

"1 + X" post class competition certificate integration compound technical skills personnel training mode teaching reform—Take e-commerce as an example

Xiaoyu Sun

Department of Economic Management, Liaocheng Vocational and Technical College, Liaocheng, 252000, China

Abstract: *This article explores the application of the "1+X" integrated training model for job courses, competitions, and certifications in the field of e-commerce. Through an analysis of the current teaching situation, interpretation of the model's value in e-commerce, detailed description of teaching reform strategies, and implementation plans, it aims to provide a new and more effective talent development approach in the field of e-commerce education. This training model has brought forth a group of high-quality professionals who possess both profound theoretical knowledge and practical experience, thereby helping businesses gain a competitive advantage in the market.*

Keywords: *Job courses; competitions; and certifications integration; Composite technical and skills talents; Training model; E-commerce*

1. Introduction

With the rapid development of the e-commerce industry, there is an increasing demand in the industry for versatile talents who possess a wide range of technical and skills expertise. These composite technical and skills talents not only master core e-commerce knowledge but also have cross-disciplinary skills and knowledge, enabling them to adapt to the dynamic business environment and create greater value for enterprises. E-commerce encompasses more than just online transactions; it involves multiple domains, making the comprehensiveness and versatility of talents crucial. To address this, the education system needs to organically integrate these dispersed knowledge and skills and cultivate true composite talents through effective teaching methods.

2. Current Status of the "1+X" Integrated Training Model for Job Courses, Competitions, and Certifications in Cultivating Composite Technical and Skills Talents

Against the backdrop of the thriving e-commerce industry, the education system is endeavoring to explore more efficient ways of talent cultivation. The modern e-commerce industry places greater emphasis on practical operational capabilities and cross-disciplinary comprehensive skills. The "1+X" integrated training model for job courses, competitions, and certifications has emerged, emphasizing the combination of theory and practice. It enables students to apply their acquired knowledge better during the learning process and lays a solid foundation for their future careers ^[1]. This model underscores the fusion of theory and practice, allowing students to apply their knowledge more effectively and establish a robust foundation for their careers. Students not only gain a deeper understanding of various aspects of e-commerce but also accumulate substantial practical experience. This approach not only broadens students' knowledge horizons but also enhances their practical skills, enabling them to integrate into the workplace, adapt quickly, and contribute to the continued development of the e-commerce industry after graduation ^[2].

3. The Significant Value of the "1+X" Integrated Training Model for Job Courses, Competitions, and Certifications in E-commerce Education

3.1 Enhancing Students' Practical Skills and Workplace Adaptability

In the field of e-commerce, practitioners are well aware that the true value can only be created in

the market when theory is tightly integrated with practice. The "1+X" training model is born from this very philosophy [3]. This model goes beyond merely guiding students to the classroom; more importantly, it encourages students to step out of the classroom and immerse themselves in the real-world e-commerce environment. Through the "1+X" teaching approach, students have the opportunity to actively participate in various aspects of e-commerce projects, from market analysis and product design to online marketing and customer service, gaining invaluable hands-on experience. This firsthand experience not only deepens students' understanding of e-commerce operations but also cultivates their problem-solving abilities in real-world settings—a skill highly valued by modern businesses. Moreover, the "1+X" model provides students with the opportunity to engage directly with industry experts. They can acquire cutting-edge industry knowledge and stay updated on the latest market trends from these experts, undoubtedly a significant asset for their future careers [4]. For businesses, this model significantly reduces the training they need to provide during recruitment, as these students already possess practical experience and skills.

