

# Introduction to Electronic Commerce Course Ideological and Political Practice Research

Min Wei

Zhengzhou Shengda University, Zhengzhou 450001, China

**Abstract:** The Guiding Outline of Ideological and Political Construction of Curriculum in Colleges and Universities issued by the Ministry of Education has fully promoted the ideological and political construction of curriculum in colleges and universities. 1As the core course of e-commerce major, introduction to e-commerce not only undertakes the task of cultivating students' solid theoretical knowledge and comprehensive application ability of e-commerce, but also shoulders the mission of shaping students' complete professional ethics and good moral character. This course has many knowledge2 points and a wide scope, including the whole process of e-commerce technology foundation, e-commerce mode, network marketing, secure payment and logistics. Its reality and practicality make it easier to integrate into situational teaching. The interdisciplinary characteristics also have obvious moral characteristics. Rational optimization of ideological and political teaching links, combined with the curriculum content to implement curriculum ideological and political, in order to explore the introduction to e-commerce3 course ideological and political implementation path, for other professional courses to provide a basis for the exploration of ideological and political.

**Key words:** Universities; Curriculum ideological and political construction; Teaching Case Design

## 1. Introduction to e-commerce course ideological and political research status

As a hot topic of academic research in recent years, the number of relevant papers has increased exponentially after 2018, according to the search statistics of the knowledge network, and the research topics are focused on ideological and political construction, teaching reform, and ideological and political practice. Li Guojuan4-5 believes that curriculum ideological and political construction must firmly grasp the five key links of curriculum, ideological and political construction, teachers, departments and students. Ao Zuhui and Wang Yao believe that the curriculum ideological and political practice in colleges and universities should do a good job in top-level design, improve the guarantee mechanism, clarify the goal process, give play to the core role of ideological and political courses, and strengthen the construction of curriculum ideological and political teachers to dig deeply into the ideological and political elements of professional courses.

The ideological and political research of e-commerce courses focuses on the ideological and political construction and practice of professional courses. From the perspective of the curriculum, Zhou Jianliang has designed the ideological and political content of the course "Basic of E-commerce" from five aspects: socialist core values education, patriotism education, integrity education, legal consciousness education and moral consciousness education. The cross-border e-commerce course integrates the goal of moral education into the whole teaching process. Whether it is theoretical teaching or experimental training, the integration path of professional knowledge and ideological and political knowledge is carefully designed. At the same time, the assessment and evaluation methods are improved to truly educate people in the whole process. Wang Hongxia and Chen Shenglei studied the ideological and political practice of the course "E-commerce Project Planning and Management" from the perspective of education, dug deeply into the ideological and political content of each chapter, actively optimized the design of teaching methods, and reformed the teaching evaluation system; Through specific teaching cases, Hong Yu proposed specific measures and operations of ideological and political education in the teaching of "Web design and production" course.

## 2. Electronic commerce introduction course ideological and political construction ideas

As the main ideological and political channel of professional courses, the introduction to E-commerce course can give full play to its value-leading role on the basis of knowledge imparts, form a synergistic effect with the political theory course, and further promote the integration of ideological and political construction of college courses. Its construction ideas mainly revolve around four aspects: formulating ideological and political education goals, expanding ideological and political teaching methods, digging deep ideological and political content elements, and improving ideological and political assessment methods.

### 1. Formulate goals of ideological and political education

The goal of ideological and political education is the premise and benchmark of curriculum ideological and political construction, and has a guiding role in the follow-up ideological and political teaching activities and the evaluation of ideological and political education, so the development of ideological and political education goals is the first condition. The rapid development of the industry and the complex Internet environment have put forward higher requirements for the course construction. In addition to the basic professional knowledge and skills, students need to have a positive world outlook, outlook on life, values and the corresponding humanistic quality. Specifically, the ideological and political education goals can be refined into three levels: feelings for the family and the country, personal character and scientific outlook. See Table 1 for the specific content.

