

Mechanism and Practice of Collaborative Education of DaiDaigou E-commerce Industry College

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Abstract

Industrial college is the most effective mode of industry-education integration and school-enterprise cooperation in current vocational education. Effectively integrate the advantageous resources of both schools and enterprises, promote the coordinated development of education chain, talent chain, industrial chain and innovation chain, give full play to the industrial advantages and the main role of education, and realize the win-win situation of schools and enterprises. Shandong Vocational And Technical University of International Studies and DaiDaigou Co., Ltd. jointly built the industrial college, established the "five double progressive" collaborative education mechanism, and achieved practical results in talent training mode, training base, teaching staff, curriculum resources and other aspects.

Keywords

Integration of Industry and Education; College of E-Commerce; Industry Cooperative Education.

1. Introduction

With the renewal and iteration of the new round of industrial development and the acceleration of industrial reform, China is also implementing the innovation-driven development strategy, which brings great challenges and opportunities to the reform and development of higher vocational education. In this context, to further strengthen the cooperation between government, schools and enterprises and deepen the integration of industry and education has become the key point and breakthrough for the reform and development of vocational colleges. On July 30, 2020, the General Office of the Ministry of Education and the General Office of the Ministry of Industry and Information Technology jointly issued the Guidelines for the Construction of Modern Industrial Colleges (Trial), marking the construction of industrial colleges has entered a new stage. Industrial college is the most effective mode of "industry-education integration and school-enterprise cooperation" in current vocational education. It is the result of the organic connection between education chain, talent chain and industrial chain and innovation chain. Industry institute is improving the capacity of regional industry vocational colleges service as the goal, integration of local government, professional institutions, industry associations, leading enterprises and industrial park resources, establish a talent training is given priority to, both students' innovative entrepreneurship, technology innovation, technology services, to continue education main body, a new type of multi-functional depth fusion education entities. To meet the needs of modern industrial development, modern industrial college mainly plays the main role of industry and enterprise education, and constructs the school-enterprise double main body collaborative training mechanism.

2. Cooperation Education Mechanism of Daidaigou E-commerce Industrial College

In 2016, Shandong Vocational And Technical University of International Studies cooperated with Dull Purchase company to establish the dull purchase order class. In 2020, on the basis of the cooperation of order class, the school of Dull Purchase e-commerce Industry was jointly built. DaiDaigou E-commerce Industry College has been jointly built in the construction of talent training mode, construction of productive training base, development of curriculum system and curriculum resources, teaching staff, social services and industry-university-research platform.

(1) Jointly building organizational structure and management mechanism

Gawk and purchasing electricity industry college has established the board of directors under the leadership of the dean "dual system" of leadership mechanism, formed by the experts and technical backbone to gawk and purchasing enterprises to participate in the professional teaching steering committee, in charge of the electronic commerce specialty construction and teaching guidance, developed the talent training scheme, technical innovation, to develop social services, production, resource sharing platform. The teaching and Research Department of Daigou E-commerce was established, where part-time teachers of Daigou prepared lessons together with teachers specializing in e-commerce, and deeply participated in curriculum development and resource database construction.

(2) Construct "five double progressive" talent training mode

Relying on the production training base built by DaiDaigou E-commerce Industry College, dai Daigou has built a "five double progressive" collaborative education mechanism. Double main body education (school + gawk and purchasing enterprises), double tutors + gawk purchase lecturer (teachers) to guide and double class (classroom/training room + gawk and purchasing training/internship base) teaching, double identity (students + apprentice), more than double/certificate (certificate + X class level certificate), graduated from the students to achieve full participation between colleges employment, entrepreneurship, The talent cultivation of joint education. As shown in the figure below: "five double progressive" talent cultivation mode:

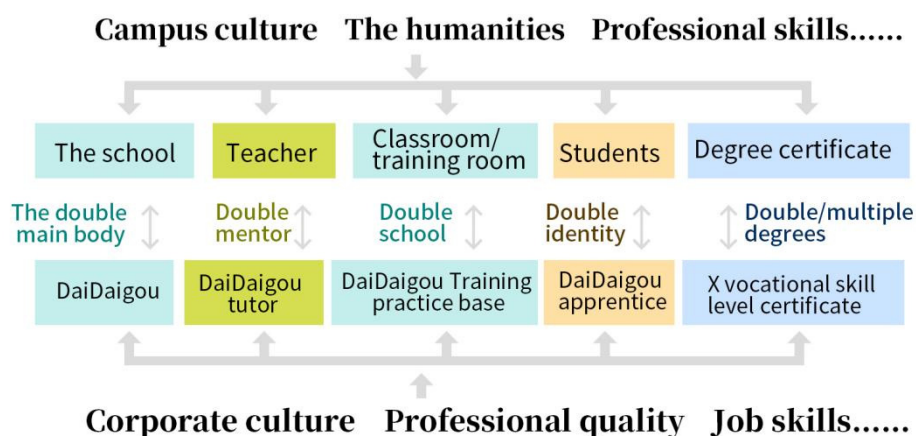


Figure 1. "five pairs of progressive" talent cultivation mode

(3) Co-construction and sharing of DaiDaigou productive training base

Implement the Implementation Plan of The National Vocational Education Reform, promote the deep integration of schools and enterprises, and build a high level of productive training base for DaiDaigou. The training base includes the DaiDaigou e-commerce live broadcast base,

unmanned supermarket, e-commerce big data operation center, intelligent customer service center and intelligent logistics training base.

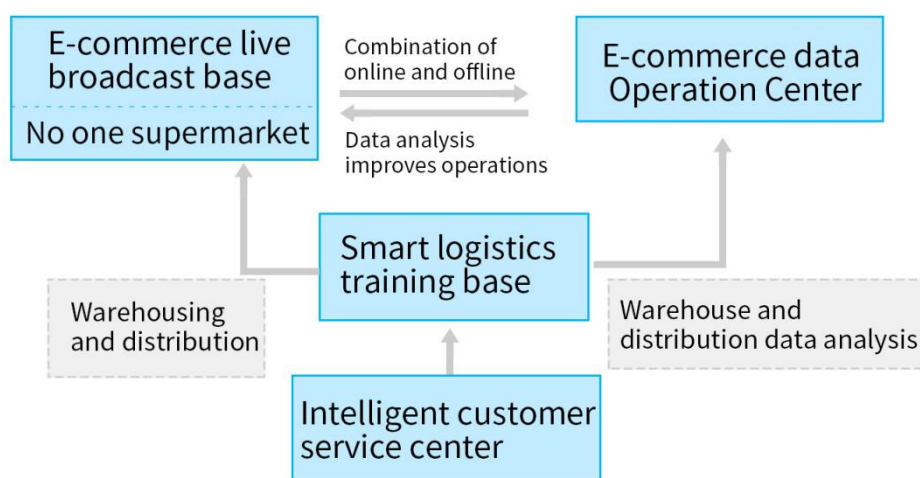


Figure 2. Operation process of DaiDaigou productive training base

(4) Jointly formulate talent training programs, construct curriculum systems and develop curriculum resources

Jointly develop modular and progressive talent training programs with DaiDaigou Company, build a school learning curriculum system that is compatible with dull Purchase operation cycle, and a practical curriculum system that integrates theory and reality.

Starting from the transition between work and study, the company integrates the "1+X" vocational skill level standard, develops course resources and integrates them into the enterprise culture according to the cognitive rules of post identification, post matching, post filling and post setting, and forms loose-leaf teaching materials combined with modular work tasks, so as to implement the talent cultivation of integrating the roles of students, apprentices, prospective employees and employees.

(5) To build a "double-qualified" teaching staff

"Double-qualified" teachers are the basic requirements of teachers in industrial colleges. School teachers, with strong teaching ability and more than 3 years of enterprise practice experience, mainly teaching professional basic courses and practical courses. Enterprise mentors, composed of technical, operation and management personnel, teach practical training, practical courses, industry development and new technology application and other extended courses. The "double teacher" teaching staff has established a dynamic adjustment mechanism to attract the dull tutors who master new technologies and skills to the teaching staff in time.

(6) Jointly build assessment and evaluation mechanisms

DaiDaigou E-commerce Industry College has established a tripartite assessment mechanism, which mainly includes the assessment of training teaching and the operation of training bases. Students make a comprehensive evaluation of the teaching effect of teachers and corporate tutors, and teachers make a comprehensive evaluation of the learning effect of students. The students are evaluated comprehensively on their vocational ability, employment and entrepreneurship ability, and the students are evaluated comprehensively on the training links and content of the students.

