

Research and Practice on Course and Certificate Integration of E-commerce under the Background of 1+X Certificate System

-- Take the Online Shop Operation Promotion Certificate as an Example

Linna Hu

Department of Information & Technical, Wenzhou Polytechnic College, Wenzhou, 325000, China

Abstract

The "20 Vocational Education" document issued by the State Council in 2019 clearly proposed the "1+X certificate" system, encouraging students to actively obtain other relevant types of vocational skill level certificates on the basis of obtaining academic certificates. The implementation of the "1+X" certificate system meets the society's needs for school education, lifelong learning, etc., and achieves the integration of internal and external, education and training, and comprehensively improves the quality of vocational education. This article mainly analyzes and researches how to carry out course teaching under the "1+X" certificate system based on the analysis of the current situation of E-commerce professional talent training and course teaching. Taking the 1+X "Online Store Operation Promotion" certificate as an example, we will carry out innovative designs in terms of course structure, course content, course implementation and course evaluation, and explore and practice higher vocational E-commerce professional course certificate integration.

Keywords

E-commerce Curriculum; 1+X Certificate System; Course and Certificate Integration; The Online Shop Operation Promotion Certificate.

1. Introduction

In order to further improve vocational education in the new era, on January 24, 2019, the State Council issued the "National Vocational Education Reform Implementation Plan", which proposed to deepen the reform of the training and training model of interdisciplinary technical and technical personnel, and draw on the common practices of international vocational education and training to formulate work The plan and specific management measures have launched a pilot program for the "Education Certificate + Certain Vocational Skill Level Certificates" system (hereinafter referred to as the 1+X certificate system pilot). On April 16, following the "National Vocational Education Reform Implementation Plan", the Ministry of Education re-issued the "Project on the Implementation of the Pilot Program of the "Education Certificate + Certain Vocational Skill Level Certificates" System in Colleges and Universities" to cheer for vocational education with real names. The "Pilot Plan" requires that from this year onwards, the 1+X certificate system will be tested in ten major areas, including modern agriculture, advanced manufacturing, modern service industries, and strategic emerging industries.

The 1+X certificate system is a major measure and innovation for my country to deepen the reform of the vocational education system and improve the vocational education talent training system in the new era. Exploring the implementation of the 1+X certificate system is an

important way to implement the "National Vocational Education Reform Implementation Plan", as well as an important system to implement the fundamental task of Lide to foster people, improve the vocational education and training system, and deepen the integration of production, education, and school-enterprise cooperation. design. The E-commerce major of our college will take this 1+X certificate system pilot as an opportunity to innovate the talent training model, deepen the reform of course certificate integration, strengthen cooperation with enterprises and training organizations, and take the high-level 1+X certificate system pilot as the driving force., To achieve the goal of cultivating high-quality talents.

The research on the 1+X certificate system in the education sector is a hot spot in the current education reform research. Various universities and majors have conducted certain researches, but many studies remain at the interpretation of the 1+X certificate system and the implementation of E-commerce majors. The necessity of the 1+X certificate system, the elaboration and analysis of E-commerce talent training methods under the background of the 1+X certificate system, and other theoretical macro-levels, really suggest that there is very little research on course certificate accommodation from the perspective of implementation and practice, but exploration and practice The design and innovation of the curriculum system, teaching content, curriculum implementation, and curriculum evaluation of the E-commerce professional course certificate integration under the background of the 1+X certificate system are the problems that need to be solved urgently for the E-commerce major in higher vocational colleges.

