The Reform of Electronic Commerce Major

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Abstract: *This paper on the basis of research in electronic commerce connotation ambiguity and misunderstanding of electronic commerce application professional jobs and talent training existing misunderstanding, intends to forward the electronic commerce professional core competence based.*

Keywords: *Electronic Commerce; Supply and Demand Dislocation; Talent Training; Development Ideas*

1. DEFINITION OF E-COMMERCE

Electronic Commerce is the use of computer technology, network technology and remote communications technology, to achieve the realization of electronic, digital and network in the process of entire business. People no longer need looking at the real goods face to face, or trading through paper media documents (including cash). Through the network, the online dazzling merchandise information, a sound logistics and distribution system, and facilitate the security of the funds settlement system, it's much more easily for trading.

1.1. Definition of Generalized E - Commerce

E-commerce refers to the various business activities involved in the use of modern information technology such as computer technology and network technology, including trade in goods, trade in services and trade in intellectual property (mainly between enterprises and enterprises B-to -B, between business and consumer B-to-C) , which use modern information technology and computer networks in accordance with certain standards for a variety of business activities. The definition of the above generalized e-commerce can be analyzed and understood from the following aspects:

First, e-commerce is a business approach that uses state-of-the-art information technology. Second, the essence of e-commerce is business.

Second, a comprehensive understanding of e-commerce should be considered from 2 aspects which are the "modern information. technology" and "business".

1.2. Narrow Definition of E - Commerce

The narrow definition of e-commerce is the e-commerce activities which take place only through the Internet. From the development point of view, when considering the concept of e-commerce, it is not enough if we only use the Internet to do business activities. It is much more consistent with the development of reality to use all kinds of electronic information network for advertising, design, development, marketing, procurement, settlement and all other trade activities, which all belong to the scope of e-commerce. As American scholar Ravi Calata and Andrew B Whiston have pointed out: E-commerce is a modern business approach that is used to meet the needs of corporation, businessmen and customers, by increasing the speed of service delivery, improving the quality of service and reducing the   transaction costs. The e-commerce in these days deals with information, products and services through a small number of computer networks, and in the future e-commerce can be traded through any one of the innumerable networks that make up the information superhighway. That is to say that e-commerce regards Internet as a carrier does not mean to use this kind of carrier permanently. As time goes by, the network carrier of e-commerce will be much more advanced than the existing Internet which extensively covers our daily life today.

The relationship between modern business and e-commerce and the role of e-commerce in business will be reflected in many aspects, the network-based electronic business activities also can be understood as following: as a means of electronic business, move traditional sales channels to the Internet, breaking the invisible barriers between the country and the region, which will make the production enterprises be globalization, networking, invisible, personalized. Some people have said: if you want fishing you must know where the fish are, if you want to create wealth you must know where the wealth is concentrated; it is more important to grasp the trend than to master the knowledge, to grasp the trend you must grasp the biggest one. What is the biggest trend in the twenty-first century? E–commerce!. Because e-commerce will promote a country's economic development, will change the mode of production of society, will adjust the economic structure and will become a new economic growth point of the country.

2. THE MISUNDERSTANDING OF E - COMMERCE PROFESSIONAL EDUCATION

E-commerce is a new thing but it is developing very fast in China. In less than 20 years, a large number of universities built the major of e-commerce, but quite part of them are lack of deeply consideration. E-commerce is a major including very extensive professional content, which involves the computer, economics, management and so on. How can we set up this profession? What should students learn? E-commerce is not same as other mature professional or immature professional which are of clear training objectives and professional positioning, the teachers and students in general majors are very clear what should be taught or what should be learned, what can be done later, so that the purpose and social orientation of these majors are very clear. E-commerce as an emerging subject involving a very wide range of professional is different from them. At present, many business leaders hope that e-commerce can provide a good channel for the high-speed development of their enterprises, however, these leaders are not clear what kind of knowledge systems that the e-commerce talents need to master. Therefore, both from the practice and theoretical research, E-commerce professional is still in the stage of mid-level exploration.

