Teaching Design of Introduction to E-commerce under the Training Goal of Applied Talents

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Abstract: Based on the teaching practice of "Introduction to E-commerce" course, this paper probes into the teaching design of applied talents training for e-commerce majors from four aspects: adjusting the course content, integrating ideological and political elements, flexibly adopting a variety of teaching methods and evaluating the whole teaching process. In order to provide some reference for the course teaching of applied talents training of e-commerce major in colleges and universities.

Key words: Introduction to Electronic Commerce; Applied talents; Curriculum teaching; Ideological ad political elements

With the increase of Chinese netizens and the further development of Internet technology, e-commerce has played a positive role in stimulating China's economic vitality, driving flexible employment and boosting confidence. As a key development area of the digital economy, e-commerce is penetrating from the consumption side to the production and supply side, reconstructing industrial and value chains, and supporting the transformation and upgrading of traditional industries. Therefore, at present, China's e-commerce is in a stage of vigorous development, and there is an urgent need for more high-quality and innovative e-commerce professionals.

In recent years, the job market competition is more and more fierce, through the training of application-oriented education, students have a certain professional practice and application ability, can better adapt to the needs of the industry. Introduction to Electronic Commerce is the core basic course of electronic commerce major, which has both theory and practical training, and plays an important role in cultivating college students' professional knowledge and practical ability. This paper aims at the teaching design of "Introduction to E-commerce" course for e-commerce major, in order to cultivate e-commerce applied talents with solid theoretical professional knowledge and practical ability.

1. Training objectives of application-oriented talents

The relevant theoretical knowledge of e-commerce comes from the summary and refining of the industry development practice, which is inseparable from the practical activities of e-commerce, and reflects the strong practical characteristics of e-commerce. The goal of training applied talents of e-commerce majors is to master the basic theories of computer, management, economy and other aspects and basic knowledge of e-commerce, have a solid professional knowledge of e-commerce and the knowledge structure of modern computer information technology, and have a certain quality of Internet innovation and entrepreneurship. High-quality applied talents who can be engaged in e-commerce development, application and management in e-commerce related departments of Internet enterprises, traditional production and trade enterprises, and public institutions.

Through the study of "Introduction to E-commerce" course, students should master the concept, classification, mode and network marketing and other professional basic knowledge of e-commerce, and should have the skills of opening online stores, selecting products, store decoration and management, as well as the comprehensive practical ability of designing and publishing survey questionnaires, making short videos to carry out marketing activities and carrying out online live streaming. At the same time, in the course of development, students should flexibly integrate ideological and political elements, cultivate students' patriotic feelings and national pride, enhance students' professional qualities such as innovation ability, teamwork, practical application ability, and enhance students' legal awareness and network security awareness.

2. Analysis of the current situation and learning situation of the course

1. Introduction to the current situation of "Introduction to Electronic Commerce" course

At present, students majoring in e-commerce are offered the course Introduction to E-commerce in the second semester of their freshman year. In the early stage, they have learned the courses of Management and Marketing, followed by professional courses such as Network Economics, Network Marketing, Online Shop Art and Visual Design. Through the teaching of "Introduction to E-commerce", students are helped to master the basic knowledge and skills of e-commerce business model, network marketing, store decoration and operation, and cultivate innovative high-quality professionals who have the practical ability to analyze and solve practical problems of e-commerce and can adapt to the needs of the development of e-commerce positions. 3The main contents of the course chapters of Introduction to E-commerce are shown in Table 1

Table 1: Main contents of course chapters of Introduction to Electronic Commerce

Course Chapters	Course content
E-commerce Overview	E-commerce concept, classification, generation and development, frame structure
Basic of electronic commerce technology	Computer networks, emerging technologies and applications, EDI technology
Electronic Commerce business model	Business model, B2C, C2C, O2O and C2B
E-commerce payment	Overview, systems and tools of electronic payment

