

Research on Cultivating Ways of Vocational Ability of E-commerce Majors

Hexiang Wang

Tianjin Maritime College, Tianjin, China

hexiangw@163.com

Keywords: Vocational Ability; E-commerce; Higher Vocational Colleges

Abstract: The e-commerce industry is developing rapidly, and the skills required for job talents are changing constantly. For higher vocational education, the change of skills can easily cause students' learning during school to be unable to adapt well to the needs of the industry, Therefore, in the process of talent training It is necessary to pay more attention to the cultivation of vocational ability, strengthen the cultivation of students' vocational ability in various ways, and promote the long-term development of students' career.

1. New Trends in the Development of E-commerce Industry

In recent years, China's e-commerce industry has developed rapidly, In the first half of 2020, the total online retail sales of goods across the country has reached 5,510.1 billion yuan, accounting for 25.2% of the total retail sales of social consumer goods, and the rapid expansion of the scale of the e-commerce industry has provided an important support for the development of the national economy [1].

As an emerging industry, while developing rapidly, the e-commerce business format is also undergoing drastic changes. Traditional e-commerce transaction activities are mainly based on the PC platform. now with the popularity of smart phones, e-commerce businesses continue to move to mobile platforms. Tilt, new media e-commerce represented by social shopping and live broadcast e-commerce are rapidly emerging.

For practitioners, the number of traditional jobs is beginning to shrink, and new jobs are constantly emerging. Job skills and working standards need to learn how to adapt. Practitioners who can't quickly adapt to the new form, it will not be able to get long-term development in the industry.

2. The Importance of Vocational Ability

At present, the training of talents in the e-commerce industry is mainly undertaken by middle and higher vocational colleges, and the rapid changes of the industry is a subject that needs attention for vocational education. The training of students in higher vocational colleges is employment-oriented, and the colleges r revise their talent training programs according to the current industry talent demand situation. The core of talent training in vocational colleges is skills. Specific to the e-commerce major, due to the rapid development of the e-commerce industry, there will be major changes in employment positions and professional skills in 2 to 3 years, which causes greater difficulties to the colleges ' talent training. On the one hand, colleges need to actively adapt to the development of the industry in cultivating talents for the industry, so there must be a certain lag in the adjustment of talent training specifications. On the other hand, the demand of enterprises for talents is closely following the development of the industry. Therefore, to solve this problem, higher vocational education should not only focus on the students' vocational skills, but also pay more attention to the cultivation of vocational ability.

The ability-based education thought originated in the United States. The core idea is that enterprises believe that the training workers receive focuses on knowledge and theory rather than the operational skills needed for the job, the ability should be "operational ability" and "hands-on ability", which was introduced into China by Canada after a period of development.[2] The

meaning of vocational ability is richer today. The so-called vocational ability refers to the comprehensive ability of students to undertake the job and professional development, which includes both job skills and other needs of students [3]. Vocational ability should include professional ability, method ability and social ability[4]. Compared with professional skills, vocational ability pays more attention to student development[5].

Take an art design post in an e-commerce company as an example. The traditional e-commerce art post needs to be responsible for the simple processing of product images, complete the production of the main image and detailed image of the product, and the construction of website content. In the era of mobile e-commerce, the work of website construction is drastically reduced. Artists must not only be able to handle images, but also must master certain video editing techniques. With such a change, it is impossible to adapt to the development of the industry if only relying on the skills learned by the colleges. Emphasis on the cultivation of vocational skills, is required not only to master certain professional skills, but also to have the ability to be competent for the post. The skills and tools for working in e-commerce art positions may change, but the cultivation of design ideas and the ability to communicate marketing selling points will not change. Students with vocational abilities can quickly adapt to learning new skills based on the mastery of core competencies so as to be competent for the job.

3. Analysis of Vocational Ability of E-commerce

According to the definition of "E-commerce Professional Teaching Standards", the e-commerce major is to cultivate highly qualified technical skill talents who can engage in marketing and promotion, operation and management, customer service, etc. for the occupational groups of sales personnel and business consulting service personnel in the Internet and related service, wholesale and retail industries. The training specifications of students include three aspects: quality, knowledge, and ability, each of which includes several specific indicators. According to the three dimensions of professional ability, method ability and social ability, these indicators are extracted and rearranged. The vocational ability of e-commerce majors can be summarized into the following parts:

Table 1. Vocational ability indicators

vocational ability	vocational ability Indicators
professional ability	product photography, graphic image processing, online copywriting, data statistics, customer service and management skills, e-commerce platform rules and promotion methods, cross-border e-commerce platform and new media operation management
method ability	Internet data search, research, writing research reports, market analysis, marketing planning
social ability	Healthy body, mind, sound personality, good behavior, self-management ability, career planning ability

The above table shows that according to the different dimensions of vocational ability division, the vocational ability needs of e-commerce majors can be clearly obtained, and the relationship between different vocational ability dimensions can be seen. Professional ability is the basis for students' vocational ability. Method ability and social ability are the support of vocational ability. The comprehensive development of students' vocational ability, even if the professional ability changes, can be strongly supported by method ability and social ability.

