

Exploration of Higher Vocational E-commerce Teaching Reform Guided by Innovation and Entrepreneurship



Shunchang Zhong ^{*,1}

¹Guangdong Finance & Trade Vocational College, China

Abstract: Innovation and entrepreneurship education an important direction in the construction of vocational teaching systems in higher vocational colleges and universities, the application of e-commerce professional teaching can effectively cultivate the professional quality and innovation ability of students, to make them better adapt to the development of the current education and teaching reform and the demand for social professional talents. Therefore, this paper discusses the reform path of higher vocational e-commerce teaching guided by innovation and entrepreneurship, analyzes the current dilemma faced by e-commerce teaching in higher vocational colleges and universities, and puts forward corresponding reform paths in three aspects: innovation of teaching content, innovation of teaching methods and construction of teachers, and aims to cultivate e-commerce talents with innovation consciousness and entrepreneurial ability by updating the curricula, adopting the project-driven teaching methods and strengthening the training of teachers. entrepreneurial ability of e-commerce talents to meet the needs of industrial development.

Keywords: innovation and entrepreneurship; higher vocational colleges; e-commerce; teaching reform; paths

Introduction

With the popularization of the Internet and the rapid development of e-commerce, the e-commerce industry has ushered in unprecedented development opportunities, which also brings about the demand for higher-level talent. However, there are many dilemmas in the current e-commerce education in higher vocational colleges and universities, such as lagging teaching content, single teaching methods, and insufficient teaching staff. To adapt to the development needs of the times, the reform of higher vocational e-commerce teaching guided by innovation and entrepreneurship is particularly important. The purpose of this paper is to discuss the path and strategy of this reform and to provide feasible suggestions for the improvement of higher vocational e-commerce education.

1. The Value of Higher Vocational E-commerce Teaching Reform Guided by Innovation and Entrepreneurship

1.1 Favorable to adapt to the needs of industrial development

With the rapid development of the global Internet, the e-commerce industry is becoming an important part of the global economy at an unprecedented rate, and with it is the growing demand for e-commerce talent, however, the traditional education system in the cultivation of talent in this area appears to be unable to cope with the need for a more innovative and entrepreneurial spirit of the teaching method to adapt to the needs of the industry's development. E-commerce teaching reform guided by innovation and entrepreneurship provides a powerful way to meet this demand, by updating and adjusting the teaching content to keep up with the latest development trends of the industry,

Corresponding Author: Shunchang Zhong
Guangdong Finance & Trade Vocational College, China

Email: 58664621@qq.com

©The Author(s) 2024. Published by BONI FUTURE DIGITAL PUBLISHING CO.,LIMITED. This is an open access article under the CC BY License(<https://creativecommons.org/licenses/by/4.0/>).

the traditional curriculum often lags behind the changes in the industry, and the integration of innovation and entrepreneurship concepts into it can make the education more in line with the actual needs of the students through the introduction of the latest case study and project practice, the students can more in-depth understand the current situation and future development trend of the e-commerce industry, providing a more comprehensive cognitive foundation for their career development (Zhang, 2024). At the same time, this teaching reform emphasizes the cultivation of students' innovative spirit and entrepreneurial ability, the e-commerce industry is highly competitive and requires talents with innovative consciousness and entrepreneurial spirit to stand out in it, through the project practice and case study, students will have the opportunity to exercise their innovative thinking and cultivate the ability of problem-solving and value creation, and this innovative and entrepreneurial oriented teaching method will help to stimulate students' potential and train them to become leaders in the industry. In addition, this kind of teaching reform can also enhance students' competitiveness in employment, as the e-commerce industry is booming, there is an increasing demand for talents who master cutting-edge technology and practical skills, through actual operation and project practice, students will be able to accumulate rich experience and enhance their competitiveness in the job market, this innovation and entrepreneurship-oriented teaching mode will lay a solid foundation. Therefore, the innovation and entrepreneurship-oriented reform of higher vocational e-commerce teaching can not only make education more in line with industrial demand and cultivate talents with innovative spirit and entrepreneurial ability but also enhance the employment competitiveness of students and lay a solid foundation for their future career development.

