

# The Application of Ideological and Political Course in the Teaching of Electronic Commerce Major in Technician College

Deng Min

Guangzhou Institute of Mechanical and Electrical Technici, Guangzhou 510450, Guangdong

**Abstract:** In the new era, the ideological and political curriculum has become the guidance for schools to carry out talent training and classroom teaching. It requires class teachers, professional teachers, and cultural teachers to participate in the ideological and political education process, and form a pattern of educating people through the whole curriculum and the whole staff. By promoting the combination of ideological and political education and e-commerce teaching, teachers can not only improve students' professional knowledge and skills, but also cultivate their sense of responsibility, professional ethics, patriotism, help students establish a correct outlook on money, values, employment, and better help improve their social adaptability and professional quality. Based on this, this paper analyzes the purpose of the application of ideological and political education in the teaching of e-commerce major, expounds the factors affecting the application of ideological and political education, and explores the application strategies of ideological and political education in the teaching of e-commerce major.

**Keywords:** ideological and political curriculum; Technician College; Electronic Commerce; application

## introduction

Technician college is an important part of vocational education. It should not only shoulder the mission of cultivating professional talents in the new era, but also adhere to the "ideological and political curriculum" education guidance, improve the importance of ideological and political education, vigorously train teachers' ideological and political literacy, and enhance the ideological and political influence of the entire school staff. However, in the current education work, the task of ideological and political education is still undertaken by ideological and political teachers. Teachers use lecture based teaching methods to let students listen to advanced ideological knowledge. The ways of ideological and political education are lack of diversity, which is difficult to bring students the learning experience of "empathy". At the same time, when carrying out professional teaching activities, teachers usually set curriculum teaching plans around professional knowledge and skills, failing to associate ideological and political education with professional content, which is difficult to effectively expand the coverage of ideological and political education. According to the fundamental task of establishing morality and cultivating people in the new era, the school should base itself on the e-commerce professional position, integrate the ideological and political curriculum into the whole process of professional education, attract the attention of professional teachers, and cultivate highly skilled talents with good professional quality.

## 1. The purpose of applying ideological and political education to the teaching of e-commerce

At present, e-commerce professional courses are highly skilled and practical, and students need to directly enter employment after graduation. While the demand for talents in the e-commerce industry is increasing, enterprises are also paying more attention to the professional quality of talents. Therefore, schools should coordinate the relationship between knowledge, skills and ideological and political education, cultivate students' correct values and improve their professional level. In the technician college, the students are all teenagers under 18 years old, with strong practical ability and competitive spirit. However, due to the lack of solid basic knowledge, they lack strong enthusiasm for learning, especially theoretical knowledge. Therefore, it is necessary to clarify the purpose of integrating ideological and political education into e-commerce teaching based on the characteristics of students.

### 1.1 Accelerate the reform of professional teaching

Based on Maslow's demand theory, people's material needs and spiritual needs have undergone new changes in the new era, and they are increasingly pursuing a higher spiritual and moral realm. In order to improve the moral quality and civilized quality of the whole society, it is necessary for the state to strengthen the work of school moral education and encourage schools at all levels and types to implement the task of ideological and political education. By deeply integrating the ideological and political education of the curriculum with the professional teaching, teachers can make the ideological elements invisible, cultivate the students' mind and spiritual world in an invisible way, and improve their ideological and moral quality. From the perspective of teaching purpose, the key for teachers to develop the ideological and political elements in professional courses is to cultivate students' cultural and moral qualities, help them form a correct outlook on the world, money and employment, and lay a foundation for them to move towards social service posts. At present, curriculum ideological and political education has begun to integrate with public courses and general education courses. More and more teachers have realized the urgency of implementing curriculum ideological and political education. Professional education should not only teach students

how to use knowledge and skills, but also make them learn how to behave themselves and adapt to the social environment. Therefore, by deepening the reform of ideological and political education, teachers can enrich the connotation of professional teaching, accelerate the integration of ideological and political elements and professional courses, and promote professional teaching reform.