2. Research Status at China and Abroad

At this stage, the education circle has conducted certain research on the 1+X certificate system:Zhu Zheng of Zhejiang Business School pointed out that the introduction of the 1+X certificate system puts forward higher requirements for vocational education. During the implementation of the 1 + X certification system, it is necessary to explore multiple school-running mechanisms, reform the talent training model, upgrade the training and practice bases, functions, and create a team of "double-qualified" teachers with one specialty and multiple capabilities. Wang Yonghua of Zhejiang Economic Vocational and Technical College took the E-commerce network marketing skill level certificate as an example, analyzed the problem of the integration of the network marketing course group and the network marketer certificate, and proposed the "business, enterprise, and school" collaborative development of vocational skill level and appraisal Standards, selection of the best training evaluation organization, strict implementation of vocational skill level assessment and certificate issuance and other organization and implementation methods. Wang Youqing of Shaanxi Vocational College of Industry and Commerce discussed the reform of E-commerce professional talent training model based on 1+X certificate. On the basis of investigating the needs of enterprise E-commerce talents, he suggested that the major should be in terms of talent training model, curriculum system, teaching content, etc. Make adjustments and reforms.

The research on the 1+X certificate system in the education sector is a hot spot in the current education reform research. Various universities and majors have conducted certain researches, but many studies still remain at the interpretation of the 1+X certificate system and the implementation of E-commerce majors. The necessity of the 1+X certificate system, the elaboration and analysis of E-commerce talent training methods under the background of the 1+X certificate system, and other theoretical macro-levels, really suggest that there is very little research on course certificate accommodation from the perspective of implementation and practice, but exploration and practice The design and innovation of the curriculum system, teaching content, curriculum implementation, and curriculum evaluation of the E-commerce professional course certificate integration under the background of the 1+X certificate system

are the problems that need to be solved urgently for the E-commerce major in higher vocational colleges.

3. Exploration of the Integration of E-commerce Professional Course Certificate under the Background of 1+X Certificate System

Curriculum is the central link and important foundation of talent training. The integration model of 1+X certificate embedded in the curriculum is an important way to implement the 1+X certificate system, and it is also the logical starting point for higher vocational education to create high-quality talent training. Take the E-commerce major 1+X "online store operation promotion" certificate as an example, carry out innovative design in the course structure, course content, course implementation and course evaluation, and explore and practice the integration of higher vocational E-commerce professional course certificates.

3.1. Reverse Design to Improve the Curriculum System

The curriculum system is the basic framework of a profession, which has a decisive influence on the overall "function" of the profession, and it is a key factor in achieving the goal of professional training. The cultivation of professional qualities and vocational abilities of talents is mostly realized in the course of course teaching, and high-quality talents cannot be cultivated without a perfect course system. Under the background of 1+X certificate, through reverse thinking, the assessment standard of vocational skill certificate is transformed into the basis for the construction of curriculum system, and the construction of curriculum is guided by professional standards. The method to improve the curriculum system starts from the professional skills standards, analyzes the work fields involved, analyzes the corresponding work tasks from each work field, and completes the knowledge, skills and literacy required to complete the work tasks, and reversely benchmarks the corresponding courses Tasks, a course task may target one course or several courses. The specific ideas are through the interpretation of vocational skill level standards, clarify the corresponding knowledge, skills, and literacy goals of vocational skills in various fields, and match them with the courses in the existing talent training program, shown in Figure 1.