1.2 It is conducive to the cultivation of innovative consciousness and practical ability

Innovation and entrepreneurship-oriented teaching reform is of great significance in cultivating students' innovative consciousness and practical ability. In today's competitive social environment, innovation has become an important engine to promote economic development and social progress, therefore, cultivating students with innovative spirit

and practical ability has become one of the important tasks of higher education. This teaching reform focuses on stimulating students' innovative potential through the project-driven approach. While the traditional teaching mode often focuses on the transmission of theoretical knowledge, project-driven teaching pays more attention to the active participation and practical operation of students, through the implementation of practical projects, students have the opportunity to participate in the various aspects of the project from scratch, from the conceptualization of the product, market research, the development of marketing strategies and other aspects of the practical operation, to gain a deeper understanding of the relevant knowledge and skills and apply them in the practice. Applied in practice, in the process of project practice, students need to face a variety of challenges and problems, need to use their brains, and find solutions, this process will effectively stimulate their sense of innovation and problem-solving ability (Rui, 2023). At the same time, innovation and entrepreneurship-oriented teaching reform also help to cultivate students' entrepreneurial thinking, entrepreneurship is not only to starting a company, but also a way of thinking and attitude to life, through project practice, students can not only exercise their practical ability, but also cultivate teamwork and entrepreneurial awareness, in the process of teamwork, students need to cooperate and negotiate with others to solve problems, which helps to cultivate their team consciousness and communication ability, laying a solid foundation for future entrepreneurship or work. Taken together, the innovation and entrepreneurship-oriented teaching reform can effectively promote the cultivation of students' innovative consciousness and practical ability through the project-driven teaching method, and practical projects, students will have the opportunity to comprehensively improve their innovative potential and problem-solving ability, as well as cultivate the entrepreneurial thinking and teamwork spirit, and lay a solid foundation for future entrepreneurship or work (Yi & Jiang, 2023).

1.3 Favorable to promote the innovation of education teaching mode

Promoting the innovation of education and teaching mode is an important aspect of the innovation and entrepreneurship-oriented teaching

reform. The traditional classroom teaching mode is often teacher-centered, focusing on the indoctrination and impartation of knowledge, with students playing the role of passive recipients, however, this teaching method is often difficult to stimulate students' interest in learning and creativity, limiting the development of their independent thinking and innovation ability, so the innovation and entrepreneurship-oriented teaching reform emphasizes the importance of students' learning and creativity. oriented teaching reform emphasizes the student's subject position, advocates shifting from teacher-centered to student-centered, and focuses on cultivating students' independent learning ability and creative thinking. In innovation and entrepreneurship education, the use of case teaching is one of the important means to promote the innovation of education and teaching mode. Through real case teaching, students can start from the actual problems, explore the solutions, and cultivate the ability to analyze and solve the problems, case teaching can concretize the abstract theoretical knowledge, stimulate the students' interest in learning, and enhance their motivation to learn. At the same time, project-driven teaching is another important innovative teaching mode. In project-driven teaching, students apply what they have learned to practice through the design and implementation of actual projects to enhance their practical ability and problem-solving abilities, and this teaching mode can cultivate students' teamwork spirit and innovation consciousness so that they can grow in practice. In addition, practical teaching is also one of the important ways to promote the innovation of education and teaching modes. Through practical teaching, students can combine theoretical knowledge with practical application, deepen their understanding of knowledge, and improve their ability to solve practical problems by participating in a variety of practical activities, such as field trips and simulation operations, thus stimulating the enthusiasm of students to learn and enhancing their motivation to learn and their practical ability (Wu & Niu, 2023). Therefore, from this level, innovation, and entrepreneurship-oriented teaching reform can better stimulate students' enthusiasm for learning and improve the teaching effect by promoting the innovation of education and teaching modes. The use

of various teaching modes, such as case teaching, project-driven teaching, and practical teaching, helps to cultivate students' independent learning ability, teamwork spirit, and innovation consciousness and lays a solid foundation for their future innovation and entrepreneurship road. The foundation of e-commerce teaching in higher vocational colleges and universities.

