Research on Internship Reform and Innovation of E-commerce Major

Hui-Jie YANG
School of Xi'an Peihua University, China
395436613@qq.com

Keywords: E-commerce; Professional internship; Reform; Innovation.

Abstract. E-commerce practice reform is imperative, change the past form of professional practice status quo, so that students during the internship, not out of school, can contact the real projects of enterprises; Give play to the team spirit, mobilize the enthusiasm of teachers and students, for the school application school, create a new way!

Research Status and Background Analysis

"E-commerce" is a cross discipline, its teaching process requires both a higher theoretical level, and needs to have a strong practical. At the same time, e-commerce professional training talents belong to compound talents, both need to master knowledge of business and management, and to know the relevant technical content, has strong practical and operational. Therefore, the practice teaching is an urgent need to enrich. From Xi'an Peihua college at present, electronic commerce also lack the necessary practice base, students cannot experience and actual operation, not to mention the combination of theory and practice, cultivate students will only saying, don't begin, It is difficult to adapt to the needs of society.

Due to a lack of scientific understanding of e-commerce and forward-looking thinking, curriculum conceptions, main performance in the existing technical and business aspects of the course of simple pile weakening and strengthening the book practice, lack of necessary case teaching and the cultivation of practice ability, the teaching effect is not good. Although our school also has e-commerce lab, for students to simulate practice, but the electronic commerce system still not out of the laboratory "to the person's participation and business conduct" curing sex, with these books there is no essential difference between education and; In addition, because teachers themselves rarely participate in the actual operation and management of commercial enterprises, case sources and practice guidance are greatly limited.

Research Content, Objectives, Main Problems to be Solved and Main Features

The purpose of the research is how to do a good job in the top-level design of talent training program; its goal is to design a set of suitable for our Xi'an Peihua university e-commerce professional training system. The main problems to be solved are to find out the main reasons for the decline in enrollment, to do a good job in school-enterprise cooperation, order cultivation, to tap high-quality resources, and to introduce real e-commerce projects into schools; courses with projects. Make the American advanced educational idea into the classroom, project teaching; Really solve the problem for the enterprise, and the school of intelligent science and information engineering, school of media, school of humanities and international education joint venture, create e-commerce platform, for some enterprises to build a real website; make sure the student does not go out the school gate, can be in the school practice, reduced a part of fund for the school, and assure the safety of the student again. Break the traditional thinking, set up "teaching, learning, doing" integrated teaching new ideas; Electronic commerce specialized courses and other courses teaching in teaching ideas have bigger difference, e-commerce professional teaching must put practice teaching as the important position, break the traditional teaching concept and method, not only to make the teaching system from closed to open, and should pay attention to the application of Internet in teaching, can
make the teaching from the classroom to the enterprises and the Internet, truly reflects the integration of "teaching, learning and doing," to highlight the advantages and characteristics on electronic commerce; Electronic commerce course experimental teaching idea can be summarized as "students are fundamental, ability is the core, improve the teaching quality," namely "electronic commerce specialized courses" teaching should take the student as this, to cultivate students' practice ability and improve the quality of teaching for the purpose, with knowledge, ability, and to improve the quality of the coordinated development of all-round quality education concept as the instruction, training excellent business professionals, satisfy the social implementation of quality education and cultivating innovative talents needs. The training of specialists in the field of electronic commerce, satisfy the social implementation of quality education and cultivating innovative talents.

**Project Research Program Design**

**Research Idea**

The e-commerce platform was created by the team of teachers and students of the graduating class majoring in e-commerce of the school of accounting and finance. The software team of the school of intelligent science and information engineering is responsible for compiling the web code required by the platform. The photography team of the graduating class of the school of communication is responsible for shooting the product pictures required by the website. The Chinese language and literature team of the school of humanities and international education is responsible for compiling the details page. This reform has three purposes: first, to solve the problem of the utilization rate of experimental equipment in schools; Secondly, it solves the problem of difficult practice for students of these majors. Third, students do not go out of school, and the real enterprise can be the same, get the exercise!

**Proposed Research Methods**

The methods of literature investigation, observation, behavior study and comparative study are proposed.

**The Current Situation and Existing Problems of E-commerce Professional Internship**

**Internship Status**

At present, most colleges and universities offer the major of e-commerce. With the continuous growth of college enrollment every year, e-commerce as a popular major, its enrollment is expanding, the employment situation is more severe. Through the internship, students can enhance their
professional knowledge, consolidate and understand what they have learned. Can contact the society as soon as possible, and complete the role transformation as soon as possible; Can obtain the internship certificate, understand the work process of relevant positions, accumulate work experience; You can enhance your competitiveness when looking for a job after graduation.

