

Construction Strategy of E-Commerce Innovation and Entrepreneurship Practice Platform in Higher Vocational Colleges under Big Data Environment

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Abstract: If higher vocational colleges want to achieve the goal of sustainable development under the background of the continuous improvement of China's education reform system, they should strengthen the positive reform and optimization of the traditional education concept, fully implement the innovation driven development concept, and give a correct understanding of the teaching of e-commerce specialty and various reform measures. We should not only attach great importance to enriching students' knowledge reserves and optimizing students' ability structure, but also strengthen the continuous improvement of students' innovation and entrepreneurship consciousness. Under the background of big data, this paper makes a detailed analysis on the effective construction ways of the innovation and entrepreneurship practice platform of e-commerce major in higher vocational colleges in China, so as to lay a solid foundation for the further improvement of students' innovation and entrepreneurship ability.

1. Introduction

Under the wave of "mass entrepreneurship", although it can provide new ideas for comprehensively deepening the teaching reform level of higher vocational colleges and point out the direction for the effective development of various school running measures, it also puts forward higher and stricter requirements for the education and teaching ability of higher vocational colleges. In the process of comprehensively constructing the e-commerce innovation and entrepreneurship practice teaching platform, higher vocational colleges should not only correctly recognize and attach great importance to the importance of the practice platform in promoting students' innovation and entrepreneurship ability, but also ensure that e-commerce teachers accurately grasp students' learning demands, development characteristics, social employment trend and other relevant factors. In the process of building an innovation and entrepreneurship practice platform, we should have the vision of long-term development and strategic development, and take scientific and effective measures to integrate various resources. We should not only fully present the advantages and value of the modern e-commerce innovation and entrepreneurship experimental platform in cultivating professional talents, but also implement various measures with the goal of truly improving students' innovation and entrepreneurship ability, use big data technology to effectively integrate various resources to ensure that the established practice platform has high timeliness.

2. Core Value of E-Commerce Innovation and Entrepreneurship Practice Platform in Higher Vocational Colleges

First, improve students' core competitiveness. In the process of constructing e-commerce innovation and entrepreneurship practice platform, we must clarify the impact of the practice platform on students' future career development. Practice platform is a substantial education system with high functionality, which can greatly improve students' psychological quality, management ability, innovation consciousness and application ability. As the product of the development of the times, e-commerce should be oriented to achieve specific needs. Therefore, higher vocational

colleges should strengthen the continuous improvement of students' core competitiveness to ensure that students have strong innovation and entrepreneurship management ability.

Second, help students establish innovative and entrepreneurial thinking consciousness. Compared with the traditional theoretical teaching, the e-commerce innovation and entrepreneurship practice platform can improve the depth of students' participation in entrepreneurship projects, so as to deepen students' correct cognition of innovation and entrepreneurship under the influence of advantageous practical measures and good atmosphere. Through continuous contact with new things, students' thinking consciousness is enriched to ensure that students have a multi-level knowledge structure. Only when students have a strong awareness of innovation and entrepreneurship can they provide motivation for students to actively participate in innovation and entrepreneurship practice ^[1].

3. Effective Ways to Build E-Commerce Innovation and Entrepreneurship Practice Platform in Higher Vocational Colleges under the Big Data Environment

3.1 Strengthen the Optimization and Improvement of School Enterprise Cooperation and Collaborative Development Model

In the process of comprehensively promoting the continuous improvement of e-commerce education level in higher vocational colleges, the school enterprise cooperation mode has played an irreplaceable role. In the process of constructing the e-commerce innovation and entrepreneurship practice platform, higher vocational colleges must take the development characteristics and needs of the times as the core basis to ensure that the thinking direction and position of school enterprise cooperation are characterized by keeping pace with the times. In other words, when the closeness between e-commerce industry and big data technology is deepening, higher vocational colleges should take diversified and effective measures to ensure the full integration of collaborative education mechanism and professional technology. We should not only make use of the diversified advantages of school enterprise cooperation to help students establish innovation and entrepreneurship awareness and improve students' practical application ability, but also fully combine the advantages of higher vocational colleges and enterprises in talent, resources and capital, so as to give full play to the role of $1 + 1 > 2$. With the joint efforts of both sides, we can ensure that the e-commerce innovation and entrepreneurship practice platform has high practicability and universality.

In the process of selecting school enterprise cooperation units, higher vocational colleges must ensure that the selected e-commerce enterprises have good development prospects, because on the basis of in-depth cooperation with these enterprises, the new product R & D projects can be fully integrated with the contents of e-commerce courses in higher vocational colleges. Based on the actual needs and development trend of e-commerce industry, we should build e-commerce courses in higher vocational colleges from different angles to ensure that the course content has a high level of modernization, so that students can be exposed to cutting-edge ideas and technologies and enrich students' knowledge reserves ^[2].

