

Research on the Construction Path of Education and Teaching Innovation Team Under the "1+X" Certificate System: Take E-Commerce Major as an Example

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Abstract: At present, China's higher vocational education is in the critical period of the pilot of "1 + X" certificate system and the construction of education and teaching innovation team. It is in the critical period of the construction of colleges and Universities under the "double high plan", and began to shift from the stage of scale expansion to the stage of high-quality development. Under the pilot background of "1 + X" certificate system, taking e-commerce specialty as an example, this paper analyzes the significance of the construction of education and teaching innovation team in Higher Vocational Colleges in China, studies the dilemma of the construction of e-commerce innovation team, and puts forward five solutions: establishing a structured high-level education and teaching innovation team, taking "1 + X" certificate system as the starting point, establishing a "double qualified" education and teaching innovation team Innovate teaching methods, realize the co construction and sharing of teaching resources, promote inter school cooperation between schools and enterprises, accelerate the deep integration with industry enterprises, improve the system and mechanism, and promote system innovation.

1 INTRODUCTION

E-commerce major is an economics and management major in colleges and universities approved by the Ministry of education. It is an emerging major based on modern Internet and other information technology and facing future business activities in the economic and social fields. E-commerce majors can be divided into two basic directions: e-commerce economic management and e-commerce engineering technology. In April 2019, the Ministry of education and other four departments issued the pilot scheme of "1+X" certificate system to accelerate the pilot implementation of the system and realize the organic connection between "1" and "X"; In May of the same year, the Ministry of Education issued the construction plan of teachers' teaching innovation team in vocational colleges, pointing out that the construction of National Teachers' teaching innovation team will promote the rapid growth of teachers' talent team. The introduction of national vocational education reform and development documents provides strong policy support and

direction guidance for the research on the construction of e-commerce education and teaching innovation team under the "1+X" certificate system, and will provide strong support for the better development of Vocational Education in China (Pan 2020).

2 THE NECESSITY OF EDUCATION AND TEACHING INNOVATION TEAM CONSTRUCTION UNDER THE "1+X" CERTIFICATE SYSTEM

2.1 Improving the Quality of Higher Vocational Education

With the rapid development of China's new generation of information technology, the transformation and upgrading of industrial structure and the in-depth promotion of supply side structural reform, the society has an increasing demand for

compound technical and skilled talents, while there is still a certain gap between the talent training of vocational education and social needs and enterprise job requirements. Therefore, it is necessary to continuously promote the innovative development of vocational education and build a high-level "double qualified" education and teaching innovation team in vocational colleges, Improve the level of teachers and talents in higher vocational colleges, promote the "1+X" pilot work, implement a new talent training mode of vocational education, integrate academic certificates and vocational skill level certificates into talent training programs and curriculum standards, realize integration with enterprises, implement curriculum integration, promote dual education between schools and enterprises, improve students' employability, and promote the high-quality development of talent training of vocational education (Ke 2019).

2.2 Promote the Construction of Teachers with Sustainable Development

The further enrollment expansion of higher vocational colleges has brought great opportunities for the development of higher vocational education. The sustainable development of majors in higher vocational colleges is inseparable from the guarantee of a strong education and teaching innovation team. In the process of building an education and teaching innovation team with excellent quality and exquisite business, it is of great significance for the construction of teachers. First, it is conducive to the structural development of teachers and promote the rational collocation of teachers in professional structure, age structure, educational background structure, professional title structure and the proportion of full-time and part-time teachers; Second, team members' sense of cooperation and innovation has been significantly enhanced, and teachers' professional theoretical level and enterprise practical experience have been significantly improved; Third, horizontal topics and curriculum resources are jointly constructed and shared, so as to form a community of destiny among team members and provide strong support for the rapid development of vocational education (Lin 2019).

