

Analysis on the Reform of Practical Teaching System for E-Commerce Specialty

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Abstract: Practical teaching is an effective means to improve students' hands-on ability. When the practical teaching system of e-commerce specialty can not meet the market demand, it is necessary to make efforts and work together to actively seek breakthroughs, dare to reform, take the market demand as the guide, increase investment, promote the reform of practical teaching system, give full play to the role of practical teaching, cultivate professional talents suitable for the post demand, and promote the development of the industry, Promote social development.

Keywords: E-Commerce Major; Practical Teaching; System Reform

Introduction

The major of e-commerce requires the transition from school to enterprise through practical teaching to meet the requirements of students and enterprises. However, there are still many weak links in the development of practical teaching. As an important component of the teaching system and an important means to cultivate students' application ability, the reform of the practical teaching system of e-commerce is imminent. Implement feasible reform strategies to cultivate students' theoretical transformation Practical ability and problem-solving ability are imperative.

1. Overview of practical teaching of e-commerce

1.1 E-commerce

E-Commerce is a kind of behavior that relies on network communication technology to complete various business activities such as commodity exchange without contact between buyers and sellers. The development of e-commerce has gone through different stages. From 1990 to 1993, e-commerce was applied to electronic data exchange, which was the initial stage of e-commerce in China; From 1993 to 1997, e-commerce was widely used in the "Three Golden Projects" (major electronic information projects organized and implemented by the Chinese government, including the Golden Bridge Project, the Golden Card Project and the Golden Pass Project), laying a solid foundation for the development of e-commerce; Since 1998, it has entered the development stage of Internet e-commerce, and e-commerce has entered a high-speed period of development with the help of the Internet; Subsequently, e-commerce has gone through a period of stability and maturity, and gradually developed into a business activity of multi-angle and in-depth communication with customers at this stage. E-commerce has also gained more development opportunities because of its basic characteristics such as universality, convenience, security and coordination. E-commerce not only covers the whole process of online commodity exchange and management, but also has other derivative functions, such as online consultation and negotiation, advertising, online payment, electronic account, after-sales maintenance and other functions. With the deepening of e-commerce in China's economy, more and more industries have joined the practice of e-commerce, hoping to seek new development and breakthroughs in the tide of great development, follow the pace of development of the times, and achieve rapid development of the industry ^[1].

1.2 Practical teaching of e-commerce

With the development of e-commerce industry, the demand for talents in this field is increasing, and the requirements for the quality of talents are also increasing. Colleges and universities should also further strengthen the teaching of e-commerce specialty. Strive to cultivate professional, innovative and compound talents with solid basic capabilities and good management concepts in e-commerce, drive the integrated development of e-commerce in the Internet era, and realize the transformation of economic benefits. E-Commerce is not only a highly specialized comprehensive applied discipline, but also a cross-disciplinary discipline with other disciplines. It has cross-links with multiple disciplines, including computer, management, law, marketing, logistics, etc. Such cross-disciplinary integration has broken the curriculum boundary of a single discipline and achieved a higher level of practical application, This requires that e-commerce teaching is no longer limited to the simple accumulation and accumulation of knowledge in this discipline, but also should break the barriers between different disciplines, break through the traditional mode of practical teaching, and pay attention to the cultivation of students' practical ability [2].

2. Problems in the teaching of e-commerce

2.1 Pay attention to theoretical teaching and ignore practical teaching

At present, many schools have no longer simply set up theoretical courses, but set up both theoretical and practical courses according to the syllabus in order to meet the needs of students' cultivation. However, in the distribution proportion of curriculum and the actual teaching of teachers, they still focus on theoretical courses, or the teaching method of practical courses is similar to theoretical teaching. There are many reasons for this problem. The school curriculum is unreasonable, the teaching skills of teachers need to be strengthened, the teachers themselves lack practical experience, and the practice teaching space is limited. These problems lead to the practice teaching can not achieve the expected effect and become a mere formality. Students not only have no legal knowledge to want, but also have a psychological resistance or wrong understanding, resulting in a psychological slack when they go to work later. Among them, curriculum teachers' lack of practical experience is a problem that must be paid attention to. As students' enlightenment teachers, their teaching knowledge plays a very important role in the establishment of students' personality concept to a large extent. If they can not educate and guide students well, it will easily lead to the separation of theory and practice, and the effect of practical learning will be greatly reduced. Therefore, it is necessary to carry out the theoretical and practical teaching of e-commerce specialty in various aspects and in a three-dimensional way, so as to truly implement the educational purpose.