Through school enterprise cooperation with e-commerce enterprises, higher vocational colleges can use the enterprise as a platform to organize students to deeply participate in web page design and development, new project operation and other activities. Enterprises should have a strategic development vision and arrange corresponding internships for e-commerce students in higher vocational colleges. In this process, higher vocational colleges should always take cultivating students' employment and entrepreneurship ability as the goal orientation, constantly reform and improve the e-commerce innovation and entrepreneurship practice teaching curriculum model, so as to ensure that the curriculum teaching content is richer and covers diversified knowledge content. Thus, in the context of the deep cooperation between higher vocational colleges and e-commerce enterprises, it will provide opportunities for students to learn and practice a lot of innovative and entrepreneurial projects with advanced and contemporary characteristics, and also provide more channels for e-commerce majors to achieve their career development goals and self

entrepreneurship goals^[3].

Higher vocational colleges should take diversified and effective measures to give full play to the advantages of big data concept and big data technology in the establishment of e-commerce innovation and entrepreneurship practice platform, take the relevant information obtained by big data as the main basis, constantly enrich the content of e-commerce innovation and entrepreneurship practice courses, make flexible use of big data technology, ensure that the online theoretical teaching and research can accurately carry out the offline practical training content, consolidate the theoretical knowledge base of e-commerce mastered by students, and cultivate a large number of professional skilled talents with strong innovation and entrepreneurship ability for the all-round development of our society^[4].

3.2 Strengthen the Effective Integration of Resources Based on Big Data Technology

In the process of teaching management of e-commerce specialty, higher vocational colleges should always follow the principle of serving students, take employment and entrepreneurship as the goal orientation, and ensure that the social development needs and education and teaching contents can be effectively connected in the constructed e-commerce innovation and entrepreneurship practice platform. In other words, higher vocational colleges should make full use of the advantages of big data technology to ensure the scientific integration of educational resources and information. In this way, under the analysis of big data technology, we can screen a large number of educational and social resources in combination with the specific goal orientation, comprehensively analyze the valuable information content, and effectively achieve the goal of improving students' thinking literacy, cultural literacy, knowledge literacy and ability literacy^[5].

For example, when higher vocational colleges carry out in-depth cooperation with Internet enterprises and technology companies, they can invite entrepreneurial talents and professional elites from Internet enterprises and technology companies to the school to discuss and exchange specific problems with e-commerce students as part-time professors, and share advanced innovative and entrepreneurial ideas and real employment cases with students, so as to improve students' awareness of innovation and entrepreneurship and employability. This way can not only effectively extend the e-commerce innovation and entrepreneurship practice platform established by higher vocational colleges, but also enable students to contact the most cutting-edge e-commerce projects and have an in-depth understanding of the specific operation and management methods of the projects. Most importantly, through active cooperation with Internet enterprises and technology companies, higher vocational colleges can further strengthen students' big data thinking and make them actively participate in e-commerce innovation and entrepreneurship practice^[6].

In the process of creating e-commerce innovation and entrepreneurship practice platform, higher vocational colleges should ensure that the relevant platforms have high permeability, intuition and autonomy, so that students' coordination ability, practical application ability, innovation consciousness and big data application ability can be greatly improved in the specific practice process. E-commerce enterprises with advanced management experience and high-quality resources can provide professional support for higher vocational colleges to cultivate innovative and entrepreneurial talents, ensure that under the full integration of diversified subject resource advantages, higher vocational colleges can build an e-commerce innovation and entrepreneurship practice platform with high modernization characteristics and forward attributes, use the practice platform to scientifically integrate financial resources, material resources and human resources, make the educational activities, social activities and technical activities effectively connected in the platform, so as to fully present the educational function and effectiveness of the e-commerce innovation and entrepreneurship practice platform^[7].

4. Conclusion

The main purpose of the e-commerce innovation and entrepreneurship practice platform established by higher vocational colleges is to effectively improve students' competitiveness, which plays an irreplaceable role in cultivating students' innovative and entrepreneurial thinking.

Therefore, higher vocational colleges should take diversified and effective measures to fully integrate their own advantages with the advantages of various social resources, so as to ensure that the advantages and role of school enterprise cooperation can be brought into full play. In this process, the problems existing in the construction of e-commerce innovation and entrepreneurship practice platform are analyzed in detail, the causes of relevant problems are clearly understood, and corresponding effective measures are taken to solve the relevant problems one by one. On this basis, higher vocational colleges can reasonably apply big data technology to all links of platform construction, build a highly scientific and universal innovation and entrepreneurship practice platform for e-commerce students, ensure that students have high professional ability and comprehensive quality, fully meet the needs of enterprise development and create more value for the society.

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