In our school, the graduation internship is usually arranged in the seventh or eighth semester, during which students are under pressure to write their graduation thesis and find a job. Work for students of electronic commerce, the general is Internet enterprises, each enterprise to recruit intern places not too many, generally only a few, it is difficult to form large-scale practice organization, school is difficult to arrange appropriate for every student internship units, are commonly so students’ looking for the right company, contact the school to provide a small amount of internship. The length of students' internship is mostly 1 to 3 months, some enterprises can issue the internship certificate one month after the end of the internship, so some students get the internship certificate for a month and then resign to do other things, such as writing graduation thesis, looking for a job and so on.

Existing Problems

The Pitfalls of Distributed Internships. E-commerce major because of its professional characteristics, the internship is basically students to find, contact, the school and the internship enterprises do not have too much understanding, can not give students a certain guarantee of the internship. If students lack the ability to distinguish, they may be violated their rights and interests by enterprises without their awareness of the situation, and may even encounter pyramid selling organizations. At the same time, there is little or no communication between the school and the internship unit chosen by the students themselves. There is no sound cooperation mechanism, no clear division of powers and responsibilities, and no legal agreement guarantee. The internship unit does not understand the purpose of the school's internship, resulting in the internship process can not meet the requirements of the school's internship, the internship effect and the school wants to achieve a large deviation. This kind of decentralized practice will also make the management of the school difficult. Students are dispersed to various enterprises without forming an organization. Therefore, the school needs to conduct personalized management according to the characteristics of different enterprises, which increases the difficulty of management.

Enterprises Provide Less Posts, the Post and Professional Relevance is Low. For the operation position of e-commerce enterprises selected by most students majoring in e-commerce, there are not many interns required, and some enterprises even do not accept interns. These enterprises that interns internship time is short, ability is limited, it is hard to get started during the internship related business, work efficiency is low, have great work may cause errors, bring trouble, hinder the pace of the team, sometimes also need to arrange a teacher to teach for interns, waste of skilled staff work time, also need to pay interns provide relevant and loss.

Work Far away, Pay Less. The management of interns in enterprises often adopts the same standard as that of regular employees, who need to clock in on time. Companies rarely provide accommodation for interns, most e-commerce majors in the living place of internship for school dormitory, the school is located in the suburban areas more commonly, companies are generally located in the city center or enterprise agglomeration area, may be far away from the school, students' commuting time is very long, single may reach 1 to 2 hours, need to get up early to go by bus, subway, etc., to start the day, after a day of practice work, will take 1 to 2 hours of bus, subway back to school, may be depressed all day, exhausted, interest in the internship lift not big. Most companies pay interns between 1,500 yuan and 2,500 yuan, while a few don't pay salaries and only subsidize meals and transportation.

Student's Own Problems. When looking for internship companies, many students tend to pay attention to the size and reputation of the company, as well as whether the internship positions sound "lofty," whether they offer high salaries, etc., while also considering whether they are compatible with their major and interests, and give up internship opportunities if they are not satisfied.
Countermeasures and Suggestions

Graduation Internship on Campus

The biggest problem with the distributed practice of students majoring in e-commerce is that there is almost no communication between the school and the enterprise. The enterprise does not know the purpose and requirements of the school's internship, and the school does not know the specific performance of students in the internship process. We can organize graduation internship in the school, bring some projects of enterprises to the school, let the tutor lead the students to do together; on the one hand, it can solve the problem of low utilization rate of laboratory equipment. On the other hand, students can combine theory with practice without leaving school.

Solve the Problem of Most Students' Internship Positions

The school can timely understand the students' ideas and needs for the internship, and give feedback to meet the reasonable needs of students, to ensure that students successfully complete the graduation internship. Contact enterprises more projects, to meet the needs of all students internship.

More Practical Instructors with Work Experience should be Provided

Practice instructors play an extremely important and irreplaceable role in practice, so they should choose personnel with rich work experience to teach students effective experience, pass the most practical experience and skills to students, and let students quickly integrate into the new working environment. When solving students' problems in the internship, the instructor should be able to provide suggestions to students based on the problems and solutions they have encountered in the work, so as to quickly improve students' practical working ability.

Acknowledgement

This paper belongs to Xi 'an Peihua University teaching reform research project paper, project name: e-commerce professional practice reform and innovation research. Project No. PHJG1907.

References

