

Research on Practice Teaching Reform of E-commerce Specialty in Colleges and Universities Under the Background of “Mass Entrepreneurship”

Jianwei Wang

Zhengzhou University of Science and Technology, Zhengzhou450000, China

Abstract: With the rapid economic and social development in our country, “mass entrepreneurship and innovation” have become an important force to promote economic growth. In the face of the new situation, higher education is also undergoing deepening reform to meet the new requirements of economic and social development for talents. As a new interdisciplinary discipline, e-commerce emphasizes the training of applied, composite and innovative entrepreneurial talents with The Times. However, the existing teaching of electronic commerce is too theoretical and divorced from practice, which is difficult to meet the requirements of employers for compound talents. To reform the practice teaching of e-commerce is an urgent need to adapt to the requirements of “mass innovation” and realize the transformation of the profession. This paper will analyze the current situation and reasons of practical teaching of e-commerce major, explore how to carry out practical teaching reform to promote professional transformation and strengthen students’ employment and entrepreneurship ability.

Keywords: Mass entrepreneurship and innovation; Electronic commerce major; Practical teaching; Reformation

Introduction:

As the main supplier of e-commerce talents, colleges and universities shoulder the important task of cultivating high-quality applied and composite e-commerce talents. However, for a long time, the teaching of e-commerce in colleges and universities attaches importance to the teaching of theory and neglects the cultivation of students’ practical ability, which is seriously out of line with the needs of the industry. The traditional professional personnel training mechanism and teaching model have been difficult to adapt to the situation. How to adapt to the historical opportunity of “mass innovation” and realize the transformation and development of e-commerce major is an urgent issue in front of colleges and universities.

1. Analysis of the current situation of practice teaching of e-commerce specialty

1.1 The content of practical teaching is single and divorced from reality

At present, the practical teaching content of e-commerce major is too simple, mainly staying in the level of some software operation, it is difficult to let students fully grasp the practical application of e-commerce industry. The curriculum of e-commerce major mainly focuses on theoretical teaching, and public courses, basic courses and core courses almost all emphasize the mastery of business theories. However, e-commerce industry is an industry with extremely high technical content. If students only have theoretical knowledge and lack practical ability, they will be difficult to be qualified for relevant positions in employment ^[1]. In addition, the traditional software operation training is also divorced from the practical needs, often using old cases for many years, so that the teaching content can not keep up with the latest demand of the market, can not enrich the application skills of students.

1.2 Outdated teaching methods and lack of advanced technology application

At present, the problem of obsolete teaching methods still exists in the teaching process of electronic commerce major. Most of the courses still adopt the traditional teaching and classroom discussion teaching, and the application of information technology in teaching is seriously insufficient. Teaching tools are primitive and backward, and most classrooms still use ordinary black and white boards and projection equipment for many years, which cannot allow students to experience the application of e-commerce

technology in an immersive way. In addition, the professional training room and training equipment are also seriously aging, neither the real hardware equipment environment of e-commerce enterprises, nor the real network environment, so that it is difficult to simulate and restore the real business operation situation in teaching, which greatly restricts the improvement of students' practical ability.

1.3 The evaluation system is not perfect, based on exams

At present, the electronic commerce major still takes examination as the main evaluation method, and overemphasizes the memorization and understanding of business theory knowledge. The evaluation of students' practical ability and ability to solve practical problems is insufficient. At the same time, the evaluation method is relatively simple, and other forms of assessment are rarely used in addition to the theory examination, which makes the teaching evaluation can not comprehensively test the practical learning effect of students. Both students and teachers focus their attention on the examination, neglecting the cultivation of practical ability and innovative ability. This does not match the applied nature of the e-commerce profession.

2. The reform path of e-commerce professional practice teaching

2.1 Building a "trinity" practical teaching system

In order to build a complete practical teaching system for e-commerce major, it is necessary to build a training chain through three levels: on-campus basic training, off-campus practical practice and network virtual simulation, in the order from foundation to improvement. The first is the school basic training, professional needs to build a complete training base, including e-commerce business training room, and closely related to the professional network marketing training room, visual marketing training room, customer service training room. It is equipped with advanced practical training system, simulated shopping mall software, VR virtual reality system, etc., for students to conduct comprehensive training on e-commerce platform construction, online shop design, online marketing, customer service and other aspects based on real business data and scenarios. The second is off-campus practical practice, which establishes a cooperation base with local e-commerce enterprises, selects students to go deep into the first-line departments of e-commerce enterprises, carry out practical work experience in a project-driven and task-driven way, and directly participate in the operation of e-commerce platforms, supply chain management, warehousing and delivery, and user experience research, so as to personally experience the entire process of commercial operation^[2]. Finally, we can also make full use of digital technology means, through the immersive e-commerce virtual simulation system, so that students can simulate the actual work of e-commerce enterprises, verify the knowledge learned in the virtual environment, and test the ability to use skills and solve problems. Only the construction of a trinity of coordinated practical teaching system can enable students to obtain zero-distance matching practical training with actual post needs in a relatively isolated campus environment.

