Research on the Training Model of Electronic Business Professionals in Higher Vocational Colleges Based on Modern Apprenticeship

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Abstract: For vocational education, modern apprenticeship is of great importance to its teaching quality, and the application of modern apprenticeship in training e-commerce professionals in higher vocational colleges can promote the training of e-commerce professionals. This paper briefly introduces the modern apprenticeship system, and has analyzed the existing problems in the teaching of e-commerce specialty in higher vocational colleges and the training model of modern apprenticeship for e-commerce professionals in higher vocational colleges, and finally, it puts forward several problems which we should pay attention to in the application of the modern apprenticeship to improve the teaching level of the major of e-commerce and promote the development of contemporary vocational education.

Keywords: Modern apprenticeship; Higher vocational college; E-Commerce major; Talents training mode

1. Introduction

In western countries, the development of apprenticeship has a long history, and this teaching model has the characteristics of combination of working with learning, which makes many countries pay more attention to it. China's Ministry of Education issued a document on the modern apprenticeship in September 2014, which means that Opinions on Carrying out the Modern Apprenticeship Pilot Work, and this document required all local governments to attach importance to the modern apprenticeship pilot work. Now, our country has entered the era of "Internet+" and the demand of the e-commerce industry for talents will be continuously increase and the demand for talents is also increasing, but the traditional teaching methods can't adapt to the progress of the times, so it is urgent to apply the modern apprenticeship in the major of e-commerce.

2. Introduction of the Modern Apprenticeship

2.1 Features of the Modern Apprenticeship

Modern apprenticeship is the educational model mainly promoted by both schools and enterprises, which is implemented for students or employees in enterprises, and when this model is implemented, students or employees work in an enterprise in their part of time, and they study in school in their part of time, and they can also get a certain salary in an enterprise, and the promotion of this model requires schools and enterprises to formulate corresponding policies. The implementation of modern apprenticeship is based on cooperation between schools and enterprises, which enables students to solve problems directly in practice in the form that a master trains an apprentice, in order to cultivate the students' practical ability on the basis of school education. The main features of the modern apprenticeship include the following points:

Firstly, modern apprenticeship can improve students' interest in learning. In the form that a master trains an apprentice, this model enable them to consult the master when his apprentice encounter problems in the same scene; therefore, the apprentice's problems can be solved in time, and students' learning process can be improved and the improvement of students' learning effect can be promoted.

Secondly, modern apprenticeship can improve the learning initiative of students. Through adopting the way of situational teaching, this model can find and solve problems in time in the process of students' practice, so that students no longer learn professional theoretical knowledge passively, and they can highly centralize their learning attention directly in the real working environment, so that students generate interest in learning and students' willingness to learn can be improved.

Thirdly, modern apprenticeship can exercise the students' ability to adapt to the modern society. Students usually study in school and practice in an enterprise, which not only enables students to consolidate their professional theoretical knowledge they have learnt, but also enables students to fully understand and experience the similarities and differences between enterprise practice and the knowledge they have learnt in school, so that students have a more thorough understanding of the whole process of production and students are provided with guarantees for entering society in the future. Modern apprenticeship can also improve students' manipulative ability, and under the help of vocational training and vocational guidance, students can have a broader vision and improve their comprehensive quality.

Fourthly, modern apprenticeship can make the students' employment prospects more clear. Nowadays, higher vocational colleges have started to implement modern apprenticeship, which can fully reflect the characteristic and speciality of students and the students who implement the modern apprenticeship can be hired by an internship enterprise after graduation, so that the students' professional awareness is increasing and students integrate into the society better and faster. Modern apprenticeship enables students to know them more accurately through practice and enhance students' sense of responsibility, which has a very important impact on the future development of students.

Fifthly, modern apprenticeship enables students to get a certain reward in an enterprise. When students take an internship in an enterprise, they can get salaries as the employees in an enterprise and students can enhance their ability, while they also have an economic source, so that the students' self-reliance ability has been exercised and students can integrate into the society faster[1].

