On the Professional Guidance and Employment Orientation in E-commerce Specialty Training

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Abstract: *E-commerce plays a significant role in promoting China's economic development, and the development of E-commerce is also an important part of China's industrial transformation. This paper studies the importance and employment orientation of e-commerce talents training, and puts forward scientific countermeasures for e-commerce talents training, hoping to provide information for e-commerce talents training and promote the healthy and long-term development of China's e-commerce industry.*

Keywords: *E-commerce; Profession; Professional guidance; Employment orientation; Cultivate*

1. Introduction

With the continuous popularization of various high-tech technologies, China's informatization level is increasing day by day, and e-commerce is also facing good opportunities for development. The sustainable development of e-commerce can not only promote the continuous improvement of regional economic level, but also significantly optimize the living standards of residents in various regions. However, there are still some deficiencies in the talent construction of e-commerce major in China, and the government's financial support for e-commerce major needs to be improved. Moreover, the teaching methods of e-commerce teachers in some colleges and universities need to be innovated, which leads to the limitation of the talent cultivation of e-commerce. Therefore, it is necessary to explore the scientific countermeasures for the talent cultivation of e-commerce.

2. Overview of E-commerce Professional Training

In order to improve the training effect and quality of e-commerce professionals, it is necessary to study the connotation of e-commerce and the importance of training e-commerce professionals.

2.1. The connotation of e-commerce

E-commerce is to build a commodity trading platform with the help of the Internet environment, and manage and coordinate the sale, after-sales treatment and online payment of commodities with the help of the Internet platform. With the help of a series of outstanding advantages of fast information dissemination and high degree of information integration, it realizes online trading and online shopping[1].

2.2. The significance of e-commerce professional training

The significance of setting up e-commerce specialty in colleges and universities lies in sending high-quality talents for the development of China's e-commerce industry, meeting the talent demand of China's e-commerce industry at present and promoting the continuous improvement of the development level of e-commerce industry. Nowadays, China's e-commerce is booming rapidly, showing the trend of replacing the real economy, and has become the engine to promote the rapid growth of China's economy. However, China's economic development lags behind western countries, and the emergence of e-commerce is relatively short and inexperienced. Many students majoring in e-commerce will face employment problems after finishing their studies, which does not match the current development trend of e-commerce. The training of e-commerce professionals can significantly improve the comprehensive quality of e-commerce majors and enable them to find better jobs after graduation. At the same time, attaching importance to the training of e-commerce professionals can also transport high-quality talents for the development of China's e-commerce industry, and promote the continuous improvement of e-

commerce level in various regions, which is very helpful for the steady development of China's economy.

In addition, with the penetration of innovative elements and reference to the actual situation of the market, the training mode of e-commerce professionals in vocational colleges and universities should be innovated, and the teaching mode of integrating theory with practice should be used to train students, which can improve the quality and efficiency of talent training, promote the comprehensive development of students' theory and practice, lay a foundation for students to quickly connect with e-commerce companies after finishing their studies, add assistance to the prosperity of e-commerce industry, and promote the rapid economic development of various regions.

3. The employment orientation and development of students majoring in e-commerce

3.1. Employment orientation and current situation of students majoring in e-commerce

Nowadays, there are generally five employment fields that students majoring in e-commerce in secondary vocational colleges and universities in China can choose after graduation, including:

First, Internet planning and editing. Internet planning and editing requires employees to know something about Internet planning and operation and related implementation rules, the operation process of e-commerce websites, the detailed functions of enterprise websites, and some word processing experience. Moreover, employees are required to have strong language organization ability, be able to use operation management knowledge and Internet knowledge to carry out website column planning, and be skilled in topic selection, editing and planning.

Second, website promotion. Website promotion is mainly to design and manage the webpage information, run the website, and make marketing plans. At the same time, employees are required to maintain their membership, independently carry out marketing propaganda and write relevant copywriting, and skillfully apply a series of propaganda tools.

Third, website developers. Website developers mainly develop Web pages. At the same time, employees are required to develop backstage and skillfully apply ASP and other development tools. Familiar with JAVA, ASP and other programming technologies, familiar with the design and management of the Internet and the production of front-end websites[2].

Fourthly, website design. This job requires practitioners to be familiar with a series of web page making tools, including Dream-Weaver, Frontpage and Flash. Moreover, employees are required to have a high sense of innovation and the ability of collaboration and interaction, be able to design websites in an independent state, be familiar with the operating mechanism of websites, and have the working experience of cooperating with programmers.

Fifth, network marketing staff. Network marketers need employees to be proficient in all kinds of office software, know the specific content of Internet marketing, and be able to promote all kinds of products and services on the Internet. They can effectively apply e-commerce related theories to solve all kinds of problems existing in Internet marketing and improve the efficiency of Internet marketing.