3.2 Cultivating Students' Innovation Awareness and Teamwork Spirit

The implementation of the "1+X" training model contributes to nurturing students' innovation awareness and teamwork spirit, both of which are crucial for adapting to the rapidly evolving e-commerce industry. When faced with real-world challenges, students need to employ innovative thinking and teamwork skills. This training model encourages students to actively participate in various projects and competitions. By engaging in these activities, students can confront real business challenges and problems, sparking their innovation awareness. Dealing with complex problems and competition forces students to think of new methods and strategies, fostering their creativity and problem-solving abilities. This training model underscores teamwork. In the e-commerce industry, very few tasks can be accomplished independently. Therefore, students need to learn to collaborate with others to achieve common goals. By participating in projects and competitions, students have the opportunity to work with classmates from different backgrounds and skill sets, helping them develop a teamwork spirit. They learn effective communication, coordination, and collective effort to achieve shared objectives. The "1+X" training model not only focuses on knowledge dissemination but also emphasizes developing students' practical skills and soft skills, including innovation awareness and teamwork spirit.

3.3 Meeting the Urgent Demand of the E-commerce Industry for Composite Skills Talents

Today, the e-commerce industry is no longer just a simple online shopping platform; it has integrated numerous technologies, strategies, and business models, spanning from supply chain management to big data analytics, from social media marketing to virtual reality experiences. This complex business environment demands a new type of talent—one with a diverse skill set and extensive knowledge. Such composite talents can adapt to the industry's rapid changes because they not only possess a deep understanding of e-commerce fundamentals but also have knowledge from related fields. They can offer unique perspectives to businesses, drive innovation, and solve complex business problems. The "1+X" training model was created to address this need. It not only emphasizes core e-commerce courses but also encourages students to explore other domains like data analytics, artificial intelligence, or design thinking. This way, students can view e-commerce from multiple angles and introduce new elements, enhancing their innovation and competitiveness. The "1+X" model also advocates close collaboration with the industry, giving students more opportunities to directly engage with real e-commerce environments. This allows them to quickly grasp the industry's actual requirements and adjust their learning directions and strategies to meet market expectations.

4. Teaching Reform Strategies for the "1+X" Integrated Training Model for Job Courses, Competitions, and Certifications

4.1 Establishing Close Industry Collaborations to Optimize Curriculum Structure

Establishing close collaborations with the industry is one of the core strategies in modern educational reforms, especially in a rapidly evolving and technology-driven field like e-commerce. Faced with the swift evolution of this industry, relying solely on internal school resources and materials is no longer sufficient to meet students' learning needs. Enterprises and industry organizations, as primary participants and drivers in the industry, possess rich practical experience and the latest

technological knowledge. Therefore, cooperation between educational institutions and the industry becomes particularly crucial. Through deep cooperation with enterprises and industry organizations, schools can not only access the latest industry information but also provide students with more practical opportunities. For instance, schools and enterprises can jointly establish training bases where students can intern in real business environments, gaining valuable work experience. Additionally, businesses can offer the latest technology training and certifications to schools, ensuring that students' skills receive effective validation and recognition. Close collaboration with the industry also helps schools adjust and optimize course content in a timely manner, ensuring that the knowledge and skills taught remain synchronized with the industry's actual needs. Schools can promptly introduce courses on emerging technologies, providing students with more opportunities for learning and development.

4.2 Introducing Simulated Business Scenarios to Provide Practical Experience

Introducing simulated business scenarios and offering practical experience is of paramount importance within the "1+X" training model. This teaching method creates a learning experience for students that closely resembles real-world business environments, enabling them to better address challenges and opportunities in the e-commerce field. Simulated business scenarios help students apply the theoretical knowledge learned in the classroom to practical situations. By engaging in activities such as constructing online stores, processing transactions, and managing customer relationships in a simulated online business, students can gain firsthand experience and practice in various aspects of e-commerce. This not only helps solidify their learning outcomes but also enhances their understanding of the practical application of course content. Providing opportunities for practical experience cultivates students' skills and confidence. In simulated environments, students have the opportunity to experiment with new methods without the concerns of potential risks and consequences in real business operations. This trial-and-error opportunity helps students accumulate experience, improve their skill levels, and develop problem-solving abilities. Additionally, successful practical experiences boost students' confidence, making them more willing to actively engage in real-world e-commerce work. In simulated environments, students often face various challenges and unknown situations, prompting them to seek innovative solutions. Through continuous experimentation and improvement, they can nurture their innovation awareness and capabilities, which are crucial for success in the rapidly changing e-commerce field.

