Research on Practice Teaching Reform of E-commerce Specialty in Higher Vocational Colleges under Internet Mode

Jingjing Zhang

Quanzhou Ocean Institute Quanzhou, Fujian 362000

Abstract: In the continuous development of Internet technology today, the development speed of e-commerce is getting faster and faster, and there are new changes. In order to better meet the development needs of e-commerce, more and more new ideas and new methods have emerged in the practice teaching of E-commerce specialty in higher vocational colleges. The rapid development of the Internet not only puts forward new requirements for the teaching of e-commerce, but also provides a new platform for the teaching of E-commerce. In this regard, this paper analyzes the problems existing in the practice teaching of e-commerce under the Internet mode, and puts forward the effective countermeasures of the practice teaching reform of e-commerce specialty.

Keywords: Internet; Higher vocational education; Electronic commerce; Practical teaching; Reform

At present, the Internet has been widely used in People's Daily life and work, which has brought about profound changes in various fields. With the rapid development of Internet technology, the application scope, service content and service mode of e-commerce have undergone great changes, and the demand for e-commerce professionals is greater and the quality is higher. E-commerce major itself has strong practicality. Faced with the rapid development of Internet technology, the traditional practice teaching of e-commerce major has a great lag, which cannot meet the current demand of e-commerce talents. Therefore, higher vocational colleges must pay attention to the practice teaching reform of e-commerce major, make full use of the advantages of the Internet and IT technology, and establish a perfect practice teaching system of e-commerce.

1. Problems existing in e-commerce practice teaching in higher vocational colleges

1.1 The way of vocational education lags behind

The rapid development of e-commerce industry has put forward higher requirements for the quantity and quality of e-commerce talents, but there are problems of high demand and low employment rate in the current employment field of e-commerce. The main reason lies in the serious problem of backward education mode in the practice teaching of e-commerce in higher vocational colleges, which leads to the failure of effective docking of e-commerce professional education. At present, many higher vocational colleges mostly use their own training rooms to carry out practical teaching. In the teaching process, most of them use simulation software as the teaching platform. Although it has certain effects, this method is basically just the simulation of the business process, which cannot make students have a real understanding of the business rules in practice. At the same time, the software update speed of e-commerce major lags behind seriously, which makes the content of practical teaching divorced from the actual work needs, so it is difficult to cultivate excellent e-commerce talents [1]. In addition, it is difficult to create a real vocational atmosphere simply by simulating practical teaching in the laboratory. Students cannot feel the corresponding vocational situation in the learning process, which affects the cultivation of students' vocational awareness and professional quality.

1.2 Lack of pertinence in practical courses

The content of electronic commerce major is very practical, so practice teaching is a very important part in the teaching of electronic commerce major. Practical teaching is required for many subjects in e-commerce major. When organizing students to carry out practical teaching in higher vocational colleges, it is necessary to reasonably allocate various courses so as to

effectively guarantee the teaching effect and quality. However, in practice, the practical courses of many e-commerce majors are not targeted. They do not adjust the practical content according to the development of e-commerce and the change of social conditions. Most of them are just simple distribution of practical teaching, and the update speed is slow, which not only leads to the lack of practical courses. Moreover, the content of practice also has serious problems such as impractical lag and repeated setting.

1.3 Lack of sufficient off-campus practice resources

A very important teaching goal in higher vocational e-commerce teaching is to let students truly understand and master the real work flow of e-commerce, to ensure that students can quickly adapt to the employment environment and jobs after graduation. In order to achieve this goal, we should not simply rely on the practical resources of the school itself, but also organically integrate the resources of related industries and enterprises outside the school, so as to provide sufficient off-campus practical resources for students. Although now many higher vocational colleges have established school-enterprise cooperation mechanism, from the actual effect, the due role of school-enterprise cooperation has not been played, affected by various factors, the current school-enterprise cooperation in both breadth and depth there are many problems. For example, many students have great blindness in the on-post practice during their internship. Many students express that their major is unsuitable and they do not have enough opportunities and corresponding positions to practice, which greatly affects the practical effect [2].

