Research on the path of E-commerce Teaching Reform in Colleges and Universities under the background of "Internet +

Ran Yan

Business School of Wuhan University of Arts and Sciences, Wuhan, Hubei, 430345

Abstract: with the deepening of education reform and the continuous optimization of E-commerce Teaching in Colleges and universities, teachers should actively introduce new educational concepts and teaching methods to better arouse students' interest in learning, strengthen students' understanding of what they have learned, improve the application level, and consolidate the teaching effect. As a popular teaching aid, Internet technology plays an important role in enriching the teaching content of e-commerce in Colleges and universities and broadening the teaching path. In view of this, this paper will analyze the optimization of E-commerce Teaching in Colleges and Universities under the background of "Internet +" and put forward some strategies for your reference.

Key words: Internet +; Colleges and universities; E-commerce; Teaching reform

1 Value analysis of E-commerce Teaching Reform in Colleges and Universities under the background of "Internet +

1.1 Help to enhance the appeal of the course

The application of Internet technology in college E-Commerce teaching can greatly enrich teaching resources. If these resources are reasonably used in the teaching process, it will play an important role in promoting the teaching effect. It can not only invisibly enhance the appeal of teaching to students, make them more active and actively participate in knowledge exploration and learning; It can also greatly improve the interest of e-commerce class, and enable college students to have a more intuitive and in-depth understanding of e-commerce knowledge, which plays an important role in promoting students' learning interest and understanding ability.

1.2 Help to improve the timeliness of teaching

When carrying out E-commerce Teaching in Colleges and universities, teachers should ensure that the teaching content is effectively implemented, so that college students can fully understand the theoretical knowledge they have learned, form good e-commerce literacy and professional ability, and help students complete "in class knowledge, in class digestion". For this reason, we should reasonably optimize the traditional e-commerce teaching form to enhance the timeliness, interactivity and scientificity of teaching work, help college students better carry out e-commerce knowledge learning in combination with network resources, actual cases and typical projects, and enhance the flexibility and effectiveness of teaching work.

1.3 Conducive to improving educational flexibility

At the level of teaching practice, the traditional teaching of e-commerce in Colleges and universities is carried out by indoctrination, which can easily lead to students' psychological resistance and boredom in the process of learning, which is not conducive to the improvement of teaching effect and hinders the development of students' practical ability. Through the rational application of Internet technology in E-Commerce teaching, more diversified teaching activities are carried out by means of micro lecture, media video and other methods, so as to improve the interest, vividness and flexibility of teaching, so as to better attract the attention of students. The application of Internet technology in E-Commerce teaching can effectively expand the content and form of classroom teaching, help students create a cross time and space learning platform, and make the learning process more flexible and efficient.

2 Analysis of the current situation of E-commerce Teaching in Colleges and Universities

2.1 Solidification of teaching mode

When carrying out E-commerce Teaching, many college teachers often focus on the explanation of e-commerce theoretical knowledge due to the lack of innovative teaching methods. The depth and breadth of the current actual e-commerce case analysis need to be improved, which will lead to deviation in the knowledge understanding of students who lack social experience to a certain extent, thus affecting their subsequent practice and application. In addition, at the teaching content level, the e-commerce textbooks used by some colleges and universities are not updated in time, resulting in a certain difference between the actual learning content of college students and the job requirements of enterprises, which is prone to the situation of "what they have learned is not used", which is not conducive to the improvement of learning efficiency.

2.2 Enterprise cooperation is not active

In order to improve the effect of E-commerce Teaching Reform in Colleges and Universities under the background of "Internet +", enterprises need to be guided to participate more deeply. However, at present, some enterprises fail to find a more efficient cooperation mode when cooperating with colleges and universities, and lack the initiative to participate in the cooperation activities. The reasons for this

problem can be analyzed from the following two aspects:

First, college students' knowledge application ability is insufficient. Affected by the previous teaching methods, some college students' mastery of E-Commerce teaching knowledge is limited, which leads to their being at a loss and not knowing where to start when facing the practical problems in some enterprises.

Second, lack of professional awareness. Under the current background of the times, college students' growth environment is relatively simple, and they encounter fewer challenges and difficulties in daily life, which leads to their lack of strong toughness after entering the job. When facing problems and difficulties, they often shrink back and fear difficulties, which will virtually increase the time cost for enterprises to cultivate talents.

2.3 The teaching team is relatively fixed

When recruiting e-commerce teachers, many colleges and universities often focus on the applicants' academic qualifications, and pay insufficient attention to their e-commerce professional knowledge reserve, practical teaching ability, understanding of the industry and other factors. In addition, at present, few e-commerce teachers can deeply understand the industry of e-commerce market. They do not have enough understanding of some commonly used software, problems and technologies in current enterprises, which will weaken the teaching effect.