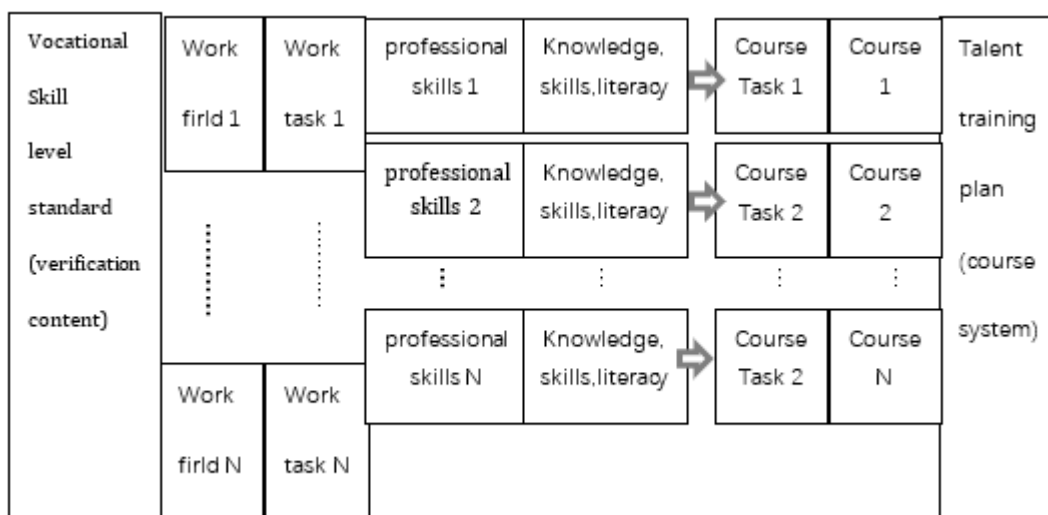


Fig 1. Thoughts on the Connection between Vocational Skill Standard and Curriculum

This article focuses on the 1+X "online store operation and promotion" vocational skills certificate requirements, and through the benchmarking of the "online store operation and promotion" vocational skill level standards and test content, the curriculum and vocational skill levels in the current talent training program for E-commerce majors Standards are used for

matching, and the course certificate matching of the 1+X "Online Store Operation Promotion" certificate is shown in Figure 2.

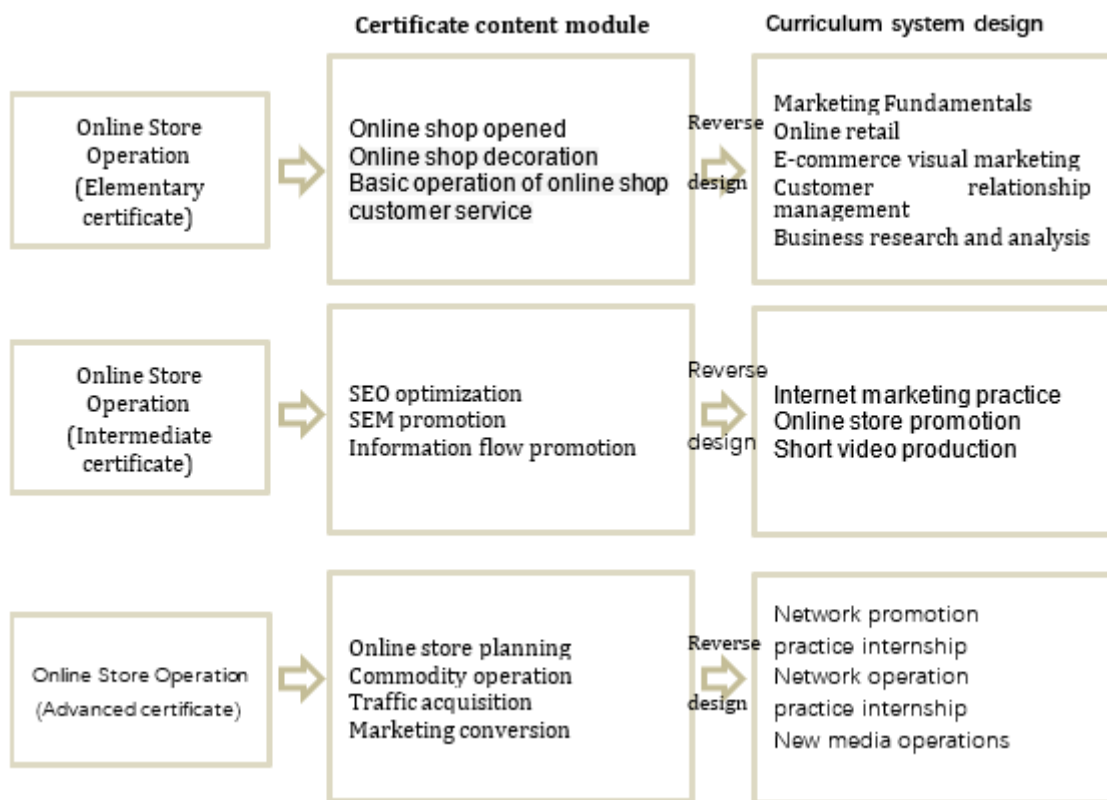


Fig 2. "1+X Online Store Operation Promotion" Certificate Matching Course Certificate

