

# Research and practice on the integration of curriculum ideology and politics into the basic course of E-commerce in higher vocational colleges

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**Abstract:** In the electronic commerce major of higher vocational college, the basis of electronic commerce belongs to the core course. This course is opened in the freshman year, which has an important impact on the formation of students' values and is of great significance for the follow-up learning activities. Therefore, the curriculum ideology and politics into the relevant courses, it is more important, this article from the perspective of curriculum ideology and politics, the e-commerce basic courses of higher vocational colleges to carry out analysis, and put forward the corresponding teaching implementation plan, for the teaching of higher vocational colleges to provide reference.

**Key words:** curriculum thought and politics; Higher vocational colleges; e-commerce

Higher vocational college is an important place to train high-quality and skilled talents, and bears the responsibility of teaching and educating people. In the development of higher vocational education, ideological and political education has been in a weak link for a long time. In recent years, the major of electronic commerce has been well developed, become a popular choice for voluntary application, along with the development of society and the training of professional talents, the ideological and political education has put forward higher requirements. In the teaching activities of e-commerce major, attention is paid to the application of knowledge such as information technology, economy and management, and there is a tendency to pay attention to knowledge training and neglect the development of moral education. Therefore, the basic course of e-commerce is the core of the major, which needs to be timely integrated into the ideological and political elements, so as to achieve the improvement of its ideological and political literacy while teaching e-commerce knowledge.

## I. The importance of ideological and political integration into the basic course of e-commerce in higher vocational colleges

The integration of curriculum ideology and politics is conducive to the realization of the goal of moral education, which is not only the inheritance of traditional moral education, but also the development demand of socialism with Chinese characteristics in the new era. The goal is connected and forms an organic unity, among which moral education is the foundation and moral education is the goal of moral education. Higher vocational colleges need to clarify the teaching objectives of Lide cultivating people, and promote the organic integration of basic courses' ideology and politics with teaching objectives in the major of electronic commerce. Teachers need to systematically explain professional knowledge, pay attention to its value-leading role, and guide students to achieve significant improvement in moral level while acquiring professional knowledge and skills. To enable students to participate in the study of professional knowledge, love science, develop a sense of family, society and national responsibility, so that they develop a good ideological and political quality. Through the above activities, it is helpful for teachers to better complete their teaching tasks, contribute to the healthy development of students, and realize the organic integration of moral and moral education. In addition, the curriculum thought and politics into the basic course of e-commerce, in line with the realization of full education, in teaching activities, education is the responsibility of teaching personnel, vocational colleges in order to achieve full education, need to give play to the enthusiasm of teachers. Teachers communicate directly with students in the classroom, not only play the role of imparts knowledge, but also acts as a guide for students. Teachers' teaching will have a great impact on students' thoughts. It is not difficult to find that teachers play an important role in the whole staff education. The emergence of ideological and political ideas in the curriculum has put forward higher requirements for teachers. The implementers of ideological and political education are not limited to ideological and political teachers, but all teachers participate in the implementation of the requirements of whole-person education and play the role of educating students in classroom education. Among them, the development of curriculum ideological and political education is conducive to the expansion of the ideological and political education team, to give play to the educational ability of each teaching staff, and to promote the formation of the situation of all-staff education.

## II. The current situation of curriculum ideological and political integration into the basic course of e-commerce in higher vocational colleges

### 1. The update of teaching concepts is slow

Compared with other courses, the updating of teaching concepts in the implementation of e-commerce basic course ideology and politics in higher vocational colleges is slow. In the implementation of the basic course of electronic commerce, there is a phenomenon of infusing teaching, in the actual teaching link, still adopt the traditional knowledge teaching method. As the course ideology and politics itself has a strong demonstration, only in the basic course of electronic commerce, breaking the shackles of traditional concepts, is helpful to the

implementation of the new curriculum reform. Taking the implementation of the curriculum as a case, the basic curriculum needs to adapt to the needs of teaching reform. Secondly, in teaching activities, teaching needs to pay attention to the optimization of learning methods, from passive learning to active learning, active participation in learning activities, willing to explore. The optimization of teachers' teaching concepts has promoted the change of students' learning status. However, in actual teaching, the teaching concept accepted by the reserve teachers is still the traditional teaching concept, which has a deep influence, leading the reserve teachers to believe that teachers play the main role in teaching activities and integrate into the thinking pattern. Will have a direct or indirect impact on the future education career of the reserve teachers.

#### 2. Ignoring the integration of theory and practice

E-commerce major has strong practicality, whether in the principle of research, or in the reform of teaching activities, can not be separated from the development of practical activities. In the basic course of electronic commerce, the implementation of curriculum ideology and politics can not be limited to the teaching of basic knowledge, but need to start from practice, improve the comprehensive quality of reserve teachers, and provide high-quality talents for the development of education. Through the analysis of the current teaching of e-commerce major, it is found that the implementation of curriculum ideology and politics still adopts traditional teaching ideas, pays attention to the development of theoretical teaching, ignores the integration of theory and practice, which leads to the neglect of students' reality in curriculum ideology and politics teaching and hinders the promotion of students' enthusiasm.

### III. The implementation of the basic course of e-commerce in higher vocational colleges

#### 1. Focus on talent training and optimize ideological and political content

In the training of talents for e-commerce majors, teachers need to pay attention to curriculum design activities, integrate ideological and political elements into professional teaching, give full play to the real teaching effectiveness, and promote the realization of curriculum ideological and political goals. In the process of goal training, it is necessary to clarify the goal of talent training, pay attention to the improvement of students' ideological and political literacy and professional skills, adapt to the development of e-commerce industry, and provide high-quality skilled talents for related industries, highlighting the importance of ideological and political elements in professional teaching. In the major of e-commerce, the basic course of e-commerce belongs to the core course, which needs to be taken as a basis to formulate relevant teaching objectives, and pay attention to the development of quality education while improving professional literacy. In the personnel training activities, it is necessary to formulate the development direction related to the profession according to the ability needs of the profession. In order to better implement teaching activities and carry out basic courses of e-commerce, it is necessary to introduce online shop marketing, data analysis and other positions according to the e-commerce industry, improve students' professional quality and promote the formation of professional quality.

