subject of technological change and the same. These basic contents provide inspection standard through time, and give the basic nature of professional education objectives and relatively stable connotations.

The business ability foundation

1. The management ability is common requirement of the management discipline. It requests students to understand the enterprise management concept.
2. Having language expression and simple word processing, it can use reasonable language word to communicate with people.
3. Mastering international trade process and using the Internet platform conduct international trade business activities.
4. Have execution ability and initiative after imagine or plan.

The technical ability

1. Master web design basic skills. Can use simple reasonable technical design static website.
2. Master photo shop, flash, excel, and other graphics, and the using of office software.
3. Master one or two types of programming language, in order to construct the late dynamic website and build foundation knowledge ability.
4. Mastering the network software is to use, network hardware configuration and maintenance of the network environment, to lay the foundation for the realization of the technology environment of Electronic Commerce profession.

According to the requirements of specialized basic ability of Electronic Commerce profession, this paper gives the basic knowledge system and the basic core curriculum of Electronic Commerce profession, on the basis of five principles, including embodying the basic

ability requirements, in favor of the optimization of curriculum system, giving full consideration to school limit, using mature courses as far as possible and reflecting the basic features of Electronic Commerce profession education.

The electronic commerce professional basic core courses include 8 or 9 professional foundation courses: Introduction to Electronic Commerce, Management, Electronic Commerce Technology Foundation, Electronic Commerce Profession Web Design and Production, Electronic Commerce Law, Computer Network, International Trade Practice and C language Programming. The electronic commerce professional basic core courses class hours include three parts: the class hours of theory, the class hours of practice and the class hours of covering core. In general, the class hours number of covering core ranks first. The class hours number of theory ranks second. The class hours number of practice ranks last.

FIVE PROFESSIONAL ABILITY

Electronic commerce professional graduates should have professional senior (core) ability (PA) in addition to the basic ability. The professional senior ability refers mainly to the professional technology, the business and trade, management, the international communication and the electronic commerce entrepreneurship, etc. This study puts forward these ability into five main lines, and parses. The five main lines are : the electronic commerce professional thinking ability, the electronic commerce operation ability, the electronic commerce market dynamic grasp ability, the electronic commerce design implementation ability and the electronic commerce innovation and entrepreneurship ability.

Five professional ability to the main line can be used as a major development direction, also be a reference for students according to interest courses. Among five main lines, they have distinction and connection. There are even some full ability points. This is because, as the same profession, some ability has the capability of public property.

The electronic commerce professional thinking ability

The core of professional thinking ability (PA1) is to

consider solving problem based on electronic commerce. Broadly, the electronic commerce thinking can be understood as how to solve the problem effectively to use the Internet. After having the tool, the Internet, how to be applied to production, life and all kinds of social activities, it can improve work efficiency, and solve the problem high quality. Electronic commerce thinking is not proprietary ability of Electronic commerce professional talents, but the ability modern people should possess.

Thinking in a narrow sense, the electronic commerce thinking can be understood as a way of how to use electronic basic way to solve the business problem, considering the solution of the problem, in order to construct the corresponding business model. That is also to say how to make the business more effective, which mainly include forms, drive, and differential thinking ability. So the electronic commerce professional thinking ability is the most important ability of Electronic Commerce profession specialized talent.

To electronic commerce professional personnel training, according to the narrow understanding of electronic commerce thinking ability, it is discussed in this paper. So you can think the electronic commerce thinking ability includes: the observation and conclusion of business problem, the business links and dismantling, the selection of key points, the e-business transformation of link, the key role in the process of electronic commerce, the technology reasonable utilization, etc.

The electronic commerce operation ability

Operation can decide the success or failure of enterprises. The factor affecting the success or failure of the electronic business enterprise, is its unique operation management, besides enterprise original pattern design. Electronic commerce enterprises operation management have something in common with traditional enterprises. There is also a larger uniqueness. If you want to become an excellent electronic commerce professional talent, one of the key is to set up the concept of electronic commerce operation, to design and implement electronic commerce business operation ability. This is electronic commerce professional ability (PA2).