4. The Dilemma of Vocational Ability Training in Higher Vocational College E-commerce Majors

4.1 Courses are Relatively Isolated and Lack Integration.

From the vocational ability indicators of e-commerce talents, it can be seen that e-commerce involves a wide range of professional knowledge, including e-commerce art, online marketing, online customer service, etc. These knowledges have a certain relevance in the field of e-commerce work, but still the span of knowledge can be felt to be large. In an e-commerce company, the complete business process in an e-commerce enterprise covers all the professional skills, but in the process of teaching in colleges, because the teaching objectives of the courses are single-focused, it is difficult to integrate different knowledge and skills. Students are prone to unbalanced skills mastery in the learning process, and the shortcomings in skills are not conducive to students' career development.

There is a lack of integration between basic courses and professional courses. The basic courses in higher vocational education focus on cultivating students' social and methodological abilities. These courses are generally completed by specialized basic course teachers, which are open to all students and therefore usually do not involve professional contents., so students learn Later, the lack of application in the professional field cannot effectively support professional capabilities.

4.2 A Disconnect between the Curriculum and Actual Work.

E-commerce is close to our daily life, but it is not easy to experience the operation of e-commerce in the teaching process of colleges and universities. The essence of e-commerce is a business activity, and colleges can carry out teaching activities around the skills required for business activities, but the results of business activities need to be tested by the market, and college teaching cannot achieve this testing process. Generally speaking, colleges will let students practice through certain simulation teaching software, but simulation software can only provide functional learning, but still cannot replace real consumer choices. so there is still a disconnect between classroom teaching and actual work content. For the cultivation of students' vocational ability, the actual environment is related to the cultivation of method ability.

4.3 Students Lack Channels to Cultivate Learning Ability.

The main place of college education is the classroom, and the learning method of students is relatively single. Classroom teaching is mainly guided by teachers. With the continuous innovation of teaching methods, teachers can effectively improve students' classroom participation and learning effects through various means. However, classroom teaching can never replace the process of students' self-development and self-learning. After students enter the society, they need to continue to learn and grow. The learning process does not stop. The lack of self-learning ability cultivation during school will cause great obstacles to students' future career development.

5. Ways to Train E-commerce Majors Vocational Ability

5.1 Enhance Integration between Courses.

In the curriculum system of most vocational colleges, vocational skills courses support vocational skills, and public basic courses support the cultivation of students' method and social abilities. From the perspective of ability coverage, the curriculum system is very complete, but there are Insufficient integration. To strengthen the integration between courses, we can start from the aspect of strengthening the construction of comprehensive courses, by setting up comprehensive practical courses to integrate the content of different courses, and to target students' professional abilities throughout the study. Comprehensive practice can be divided into two types of professional comprehensive and cross-professional comprehensive courses. Through the method of sub-post training, students can experience the work content of different positions and understand the work needs of the e-commerce industry as a whole, and they are carried out by simulating corporate

positions. Teaching also helps cultivate students' communication and cooperation skills and enhance the cultivation of social skills.

5.2 Broaden Students' Learning Channels.

Students' self-learning ability not only requires teachers' conscious guidance and training, but also requires colleges to create channels for students. In the course of teaching, inquiry-based learning and flipped classrooms and other forms can effectively improve students' self-learning ability, but the reform of classroom teaching methods is still within the framework of the curriculum syllabus. Students' learning needs more active exploration, which requires students to broaden their extracurricular learning channels. There are many forms of students participating in extracurricular learning, such as club activities, social practice, self-learning promotion and so on. Take club activities as an example, club is a place for students to self-manage and grow themselves, and is an effective way to cultivate students' vocational abilities. Students can effectively cultivate their interpersonal skills and problem-solving skills in club activities. Professional associations not only have the general functions of associations, but also have professional learning functions. Professional associations can carry out activities under the guidance of professional teachers, which is more helpful to the cultivation of students' vocational ability.

5.3 Deepen the Cooperation between Schools and Enterprises.

Cultivating students' vocational abilities requires students to master the methods and social abilities that can support professional skills. The knowledge contained in these abilities can be completed through classroom teaching, but knowledge needs to be tested by practice, and the practical part is difficult to complete through colleges. Therefore, in order for students to have comprehensive professional abilities, it is necessary to let enterprises bring the real operation platform into schools through school-enterprise cooperation. There are various ways of school-enterprise cooperation. The school-enterprise cooperation of e-commerce majors should focus on the docking of enterprise tasks and professional courses, so that students can carry out practical activities through courses, and school-enterprise cooperation must have a certain degree of planning and continuity. Students can observe the effect of practice over a period of time, thereby forming a in-depth understanding of method ability.

6. Conclusion

To sum up, with the rapid development of the e-commerce industry today, in order to cultivate talents who can support the industry and keep up with the development speed of the industry, it is necessary to pay attention to the overall growth of vocational abilities in beyond student skills, so that students can gain a long-term development in the industry.

References

- [1] China Internet Network Information Center. The 46th China Statistical Report on Internet Development.36-38. (In Chinese)
- [2]J.Li. Ability-based Vocational Education Thought. Vocational Education Forum,2004(22):62-63. (In Chinese)
- [3]BMBF. Berufliche Kompetenzen sichtbar machen [EB/OL].(2012-10-03) [2019-02-24].http://www.bmbf.de/pub/flyer_forschungsinitiative_ascot.pdf/.(In German)
- [4] Erpenbeck J, Rosenstiel L. V. Handbook Kompetenzmessung.Stuttgart: Schaeffer-Poeschel,2003.17. (In German)
- [5] Stehr, N. Applying the Social [J] Sciences. Practical Knowledge Mar.1999(2):13-14.