2. Difficulties Faced by E-commerce Teaching in Higher Vocational Colleges at Present

2.1 Rapid technological update, lagging in teaching materials and content

E-commerce in the field of rapid technological updates is indeed one of the challenges facing current teaching, new technologies, and new modes continue to emerge, while the traditional teaching materials and course content are difficult to follow up promptly, resulting in the teaching content lagging behind the actual needs of the lagging may make the knowledge learned by students after graduation is outdated, unable to meet the actual needs of the market, students face a mismatch between the skills and the market demand after graduation After graduation, students face the dilemma of mismatch between skills and market demand, which not only increases the difficulty of their employment but also reduces their competitiveness at work.

2.2 Lack of practical teaching, insufficient cultivation of students' abilities

In the current e-commerce teaching in some higher vocational colleges and universities, the lack of practical teaching links has become a major challenge, although e-commerce is a highly practical discipline, students are often limited to learning theoretical knowledge, the lack of opportunities for practical operation, which leads to students face the problem of insufficient practical ability after graduation, which directly affects their competitiveness in the employment, due to the characteristics of the e-commerce industry require practitioners to have rich practical experience and operational skills, the lack of practical teaching means that students can not grasp and apply the knowledge they have learned.

2.3 Inadequate teaching staff structure, affecting teaching quality

In e-commerce teaching, the structure and level of the faculty is an important factor affecting the quality of teaching, however, the e-commerce faculty in some higher vocational colleges and universities has obvious deficiencies. Some teachers lack experience in the actual e-commerce industry, which makes it difficult for them to deeply understand the latest industry dynamics and practical work needs, and teachers who lack practical experience may not be able to combine theoretical knowledge with practical application, which affects the effectiveness and applicability of teaching (Yang, 2023). At the same time, there are also some teachers whose professional teaching technology level lags, and they are unable to grasp the new technology and new trends promptly. Due to the rapid technological updating of the e-commerce industry, the lagging technology level of teachers means that they are unable to effectively impart the latest industry knowledge and skills, which in turn affects the quality and effectiveness of teaching.

3. Reform the Path of Higher Vocational E-commerce Teaching Guided by Innovation and Entrepreneurship

3.1 Update the curriculum and introduce cutting-edge technology

To promote the innovation of e-commerce teaching content, a variety of strategies can be taken to update the curriculum is one of the keys, traditional e-commerce course content is usually limited to the teaching of theoretical knowledge, while the development of modern e-commerce has gone beyond the traditional scope, and needs to be combined with the concept of innovation and entrepreneurship, so the entrepreneurship management, innovation and entrepreneurship case study and other contents are included in the curriculum, which can make the students understand the actual process, methods and techniques, and cultivate their innovative thinking and entrepreneurial awareness. Introducing cutting-edge technology is also an important direction of teaching content innovation, the technology in the field of e-commerce is updated quickly, and new technologies keep emerging, such as artificial intelligence, big data analysis, blockchain, etc., so the teaching content should cover these cutting-edge

technologies promptly, and through case analysis and practical operation, students can master the application of these technologies in e-commerce, which can enable students to keep up with the pace of the times, and enhance their competitiveness (Dou, 2023). In addition, the design of practical projects is another important means of teaching content innovation, and the design of practical projects related to actual innovation and entrepreneurship projects, such as online store operation, social e-commerce promotion, etc., can enable students to learn in a real situation and reflect and summarize through the guidance of the tutor so that such practical projects can not only enhance the students' entrepreneurial practice ability but also deepen their understanding of the course content and application of the course content.