(7) Jointly build an industry-university-research platform

Built a productive training base with DaiDaigou:E-commerce live broadcasting base, e-commerce big data operation center, intelligent customer service center and intelligent logistics training base, Carry out horizontal subject research in the form of projects, solve problems in actual project operation, realize deep integration of industry, university and research, give full play to the role of the main battlefield of the platform, and help the development of e-commerce specialty (group).

(8)Jointly develop social services

We cooperated with DaiDaigou to develop a resource service platform, and relied on shandong Cross-border e-commerce training approved by nine departments including Shandong Provincial Department of Commerce, and DTV Business School cooperating with Douyin to carry out "double-qualified" teacher training, so as to improve teachers' teaching, scientific research and practical capabilities. At the same time, it serves the society by carrying out social training for rural e-commerce, youth e-commerce, ex-military entrepreneurship, and enterprise employees' ability improvement.

3. The Construction Effect of DaiDaigou E-commerce Industrial College

(1)Professional teaching resources are fruitful

Jointly develop digital teaching resources covering the whole process of e-commerce industry chain with DaiDaigou, and build resource types such as knowledge base, method database and case database. Integrate the teaching plan according to the job training content, serve the teaching and training needs, and realize the goal of two-way service.

Integrate vocational post standards, practical post training resources and classic cases into the curriculum system, including the sharing platform of basic courses, core courses corresponding to the main professional post standards of each major, job-oriented extension courses, 1+X vocational skill level certificate courses, etc., to promote the online and offline hybrid construction of course resources. At the same time, following the development of e-commerce industry, the new domestic norms, new standards and new technology into the teaching content, school and enterprise jointly build the teaching resource database.

According to the job process of network marketing, we jointly compiled and published the workbook and loose-leaf teaching material network Marketing Practice, which was approved as the first batch of "14th Five-year plan" vocational education planning teaching material in Shandong province for students' practical training and social training, and was highly praised by students and social training personnel.

(2)The quality of teachers with double skills has been improved

Set up a joint teaching and research department with DaiDaigou, prepare lessons and give project guidance collectively. A number of teachers with double qualifications and double abilities have been trained and nurtured, and a number of professional leaders with the spirit of craftsman and advanced teaching ethics have been trained, thus ensuring the quality of personnel training. In 2021, the teaching team was awarded huangdian Digital Trade Teaching Team of Shandong Province by Shandong Provincial Department of Education, and a number of educational and teaching achievements were awarded.

(3)Cooperate with students to improve their vocational skills and employment and entrepreneurship ability

In accordance with the ideas of "corporatized operation, project-based management, apprenticeship training and workplace teaching", DaiDaigou Industrial College takes operation projects as the carrier and "teaching enterprises" as the platform to jointly develop talent training programs, and students' professional qualities and skills have been greatly improved. Participated in Rizhao city and Lanshan District innovation and entrepreneurship

competition, won the first prize; Students participated in project operation, and the annual sales of entrepreneurship reached ten thousand yuan; The college undertook the cross-border e-commerce competition of Science and Technology Festival for College students in Shandong Province, and students won more than 10 first prizes and carried out cross-border e-commerce project operation. Nearly 600 students have obtained professional skill level certificates in online shop operation and promotion, e-commerce data analysis and B2B/B2C cross-border e-commerce. In the past three years, the employment rate of students has reached more than 95%, and the entrepreneurship rate of students has reached more than 5%.

(4) Jointly build the education platform of "production, Education, Research, Training and Innovation service"

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Facing the regional economic development of Rizhao, DaiDaigou Industrial College takes the enterprise's demand for talent's core professional ability as the meeting point, constructs the collaborative education platform of "industry-university-research-training and innovation-service", improves the quality of talent training and innovates the talent training mode. Set up digital economy enterprise service center, establish professional and professional enterprise service team, provide digital economy operation services for enterprises. We have conducted trainings on e-commerce operation and marketing, livestream e-commerce, rural e-commerce and cross-border e-commerce, and trained more than 3,000 digital economy talents. It has carried out activities such as "e-commerce grassroots travel" and provided more than 300 e-commerce services for more than 100 enterprises in Rizhao city.

4. Conclusion

The implementation of industry-education integration policy in vocational colleges is reflected in the construction and practice of industrial colleges. The establishment of DaiDaigou Industrial College not only cultivates students' comprehensive ability, vocational ability and professional quality, but also improves the connotation and competitiveness of professional clusters. Meanwhile, it serves the regional economic development of Rizhao and provides intellectual support for the economic development of Rizhao.

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