Through the analysis of various levels of professional skill levels and test content modules, the 11 courses of our college's E-commerce major can be matched with the 1+X "Online Store Operation Promotion" certificate, as shown in Table 1.

Table 1. Existing courses and new courses that are aligned with vocational skills standards

Basic course	Main course	Expansion Course
Marketing Fundamentals	New media operations	Customer relationship management
Online retail		Network promotion practice internship
Business research and analysis		
Internet marketing practice	E-commerce short video production	Network marketing practice internship
Online store promotion		

When there is no benchmarking course under a skill standard, a new course is added, that is, a new course is opened to ensure that the vocational skill level standard and certificate assessment content are organically integrated into the curriculum system of the professional talent training program. At present, two new courses of "New Media Operation" and "E-commerce Short Video Production" need to be added to the curriculum system of our college's E-commerce major.

3.2. Course Certificate Integration and Integration of Course Content

Table 2. The original course content of "Business Research and Analysis"

Work tasks	Work goals	Course content
1. Understanding market research	Provide students with an overall understanding of the courses they are studying	1. The concept, type and function of market research
		2. The content of enterprise marketing environment analysis
		3. Market research goals
		4. The content of market research
2. Choose a market research method	Cultivate students' network information collection ability, observation ability, and interview ability	1. Clarify the meaning, purpose and requirements of copywriting investigation, and grasp the basic methods of copywriting investigation
		2. Understand the characteristics of observation methods, distinguish the types of observation methods, and grasp the scope of application of observation methods
		3. Understand the characteristics of the experimental method and grasp the scope of application of the experimental method
		4. Understand the concept and characteristics of the interview investigation method, and master the five forms of the interview investigation method
3. Design market research documents	Cultivate students' logical thinking ability and writing ability	1. Master the methods of handling closed and open questions and sensitive questions
		2. Grasp the concept of measurement and its theoretical basis, and have an understanding of indirect scales
4. Sample selection	Cultivate students' ability to draw up sampling survey plan	1. Understand the concept of sampling survey
		2. Understand various types of sample surveys
		3. Understand several random sampling methods
		4. Master several non-random sampling methods
5. Sort out and analyze survey data	Cultivate students' data analysis ability	1. Master the basic requirements of data review
		2. Able to conduct preliminary data review
		3. Ability to design a database according to requirements and accurately record survey data into the database
6. Market forecasting technology	Cultivate students' market forecasting ability	1. Master the analogy of comparison
		2. Master the collective opinion method
		3. Master the Delphi method
7. Prepare market research report	Cultivate students' ability to describe the research process in written language and summarize the results	1. Master the basic format and content of the report
		2. Write research report
		3. Summarize and report on the investigation

The optimization of course content is the focus of this article. The 1+X certificate revolves around the actual work scenarios of the enterprise, focusing on expanding the scope of skills and raising the level of skills on the premise of strengthening the basic skills. The benchmarking course of 1+X certificate should clarify the course objectives, revise the course standards, optimize and integrate the course content, and organically integrate the original basic skills, comprehensive skills, basic qualities, and professional qualities of the course to effectively improve the skill level of students and meet the economic needs. The industry's demand for high-quality skilled talents also lays a good foundation for students to successfully obtain the 1+X certificate.