**Table 1 Concrete content of ideological and political education objectives of the course**

Levels	Concretely target content
Feelings of family and country	Socialist core values, national pride, cultural identity and cultural confidence, etc
Personal character	(1) Moral sentiment: personal morality, social morality and professional ethics (2) Sound personality: risk prevention awareness, privacy information protection, credit awareness, scientific financial concepts, etc

View of Science	Pragmatic, pioneering, innovative spirit of exploration, independent thinking ability, critical thinking, craftsman spirit, etc
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### 2. Expand ideological and political teaching methods

Introduction to Electronic Commerce is a highly comprehensive course with rich content and numerous cases. It has the dual attributes of both theoretical and practical courses, so it is more diversified and innovative in ideological and political teaching methods. For example, in the case teaching method, positive enterprise figure cases are selected to strengthen students' understanding and set up a good model, and enhance students' sense of mission and feelings of home and country; Project-driven method through students experience online shop operation, live marketing, short video production and other e-commerce activities, training students teamwork and communication skills on the basis of cultivating students' professional quality and credit awareness; The situational learning method integrates professional skills with ideological and political education through virtual role playing and computer practical operation, which not only cultivates students' comprehensive ability through edutainment, but also guides students to establish innovative spirit of exploration and critical thinking. Other methods, such as interactive enlightening teaching, roundtable discussion, research practice, online and offline integration teaching method, can help to integrate ideological and political elements, deepen curriculum ideological and political education, and achieve the expected ideological and political education goals.

### 3. Dig deep ideological and political elements

The knowledge richness and practicality of Introduction to E-commerce courses provide rich resource support for professional courses to carry out ideological and political education. In the course teaching process, teachers should combine the curriculum objectives to deeply explore the relevant elements, seamlessly docking and organic integration, give full play to the professional characteristics and advantages in the course of ideological and political teaching practice, and realize the curriculum education function. In the specific implementation process, pay attention to the practical feasibility, according to the course knowledge context of the family feelings, ideals and beliefs, moral sentiments and hard work and other ideological and political elements and professional knowledge principles and concrete practice of the integration, to form a deep and comprehensive curriculum ideological and political framework system. For details, see Table 2.

**Table 2 Integration of ideological and political elements in the curriculum**

Course Content	Incorporate ideological and political elements	Expected effect
E-commerce Overview	Combined with the "14th Five-Year Plan" for e-commerce development and the 2022 China E-commerce Development Report, the great achievements of China's e-commerce development are displayed Compare and explain the advantages and disadvantages of traditional commerce and e-commerce, and guide students to objectively view the advantages and disadvantages of e-commerce and its influence	Cultivate students' feelings of home and country and build their confidence in a big country Look at problems from the perspective of development Cultivate a sense of responsibility and understand that the country, society and the individual are an organic and indivisible whole
Electronic commerce technology	The video showcases Huawei 5G technology, blockchain and big data Internet of Things, guiding students to intuitively understand 5G chips, artificial intelligence and discuss related ethical issues	1. Define the goal of becoming a cyber power and build a secure and transparent cyberspace 2. Enhance national confidence, cultivate students' awareness of keeping pace with The Times and innovation, and dialectically view artificial intelligence
E-commerce model	Build a harmonious market environment by combining socialist core values and professional ethics education for e-commerce practitioners Combined with rural revitalization and targeted poverty alleviation, the typical representative of rural Taobao and livestreaming aid to agriculture is introduced in detail	Abide by the professional ethics of e-commerce and help build a harmonious society Familiar with e-commerce poverty alleviation policies to help hometown construction
Online marketing	Analyze hot topics such as false propaganda and infringement of intellectual property rights, and guide students to distinguish right from wrong Scenarios simulate e-commerce shopping and live marketing activities, and feel the practical operation of e-commerce activities	Cultivate students' awareness of integrity and good professional quality, and standardize operation Establish a clear and scientific career plan and practice the spirit of hard work
E-commerce payment and logistics	Through case studies such as wechat Pay and Alipay, we will guide and discuss the development of third-party payment and corresponding government regulatory measures Play videos related to campus loans and P2P thunderstorms to guide students to consume rationally and improve their own safety awareness Class debate whether to complain about the late delivery of food delivery boy	Experience the determination and efforts of the government to safeguard the safety of people's property Establish a correct consumption concept, improve the awareness of financial risks and fraud prevention We will foster basic moral literacy among citizens
Cross-border e-commerce	1. Play the brand power project propaganda video, and deepen technological innovation	Understand the world influence of made in China, establish feelings of great power, and cultivate national pride and awareness of innovation

