

Thinking on the Construction of Talent Training System based on the New Business Philosophy

Ju OUYANG

Zhejiang Yuying College of Vocational Technology, Hangzhou, Zhejiang, China

Abstract: At present, colleges and universities for marketing talent training requirements are: training "new business" talent. Cross-border e-commerce has always played a very important role in promoting economic integration and trade globalization. The development of cross-border e-commerce will also play a very important role in promoting communication between countries. However, from the current development of all walks of life, the shortage of cross-border e-commerce talents has become a very concerned issue. Combined with the current market demand for cross-border e-commerce talents, to create more economic value for the production enterprises. The arrival of the information age closely links internet-related technologies and marketing. Only by establishing a good cross-functional organization and cultivating excellent cross-functional talents, can we promote the sound development of the economy.

Keywords: *Internet Model, New Business, Teaching Philosophy, Talent Training System*

I. INTRODUCTION

Under the strong promotion of national and local policies, "Internet +" and traditional industries accelerated integration, constantly spawned new business forms, and brought a continuous wave of innovation and entrepreneurship. After more than two years of development, the whole society has begun to enter the era of "Internet +". Generally speaking, "Internet +" means "Internet + all traditional industries". By using information and communication technology and Internet platform, we can realize the deep integration of Internet and traditional industries and create a new development ecology. The cultivation of new business talents in the era of "Internet +" is in line with the direction of modern business education reform and the objective requirements of economic and social development.

At present, China's Internet penetration rate has reached 54.3%, and the development speed will become faster and faster. As a new functional element, "Internet" is gradually integrating into all walks of life, and has successfully become a very important part of enterprise operation management. In reality, there is a situation in which enterprises can not find high-quality and skilled business talents, while graduates studying cross-border e-commerce can not find corresponding positions.

Under the comprehensive influence of multiple factors, the business education in Colleges and universities in China has generally formed a strange circle oriented by employment. Many business students have no clear idea about their employment and job selection after graduation, and they think that business is to do fixed jobs such as sales and financial industry. In contrast, the goal of talent training is also to cultivate employment oriented talents. It does not emphasize the training mode of entrepreneurial talents. As a result, most of the curriculum design focuses on how to apply existing knowledge to solve work difficulties, rather than using the knowledge

learned to start a business. The traditional mode of training business talents can not meet the requirements of today's era. At the same time, it is too general to evaluate the success of talent training with employment rate.

An important part of the content of market economy is the enterprise. At the same time, the enterprise is also the most important part of the power to promote the social and economic development. Marketing provides a vital and powerful driving force for the operation of the enterprise. Through the analysis of the survey results, it is found that the moral quality of talents is the most important content in the recruitment process. Compared with the professional quality and ability level of the recruiter, enterprises often pay more attention to the moral quality of the recruiter. According to the recruitment characteristics of enterprises, it can be found that the efficiency and level of job completion and the professional knowledge of the recruiters are not the first consideration of enterprise recruitment, and the basic quality and quality of talents are the places that enterprises value.

II. THE PROPOSED METHODOLOGY

"New Business" System. According to the results of the market survey, the society and enterprises will mainly consider three aspects when selecting talents: strategic talents, managerial talents and application-oriented marketing talents.

Strategic marketing talents. This kind of talents can be divided into two types: the first one is the planner and planner of marketing projects, and the second one is mainly responsible for the training of enterprise employees. Strategic marketing talents are usually responsible for the formulation of enterprise marketing strategy and the choice of development direction. Their market insight is quite strong, and their sensitivity to the market is also beyond ordinary people. They are familiar with both the control of the macro environment and the detailed analysis of the micro environment of marketing. Know every link in the marketing activity process and overall layout of enterprises and industries.

Management oriented marketing talents. This kind of talent has a deep research on the overall context and laws of enterprise and industry management, and has outstanding ability in enterprise management and management. Their strong management and coordination ability and rich marketing experience have established their excellent quality. At the same time, management talents also have a wide range of knowledge, all aspects of skills and knowledge are involved.