## **1.2 Cultivate students' correct professional outlook**

From the perspective of basic connotation, ideological and political education requires teachers to combine a certain course with ideological and political education, so that professional courses and cultural courses can take on the color of ideological education, and better convey dialectical materialism, correct socialist core values, the spirit of daring to challenge themselves and break through difficulties to students. By enhancing the synergy between curriculum ideological and political education and professional teaching, teachers can refine the hidden ideological and political elements in e-commerce, such as the elements of dedication, social responsibility, patriotism, etc., which can not only enable them to understand the concept and tasks of e-commerce, but also cultivate their professional attitude of diligence, dedication and practical work. At the same time, according to the psychological and ideological development of students, teachers can combine professional learning, ideological and political education with professional development, so that students can realize that only when they dare to challenge themselves, face setbacks bravely, and do not shrink back easily, can they correctly solve the difficulties in learning and life, and cultivate their hard-working and persistent professional quality. In addition, according to the needs of the new era, teachers can transform the theme and connotation of the era into ideological and political elements, guide students to establish a sense of forge ahead and take the initiative to innovate, and reflect it in e-commerce work, so that they can dialectically analyze and solve problems, and form innovative practical ability.

## **2. Factors Affecting the Combination of Ideological and Political Education and Electronic Commerce Teaching**

### **2.1 Professional teachers' ideological and political awareness**

As a professional teacher of e-commerce, they devote more energy to professional education or scientific research, introduce and develop less ideological and political education content, and students are not willing to accept political preaching, which has brought difficulties for teachers to penetrate the curriculum and made some professional teachers lack the awareness of ideological and political education. In the view of some teachers, professional courses should highlight the attribute of professional education, and ideological and political education should be in the charge of special ideological and political teachers. The combination of curriculum ideological and political education with professional teaching is difficult to meet the students' interest in learning, and can not play a good role in ideological education. At the same time, there are differences in the ideological and political elements included in professional courses. How to reasonably develop such ideological and political elements as network security awareness, craftsmanship spirit, innovation spirit, ethics, social responsibility, and family and country feelings has become an important problem faced by professional course teachers. Although some teachers have established the ideological and political awareness of the curriculum and hope to implement the task of ideological and political education, due to their own ideological and political level and ability of ideological and political education, it is difficult to find the connection point between curriculum ideological and political education and professional teaching. Without effective and scientific implementation ideas, they cannot integrate it into all aspects of professional teaching to reflect the value of curriculum ideological and political education. For example, some teachers mistook the ideological and political education of the curriculum for the ideological and political education of the curriculum, and introduced a large number of heroic deeds and red footprints into the classroom. It is difficult to ensure the teaching progress of professional knowledge and coordinate the relationship between the ideological and political education of the curriculum and professional teaching. Therefore, in order to promote the combination of ideological and political education and e-commerce professional teaching, professional teachers should pay attention to the appropriateness of ideological and political content and the rationality of teaching methods, rather than separating professional teaching from ideological and political education, while establishing the awareness of educating people and developing ideological and political resources.

### **2.2 Ideological and political elements in professional textbooks**

At present, the school's e-commerce mainly trains technical and business talents, and outputs talents for information management, network marketing and other units. From the perspective of professional teaching content, students' general education courses are often the same as those of other majors, with the main difference being professional practice courses and core courses. In the technical professional courses, students mainly learn the skills related to computer operation. According to the review, such textbooks contain a lot of rigorous technical knowledge, which is not closely related to humanistic knowledge. In the professional courses of business operation, students mainly learn the basic principles and practices of e-commerce platform, and it is difficult for them to access the content of the humanistic society. Although some cases are involved, they are often just real e-commerce work stories, lacking content related to ideological and political elements. Therefore, for the lack of ideological and political elements in professional textbooks, teachers need to analyze and

develop ideological and political elements from different dimensions in combination with students' personal and professional development needs in order to promote the combination of curriculum ideological and political elements with professional teaching. At the same time, in the face of a large amount of professional knowledge, how to develop ideological and political elements that are suitable for e-commerce students and fit in with professional courses is also a big problem. If we can not analyze the characteristics of e-commerce students with ideological and political teachers, it is difficult to accelerate the pace of combining ideological and political education with professional education.