3 CONSTRUCTION DILEMMA OF E-COMMERCE EDUCATION AND TEACHING INNOVATION TEAM UNDER "1+X" CERTIFICATE SYSTEM

3.1 The Education and Teaching Innovation Team Lacks High-Level Practical Skills

China's higher vocational education attaches importance to cultivating students' practical ability and in-service teachers' practical operation ability, which requires teachers to understand what vocational skills students should master in school. At the same time, according to the job requirements of enterprises, improve their vocational skill level, increase enterprise practical experience, closely connect with social needs, increase students' professional vocational skills and cultivate craftsman talents in the new era. The newly introduced teachers in the major are often fresh master and doctoral students, lack of project practice experience, lack of in-depth understanding of the needs of enterprises and social posts, and the level of vocational skills is generally not high; In service teachers' enterprise practice experience is not rich enough, the effect of temporary training in enterprises is poor, and the ability of "double qualified" is not strong. Under this background, talent training is easy to be divorced from the needs of enterprises and society.

3.2 The Construction Level of Education and Teaching Innovation Team is not High

A high-level education and teaching innovation team is very important for professional development, but from the current actual situation, the structure of e-commerce professional team is not reasonable, the overall strength of the team is not strong, the professional influence of teachers is not high, the ability of team cooperation and innovation is not strong, the number of "double qualified" teachers is insufficient, and the proportion of teachers with middle and senior professional titles is unreasonable; The cooperation between schools and enterprises and the integration of industry and education have not achieved in-depth exchanges and cooperation, and the cooperation between schools and enterprises has produced less achievements in teaching and scientific research, and the content of science and technology is

not high; In the teaching implementation, there is a lack of common team goals, teachers are easy to fight alone, the team cooperation spirit is not strong, the construction and sharing of teaching achievements and curriculum resources can not be well realized, the driving force of teaching model innovation is not strong, and the overall advantages of the team can not be brought into play, which is not conducive to the long-term development of the profession.

3.3 The Operation Guarantee Mechanism Needs to Be Improved

The sustainable development of e-commerce professional team is inseparable from the incentive and guarantee role of the system and mechanism. However, at present, the operation mechanism of the team is not perfect, the vitality of the system and mechanism is not strong, the synchronous development with vocational education is not realized, and the construction of education and teaching innovation team can not be well guaranteed. At present, the cohesion and innovation of the whole teaching team have not been brought into full play, the sense of team cooperation is not strong, and the team cooperation community and team destiny community have not been established, which can not well promote the improvement of education and teaching work and the production of teaching results (Zhang 2020). At the same time, the imperfect guarantee mechanism will not motivate the enthusiasm of the members of the education and teaching innovation team, lack attraction to high-level talents, the assessment and evaluation system can not keep up with the pace of professional development, the growth of teachers can not be guaranteed, and can not well promote the sustainable development of the "double qualified" teaching team.

4 RESEARCH ON THE PATH OF EDUCATION AND TEACHING INNOVATION TEAM CONSTRUCTION OF E-COMMERCE SPECIALTY

4.1 Establish A Structured and High-Level Education and Teaching Innovation Team

According to the national vocational education standards, e-commerce professional talent training

program and vocational skill level standards, an education and teaching innovation team with reasonable structure and superb skills should be established. Among them, it should be fully guaranteed that the number of "double qualified" teachers is sufficient, the age distribution of members is uniform, the professional ability of members is strong, the proportion of teachers with junior, middle and senior titles is reasonable, the professional field involves a wide range, and pay attention to improving the team cooperation spirit and team consciousness, Enhance the team's sense of collective achievement and honor; Give full play to the unique institutional advantages of Vocational and technical colleges, speed up the formulation of talent introduction methods, introduce high-level talents and front-line technicians of industrial enterprises through scientific research incentives, salary and project funds, realize the mixed matching and mixed teaching of full-time and part-time teachers, promote the dual education of schools and enterprises, and ensure that the education and teaching innovation team has strong innovation and professional and technical level, Provide a strong driving force for professional high-quality development.