2.2 Promote mixed online and offline teaching and strengthen the application of information technology

In order to meet the new requirements of talent training in the new situation, e-commerce major urgently needs to speed up the reform of teaching methods, actively implement the mixed teaching of online and offline, and strengthen the application of information technology in the whole teaching process. First, strengthen the application of information technology in theoretical teaching, and realize the sharing of high-quality teaching resources and promote independent learning through online open courses, micro-courses and MOOCs. Equipped with smart classrooms, recording and broadcasting systems, etc., to support video recording and online course playback. Make full use of network virtual simulation, digital gamification learning platform, etc., to strengthen the knowledge internalization and skill training fun. The second is to create a virtual simulation training platform, build a three-dimensional business environment with strong immersion relying on digital technology, and provide students with 24-hour continuous e-commerce comprehensive practical training and virtual and practical training experience of full element simulation operation. The third is to build a network platform for school-enterprise collaborative training, integrate production and education resources, and form an online practice and training base for cooperation and sharing, so that students can directly participate in or observe real business activities and projects of enterprises online. Through the deep integration of online and offline teaching, it not only provides the possibility of autonomous learning anytime and anywhere, but also ensures the opportunity to exercise in the real business environment, which can effectively promote the comprehensive improvement of students' practical ability and innovation and entrepreneurship.

2.3 School-enterprise cooperation to provide a real business environment

E-commerce majors should rely on school-enterprise cooperation to provide students with a real business environment for practical practice, which is an important way of practical teaching. First of all, the school should take the initiative to establish an industry-university-research cooperation platform with outstanding e-commerce enterprises such as New Oriental, Alibaba, Jingdong and

Pinduoduo, jointly build an experimental training base, and establish a space for talent training and project cooperation. Enterprises can provide a real e-commerce business environment and platform, and schools can arrange regular industrial internships, organize students to go to frontline departments, and participate in specific work through project research and development, task training, and job experience^[3]. Secondly, it is necessary to cooperate with relevant enterprises to develop new teaching tools such as e-commerce virtual simulation software system and digital scene experience, so that more students can gain practical work experience in virtual environments. In addition, it is possible to establish a school-enterprise mixed system tutor team, in which enterprise experts and teachers are jointly responsible for the teaching links such as students' graduation design and project design, so as to achieve two-way guidance and make the teaching content closer to the market demand. Finally, the school should also establish a library of high-level part-time teachers in the industry and enterprises, hire the backbone of management and technology in e-commerce enterprises to give part-time lectures, increase the proportion of application-oriented courses in the industry, and help students understand the cutting-edge development. Only by strengthening the cooperation between schools and enterprises, so that students can receive training in the real business environment of enterprises, can we cultivate the application-oriented talents urgently needed by enterprises.

2.4 Improve the evaluation system and strengthen the process evaluation

E-commerce major should establish a perfect practical teaching evaluation system, strengthen the process evaluation, and better test the students' practical ability and the ability to solve complex problems. The first is to reduce the proportion of a single closed book exam, increase multiple evaluation methods such as open book exam, paper report, project design, and use scenario simulation assessment to test students' ability to use knowledge and skills to solve practical problems. The second is to establish a model combining formative evaluation and summative evaluation, set situational tasks in each stage of teaching for formative evaluation, timely feedback, and finally carry out summative inspection and assessment. Third, implement the separation of evaluation and teaching, strengthen the weight of process evaluation, and involve enterprise tutors, teacher tutors and students' self-evaluation. The fourth is to establish the evaluation standard system of e-commerce professional practice ability, and refine practical ability into measurable indicators. Only by constructing a three-dimensional comprehensive evaluation system can students' learning effect be tested comprehensively and reform feedback be provided.

Conclusion:

In general, under the background of "mass entrepreneurship", e-commerce is facing new development opportunities. How to adapt to the economic and social situation and the needs of the rapid development of the industry is a major issue in front of professional development. The major of electronic commerce should carry on the reconstruction and innovation of theory and practice in the innovation of practical teaching system, the modernization of teaching means and the establishment of diversified evaluation system. By deepening the reform of the training mode of e-commerce professionals, we will vigorously promote the transformation of professional teaching with practice teaching as the core, so as to achieve seamless docking of talent training with the needs of industry enterprises. This can not only promote the intension development of e-commerce specialty, but also provide the strong talent support to our country e-commerce industry speeding up from large to strong.

References:

- [1] Feng Hui. Discussion on practical teaching measures of E-commerce major in universities under the background of "Mass Entrepreneurship and Innovation" [J]. Time-brand Marketing,2021,(11):139-140.
- [2] Huang Yuanyun. Practice Teaching Reform of E-commerce major in colleges and universities under the background of "Mass Entrepreneurship" [J]. Comparative Research on Cultural Innovation, 2019,4(12):126-127.
- [3] Cai Haiya. Exploration on practical teaching of E-commerce major in applied undergraduate universities [J]. Science and Technology Vision,2021,(22):25-26.

About the author:

Jianwei Wang,(1989.9.22--),male,Master lecturer of Zhengzhou University of Science and Technology,Electronic commerce,Zhoukou, Henan Province.