2.2 The Necessity of the Application of Modern Apprenticeship in the Major of E-Commerce

Firstly, e-commerce is a new emerging industry, and has a great potential for innovation, which integrates modern information technology and business trade to form a new industry - e-commerce service industry. For the entire e-commerce industry, the e-commerce service has a certain guidance quality, and has derived a series of new industries, such as e-commerce security service industry, e-commerce financial service industry and e-commerce logistics service industry. Under the situation of our country's new normal economy, the development of e-commerce has played a leading role in the development of other industries, while other industries also play a promoting role in the development of e-commerce industry, but the development of this e-commerce industry also has a great demand for e-commerce related talents; therefore, vocational colleges should strengthen the training of e-commerce professionals and reform the education and teaching of the major of e-commerce; Secondly, China has entered the era of "Internet +", and e-commerce not only enables people to enjoy the high-quality goods brought by new technologies and new industries, but also effectively solves the allocation problem of resources in all industries in the society and promote the upgrading and transformation of the traditional enterprises, so that the traditional enterprises develop towards the intelligent and data-oriented direction. Therefore, vocational education should also strengthen the training of high-end skilled talents, and the application of modern apprenticeship in the major of e-commerce can promote the training of e-commerce professionals, and it is more beneficial for some higher vocational colleges to solve their teaching problems.

3. Problems in the Teaching of E-Commerce in Higher Vocational Colleges

3.1 Confused Major Courses

The major of e-commerce is a new emerging compound major, and nowadays, many colleges and universities and higher vocational colleges have set up the major of e-commerce to train talents in this major. However, in the course of teaching, there are some problems in the training scheme of e-commerce talents which are formulated by many higher vocational colleges. In our country's colleges and universities, the main courses required by the major of e-commerce include introduction to e-commerce, network marketing, e-commerce economics, e-commerce English, business management, online payment and settlement, computer network, database, programming and webpage design, and the purpose of setting up these courses is mainly to cultivate students towards the comprehensive, professional and compound direction. However, for the students in higher vocational colleges, these courses have gone beyond their own ability, so that the students in higher vocational colleges are too passive to learn autono-

mously and are not good at learning all courses.

3.2 The Single Teaching Method

At present, most of the teachers majoring in e-commerce in higher vocational colleges are the teachers majoring in computer application, trade and management, and most of the teachers still use the traditional theoretical teaching methods. In the course of teaching, only the professional theoretical knowledge is instilled to students, so that students' interest in learning is low and students' learning efficiency can't be effectively promoted.

3.3 School-Enterprise Cooperation Becomes Formalism

At present, although there are many higher vocational colleges and e-commerce enterprises which establish school-enterprise cooperation, the majority of cooperation becomes formalistic and although e-commerce enterprises are listed in schools, most enterprises are reluctant to provide manpower and financial resources for the cultivation of e-commerce talents, because most enterprises take into account the training cost, and if too many funds are invested the training of students, the operation of enterprises will be affected and enterprises can't determine the flow direction after the successful training of talents, and these reasons have led to a reduction in the enthusiasm of enterprises to participate in training and teaching[2].

4. Training Model of Electronic Business Professionals in Higher Vocational Colleges Based on Modern Apprenticeship

4.1 Establish A Profound School-Enterprise Cooperation Relationship

Higher vocational colleges and e-commerce enterprises can carry out school-enterprise cooperation by signing cooperation agreements and for deepening school-enterprise cooperation, enterprises should not only provide students with some jobs, but also actively participate in the training plan of students in schools. In order to avoid the problem of the brain drain after enterprises train students, enterprises can solve the problem by signing training agreements, and after enterprises have completed the selection of training objects, enterprises can negotiate with students, sign training agreements with students, and then they set up training schemes for students with schools and clarify their responsibilities, and they implement training schemes after agreements come into effect.

4.2 Establish the Training Model of "Progressive Apprenticeship"

In accordance with the characteristics of the major of e-commerce, schools can implement the model of "pro-gressive apprenticeship" for the training of talents, and this model is mainly divided into three stages: the first stage is the training stage for the basic post skills, which is mainly to enable students to carry out observation and cognition; the second stage is the training stage for developing post skills, which is mainly to enable students to carry out professional practice; The third stage is the training stage for the comprehensive post skills, which is mainly to enable students to directly participate in the e-commerce operation. These three stages can be changed according to the teaching rules of the major of e-commerce and the needs of posts in e-commerce enterprises, so as to achieve the talent training model of the combination of learning with working and the alternation of learning and training. After the enrollment of the new students, the school will hire an employee in the industry for all students majoring in e-commerce to guide, answer and lead the students.