### **2.3 The school attaches importance to the evaluation of ideological and political education**

At present, many schools have begun to pay attention to the implementation of ideological and political curriculum and encourage teachers of all disciplines to participate in ideological and political education. However, some schools have not yet introduced specific policy documents or systems and strictly require teachers to participate. In addition to daily education and management tasks, teachers also need to devote a lot of time to upgrading their professional titles. Without strict systems and regulations and teachers' enthusiasm to participate in curriculum ideological and political education, they cannot spend a lot of time studying curriculum ideological and political education and cannot guarantee the effect of ideological and political education and professional education. At the same time, under the traditional teaching evaluation system, teachers are the first evaluators. They directly evaluate teaching language, teaching attitude, methods, processes and teaching objectives from the perspective of teachers. For the assessment of students, the school also starts from the mastery of professional knowledge, and pays less attention to the performance of students' thinking, emotion and cognition. Under such an evaluation system, teachers and students pay more attention to whether the teaching goals and learning goals are achieved, but fail to pay attention to the changes of emotions and values.

## **3. Effective Measures to Integrate Ideological and Political Education into the Teaching of E-commerce Major**

### **3.1 Build an active ideological and political education system**

The school should actively implement the ideological and political task of "student-centered" curriculum and adjust the professional talent training program. Through the development of curriculum ideological and political reform documents that conform to the professional characteristics, we can promote and duplicate curriculum ideological and political characteristics, typical cases, and build a ideological and political framework for all staff to participate in and educate people in the whole process, so that teachers can start from different angles and inject ideological and political content into the professional teaching system, so that they can assume the mission of building morality and cultivating people. In the teaching design of professional courses, the school should encourage professional teachers and ideological and political teachers to cooperate, develop a teaching plan that focuses on professional knowledge and skills education, supplemented by ideological and political education content, and reasonably improve classroom activities and syllabus according to the personalized needs of students in different grades, so as to infiltrate ideological and political elements into all aspects of the theoretical and practical courses. In this way, professional teachers, ideological and political teachers and head teachers can participate in the task of ideological and political education of the curriculum, and encourage students to internalize advanced ideas.

### **3.2 Improve the ideological and political education level of professional teachers**

In e-commerce professional teaching activities, teachers are the designers and implementers of teaching activities, and their ideological and political level directly affects students' life concepts and moral quality. In order to establish a practical ideological and political system of the curriculum and improve the ability of e-commerce teachers to cast souls and educate people, the school should carry out more ideological and political special training activities, organize teachers to participate in the teaching system and teaching reform seminars, jointly discuss the problems in the process of ideological and political education of the curriculum, discuss and propose effective solutions, so that students can correctly understand the value of ideological and political education. At the same time, the school should invite brother colleges and universities and ideological and political experts to give speeches, encourage professional teachers to combine ideological and political education with research direction, explore innovative implementation path of ideological and political education, and combine e-commerce work, real life and ideological and political content. By participating in ideological and political education training activities, teachers can close the relationship between e-commerce professional courses and ideological and political education, actively enhance communication and interaction with students, introduce more vivid ideological and political cases into the classroom, answer questions and solve doubts for students' learning and career development, and promote the integration of curriculum ideological and political education and professional teaching.

### **3.3 Encourage the development of professional ideological and political elements**

The ideological and political content can be expressed in a variety of ways in the classroom. Teachers can introduce the ideological and political theme into the discussion link, or integrate it into the teaching plan or textbook to infiltrate the ideological and political

elements in the way of homework and knowledge expansion after class. After long-term teaching accumulation, teachers are very familiar with the knowledge system of textbooks. In this regard, the school should strongly support the cooperation between professional teachers and ideological and political teachers, develop targeted ideological and political elements with e-commerce characteristics, and combine professional knowledge with ideological and political cases and theme activities. In the process of case development, the teacher team should choose the positive direction and carry forward the main theme, better move, educate and infect students, and give consideration to the warning function of negative textbooks. When explaining the content of e-commerce security, teachers should not only teach e-commerce security technology, but also introduce the importance of maintaining the Internet environment and protecting user information, so that students can abide by professional ethics. In addition, when designing the teaching content, the teaching team should adhere to the principle of the times, integrate popular events and cases into the teaching, bring students an intuitive learning experience, and urge them to think deeply about cases and professional knowledge. Finally, in terms of the presentation form of ideological and political cases, the teaching team should explore role playing, case stories, classroom debates, situational teaching and other ways to improve the effect of ideological and political integration of the curriculum.