Take the E-commerce professional "Business Research and Analysis" course as an example. This course emphasizes the cultivation of research and analysis skills. Its content can be compared with the online store opening and operation data analysis module of 1+X online store operation and promotion of the primary certificate. The current teaching content of this course is based on the needs of universal research and analysis work. It is not integrated with online store operation promotion and E-commerce operation data. It is difficult for students to use the knowledge and skills learned in research and analysis to solve electronic problems. Practical problems in the process of business operation and online store operation and promotion. The current course content of "Business Research and Analysis" is shown in Table 2.

The course content optimization based on the 1+X certificate not only focuses on the cultivation of students' basic knowledge and basic skills of the subject, but also focuses on the cultivation of students' practical ability, and lays a solid foundation for students to solve problems encountered in practical work in the future. Taking the course of "Business Research and Analysis" as an example, the optimized course content arranges students to carry out targeted research and analysis from the perspective of E-commerce operation and the background of online store operation and promotion, and use the knowledge and analysis of research and analysis they have learned. Skills to solve practical problems in the process of enterprise E-commerce operation and online store operation and promotion. The optimized course content is shown in Table 3.

3.3. Introduce the Implementation of Joint Innovation Courses

The 1+X certification system is inseparable from the in-depth participation of the enterprise, and the reasonable use of the teachers, technology, platform and data provided by the enterprise can truly realize the zero-distance docking with the enterprise. This article proposes the implementation of the "import + union" course. The so-called "import" is to import high-quality enterprise resources, let the enterprise team enter the classroom, and implement real project teaching; "joint" is to join the local backbone enterprises and adopt the method of order to realize the students entering the enterprise and carry out the training of modern apprentices, so as to reach the school. Enterprises jointly cultivate skilled and practical talents. Take the "online store operation and promotion" skill certificate as an example, compare the "online store operation and promotion" vocational skill level standard, and cooperate with the cooperative enterprises to jointly develop and design the modular project practical course content, give full play to the practical advantages of the enterprise E-commerce operation and promotion, so that students can The school accepts project-based and modular teaching content brought by corporate teachers, and launches practical training based on corporate actual projects. For students preparing for the advanced certificate, they are recommended to enter the order class of local backbone enterprises for modern apprenticeship training. This "introduction + joint" course implementation method enables students to directly obtain the latest vocational skills needed by industry companies, ensuring that the education they receive is not out of touch with the market, whether it is to deal with research or to have stronger

competence for future positions. The idea of implementing the course in this article is shown in Figure 3.

Table 3. The optimized course content of "Business Research and Analysis"

Work tasks	Work goals	Course content
1. Understanding market research	Enable students to choose a product they are interested in to carry out online store operation and promotion	1. Share the case of online store operation results
		2. Based on the macro environment analysis of the E-commerce industry
		3. Analysis of survey objectives based on online store operations
		4. Analysis of research content based on online store operations
2. Choose a market research method	Choose appropriate survey methods from the perspective of online store operation and promotion, and cultivate students' survey ability	1. Collect network information based on online store operation and promotion projects
		2. Carry out experimental surveys based on online store operation and promotion projects
		3. Conduct surveys based on online store operation and promotion projects
3. Design market research documents	Designing questionnaires around the online store operation and promotion plan, training students' logical thinking skills and writing skills	1. Design survey questionnaire based on online store operation promotion project
		2. Design indirect scale based on online store operation promotion project
4. Sample selection	Focusing on E-commerce innovation and entrepreneurship plans, cultivate students' ability to draw up sampling survey plans	1. Understand the method of sampling survey
		2. Choose the appropriate sampling method based on the online store operation and promotion project
5. Sort out and analyze survey data	Cultivate students' data analysis ability around the online store operation promotion plan	1. Learn how to organize and analyze data
		2. Sort out and analyze the original data of the items promoted by the online store operation
6. Market forecasting technology	Revolve around the online store operation and promotion plan, cultivate students' ability to predict the market	1. Learn market forecasting techniques

		2. Predictive analysis based on online store operation and promotion project data
7. Prepare market research report	Focusing on the online store operation and promotion plan, train students to describe the research process and summarize the research results in written language	1. Master the basic format and content of the research report
		2. Write the survey report of the project promoted by the online store operation