It is not difficult to find out from the above employment orientation of e-commerce professionals: the development of e-commerce industry has higher standards for employees. However, relevant information shows that China's e-commerce industry is still in short supply of high-quality professional talents, and many enterprises have joined the e-commerce industry, which has a great demand for e-commerce talents. This also shows that in the future, the employment prospects of students majoring in e-commerce in China are brighter.

3.2. Development prospect of e-commerce specialty

At present, due to the continuous popularization of various information means, e-commerce is developing rapidly. However, China's e-commerce is still facing obvious problems in the process of development-the imbalance of market demand and talent supply, the increasing demand for talents in the e-commerce industry, the broad development prospects of the e-commerce industry, and a large number of employment opportunities for students who have graduated from e-commerce.

First of all, in order to improve service efficiency, government departments in various regions began to apply e-government mode. The application of e-government mode needs e-commerce talents who have information processing ability and can be engaged in text input.

Secondly, enterprises in various regions of China have also started to join the information network, and the number of registrations has been increasing. Many enterprises have started to use B2B websites to obtain rival information, conduct trade negotiations, and use online shopping to carry out procurement. The development of this series of activities will greatly increase the demand of enterprises for e-commerce talents.

Finally, financial organizations and securities companies in various regions of China have set up a series of businesses such as online banking and online business halls, which need the support of e-commerce professionals.

It is not difficult to find that the development prospect of China's e-commerce industry is broad, and students who graduated from e-commerce major have plenty of employment opportunities.

4. The deficiencies in the training of e-commerce professionals

4.1. Talent training objectives do not meet the current economic environment

For many secondary vocational schools and institutions of higher learning, e-commerce major is a major whose theoretical research innovation obviously lags behind the practical development. First of all, many schools have the problem of homogenization in the training of e-commerce professionals, and some schools do not combine their own school-running characteristics and advantages to set personalized talent training goals. Secondly, there are still some schools that fail to conduct on-the-spot research when formulating the training plan for e-commerce professionals. Thirdly, some universities and secondary vocational colleges carry out talent training according to the orientation of some key universities, paying too much attention to the construction of hardware facilities, and some secondary vocational colleges and universities pay too much attention to the strengthening of students' operational skills in the process of talent training, neglecting the maintenance of students' platforms and the cultivation of skills in software development, which makes the training goal of e-commerce professionals do not match the actual needs of enterprises. It is difficult to meet the needs of the development of e-commerce industry under the background of internet plus. As a result, the trained students can not only meet the actual needs of e-commerce enterprises, but also make the students' professional knowledge and practical skills lack systematicness, making it difficult for students to find satisfactory jobs after graduation, which has a significant impact on the rapid and sustainable development of China's e-commerce industry[3].

4.2. Practical teaching system needs to be improved

E-commerce-related work requires students to use relevant knowledge flexibly, and also requires students to have strong practical skills. Therefore, in the training of e-commerce professionals, a scientific and systematic practice teaching system can significantly improve the quality of talent training. However, relevant information shows that many colleges and universities in China still have some problems in the setting of e-commerce practice curriculum system, such as weak systematicness and weak comprehensiveness, which are mainly manifested in the following points: First, some teachers in schools are restricted by traditional teaching concepts, attach importance to the explanation of theoretical knowledge, and neglect the cultivation of students' practical skills. Although some schools have more experimental hours in their curriculum, many experimental projects have not been really implemented due to the influence of the actual conditions. Secondly, in the process of training e-commerce professionals, many colleges and universities are not coherent and systematic enough to realize the effective integration of on-campus and off-campus practice teaching. Finally, the practical teaching level of e-commerce teachers is not high. Many students majoring in e-commerce have no experience of working in enterprises, which makes it difficult for them to give effective guidance to students in teaching, and makes the teaching effect of e-commerce practice unsatisfactory.

4.3. The construction of double-qualified teachers is relatively backward

Double-qualified teachers refer to a mode of training talents by cooperation between school tutors and enterprise tutors. E-commerce tutors in colleges and universities provide explanations for students' professional knowledge, so that students can firmly grasp the knowledge of e-commerce. Enterprise tutors are responsible for the cultivation of students' practical skills of e-commerce, so that students can skillfully apply all kinds of e-commerce knowledge in the process of e-commerce practice teaching and improve their practical skills. Relevant information shows that the construction of double-qualified

teachers in many colleges and universities in China needs to be improved. A considerable proportion of colleges and universities still adopt traditional teaching methods, and teachers of e-commerce majors in various colleges and universities are responsible for theoretical teaching and practical teaching. In some regions, although the double-qualified teaching mode has been introduced, in the actual training process of e-commerce professionals, there is little interaction between teachers and enterprise managers, and it is difficult to form a joint teaching force, which hinders the implementation of the training of e-commerce professionals.