Operation is the operating process of planning, organization, implementation and control. It is with the product production and service to create closely

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related the floorboard of the various management work. From another perspective, operation management can also refer to the company's main products and services system of production and providing to carry on the management of design, operation, evaluation and improvement. Operation management covers all aspects of the enterprise operation process, including supply chain, product quality, production, sales and marketing, safety and health and environmental protection, etc. Operating managers find the problem, and find out the best way to solve these problems, using these methods, such as performance evaluation, flow charts, best practices, information and benchmarking method.

Professional operating ability mainly includes: the electronic commerce project management, the electronic commerce enterprise management, the electronic commerce industry applications, the network marketing, the marketing, the logistics management, etc.

The electronic commerce market dynamic grasp ability

The core of the electronic commerce market dynamic grasp ability (PA3) is perception and grasp of electronic commerce development trend. This ability needs that the electronic commerce professional talents have a market sensitivity, i.e. understanding the market, grasping the customer demand, market promotion and operation ability at the same time.

The electronic commerce market dynamic grasp ability mainly includes: the network marketing, the customer relationship management, SEO, the e-business project management, etc.

The electronic commerce design implementation ability

The electronic commerce design implementation ability (PA4) is more emphasis on electronic commerce professional technology ability, request to the electronic commerce system as needed, carrying on the system design and implementation. Also for the designed system, it have enough business understanding to the corresponding mode.

The electronic commerce design implementation ability mainly includes: the system development ability, the database design ability, the programming ability, the

network security technology, the development of WAP technology and the part of the network marketing, etc.

The electronic commerce innovation and entrepreneurship ability

The core of the electronic commerce innovation entrepreneurship ability (PA5) is cultivating students' initiative to get the ideas of new things of electronic commerce, to understand the importance of creation and feasibility, the formation of the electronic commerce innovation concept. At the same time, based on the development trend of the trend of the times, we speculate that the electronic commerce development situation, imagine a new electronic commerce economic investment hot spots, and try our best to grasp and gain wealth growth.

Due to the importance of innovation and entrepreneurship ability in the field of Electronic Commerce profession is very prominent, we consider the innovation ability as a theme run through the training process. It mainly includes the innovation and entrepreneurship awareness training, the creative thinking, the innovation, the entrepreneurship practice exercise, the start-up operation management. Following the step by step, from ideas to practice thinking, it can cultivate students' creative ability.

Innovation ability mainly includes: the organization management, the interpersonal communication, the marketing and operations, the customer management, the market dynamic grasp, the enterprise management and the specific technical ability, etc.

Although the five professional ability is the basic capability of electronic commerce professional talents, different forms determine the different types of talents need to emphasize different aspects of the ability. Technical talents, for example, emphasizes the ability to implement the content of the electronic commerce system design, need to strengthen the cultivation of technical ability; Research talents, focuses on the content of electronic commerce market development dynamic aspects, need to strengthen the cognition of market and related theories; Innovative talents is to emphasize its basic quality, professional training, at the same time to strengthen its specific technology and management in the field of cognitive ability.

STRENGTHEN THE AWARENESS OF INNOVATION AND ENTREPRENEURSHIPS

Teaching reform, has always been an important task faced by the workers in colleges and universities. Because times are changing, knowledge system constantly improve, and the mind state of all students and teachers, is also advancing with the times. So, changing the previous education idea and changing the traditional way of education are very necessary.

Our traditional education is with students listening to lectures, recitation, examination as the main form. The form itself is able to improve students' memory of knowledge, help the students master more knowledge. But the kind of education way also has many disadvantages. For example, the students are more to "remember knowledge", rather than to master and use the knowledge. The so-called dies studies reads the book is relatively prevalent.

On the other hand, it is not conducive to play to their students thinking, bound the imagination of students. Students just inertially think knowledge the teacher taught is right. No doubt and no study, students also lack of innovation spirit. This is also the root of the "Qian Xuesen's question". The author thinks, the university of our country can not cultivate outstanding talents and masters. Because it's not lack of a good student and lack of the good teachers, but mostly the way we train - from primary schools to universities. The whole cultivation way all puts emphasis on "obedience". Thus it kills the children's innovation consciousness and innovation spirit, causing the phenomenon of this kind of education.