2. Research on the reform path of E-commerce practice teaching based on Internet

2.1 Optimize practical teaching content and innovate practical teaching methods

First of all, due to the rapid updating speed of the e-commerce industry, under the Internet mode, teachers must make full use of various Internet resources and timely update the practice content, so as to effectively meet the needs of the e-commerce industry. Teachers should carry out practice teaching based on individual characteristics of students through personalized practice content, so as to better meet students' learning needs and promote their professional development. Higher vocational colleges should also keep close contact with e-commerce related enterprises, and jointly develop practical content to solve the problem of lagging teaching content. Secondly, teachers should make innovative application of practical teaching methods. They should change the traditional single simulation and practical training teaching method. In practical teaching, they should organically combine various contents such as competition, actual combat, practical training and professional cognition, and jointly complete practical teaching through the Internet e-commerce teaching platform and simulation software of training room. Finally, in the specific teaching process, teachers should group students reasonably based on their personal hobbies and individual differences, and import corresponding school-enterprise cooperation real tasks into the platform to organize students to carry out practical learning through real tasks [3]. For example, the marketing planning of the online store, the e-commerce customer service of the Double 11, etc., can be released to the teaching platform as practical content. In addition, teachers can also adopt competitive methods to supplement practical teaching, realize competition to promote learning, stimulate students' interest in learning and improve their practical ability through challenging and attractive competitive content.

2.2 Establish the characteristic practice course system

E-commerce major is highly practical and comprehensive, and contains a wide range of course contents. Therefore, when setting courses, higher vocational colleges should pay attention to covering comprehensive professional knowledge as far as possible. Meanwhile, professional knowledge should be organically combined with students' business practice, so as to make overall arrangements for theoretical teaching and practical teaching. Establish a practice curriculum system with professional characteristics. In the process of constructing the practical course system, higher vocational colleges should make full use of the Internet mode, grasp the opportunity brought by the Internet technology, combine the needs of e-commerce industry and enterprises, and optimize the practical teaching content accordingly. Generally speaking, the curriculum system of e-commerce major can be divided into three modules: the first module is the basic course of culture; The second module is the professional knowledge course of e-commerce; The third module is the e-commerce professional practice course. Higher vocational colleges should reasonably allocate the proportion of three course modules, reasonably set the class hours of basic courses and professional theory courses, increase the class hours proportion of practical courses, and focus on the cultivation of students' practical operational ability.

2.3 Optimize the school-enterprise cooperation mechanism

In the process of training professional talents, higher vocational colleges must attach importance to students' practical operation ability, and provide rich extracurricular teaching resources for the cultivation of practical operation skills and the improvement of comprehensive quality of professional talents by optimizing the school-enterprise cooperation mechanism. At present, school-enterprise cooperation is a very important way to run a school in the talent training of higher vocational colleges. Higher vocational colleges should closely strengthen the cooperative teaching with enterprises, fully respect the individual will of students majoring in e-commerce according to their career planning, personal specialties and professional abilities, and provide them with individualized positions to meet their practical needs. Constantly improve its practical operation ability. In the process of students' on-the-job practice, schools should also strengthen off-campus guidance to students, and special teachers can be assigned to give practical guidance to students in the enterprise, so as to comprehensively strengthen students' practical ability and professional quality [4].

3. Conclusion

Compared with other majors, there are great differences in the practical teaching mode of e-commerce major. The rapid development of e-commerce has high requirements for students' theoretical knowledge and practical skills. Under the Internet mode, higher vocational colleges must attach great importance to the reform of practical courses of e-commerce major, seriously summarize the problems existing in the current practical teaching, reform and innovation targeted, improve students' practical operation ability, and cultivate more excellent talents.

References:

[1] Huang Cancan. Practice Teaching Reform and Practice Research of E-commerce Major in Higher Vocational Colleges under the Internet Model [J]. Inner Mongolia Coal Economy,2020(21):207-208.

[2] Lai Lingling. Research on Practical Teaching Reform of E-commerce Major in Higher Vocational Colleges under the Background of "Internet +" [J]. Vocational Education,2020,19(14):12-15.

[3] Qiu Lin. Teaching Model Reform and Innovation Practice of E-commerce Major in Agricultural Higher Vocational Colleges Based on "Internet + Entrepreneurship Project" [J]. Guangxi Education (Higher Education),2020(5):190-192.

[4] Jin Peng. Research on Training of Practical Teaching Mode of E-commerce Course in Higher Vocational Colleges Based on "Internet +" [J]. Computer Knowledge and Technology,2020,16(34):82-83,103.