4.3 Reconstruct the Professional Curriculum System

According to the demand for the job skills of the cooperative enterprise, the school reconstructs the curriculum system to ensure the "zero distance" docking in the learning and working process and establish a system of integrating core curriculums, enterprise projects and skill certificates, in which core curriculums should set up the related courses with the employment posts in enterprises as the practical task; the enterprise projects mainly take the work content of the real posts in enterprises and the working process as the carrier and carries out the project-based course teaching to the students. The skill certificates are the qualification certificates accredited by our country and enterprises to integrate courses with skill certificates, and the certificates can be obtained as long as the course assessment is passed. The school and the enterprise should jointly provide guarantees for the cultivation of the real post on people and through the integration of courses and certificates, the cultivation of the real post on people can be effectively advanced.

4.4 Reform Teaching Ways and Methods

During the professional teaching, when teaching activities are carried out, fully integrating the really operated projects of the enterprise should be fully combined and the traditional teaching model should be reformed to realize the model of work-study combination of "learning by doing and doing by learning" and ensure that the learning process is docked with the working process. During teaching, schools should take the actual work contents and tasks in enterprises as teaching tasks, and the professional theoretical knowledge in a real and open environment is taught and professional skills are cultivated to integrate

students' professional learning and work experience. With the development of e-commerce in the era of "Internet+", the latest training software is constantly introduced and the teaching methods are reformed and updated to promote the application of modern apprenticeship in the teaching of the major of e-commerce in higher vocational colleges.

4.5 Implement the Teaching Operation Model of "Double Tutors"

The "Double Tutors" is a kind of teaching model that the professional teachers and enterprise tutors jointly undertake the teaching tasks. The main work of the professional teachers in the school is to organize and manage the students' theoretical study and training stage. The main work of the enterprise tutors is to conduct the post internship guidance on students and guide and manage the technology in the working field during the training. In the stage of training and learning alternation, the relationship of mutual employment and sharing between schools and enterprises should be ensured and the construction of the major of e-commerce should be strengthened.

5. Notice in the Implementation of Modern Apprenticeship

5.1 Equipment and Construction of the "Double Tutors" Teaching Team

Equipment and construction of the "Double Tutors" teaching team can play a great role in the implementation of modern apprenticeship. In the process of the implementation of modern apprenticeship, the teachers in the teaching staff should not only have a high professional knowledge level, but also has rich practical experience in enterprises, and when they fully master the theoretical knowledge and practical knowledge, they should also have a certain ability to develop courses and fully consider the actual situation of students when training students to adapt to the skills required by the posts.

5.2 Choose the Core Contents

When the core curriculums are chosen, the demand of the posts in enterprises should be fully considered, and according to the needs of enterprises, the certain teaching contents of the core curriculums should be chosen and the traditional teaching contents should be simplified with the premise of the theoretical knowledge of "necessity, practicality and sufficiency" to constantly strengthen the training of professional skills and maximize the improvement of students' professional technical level.

5.3 Improve Students' Qualities

While carrying out the teaching of modern apprenticeship, the comprehensive qualities of students should be constantly improved, and the personalized education of students is directly related to the success or failure of the implementation of modern apprenticeship. In the process of implementing modern apprenticeship, tutors should give full consideration to students' hobbies and interests, personality traits and post selection, so as to teach students with specific theoretical knowledge and practical knowledge. In our country, the students in vocational colleges are the groups whose college entrance examination results are in the downstream with a bad learning attitude and they may not be the students who love studying, and even though this reality can't be changed in a short period of time, tutors are not only the teachers who teach students skills and knowledge, but also the people who guide students' outlook on life, world outlook and value, and they should constantly instill a correct career awareness to students and improve their professional ethics in the course of teaching to ensure that students have a good professional spirit, thus fully embodying the significance of the implementation of modern apprenticeship[3].

6. Conclusion

In short, modern apprenticeship is applied more and more widely in higher vocational colleges, so the implementation of the training model of modern apprenticeship in the major of e-commerce in higher vocational colleges should be strengthened, so that students can consolidate their professional theoretical knowledge learnt in school in the process of enterprise internship, have the more thorough understanding and constantly improve their practical ability, thus providing more talents for e-commerce, meeting the needs of talents, and promoting the healthy development of e-commerce.

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