The author thinks that colleges and universities in our country, and even the primary and secondary schools, the teaching reform direction should be, save the children from obedience, strengthen the children's critical spirit, and gradually increase the children's creativity. The modern education view consider the following contents. What the students learn in the school is that, the first to learn to be human being, the second to learn to thinking, and the third learning the necessary knowledge. In fact, the learning things are the base of people's creative work. For E-commerce profession, the current's popular mode

and system, in the future, will become obsolete. So the mode of purely learning knowledge is not desirable. It is very important that we can learn and work with innovation and entrepreneurship ability.

Hence, cultivating the innovation ability for Electronic commerce profession people is a must. To promote the cultivation of innovation ability, it must strengthen innovation consciousness in the students, and stimulate the desire of innovation firstly.

To cultivate students' innovation ability and spirit, the first thing is to strengthen the students' innovation consciousness, inspire their innovation desires. To cultivate students' innovation consciousness and innovation spirit, it is important to encourage students, educate students can encourage themselves at the same time, consciously seek peak experience. The solving method of problem is commonly not the only. Students should be encouraged to ask why, no hidebound. Teach students how to seek a more reasonable answer. Teachers imparting knowledge at the same time, pay more attention to the thought, method of teaching. Teachers teach students how to discover problems, refine, abstract questions, and then solve the problems. Only in this way, will students gradually develop the continuously exploring "habit". So that they can form a strong sense of innovation consciousness and set up the spirit of innovation.

However, a lot of people for the understanding of innovation has great deviation. This is also another important reason of affecting the students' innovation consciousness and desire. The real meaning of the innovation can be a conceptual process with new thinking, new inventions and new description as characteristics. It would have three original meaning. The first is to update. The second is to create new something. The third is to change. Innovation is a uniquely cognitive ability and practice ability of human, is the senior performance form of human subjective motility, is to promote national progress and the inexhaustible driving force of social development. To be one of the leading in the era of a nation, it is also not a moment to stop theory innovation. Innovation has important component in the research field of economics, business, technology, sociology and architecture.

In fact, the cultivation of innovation ability starts from

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the bit. Education is to start from a bit, gradually guide the students to set up the consciousness of innovation, achieving the goal of cultivating innovative talents. Electronic commerce profession education, puts emphasis on the students' innovation consciousness and the cultivation of the entrepreneurship spirit. The ability is about whether students can keep up with the rapid development of electronic commerce. So for Electronic commerce profession students' innovation ability training, it should more strengthen. By the way of entrepreneurship education, strengthening to cultivate the students' innovation ability, the training can improve students' understanding of the concept of innovation, reduce the traditional innovation understanding for students to form the invisible pressure, and let the student dare to innovate and brave to innovate, without any worry and trouble.

Electronic commerce entrepreneurship education, the first requirement in the new stage in the school, is to cultivate the students' interest and entrepreneurial bud consciousness. Followed by the second stage is to cultivate the students' innovative method and innovative ideas. Three step of the third stage is how to transform the idea of entrepreneurship education students for the reality of entrepreneurship. The key of this step is to let students to practice, the actual operation and exercise their entrepreneurial abilities. The fourth step is for start-up operation management practice.

Education is to allow failure, which would require teachers to correctly treat students' grades. It is not proportional to the capacity that academic performance is good or bad. Electronic commerce entrepreneurship education is the same. Maybe some students' school records are very good at ordinary times, but the entrepreneurial practice ability is not strong. Some students may learn bad grades at ordinary times, but the entrepreneurial practice ability is high. Entrepreneurship practice ability, therefore, vary from person to person, not one size fits all. Respecting the students interests, on the basis of guiding its suits own entrepreneurship practice, is the best play to students "personality", is also the origin of education.

The purpose of entrepreneurship education is necessarily not entrepreneurial success. The most important purpose is, to improve the students' comprehensive quality and change knowledge to ability, through entrepre-

neurship practice. For the future possible business and most students employment, can improve the employment rate, strengthen college students' ability to work, and lay the foundation for students' future career success, to strengthen the quality and ability of double base.

CONCLUSION

The innovation and entrepreneurship ability of Electronic Commerce profession undergraduate students need combine the professional basic ability and the professional senior ability, systematically design related courses, blend creativity, innovation, entrepreneurship and operating into the field of professional courses, do not destroy the systematic of professional education, and can improve the systematic solution of innovation and entrepreneurship consciousness.

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