Electronic Commerce Security	Content, common technology, security protocol and management of e-commerce security
Customer Relationship Management	Definition and classification of customer relationship management, techniques and applications
Network Marketing	Internet marketing concepts, functions, strategies, tools and methods
3. E-commerce logistics and supply chain	The definition, classification, model and supply chain management of e-commerce logistics
Mobile e-commerce	The meaning of mobile e-commerce classification, business model, application
Cross-border e-commerce	The basic process, platform type and application of cross-border e-commerce
E-commerce laws and regulations	Electronic payment, contracts, signatures, intellectual property rights, taxation and other systems
E-commerce applications	New retail, rural e-commerce, tourism e-commerce

2. Analysis of teaching class

In the first week of the semester, the author went deep into the students' dormitories, had face-to-face communication with the students, and focused on the following aspects: ① Is the current e-commerce major their ideal choice, what is the ideal future employment direction? ② What do you know about the e-commerce industry? ③ For their own employment direction, what is the current learning plan? What are your expectations or suggestions for the study of Introduction to Electronic Commerce? Through the communication of several questions, I learned that some students are helpless for the admission of e-commerce major, and said that e-commerce is nothing but selling things online, without learning it; Some students have little interest in e-commerce, but they want to use the study during the undergraduate period to take the postgraduate entrance examination, examination public or get the graduation certificate and diploma; Some students have a strong interest in the study of e-commerce, and plan to start a business or engage in related work in the future, and hope to obtain certificates, participate in competitions and practical activities during the school to improve their comprehensive practice and innovation ability. Some students do not attach importance to the course study, but in order to successfully pass the examination, they are willing to cooperate with the study.

3. Teaching design scheme

In order to better achieve the goal of training application-oriented talents, it is necessary to restructure the course content of "Introduction to E-commerce" under the guidance of application-oriented practice, highlighting the transformation of basic knowledge and the application and practice ability of basic skills, innovative development ability and professional quality training.

1. Adjust the course content

According to the development situation and trend of e-commerce, update the content of published textbooks, further improve cases, increase practical training projects, and focus on the cultivation of application-oriented talents.

For example, the 12 chapters in the original course are integrated into 8 chapters, and some contents are reorganized, updated, deleted, etc. In the chapter of "E-commerce Model", combined with the development of the current new e-commerce model, the introduction of the business model of social e-commerce and content e-commerce is added. The course content is more novel, close to students' daily practical experience, and the class is more interesting and practical. For example, in the chapter of "E-commerce Payment", the related content of Internet finance is supplemented. Another example, in order to comply with the current development trend of e-commerce, in the chapter of "Exploring the development of e-commerce", the content of fresh e-commerce is added.

At the same time, in the "e-commerce business model", "network marketing" and other chapters, added practical training projects, respectively, "Taobao platform registration, store opening, store decoration and management", "how to make research questionnaires, carry out short video marketing activities, live delivery experience" and so on. These practical training projects are interspersed in the theoretical teaching process of each chapter to help students better apply the theoretical knowledge learned to practical activities and improve their practical application ability, team cooperation ability and innovation ability.

2. Integrate ideological and political elements

The integration of ideological and political elements into professional curriculum education is a practical innovation of higher education in the new era, an important means for colleges and universities to achieve value shaping, knowledge imparts and ability training, and an effective way to train our Party's successors.

Such as "e-commerce overview" chapter, in the analysis of the current situation of China's e-commerce development, pointed out that China's e-commerce development in the world in a leading position, enhance national pride; When analyzing the main provisions of the "E-commerce Law", it helps students establish the awareness of paying taxes and protecting rights according to law. When teaching the Internet finance content of the "E-commerce payment" chapter, with the help of cases, students can understand the harm of attractive "campus loans" with no interest or low interest, and establish a correct consumption concept. In the chapter of "E-commerce logistics", the slogan of "Building roads first to get rich", which is common in rural areas, is introduced to help students realize the significance of logistics for farmers' poverty alleviation and rural revitalization, and understand the important role played by the Chinese government in the construction of the national logistics network, highlighting the responsibility of the people's government to serve the people.