3.2 Project-driven teaching, focusing on interdisciplinary integration

The innovation of teaching methods is crucial for improving the quality and effect of e-commerce education. The project-driven teaching method can effectively stimulate students' interest in learning and creativity, and by allowing students to participate in actual projects, they will face real challenges and problems, thus cultivating the ability to solve problems and innovate, this kind of practical learning not only strengthens the hands-on ability of students, but also promotes their teamwork and communication skills. teamwork and communication skills. At the same time, interdisciplinary teaching is another important teaching method innovation, e-commerce involves several disciplinary fields, such as marketing, information technology, management, etc. Through interdisciplinary teaching, students can fully understand the relevant knowledge of e-commerce and improve their comprehensive application ability, this comprehensive teaching method can help to break the barriers between disciplines and promote the integration and cross-application of knowledge so that the students can be better able to cope with the complex and changing e-commerce environment. In addition, practice-oriented teaching is one of the important directions of teaching method innovation, which requires teachers to pay attention to the practical operation link in teaching and cultivate students' practical operation ability and entrepreneurial

thinking through practical teaching methods such as simulation, field trips enterprise internships, etc. In this way, students can not only accumulate rich experience in practice, but also deepen their understanding and application of theoretical knowledge, and through this kind of teaching method close to reality, it can effectively improve students' knowledge of e-commerce and improve their comprehensive application ability. This kind of teaching method is close to reality, it can effectively improve students' competitiveness in employment and lay a solid foundation for their future career development. From a comprehensive point of view, through the application of innovative teaching methods such as project-driven teaching, interdisciplinary teaching, and practice-oriented teaching, the quality and effect of e-commerce education can be improved, and e-commerce talents who are more adaptable to the market demand can be cultivated.

3.3 Establishing cooperation mechanism and introducing industrial tutors

In e-commerce education, the construction of the faculty is crucial, and it is necessary to enrich the teaching content and build a perfect e-commerce professional teaching system through the systematic construction of the faculty. To improve the teaching level of teachers, it is necessary to strengthen the professional training and quality improvement of teachers. This includes allowing teachers to understand the latest e-commerce development dynamics and innovative entrepreneurial concepts, mastering innovative teaching methods and tools, so that they can better guide students in innovation and entrepreneurship education, and through regular professional training, academic exchanges and practical activities can be organized to continuously improve the teaching level and professionalism of teachers (Zhang, 2023). The introduction of industry mentors is also an important initiative in the construction of faculty, and higher vocational colleges and universities can introduce practitioners or successful entrepreneurs in the e-commerce industry into the teaching team as teaching mentors, which can not only provide students with a wealth of practical experience and professional guidance, but also stimulate the entrepreneurial enthusiasm and innovation potential of students, and help them to

better understand the realities of the industry so that they can better prepare for their careers. In addition, it is also very important to establish a cooperation mechanism. Higher vocational colleges and universities can establish long-term cooperative relationships with e-commerce enterprises to carry out school-enterprise cooperation projects, through which students can participate in actual projects, gain an in-depth understanding of the industry's needs and the market situation, and improve their practical ability and entrepreneurial readiness, and, at the same time, the enterprises can also provide schools with practical scenarios and resources to support and promote the teaching of the actual demand for an enterprise can also provide practical scenarios and resource support for schools, promoting the close integration of teaching and actual needs, to cultivate e-commerce talents more in line with the market demand. From a comprehensive point of view, by upgrading the level of teachers, introducing industrial mentors, and establishing cooperative mechanisms and other initiatives, the construction of the faculty of e-commerce education can be effectively strengthened, to provide students with better educational resources and better guidance on entrepreneurship and innovation, and further promote the development of e-commerce education.