4.3 Encouraging Teachers to Engage in Industry Practice to Enhance Teaching Effectiveness

Allowing teachers to engage in industry practice is akin to sailors navigating the sea—only through firsthand experience can they truly understand its depth and breadth. In a highly practical field like e-commerce, teachers' practical experience plays a critical role in improving teaching quality. Through firsthand engagement in industry practice, teachers can update and expand their knowledge base. In the ever-evolving e-commerce field, new technologies, tools, and methods emerge constantly. Only through direct participation can teachers stay informed about the latest industry developments, ensuring that the content they teach remains up-to-date. Teachers engaged in practical experience can deliver knowledge in a more authentic and vivid manner. When they share their practical experiences and cases in the classroom, these contents are no longer dry theory but vibrant practice, capturing students' resonance and interest. This significantly enhances the attractiveness and impact of teaching. Teachers' industry practice experience also helps them better understand students' needs. They know what skills and knowledge are genuinely required in the industry, enabling them to provide students with more targeted guidance, helping them grow faster and more effectively.

4.4 Strengthening Career Planning Guidance for Students and Defining Development Goals

Strengthening career planning guidance for students is a critical task within the educational system, especially in the "1+X" training model, where this task becomes particularly crucial. Career planning guidance helps students clarify their learning and career goals. In the field of e-commerce, there are diverse career opportunities, ranging from e-commerce managers to data analysts, and from e-commerce developers to various specialized roles, each with unique requirements and prospects. Through career planning guidance, students can gain a better understanding of these career paths, thereby clarifying their interests and strengths and selecting a development direction that suits them. Career planning guidance helps students map out their learning paths. Once students have a clear sense of their career goals, they can select courses and activities more purposefully to meet the requirements of their future professions. This enables students to utilize their time and resources more effectively,

ensuring their success in both academic and career development. Schools can also collaborate with industry partners and alumni networks to offer students internship opportunities, job guidance, and career counseling. This support not only helps students smoothly transition into the workforce but also helps them build career confidence and self-assuredness.

5. Teaching Reform Plan for the "1+X" Integrated Training Model for Job Courses, Competitions, and Certifications in Cultivating Composite Technical and Skill Talents

5.1 Establishment of Training Centers and Collaboration with Industry Leaders for Project Training

Establishing training centers and collaborating with industry giants for project training is a highly promising and valuable initiative aimed at enhancing students' practical skills and employability. These training centers provide students with a simulated work environment, enabling them to apply the knowledge and skills they have acquired in real projects. Through partnerships with industry leaders, students can engage in actual e-commerce project development, gaining invaluable hands-on experience. This not only helps solidify their theoretical knowledge but also hones their practical skills, preparing them to tackle challenges in their future careers. Collaboration with industry leaders for project training exposes students to cutting-edge technologies and best practices. Given the rapid evolution of the e-commerce field, where new technologies and trends emerge constantly, partnering with industry-leading companies allows students to stay updated and well-prepared for their future careers. Furthermore, this collaboration benefits businesses by reducing costs and improving efficiency through students' participation in specific project tasks. Working closely with educational institutions also enables companies to identify potential talent and offer training and career development opportunities.