### **3.4 Focus on the integration of ideological and political elements inside and outside the school**

By promoting exchanges between schools, schools can understand and learn from advanced integration paths and teaching methods, and improve the ability of professional teachers to educate people in politics and ideology. At the same time, the school can also cooperate with brother colleges and local enterprises to explore the ideological and political elements in e-commerce practice and practice activities, and invite teachers and enterprise personnel from brother colleges and universities to better test the ideological and political teaching of the school's curriculum through regular e-commerce professional ethics competitions. In the process of receiving comments from enterprise personnel, students can also find personal shortcomings and take the initiative to make up for shortcomings in professional knowledge and moral literacy. At the same time, the school should also combine the ideological and political elements inside and outside the school through school enterprise cooperation, so that students can accept the influence of advanced ideas in the classroom and understand the professional ethics during the practice outside the school, which can not only shape students' good professional character, but also improve their professional quality, and ultimately deepen the integration of curriculum ideological and political education and e-commerce professional teaching.

### **3.5 Formulate ideological and political evaluation standards for courses**

In order to objectively evaluate the effect of ideological and political education, schools should formulate reasonable evaluation standards and establish an evaluation system with students' all-round development as the core. First, evaluate teachers' teaching process. By building a long-term mechanism of teacher ethics training, schools can enhance teachers' awareness of ideological and political education, and regard teacher ethics as an important indicator of teachers' professional development and title promotion. In the student evaluation system, schools can set up evaluation indicators for teachers' teaching methods and students' values development to assess teachers' ideological and political education ability. Secondly, schools should formulate incentive policies and incentive systems, tilt the funds to the direction of ideological and political education reform, encourage professional teachers to implement the ideological and political tasks of the curriculum, and form an educational atmosphere of mutual supervision and ideological and political peers. In addition, the school should improve the student evaluation system, combine the practical teaching evaluation, professional ethics, and professional ethics spirit, and comprehensively assess the students' professional quality and moral character. By formulating and improving the ideological and political evaluation system of the curriculum, schools and teachers can pay full attention to the growth of e-commerce students, guide and urge them to improve their personality and shape good conduct.

## **4. Conclusion**

To sum up, promoting the integration of ideological and political education and e-commerce teaching is related to the quality of vocational education and the future employment and development of students. Therefore, the school should pay more attention to all teachers and staff and encourage professional teachers, head teachers and ideological and political teachers to participate in the teaching reform. Specifically, by building a system of ideological and political education involving all staff, improving the ideological and political level of professional teachers, developing professional ideological and political elements, paying attention to the combination of ideological and political elements inside and outside the school, and formulating curriculum ideological and political evaluation standards, we can promote the connection between curriculum ideological and political education and e-commerce teaching, achieve the same direction of ideological education and professional education, and cultivate e-commerce talents with a sense of mission and responsibility.

## **References**

- [1] Li Xia. Analysis on the Integration Path of Ideological and Political Elements in the Teaching and Curriculum of the New Era E-commerce Specialty Group [J]. Market Modernization, 2021 (21): 25-27

- [2] Wang Xiangzhi Research on the Application of “Curriculum Ideological and Political Education” to Promoting the Education and Management of E-commerce Students in Higher Vocational Colleges -- Taking Guangdong Vocational and Technical College of Industry and Trade as an Example [J]. Modern Vocational Education, 2021 (1): 74-75
- [3] Chen Si Strategies and Guarantees for Ideological and Political Integration of the Concentrated Practice Course of International Economics and Trade -- Taking the Cross border E-commerce Innovation and Entrepreneurship Training Course as an Example [J]. Henan Education (University Edition), 2021 (8): 99-100
- [4] Zhang Xinyu. Ideological and Political Implementation Strategy and Guarantee Mechanism of E-Commerce Major Courses under the Background of “Internet+” [J]. Hebei Agricultural Machinery, 2020 (8): 64, 70
- [5] Tang Feifei Taking the current situation of e-commerce of tea products as an example -- interpretation of the application of “ideological and political curriculum” in the teaching of e-commerce major in higher vocational education [J]. Fujian Tea, 2020, 42 (5): 151-152