3.4 Design practical projects and establish a school-enterprise cooperation mechanism

Practice projects and school-enterprise cooperation is one of the important ways to promote the innovation of higher vocational e-commerce teaching and the enhancement of students' entrepreneurial practice ability, the design of practice projects needs to be combined with the actual innovation and entrepreneurship projects, such as online store operation, social e-commerce promotion, etc., with the background of the real business scenarios, so that the students can learn and enhance the entrepreneurial practice ability in the practice, through which students can be from the concept of the practice of the Participate in the whole process and exercise problem-solving, innovative thinking and teamwork ability. At the same time, the establishment of a school-enterprise cooperation mechanism is very crucial. Higher vocational colleges and universities can establish long-term and stable cooperative relationships with e-commerce

enterprises to carry out school-enterprise cooperation projects, which can provide students with richer practice scenarios and resource support. By cooperating with the enterprises, the schools can make use of the real business data and cases of the enterprises to let the students face and solve the actual problems directly in practice, to understand the industry demand and market situation better. and market conditions, and at the same time, students can interact with professionals within the enterprises to obtain professional guidance and real-world experience, accelerating their career preparation process (Yi & Jiang, 2023). Taken together, such a school-enterprise cooperation mechanism can not only improve students' practical operation ability and entrepreneurial practice ability, but also promote the combination of teaching and actual demand, so that the teaching can be closer to the industry practice, and at the same time, for the enterprises, they can also find and cultivate excellent talents by participating in education and training activities, and promote the sustainable development of the enterprise and the society, so the establishment of the school-enterprise cooperation mechanism is an important way to realize the important initiative to combine e-commerce teaching with actual demand, providing students with richer learning resources and broader space for career development.

Conclusion

In summary, the reform of higher vocational e-commerce teaching guided by innovation and entrepreneurship is a long-term and complex task, but at the same time, it is also urgently needed, through the discussion of the four aspects of teaching content innovation, teaching method innovation, teacher team construction, and school-enterprise cooperation mechanism, it can provide a reference for higher vocational colleges and universities to formulate specific reform programs. In future work, it is necessary to further strengthen the implementation of teaching reform, constantly optimize the allocation of teaching resources, improve the quality of teaching, and make greater efforts to cultivate more e-commerce talents who can adapt to the needs of the times.

Conflict of Interest

The author declares that he has no conflicts of interest to this work.

References

- Zhang, Q. (2024). Practice research on the integration of higher vocational e-commerce professional talents training and service regional economy under the background of digital business and agriculture. *Old Brand Marketing*, 2024(02), 225–228.
- Rui, L. (2023). Research on organic integration of cross-border e-commerce professional education and innovation and entrepreneurship education. *Office Automation*, 28(23), 30–32.
- Yi, Z., & Jiang, M. (2023). Analysis of "specialized innovation fusion" talent cultivation mode for e-commerce majors. *Marketing*, 2023(15), 122–124.
- Wu, Y., & Niu, C. (2023). Analysis of teaching of higher vocational e-commerce specialty in the era of "internet+". *China New Communication*, 25(21), 201–203.
- Yang, S. (2023). The application of the "competition for creation" mode in the cultivation of innovative and entrepreneurial talents. *Economist*, 2023(10), 143–144.
- Dou, W. (2023). Discussion on the innovation of higher vocational e-commerce teaching mode under the view of creators. *China New Communication*, 25(17), 155-157, 160.
- Zhang, X. (2023). Cultivation of innovation and entrepreneurial ability of higher vocational rural e-commerce talents under the background of rural revitalization. *Talent Resources Development*, 2023(15), 44–46.
- Yi, Z., & Jiang, M. (2023). Analysis of "specialized innovation fusion" talent cultivation mode for e-commerce majors. *Marketing*, 2023(15), 122–124.

How to Cite: Zhong, S. (2024). Exploration of Higher Vocational E-commerce Teaching Reform Guided by Innovation and Entrepreneurship. *Contemporary Education and Teaching Research*, 05(05), 163-168.
<https://doi.org/10.61360/BoniCETR242016090501>