4.2 Taking the "1 + X" Certificate System as the Starting Point, Establish a "Double Qualified" Education and Teaching Innovation Team

The "1+X" certificate system is formulated and implemented by the state according to the characteristics of higher vocational education and the needs of market development. It has strong practicability and enforceability. In the process of building a high-level innovation team, we should take the "1+X" system as the starting point, combine the professional characteristics of e-commerce in Higher Vocational Colleges and students' cognitive law, give full play to the institutional advantages to the greatest extent, and improve students' vocational skill level and market competitiveness; The team members who are experienced in both professional and practical training should have strong academic and practical skills, and should be able to introduce high-level engineers with strong team building skills, especially those who have rich experience in enterprise reform and practice; At the same time, it carries out innovation in combination with its own characteristics, regularly goes deep into enterprise practice, research and learning, constantly improves its own enterprise practical ability and vocational

skill level, and forces the overall level of the "double qualified" education and teaching innovation team to further improve (Bai, Niu, 2020).

4.3 Innovate Teaching Methods and Realize the Co Construction and Sharing of Teaching Resources

Innovation ability and teamwork are both indicators to measure the strength of a teaching team. In the process of building a teaching team, we should strengthen the cultivation of the education and teaching innovation ability of team members, actively encourage team members to innovate and explore, build a team cooperation community and a common destiny, enhance team cohesion and centripetal force, and realize the co construction and sharing of resources. In the training process of e-commerce professionals, we need to closely connect the enterprise posts and social needs. First, we should reconstruct the modular curriculum system, improve the talent training scheme, innovate the teaching mode, promote the innovation and reform of teaching and teaching methods, and cultivate skilled and technical talents in the new era on the basis of joint cooperation and division of labor and cooperation among team members; Second, we should give full play to the radiation role of professional leaders, focus on the construction of "double high", focus on the team strength, build advantageous resources, create high-quality courses for the team, improve the professional influence of the team and improve the utilization rate of high-quality resources; Third, actively carry out the teaching ability competition, encourage team members to actively participate in the provincial and municipal teaching ability competition, take this as the starting point, constantly innovate teaching and teaching methods, develop high-quality teaching resources, and improve the teaching ability and professional quality of team members.

4.4 Promote School Enterprise and Inter School Cooperation and Accelerate the Deep Integration with Industry Enterprises

Accelerate the promotion of cooperation with enterprises, realize mutual integration and intercommunication, establish the mechanism of "bringing in" and "going out", actively encourage team members to enter the enterprise, conduct regular full-time training and exercise in the enterprise,

introduce front-line experts to the school to guide professional practice, and realize the joint training mode of teachers inside and outside the school. In order to ensure that vocational education better serves economic and social development, it is necessary to continuously deepen cooperation with enterprises and promote the integration of industry and education. First, jointly revise the talent training plan with enterprises and integrate the enterprise post standards and vocational skill standards; Second, improve the curriculum system, cooperate to develop teaching materials, cooperate with schools and enterprises to reform teaching methods to meet the needs of social development; Third, strengthen the research on horizontal topics, encourage team members to actively apply for horizontal topics, and use professional technology to solve the problems faced by enterprises in production, so as to achieve mutual benefit and win-win results; Fourth, build a double base practice platform inside and outside the school, carry out targeted professional practice on the practice platform, further improve students' comprehensive ability, meet the training requirements of high-level compound skilled technical talents, and meet the requirements of high-level education and teaching innovation team construction.

4.5 Improve the System and Mechanism and Promote Institutional Innovation

The sustainable development of e-commerce professional innovation team is inseparable from the guarantee of system and mechanism. We need to constantly promote system innovation, model innovation and method innovation. First, formulate team construction mechanism to ensure that the overall structure of the team is reasonable, the quality is strong and full of vitality, formulate talent introduction methods, introduce and cultivate high-level talents, give full play to the radiation leading role of high-level talents, and enhance the scientific research strength of teaching team; Second, establish a team guarantee mechanism to provide support in terms of talent training, overseas exchanges, scientific research topics, wages and salaries, give full play to the enthusiasm and initiative of team members, and make full use of high-level talents; Third, innovate the team operation mechanism, revise the talent training plan, construct the curriculum system and formulate the curriculum standards in combination with social needs, professional standards and professional characteristics, reform and

innovate the teaching mode, adopt the modular teaching mode, and promote the innovation of curriculum mode and teaching methods; Fourth, innovate the assessment and evaluation system, stimulate the work enthusiasm of team members and promote the sustainable development of the team.