Mobile e-commerce	Big data kill and mobile phone dependence disease, dialectically think about the pros and cons of science and technology, think about how to overcome mobile phone dependence, not to be a slave of science and technology	Pay attention to personal privacy protection, cultivate self-discipline and perseverance
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#### 4. Improve ideological and political assessment methods

Assessment is a baton and a sign for reflection and adjustment, and a scientific and effective assessment method is the key to ensure the practice of curriculum ideological and political construction, so improving the assessment method is an important last link. The assessment content should shift from students' theoretical knowledge mastery and comprehensive ability cultivation to more attention on students' moral norms and personal behaviors, while taking into account the development of innovation ability and cognitive cooperation skills, and recording students' learning status and the effect of curriculum ideological and political practice through more diversified process evaluation methods and increasing quantitative proportion. For example, increasing the proportion of team cooperation spirit in group tasks, appropriate bonus points for the theme speech of national feelings, and listing the deduction items of daily behavior norms. On the basis of covering all the ideological and political tasks of this course, the process evaluation still has certain difficulties.

### 3. The introduction to e-commerce course ideological and political implementation of specific cases

In the overall process of curriculum ideological and political implementation, how to innovate ways to realize the simultaneous improvement of students' knowledge and ideological and political literacy is a question worthy of repeated consideration and discussion. The following is a special case of "new media marketing" to show in detail the specific implementation of the ideological and political development of the course of Introduction to e-commerce.

#### 1. Design of teaching objectives

Knowledge objectives require students to master the meaning and skills of new media marketing, and be familiar with relevant platforms and data analysis tools; The skill goal is to be able to write short video and live broadcast scripts, and be able to conduct marketing activities for enterprises on various new media platforms; Ideological and political goals are mainly to carry forward the excellent traditional Chinese culture, enhance national confidence and feelings of family and country, uphold the craftsman spirit and integrity consciousness, and cultivate the sense of teamwork and professionalism.

#### 2. Teaching content planning

In the specific teaching process, students are required to master the specific skills of Weibo marketing, wechat marketing, short video marketing and live marketing, and be skilled in micro poster production, short video shooting, public account promotion and live delivery, so as to ensure the smooth implementation of enterprise marketing activities.

#### 3. Integration of professional knowledge and ideological and political elements

The ideological and political elements are cleverly integrated into the whole teaching process to maximize the educational value of the course. For example, in the content module of marketing team construction and development, with the entry point of "The Palace Museum online celebrity team gives new vitality to cultural relics", it focuses on showing the new vitality brought by excellent copywriting to the excellent traditional Chinese cultural treasures under the new media marketing environment, inspiring students to carry forward the excellent Chinese culture, establish national confidence, and cultivate the sense of team cooperation; In the agricultural live broadcast practice project module, design agricultural H5 posters and lottery games, exercise professional skills, seek truth from facts, dig product selling points, follow the platform norms, do not exaggerate and do not malicious marketing, cultivate students' professional quality of excellence, respond to the call for rural revitalization, and contribute their own strength to the development of their hometown.

### 4. Conclusion

Through the ideological and political practice and exploration of the course "Introduction to Electronic Commerce", this paper gradually establishes the classroom teaching mode of "professional courses + ideological and political education", implements the goal of cultivating outstanding talents by virtue and cultivating morality, intelligence, body, beauty and labor. Students not only gain professional ability, but also establish a correct world view, outlook on life and values. At the same time, it also hopes to provide reference for the ideological and political research of other professional courses.

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