5. Scientific suggestions on the cultivation of e-commerce professionals

5.1. Define the training objectives and clarify the training direction

The scientific training goal is an important basis for improving the quality of e-commerce professionals, and it is also a detailed embodiment of the guiding ideology of each college. Therefore, colleges and universities should set clear and reasonable training objectives to improve the scientificity and correctness of personnel training. In order to better determine the talent training objectives, colleges and universities should carefully analyze the employment needs of local e-commerce companies and employers in the light of the development of the times, explore the characteristics of the demand for talents in e-commerce enterprises in the new era, and clarify the deficiencies in talent training in our school and on this basis, clarify the talent training objectives.

5.2. Build a practical teaching system with skills as the core

E-commerce majors emphasize the cultivation of students' practical skills. Therefore, we should pay attention to the construction of practical teaching system in the training of talents of e-commerce majors, improve the effect of practical teaching, and ensure that students can find satisfactory jobs after finishing their studies, and quickly adapt to their posts and be competent for their jobs. First of all, colleges and universities should attach importance to the development of practice teaching, and build an e-commerce simulation test platform, so that students can have more opportunities to participate in practice and increase their understanding and knowledge of e-commerce. At the same time, e-commerce teachers in colleges and universities can also guide students to participate in various projects, so that students can deal with various problems in the project-driven teaching mode, and also decompose teaching tasks to achieve the goal of e-commerce practice teaching. For example, in the teaching of internet trade, e-commerce teachers can divide the whole class into several groups, such as logistics group, commodity purchasing group, negotiation group, finance group, etc., and divide the responsibilities of each group, so that the members of these groups can cooperate with each other to complete orders. Under this teaching mode of group cooperation, students can understand the operation process of e-commerce and continuously strengthen their impression of the theoretical content of e-commerce. It also improves students' practical skills. In addition, teachers of e-commerce major in colleges and universities should cooperate with enterprises to build e-commerce practice platform to ensure the continuous improvement of practical teaching effect. For example, Taobao has launched a training base project. Each college can set up an e-commerce training room with only a small cost, and get resources such as teaching outline, teaching plan, and teacher training. Students' knowledge of e-commerce can be expanded through the practice of Taobao. E-commerce professional teachers can also lead students to understand the operation steps of e-commerce with the help of shared network resources, and achieve the goal of talent training through the mode of cooperation between schools and enterprises, so as to improve the training effect of e-commerce professionals[4].

5.3. Build a double-qualified team to improve the quality of personnel training

In order to improve the quality of personnel training, it is necessary to build a team of teachers with high professional level and rich practical skills. In the training of e-commerce professionals, it is necessary to build a team of double-qualified teachers. First of all, colleges and universities can optimize their teaching staff by external introduction and internal training, improve the quality of e-commerce professionals, and also attach importance to the introduction of compound talents, and advocate the development of e-commerce professional teachers in the direction of high academic qualifications, high professional titles and double qualifications. Secondly, we should pay attention to the training and education of teachers, and provide them with abundant training opportunities, so that they can continue to learn and improve their teaching level. Thirdly, colleges and universities in various regions can invite

technicians and managers of logistics companies and e-commerce companies to come to the school as part-time teachers, so that these enterprises with rich practical experience can tell the students of e-commerce about various operational skills, carry out practical teaching, improve the effect of practical teaching of e-commerce, and establish a team of part-time and full-time teachers to ensure that students can master the theoretical content of e-commerce, enrich their practical skills and enhance their ability to solve practical e-commerce problems. Finally, colleges and universities should encourage e-commerce professional teachers to obtain relevant professional qualification certificates, or arrange these teachers to participate in training in logistics companies and e-commerce companies, so that e-commerce professional teachers have certain practical skills. In a word, we should build a double-qualified faculty, not only attach importance to theoretical teaching, but also pay attention to the cultivation of students' practical skills, improve the quality of e-commerce professionals, and send graduates with solid professional knowledge and rich practical skills for the development of China's e-commerce industry.

6. Conclusion

All in all, under the background of the new era, students majoring in e-commerce have broad employment prospects, but there are some shortcomings in the training of e-commerce professionals in many colleges and universities. We must attach importance to the training of e-commerce professionals, improve students' literacy in all aspects, and ensure that students can find their favorite jobs after graduation and quickly adapt to the job requirements. It is hoped that the scientific countermeasures put forward in this paper can provide information for the training of e-commerce professionals in colleges and universities, and send a large number of outstanding graduates with solid professional knowledge and superb practical ability for the development of China's e-commerce, thus promoting the healthy and sustainable development of China's e-commerce industry.

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