Applied marketing talents. In the marketing practice of enterprises, such talents must be able to skillfully engage in the marketing work of general marketing personnel. But what can really reflect the value of marketing applied talents is that they must be able to engage in the pioneering work of overall or partial, strategic or tactical, whole process or some links in the overall marketing activities of the enterprise. Because only those who have pioneering and creative quality and create a new

situation of enterprise marketing with creative labor can strive for enterprise development with knowledge and ability.

With the approaching of the era of knowledge economy, single subject can not effectively solve the major problems faced by modern society. Only by the cooperation and synthesis of multi-disciplinary, can we find the way out and the answer to the problem. In today's world, social science research has presented a series of new characteristics. First, the trend of integration is obvious. It is manifested in the integration of social science and natural science and the cross penetration of social science, resulting in some interdisciplinary subjects. At the same time, various disciplines continue to differentiate, and the understanding of all aspects of society continues to deepen and specialize, resulting in some emerging disciplines, showing a high degree of integration on the basis of a high degree of differentiation. Second, application research is paid special attention. The diversity of social science functions not only has the nature of social consciousness, but also has practical application properties such as production function, management function and prediction function. Research results can be transformed into direct real productivity like natural science. Social Sciences participate in social management and effectively solve various social problems. The expansion of social science function requires higher business education to increase and strengthen social service and technological innovation function on the basis of the original two main functions of teaching and scientific research. Third, the trend of mathematization, modeling and quantification. The upsurge of natural science to social science has been formed, especially the economic research is widely and successfully using mathematical tools.

The era of "Internet +" is an era of "mass entrepreneurship and innovation". For the business field, "Internet +" is not only the replacement of business means and methods, but also the change of the whole business operation system. It has gradually become the consensus of all walks of life to reconstruct the training mode of business talents and cultivate compound and cross-border talents that really meet the needs of emerging fields. However, when many vocational colleges try to cultivate new business talents in the era of "Internet +", they only carry out extensive and simple "compound". The business talents they cultivate can not form cross-border knowledge, ability and quality, which will inevitably lead to the structural imbalance between supply and demand of business talents.

Training Mode of Higher Business Talents. Under the condition of socialist market economy in China, the training target and mode of business talents should be based on China's national conditions and the characteristics of the major of economic management.

Thinking mode. The development of economy requires business talents to have the same thinking as water, that is, "liquid" thinking mode, which has no form and stereotype, and is close to the hardness of real life with the flexibility of their activities. At present, most of the college students in our country still keep the characteristics of closed, one-way, dependent and conservative traditional thinking. Therefore, it is necessary to help students to establish the thinking logic and consciousness concept that business talents should keep pace with the times, so that they can develop their own thinking process according to the basic principles of economic management in the future work and learning process.

Knowledge structure. Traditional higher education in China regards the transmission of social culture and the service for social politics as its main function, while personal development

and improvement are regarded as subordinate, secondary and even negligible functions. However, under the condition of socialist market economy, more and more attention has been paid to the development and improvement of individuals. The full development of individuals has become a necessary condition for social development.

Based on the enterprise simulation, the general courses of business are taught. Business schools are encouraged to set up simulation companies on their own. Using the methods of role play, scene generation and task arrangement, we can help students to use their knowledge actively and apply it to simulate the operation of enterprises. Guide students to develop practical ability. Specific courses can be combined with professional entrepreneurship and employment needs.

Based on the practice of enterprises, the teaching of business courses is carried out. The traditional way is to carry out enterprise practice through school enterprise cooperation companies and units. Now the theoretical courses are taught in the school classroom, and then the specific practice arrangement is carried out in the enterprise by using the holiday practice. The disadvantage of this operation lies in the disconnection between theory teaching and Practice for a period of time. It is too difficult to complete 100% enterprise practice rate in Colleges with a large number of students. Taking the course of marketing as an example, the student team is regarded as the sales team in the way of task arrangement, the chapter of the course is guided by the way of task, the operation of the course is dominated, and the theoretical knowledge is summarized as a supplement, and the practical teaching is transformed into the integration of production and teaching. As an educational base, the school can not only serve the teaching work, but also provide a good atmosphere for entrepreneurship education.