5.2 Regular Invitations to Industry Experts for Lectures to Broaden Students' Horizons

Regularly inviting industry experts to deliver lectures is a highly valuable educational initiative with positive implications for students' holistic development and career planning. Industry experts possess profound industry knowledge and extensive practical experience, and their insights and advice can provide students with deep insights and practical guidance. Expert lectures not only convey the latest industry trends and dynamics but also share lessons from both successes and failures, allowing students to gain a comprehensive understanding of the e-commerce field. This helps broaden students' horizons, enabling them to make more informed choices regarding their career directions and development paths. Industry expert lectures stimulate students' interest in learning and foster innovative thinking. Hearing about real-world success stories and challenges from industry professionals inspires students to become more actively engaged in their studies. The insights and experiences shared by experts can also trigger students' innovative thinking, inspiring them to explore new approaches and creative solutions to industry problems. Interaction and communication with industry experts help students establish connections with the industry, which can significantly benefit their career development and provide strong support on their future career paths. Regularly inviting industry experts for lectures is a far-reaching initiative that not only provides valuable knowledge and insights to students but also ignites their passion for learning and innovative thinking, helping them better prepare for their future careers.

5.3 Strengthening Communication and Collaboration with Educational Institutions to Enhance Teaching Quality

Education, as a cornerstone of human civilization and societal progress, is in a constant state of evolution and innovation. In this age of information, enhanced communication and collaboration among educational institutions are crucial for advancing to higher levels of education. Interactions between educational institutions break down traditional boundaries, allowing advanced teaching methods and experiences to be rapidly disseminated. For example, if one school innovates in a particular teaching method and proves its significant effectiveness, it can quickly be adopted and adapted by other schools. Sharing educational resources in this manner significantly improves overall teaching efficiency, reduces duplication of effort, and accelerates the pace of educational innovation. Close collaboration with other educational institutions also widens the channels for accessing educational resources. For instance, in a specific field of expertise, a school can invite experts or educators from other institutions for short-term lectures or workshops, providing students with more

diverse and cutting-edge learning resources. This cross-institutional collaboration not only enhances students' knowledge but also cultivates their cross-cultural communication and collaboration skills. Such collaboration also opens up new avenues for teachers' professional growth. Teachers can exchange ideas with educators from other institutions, learning about different teaching methods and techniques, continuously enhancing their teaching abilities. Furthermore, this type of interaction broadens teachers' knowledge horizons, accumulating more resources and opportunities for their future development.

5.4 Encouraging Student Participation in Skills Competitions to Showcase Their Technical Proficiency

Encouraging students to participate in skills competitions is a highly valuable and positively impactful educational initiative that holds significance for students, educational institutions, and the industry as a whole. Skills competitions provide students with opportunities to showcase their technical proficiency. Through participation in these competitions, students can apply the knowledge and skills they have learned to real challenges, translating theory into practice. This not only helps reinforce their learning outcomes but also enables them to confidently demonstrate their expertise in specific fields. Such confidence and practical experience are invaluable advantages in future job searches or further education pursuits. Skills competitions motivate students to continually elevate their skill levels. The competitive environment drives students to strive for excellence and compete with other talented participants. In this process, they gain experience and inspiration, continuously improving their technical abilities and methodologies. This self-challenge and growth contribute to cultivating students' self-motivation and lifelong learning habits, which are paramount for success in the ever-evolving field of e-commerce. Successful competition experiences also enhance the reputation and influence of educational institutions. Students' outstanding performances in competitions reflect the quality of education and teaching standards at the school, positively impacting the school's branding efforts. This can attract more exceptional students and collaborative partners, creating additional opportunities for the institution's development.

6. Conclusion

In the increasingly competitive e-commerce landscape, the "1+X" integrated training model for job courses, competitions, and certifications has emerged as an innovative teaching strategy that shapes a cadre of versatile, adaptable composite technical and skill talents for the industry. This model prioritizes practical experience and cross-disciplinary skills development, ensuring that students not only excel in theory but also demonstrate exceptional abilities in practice. As this model continues to be promoted and implemented, students are expected to enjoy a broader range of employment options and achieve faster career advancement.

Acknowledgment

Fund Project: Post Course and Competition Certificate " Integrated Research and practice of cultivating compound technical skills talents—Take E-commerce as an example (No.: 2022LZYJ23B).

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