Fig 3. Curriculum Implementation Ideas

Our school’s E-commerce major has developed school-enterprise cooperation with China Taili Industrial Co., Ltd., Zhejiang Red Dragonfly E-commerce Co., Ltd., Wenzhou Fulanzi Trading Co., Ltd., Zhejiang Lianxin E-commerce Company and other enterprises for many years. The E-commerce operation team of the company and Wenzhou Fulanzi Trading Co., Ltd. came to the school to teach, and has set up order classes with Zhejiang Red Dragonfly E-commerce Co., Ltd. for many years, laying the foundation for the implementation of the "imprt+ joint" course.

3.4. Replacing Exams with Certificates and Reform Curriculum Evaluation

Establishing a true, comprehensive and objective evaluation model is one of the important contents of higher vocational education reform. In terms of evaluation methods, the procedural evaluation model runs the assessment throughout the entire learning process, which makes students have a certain degree of tension in the entire learning process, promotes the initiative of students in the learning process, inspires students’ creative thinking, and strengthens knowledge in the learning process. The understanding, mastery and application of the vocational college students should gradually cultivate students’ basic professional skills and comprehensive ability to solve practical problems. At present, most courses in our college adopt a process evaluation model. In addition, it is possible to innovate and implement the course certificate integration evaluation model of "certificate instead of test" in the assessment standards, evaluate the learning effect of relevant courses of students according to the 1+X

certificate assessment results, mobilize the initiative of students in the assessment, and guide students Obtain appropriate junior, intermediate and advanced certificates.

4. Conclusion

The research methods used in this article are mainly empirical research methods. The first stage mainly studies the 1+X certificate system to enhance the concept of talent training; the second stage mainly interprets the training and assessment content of the "online store operation promotion" and "E-commerce data analysis" certificates; the third stage is also the core of the project Research content, through repeated teaching and research discussions and consulting experts to reconstruct the talent training model of the profession, adjust the talent training plan, optimize the curriculum system, integrate curriculum content, innovate curriculum implementation and curriculum evaluation methods to achieve the research on the integration of curriculum certificates the goal. In the fourth stage, in the process of reform practice, the reform plan was continuously optimized and adjusted, and the effectiveness analysis was made in a timely manner.

The key points and difficulties of this topic are:

First, benchmark the content of the 1+X certificate and improve the curriculum system. The social economy is constantly changing, and the development of E-commerce is changing with each passing day. Professional skill standards are bound to continue to be updated. The content of the 1+X certificate is also constantly changing. In order to benchmark the content of the 1+X certificate, schools need to continuously improve the curriculum system. Opening new technology and application courses is a big challenge for professionals and teachers.

Second, enterprise resource teaching design, update teaching content. Reasonable use of relevant resources such as teachers, technology, platforms and data provided by the company. Although some teaching modules are guided by the company's teachers, they still need the full participation of professional teachers and strict control, which means that professional teachers can not only complete themselves in addition to the teaching modules, you also need to participate in the teaching process of corporate teachers.

There is a deviation between the current quality of talent training in vocational education and the demand for talents in the transformation and upgrading of economic and social development. The E-commerce major implements the 1+X certificate system to improve the adaptability and pertinence of talent training and achieve the goal of high-quality talent training. This topic through an in-depth and comprehensive analysis of the two 1+X certificates of E-commerce majors, organically integrate the certificate training content into the professional talent training plan, optimize the curriculum system and teaching content, coordinate teaching organization and implementation, and deepen the reform of teaching methods. It is of great significance to the research and practice of E-commerce course certificate integration in higher vocational colleges; the innovation of this topic lies in exploring the specific ways of E-commerce professional course certificate integration under the background of the 1+X certificate system from a practical perspective, from the course system and teaching content The design and innovation of curriculum implementation, curriculum evaluation and other details are researched, and a course certificate integration plan for E-commerce majors in our college is proposed.

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