2.2 The curriculum system does not meet the needs of market talents

As an important base for talent training, teaching units should fully realize the importance of curriculum design and teaching methods for the future development of professional talents, and the importance of clear objectives in e-commerce practice teaching. Only by knowing the importance can they layout and develop in the right direction. The setting of curriculum system is related to the teaching methods and teaching effects of instructors, This is closely related to improving students' practical and innovative abilities. At present, the major of e-commerce is constantly developing and optimizing. In this process, the educational unit should fully conduct market research, understand the employment requirements of the employer, clarify what kind of professional and technical talents the major needs to build, and carry out talent training in combination with the development trend of e-commerce. It is not allowed to cultivate only academic talents without market demand, nor backward talents that do not conform to the law of market development. Based on market demand, precise positioning, reasonable curriculum system setting, and combined with the actual situation of students, flexible and effective training programs are developed to cultivate just needed talents. The curriculum system does not meet the needs of market talents, which will reduce the feasibility and efficiency of teaching, lead to resource waste and talent shortage, and hinder the development of e-commerce.

3. Reform strategy of practical teaching system of e-commerce specialty

3.1 Define training objectives according to actual market demand

As an important place for talent training, colleges and universities should fully recognize the actual needs of the market, the posts required, and the professional skills required for the posts, and carry out targeted curriculum and education methods. At the same time, it is also necessary to recognize the important role of clear objectives in the practical teaching of e-commerce specialty, and carry out targeted selection and design of teaching methods according to the needs of the post. The purpose is to adapt to the needs of the industry development, the needs of the post, the needs of students' development, and the needs of the practical teaching development of e-commerce specialty, fundamentally promote the development of the industry, lay a solid foundation for students' employment, and accumulate experience for practical teaching, Push more professional talents for the society. This requires the government and universities to actively promote, increase investment in facilities and equipment, build practice bases, improve the practical experience of teachers, provide students with more practical opportunities in line with the market demand, enable students to achieve the expected teaching objectives, promote the improvement of students' practical ability, shorten the training time of enterprises, and adapt to work as soon as possible.

3.2 Build a professional and practical teaching team

In the long-term teaching practice, we should constantly summarize our experience, investigate the development of graduate students, find out their own problems in time according to the feedback of graduates, and correct and change them in time, especially in the construction of the teaching team. Teachers are the key to improve the strength of the school. Teaching and educating people, only teachers with excellent quality can cultivate students with superb skills. Teachers have rich professional knowledge is the basic quality, but we should also pay attention to the training of teachers' practical experience. The teaching task of teachers is heavy. In the long run, it may reduce the understanding of the market and the mastery of advanced development information. In response to this problem, the school should increase investment, carry out various forms of teacher training, and improve the professional quality and professional skills of teachers. If the quality of its own teachers can not meet the needs of practical teaching, it can employ external industry-leading professionals with practical experience to teach, In this way, students can understand the industry more intuitively, answer their doubts, improve their understanding of the industry, fully understand the importance of theoretical learning and the necessity of practical learning. Implement the assessment mechanism for teachers, link students' achievements with teachers' management, improve teachers' teaching quality, and strengthen the cultivation of students' comprehensive quality.

4. Conclusion

The practical teaching reform of e-commerce specialty is in line with the development of the times and is imperative. Only by breaking the shackles and daring to reform can we usher in new opportunities, achieve breakthrough development, not be eliminated in the increasingly competitive era, achieve economic efficiency improvement, and promote social and economic development. The reform should be based on the needs of the industry and the specialty itself, people-oriented, actively explore the innovative and complex reform path, do not forget the original intention, keep in mind the teaching objectives, and create a new path of practical teaching of e-commerce specialty that meets the needs.

References

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