3. Flexibly adopt a variety of teaching forms

In the course of Introduction to Electronic Commerce, according to the different content of each chapter, different teaching forms are flexibly selected to facilitate students to better grasp, understand and practice.

For example, in the "Network marketing" chapter, in addition to the use of multimedia courseware for classroom teaching, take the recent online Gaofen movie to carry out network marketing activities as an example, to analyze the network marketing methods adopted; What are the functions of network marketing in the group discussion case; In addition, after teaching the network investigation, recommend the website to make the survey questionnaire, encourage students to study and use it independently, and make a survey questionnaire according to the requirements, generate two-dimensional code for distribution, analyze the survey data, and write the survey report; When teaching short video marketing and live marketing, students are encouraged to make short videos in groups to carry out marketing activities and carry out Tiktok live delivery. These practical training projects can be completed by using mobile phones. Students have a high willingness to participate, which can better enhance students' practical application ability.

4. Assessment and evaluation of the whole teaching process

In the application-oriented courses, it is necessary to change the assessment method that attaches importance to theoretical learning and neglects practical application in the past, and implement diversified assessment of the whole process. The assessment content specifically includes: Group discussion in class, Q&A interaction, class notes, learning attitude, after-class homework, quizzes, team achievement and effect of practical projects, as well as the final exam score, which is assigned according to the importance of the training of applied talents, and the final assessment score is calculated comprehensively. Comprehensively assess students' mastery of theoretical professional knowledge, practical application ability and comprehensive quality. The chapter, content, ideological and political elements and teaching forms of the course reconstruction of Introduction to Electronic Commerce are shown in Table 2

Table 2: Overview of course content reconstruction of Introduction to Electronic Commerce

Course Chapters	Course content	Ideological and political elements of the course	Teaching form
Overview of e-commerce	Classification, development and current situation of E-commerce, E-commerce Law	Enhance national pride, pay taxes according to law, and protect rights	Lectures, group discussions, case studies, self-study
Fundamentals of e-commerce technology	Fundamentals of Internet, EDI technology, Emerging technology	Network power, science and technology is the primary productive force	Lecture, case study, practice
E-commerce business models	B2C, C2C, B2B, new retail, O2O, social e-commerce, content e-commerce	Integrity and compliance management, consumer rights, innovation	Lectures, case studies, group discussions, practical training
Network Marketing	Network marketing concept, function, strategy and method, network research	Internet thinking, digitization, adhere to professional ethics	Lecture, case analysis, group discussion, practical training
E-commerce payment	E-payment concepts, tools, online banking, third-party payment and Internet finance	Establish a correct consumption concept and avoid the trap of "interest-free loan"	Lecture, case study, self-study
E-commerce Security	E-commerce security hazards, technologies, and protocols	Raise awareness of network security	Lectures, case studies, self-study and practical training
E-commerce Logistics	The concept classification and function of logistics, the relationship between e-commerce and logistics, the logistics model under e-commerce	To get rich, first build roads, rural revitalization	Lecture, case study, self-study
Explore e-commerce development	Mobile e-commerce, cross-border e-commerce, fresh e-commerce, rural e-commerce	Unite as one, overcome the "tide of difficulties", the Chinese dream, my dream	Lecturing, case studies, self-study

Epilogue

Based on the current teaching status and learning situation of Introduction to Electronic Commerce, this paper aims at the training of applied talents, and probes into the teaching measures for the training of applied talents of electronic commerce major from four aspects: adjusting the course content, integrating ideological and political elements, flexibly adopting a variety of teaching methods and evaluating the whole teaching process. Through the teaching design of "Introduction to E-commerce" course, while mastering the basic knowledge of e-commerce, students can better apply the theories of e-commerce, cultivate patriotic feelings, and have certain practical ability, innovation ability, team spirit and other professional qualities.

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