#### 2. Take students as the main body to improve the enthusiasm for learning

The implementation of the curriculum needs to take students as the main body of teaching, teachers play a leading role in teaching activities, and pay attention to the improvement of students' learning ability. In teaching activities, teachers should guide students to realize the change from passive learning to active learning, so as to improve the learning efficiency. Through teaching guidance, students can not only deepen their influence on knowledge, but also better understand the ideological and political content. In the course teaching, through the development of situations, cases and collaborative teaching, students' learning ability can be improved, their subjective initiative can be brought into play, and the foundation for future professional learning can be laid. In the teaching of professional knowledge, timely integration of ideological and political elements, to promote the improvement of students' comprehensive quality. For example, when explaining the laws and regulations on e-commerce, real entrepreneurial illegal cases can be used as guidance to improve students' enthusiasm for learning, help students form a mind map, make them brainstorm, encourage students to discuss in the group, ask about the illegal activities in the e-commerce industry, deepen the impact of students on relevant laws and regulations, and enhance their awareness of information security.

#### 3. Rational use of information technology to enhance the flexibility of teaching

As the basic courses of e-commerce in higher vocational colleges are closely related to the Internet, in the actual teaching activities, teachers can strengthen the application of information technology, timely integration of ideological and political elements, enhance the flexibility of teaching through information technology, and contribute to the collaborative development of students. First of all, higher vocational colleges can build an online teaching platform, which involves the classic cases of e-commerce, ideological and political modules and simulation plates, etc., to meet the personalized development needs of students, learn the relevant knowledge content, and achieve a significant improvement in their comprehensive literacy. Secondly, teachers majoring in e-commerce can conduct actual research on students, carry out flexible teaching activities, adopt diversified teaching methods, including project-based teaching, situational teaching and other modes, and reasonably divide students into different groups to carry out cooperative learning based on the actual situation of students. The application of information technology in teaching activities not only contributes to the construction of a good situation, but also deepens students' cognition of social economy, enables them to have advanced development vision, strengthens the understanding of ideological and political content, enhances the effectiveness of curriculum ideological and political, and achieves the expected teaching results. Finally, the ideological and political content and teaching progress can be pushed through new media platforms such as Weibo and wechat public accounts. Through the design of relevant columns, through the integration of stories, the main principles are expounded, typical cases are

told, and value guidance is done.

#### 4. Excavate the content of teaching materials and integrate ideological and political elements

The basic course of e-commerce has the integration of theory and practice. In the teaching activities of the course, it contains the content of finance, organization and other aspects, and involves many e-commerce enterprises. Teachers need to excavate the content of teaching materials, integrate ideological and political elements into the classroom teaching links, and pay attention to the optimization of teaching content. The contents of faith education, patriotic education and traditional culture education are closely related to the basic course of e-commerce, which will help students to form correct values, cultivate their patriotic feelings, social responsibility and civic consciousness, and promote the realization of the goal of cultivating morality and cultivating people. For example, when teaching content about information security, teachers can integrate patriotic feelings, national responsibility and other ideological and political elements. The application of actual cases of enterprises, curriculum introduction, to help students understand the security management process of enterprises, to understand the relevant achievements of enterprises, so as to improve students' national self-confidence. Through the integration of ideological and political elements, it not only contributes to the improvement of teaching efficiency, but also cultivates students' good moral character.

#### 5. Pay attention to case selection and highlight ideological and political value

In the basic course of e-commerce, to pay attention to the ideological and political teaching of the course, it is necessary to start from the content of the textbook, interpret the various knowledge points, excavate the ideological and political elements in it, integrate the ideological and political elements in the explanation of knowledge, and optimize the teaching content from the design of teaching cases and highlight the ideological and political value. There are rich ideological and political elements in the basic course of e-commerce, including traditional culture, patriotic spirit and artisan spirit, etc. In teaching activities, teachers should strengthen the selection of teaching cases, give full play to the value significance of the course, and promote the organic integration of knowledge teaching, ability training and value building, which meets the requirements of course teaching. For example, when explaining the basic knowledge of e-commerce, According to the teaching content, they can choose appropriate teaching cases and poems about Manjianghong to expand their knowledge, help students master professional knowledge, learn about Yue Fei's deeds, and actively integrate them into knowledge learning, and realize a significant improvement in humanistic literacy. Through case teaching, it can help students develop patriotic spirit and gradually form correct values. In the actual content explanation, it is necessary to take ideological and political education as the main line, carry out knowledge explanation, promote the organic integration of ideological and political education and professional education, and achieve better teaching results.

## IV. Concluding Remarks

To sum up, in the major of e-commerce, the basic of e-commerce belongs to the core course, pay attention to the integration of ideological and political education, which is conducive to the cultivation of e-commerce talents. In the actual ideological and political construction of the course, it is necessary to take the talent training plan as the guide, take the students as the main body, strengthen the application of information technology, and cleverly integrate the ideological and political elements into the course teaching. The integration of course ideology and politics into the major of e-commerce will help students master professional knowledge, achieve significant improvement of ideological and political literacy, contribute to the inheritance of Chinese culture, and promote the formation of students' good values.

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