In the context of "Internet +" to cultivate business talents, we should make professional talents have a compound knowledge structure. They should not only master the Internet, big data, cloud computing and other advanced information technologies, but also better master a series of knowledge including foreign trade, retail, marketing, financial and operation management. For example, teachers can lead students to carry out practical operations in the process of teaching, so that they can better carry out cross-border e-commerce learning in the Internet environment, and then integrate all courses into a flexible curriculum system in all aspects. On this basis, it can also better realize the pattern of core curriculum accuracy, limited selection curriculum modularization and various curriculum diversification, so as to better cultivate the compound knowledge structure of business talents in the end.

In the process of training cross-border e-commerce talents in Colleges and universities, the majority of colleges and universities should attach importance to the construction of teachers. Only in the context of "Internet +" can we build a team of excellent cross-border e-commerce teachers to fundamentally improve the quality of cross-border E-Commerce teaching.

In the process of the transformation from the traditional library management to the information management, we must adhere to the people-oriented principle. Therefore, first of all, we need to improve the quality of library management personnel and carry out information-based training. In addition to the subject knowledge of library management, the staff should also master the collection and selection of network materials, the induction and arrangement of e-books, and the use and maintenance of network libraries. The library can improve the staff's professional level by organizing relevant lectures,

academic discussions, short-term training, on-the-job training and other forms.

The Construction of Talent Training System. An obvious feature of the "Internet +" era is cross-border integration to create a new development ecology. As business talents in the new normal, they should have Internet thinking and compound quality. Under the current background of "mass entrepreneurship and innovation", colleges and universities can cultivate students' composite quality through the deep integration of professional education and entrepreneurship education, promote students to rely on professional expertise, and use the current good entrepreneurial environment for entrepreneurial practice. At the same time, students are encouraged to actively participate in various innovation and entrepreneurship business skills competitions.

Actively explore the path for higher business talents to master scientific methods and information technology means. Good scientific methods and necessary information technology are the shortcut for the rapid growth of business talents. To clarify the modern reform orientation of scientific knowledge imparting of higher business talents. Mastering modern scientific and cultural knowledge is the capital for business talents to exert their own value.

Improve and optimize the teaching mode of marketing specialty, make it more in line with the talent demand of the current market, and make the talents cultivated in the market like fish in water. The improvement of the teaching mode of marketing specialty must be dynamic and continuous. Only in this way can the marketing talents have enough adaptability and business ability. In terms of teaching mode, we should pay attention to the cooperation between theory and practice, introduce various ways to increase students' understanding of marketing while imparting professional knowledge and skills. For example, with the help of multimedia teaching and enterprise training, students can be provided with a diversified teaching environment and content. Under the cooperation of the University and the enterprise, excellent marketing professionals are cultivated.

Under the background of "Internet +", the most fundamental way to cultivate cross-border case business model talents is to use appropriate assessment methods to fully support. The traditional way of judging students only depends on their examination results is too one-sided. For example, in the process of overall evaluation, the ability of students can be comprehensively evaluated through the methods of opening stores and starting businesses. A single assessment mode is very unfavorable for improving the ability of cross-border e-commerce talents, and corresponding methods should be corrected in this process.

Strengthen the cultivation of teachers' morality and professional quality. In fact, the task of university teachers is not only to complete the teaching task, but also to bear more important responsibility of educating people. From the perspective of the development, education is more significant.

Establish and perfect the guarantee system of scientific quality education. It is necessary to make full use of advanced hardware and software facilities to ensure the smooth growth of business talents. The business university should fundamentally realize the transformation from the traditional teaching type to the teaching and scientific research type, and comprehensively improve the school level when expanding the school scale.

Teachers and students of Arts and sciences are encouraged to carry out interdisciplinary research project cooperation and academic exchange, so as to complement each other's advantages and improve together. Under the management mode and effective operation mechanism of "equal emphasis on culture and science", the enthusiasm of teachers and students for innovation and entrepreneurship is fully aroused.

CONCLUSION

With the economic progress and social development, the arrival of the new business talent training program, enterprises demand more and more marketing professionals, many colleges and universities realize the importance of talent training. Guided by the training mechanism of innovative and entrepreneurial talents and aimed at cultivating high-end talents of management talents, we will integrate the education into the comprehensive courses of production, learning and research, and cultivate application-oriented talents with innovation awareness and entrepreneurship.

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