3. THE EXISTED ERRORS OF E-COMMERCE PROFESSIONAL UNDERSTANDING

A large number of enterprises can't find the suitable e-commerce talents, or it is difficult for them to find the employers who have practical ability of e-commerce and can promote the e-commerce independently. This is why the enterprises such as Alibaba pay much attention to cooperate with universities, hoping to work with universities to promote e-commerce education. When they provide enterprise services, they often heard that some companies are eager for talents which are not trained and practiced in the universities. There is a dislocation between talent demand and personnel training. Many students graduated from the universities are know something but not professional, who cannot reach a very high level. In their college life, they learned a little bit of economics, management and computer, which can't give them the practical ability to operate. At the same time, students are generally lack of the ability of creation, they just get all the skills from the teachers in the class, and do not think about what is necessary to learn to meet the market need.

4. THE CORE COMPETENCIES THAT E - COMMERCE PROFESSIONAL SHOULD HAVE

E-commerce talents should have the following skills:

- Strategic management skills: be with a strategic vision. Comprehend the concept of e-commerce, understand the connotation of business innovation under the network environment and the importance of the application of enterprise network technology.

- Data and decision analysis skills: master data analysis, forecasting and decision analysis and other related skills, analysis and evaluation of business data and forecast business trends.

- Electronic operation Integrated skills: be familiar with the electronic business operations, to maintain network information systems and solve possible network technology issues.

- Marketing management skills: to understand the impact of e-commerce on traditional marketing. Be proficiency in the use of marketing tool for customer management under the e-commerce environment.

- System planning and design skills: to analyze and design the front desk service business processes, design the e-commerce systems and website independently.

- System development skills: understand the information system requirements of e-commerce, master the network information system development tools, can develop the various types of management information system under e-commerce application platform and network environment.

- IT project management skills: familiar with software engineering and project management tools, can effectively manage design and development projects of e-commerce platform and information systems.

- (8)Economic marketing skills under the new business way: in the network environment, a deep understanding and application of traditional economic marketing methods, master the organic   integration between new ways, the new environment and the old methods.

5. THE APPLICATION AND EDUCATION OF E - COMMERCE

Practice has proved that the graduates from various colleges are the most important resources of e-commerce practitioners. So it is particularly necessary for the school, especially the local vocational colleges to carry out e-commerce education. Therefore, the local schools need to break the original professional restrictions, and set up e-commerce basic elective courses in any professional to popularize the basic knowledge of e-commerce. In the teaching of e-commerce basic elective courses, we can take the approach of practical application and operation-oriented method, which can make students focus on the use of mature e-commerce platform, such as Alibaba and Jingdong. These platforms are easy to operate, functional, maintenance and lowly cost, which can be used as the first choice for students to do e-commerce business. Schools should also encourage students to participate in various forms of e-commerce activities, such as: online shop, online shopping and so on. In addition, students can also be encouraged to participate in some e-commerce related teaching activities, such as e-commerce and Internet marketing competition, e-commerce business forum, etc., which can provide students with show stage and enhance the participation of college students in e-commerce initiative and extreme.

Sufficient theoretical innovation and research work is also an important condition for the popularization of e-commerce knowledge education, so that our university should increase the intensity of the introduction of high-level e-commerce professionals to enrich the power of academic and scientific research institutions In addition, we should carry out the cooperation with the major domestic e-commerce research institutions and application companies to explore the most suitable and competitive model for the development of e-commerce. At the same time, we should develop the construction of e-commerce and related professional majors, training a large number of complex talents who can be well in many areas such as theoretical knowledge, application skills, market trade and logistics operations.

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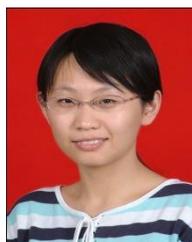
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