Discussion on Training Mode of Entrepreneurial Talent in Electronic Business

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Abstract. Entrepreneurial talent training is the inevitable choice of social development. It can turn job seekers into the engine of job creation in the future. Entrepreneurship becomes a hot topic and trend of reform in vocational graduate employment system. College teachers and administrator have to make change and innovation in education system, ideas, methods and content according to the entrepreneurial talent training mode in electronic business.

Keywords: high vocational, entrepreneurial, electronic business.

1 Introduction

Our graduate employment situation in our nation is not optimistic. Governments in all levels pay a lot of attention on undergraduate employment. The premier Wen Jiaobao has said in government work report of the 4th of CCCPC’s 13th session, “we should encourage entrepreneurship.” The training of vocational students is prepared for obtaining employment. And entrepreneurship is just one kind of employment methods. Vocational entrepreneurship in electronic have advantages of small investment, low cost and is suitable for undergraduates’ situation. Meantime, it meets the need of employment situation and alleviates employment pressure. Therefore electronic business has been the option of many vocational high school students and obtains the approval of colleges and society. Lots of institutes have also established e-business incubator to support entrepreneurship. With education industrialization in our country, the number of graduates increased strikingly every year. Electronic business entrepreneurship is fit for vocational students under the limited economic conditions. Simultaneously domestic industry of electronic business is developing rapidly. Large numbers of e-business enterprise cases demonstrate that it is an important way for venture. E-business entrepreneurship has low energy consumption and less social resources which is qualified for environment-friendly level and “emptying the cage, removing the bird” policy. So the electronic business entrepreneurship meets the need of social development.

With fast development of higher education, the number of graduates increases strikingly every year, which worsens the employment situation. College students have to promote enterprise self-competency and turn themselves from job seekers into the engine of job creation and from passive service to active options. They
must possess higher quality to face choice. Developing e-business education, fostering enterprise competency and offering more relevant social experience are the embodiment of work- learning integration. Besides it also can broaden the vocational student’s employment channels and turn them into the pillar of the society. Stimulating their entrepreneurial passion and improving their business quality surely promote their roles and turn them from job seekers into the engine of job creation.

2 Existing Problems in Training Mode of Electronic Business Entrepreneurial Talent

In 2001, the electronic business major was first set up in some colleges. So far there are more than 300 universities and institutes opened this specialty. They all have their own development emphasis in talent training modes. Some focus on business management operation, some on information technology. Every college gain certain experience and exist some problems during the development of the training mode.

2.1 The Talent Training Goal Is Not Set Accurate

E-business specialty involved a wide range, including various aspects of knowledge such as trading, economy and network techniques. This required a high level to foster students. Only by determining the employment direction for the future talents we can set the benchmark, direction and basis for major construction. Develop professional courses system and establish effective professional education plan can make the plan meet the social need for talents.

2.2 Systematic Insufficiency in E-Business Education Courses Setting

E-business is a rising multi-disciplinary subject in recent 10 years, involving economy, management, trading, internet technology and laws. As for courses system, the integration is not enough. Especially the courses on business and technology lead to a bad theoretical frame to students. Besides there are some drawbacks in the practice course, such as not enough cases to contact and insufficient practice or exercise.

2.3 Shortage of Teachers in This Major

Today most of teacher in this major is transformed from other related professions, some from economy, some from management and others from computer science. These teachers acquire knowledge from e-business textbooks which lack a good theoretical system. The e-business theoretical system is still improving. Lots of teachers have never been working in relative enterprises. They are shortage of actual