5 CONCLUSION

When solving the current weak construction of teaching innovation team, we should make full use of the law of organization construction and comprehensively use a variety of measures to build a teaching innovation team. First, value guidance. That is to establish common values among team members and build cohesion at the level of organizational spirit, which is the most motivating factor in the organization. It can connect different teachers and enterprise technicians, which is conducive to the long-term development of the team. Second, task promotion. That is, taking the typical professional tasks as the main line, lead the cooperation and integration of teachers' team in talent training, professional construction and teachers' professional development, and create a community for the accumulation and inheritance of technical skills. Third, role norms. Focusing on the goal of building teachers' teaching innovation into a grass-roots teaching organization under type education, build a role system specification including team leaders, backbone teachers, full-time teachers and enterprise technicians, clarify roles, tasks and work responsibilities, and give full play to their respective strength.

The teaching innovation team serves the training of professional and technical talents and technological innovation activities of professional groups. The reason why a profession can become a profession is that it has a series of unique typical work tasks and the special work process required to complete these typical work tasks. It has its own uniqueness in the historical development of work methods, methods, contents, organizations and tools. Therefore, it is necessary to break the discipline logic of focusing on knowledge learning in the composition of traditional professional teaching and research offices and build a professional logic with typical professional tasks as the main line. Based on professional logic, build a teaching innovation team across barriers. Break the organizational barriers between schools, schools and enterprises, as well as between majors within schools, and raise the construction of teaching innovation team from the

behavior of individual teachers to the strategic height of "organizational alliance" around the objectives of high-quality skilled talent training community, teacher professional ability development community and school enterprise destiny community. Taking typical professional work tasks as the logical main line, integrate the contents of activities such as talent training, technological innovation and social services, build the career matrix within teachers' teaching innovation team, and explore diversified teaching and learning organization forms of division and cooperation such as platform courses, course groups, project groups, coaching groups and studios.

As a grass-roots teaching organization, there are many external constraints on the construction of teachers' teaching innovation team. Higher vocational colleges and relevant government departments should also strengthen condition construction and reform system support. We should improve the system guarantee of teaching innovation team. The construction of teaching innovation team has broken the original form of grass-roots teaching organization. It needs to jump out of the shackles of traditional bureaucratic management, adhere to the school running idea of openness, sharing and autonomy, strengthen reform in talent introduction, team optimization, training, achievement transformation and fund distribution, expand the autonomy of teaching innovation team and improve the supporting system. To improve the guarantee of production and education integration platform, the construction of teaching innovation team should stand at the strategic height of "organizational alliance" and cooperate with multiple subjects such as government, industry and enterprises to build a production and education integration platform of "resource integration, supply and demand coordination, interest integration and unified vision". Through the construction of deep integration of industry and education integration platform, the cooperation between school and enterprise organizations will be transformed into internal cooperation of platform organizations, so as to reduce the cost of school enterprise cooperation, jointly create a new highland for the cultivation of regional high-quality technical and skilled talents, industry-leading technological innovation highland and cultural inheritance highland, promote the construction of teachers' teaching innovation team, endow teachers' teaching innovation team with internal vitality and provide strong career platform support.

The pilot implementation of "1+X" certificate system is a powerful measure of vocational education

reform and plays an important role in cultivating professionals who meet the requirements of industry enterprises. The education and teaching innovation team is the main body of its implementation, the specific implementer of cultivating craftsman talents in the new era and the backbone of building a new type of vocational education. Therefore, it is of great significance to strengthen the construction of education and teaching innovation team in higher vocational colleges.

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