3 The resistance of E-commerce Teaching Reform in Colleges and Universities under the background of "Internet +

3.1 Insufficient Internet technology

At present, many teachers begin to try to apply Internet technology in the daily E-Commerce teaching work, but the actual application effect is still far from the expectation, and the content and process of E-Commerce teaching need to be broken through. In addition to mastering the corresponding e-commerce knowledge, teachers should also have certain Internet technology concepts and technologies. Due to the lack of Internet technology, many teachers will consume a lot of time and energy when using online teaching resources, which hinders the application effect of Internet technology in college E-Commerce teaching.

3.2 Heavy teaching tasks

In order to better meet the personalized needs of college students, teachers should ensure the diversity of teaching auxiliary materials when carrying out the E-commerce Teaching Reform in Colleges and Universities under the background of "Internet +". Therefore, teachers need to spend more time collecting information related to the teaching content, and then form a teaching presentation, which is a large project that needs the cooperation of College e-commerce teachers. However, many e-commerce teachers in Colleges and universities need to undertake more and more class hour tasks and administrative tasks, which will make it difficult to carry out the construction of online resources because of the heavy teaching task.

（3） Insufficient hardware and software facilities

When carrying out the E-commerce Teaching Reform in Colleges and Universities under the background of "Internet +", teachers need to use smart tablets, mobile phones and other devices, whether in the form of MOOC or SPOC. However, the hardware equipment and software construction of some schools are not perfect, which has brought many inconvenience to teaching and learning, thus greatly affecting the e-commerce learning experience. At the same time, many online teaching platforms on the market may not meet the needs of E-commerce Teaching in Colleges and universities in terms of functional design, and there are also many inconveniences in operation. If the school independently develops the teaching platform or app software, the cost of daily maintenance, resource storage, software design and other aspects will be very high.

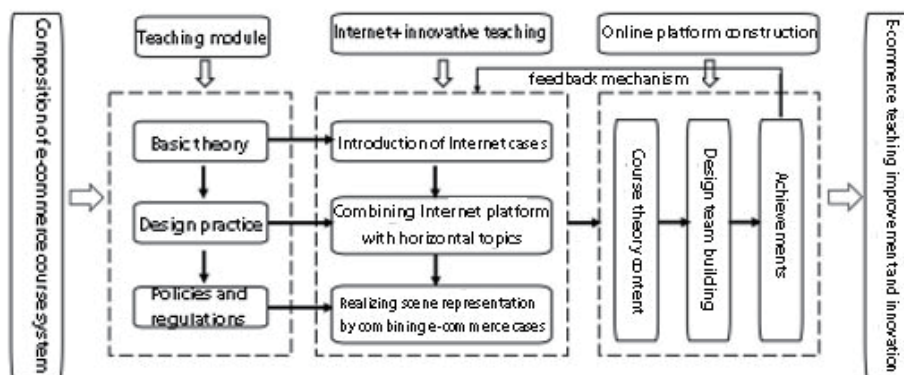## 4 E-commerce Teaching Reform Strategies in Colleges and Universities under the background of "Internet +

Figure 1: flow chart of E-commerce Teaching Reform Strategy in Colleges and Universities under the background of "Internet +

4.1 Stimulate students' interest by introducing micro lessons

When carrying out the E-commerce Teaching Reform in Colleges and Universities under the background of "Internet +", we should pay full attention to the pre class introduction link, so as to lay a solid foundation for the follow-up teaching work. High quality classroom introduction can help college students focus on e-commerce knowledge learning faster. For example, by playing some interesting micro lessons for college students before class, it can more effectively arouse college students' curiosity and desire to explore, so as to lay a solid foundation for the follow-up teaching work.

4.2 Introduce media video to enrich teaching content

Through in-depth analysis of e-commerce textbooks in Colleges and universities, we can find that due to the limitation of the length of textbooks, the introduction of some knowledge points is not perfect, which will virtually hinder students from forming a good e-commerce knowledge system. At the same time, in the past E-Commerce teaching process, few teachers can reasonably use Internet technology to assist teaching. Insufficient introduction of high-quality educational resources on the network will not be conducive to improving the teaching effect of e-commerce in Colleges and universities. Therefore, when we carry out the E-Commerce teaching reform, we can try to use the power of media video to further expand the E-Commerce teaching content by finding some video resources related to the teaching content from the network.

4.3 Build self-study platform and cultivate self-study habits

In order to further improve the effectiveness of E-Commerce teaching, we should pay attention to the cultivation of College Students' self-learning ability. By guiding college students to form good autonomous learning habits, they can more effectively participate in knowledge preview and review, which plays an important role in enhancing their mastery and application level of e-commerce knowledge. However, in the past E-Commerce teaching work, it is usually difficult for students to solve all kinds of problems at the first time, which will not only affect their self-study efficiency, but also have a great adverse impact on their self-study confidence, thus hindering them from forming good self-study habits.

Therefore, we can combine with the actual situation of our university, with the help of Internet technology, to create a more efficient and reasonable way of self-study for college students. By creating an online self-study platform for them, we can help college students solve the problems encountered in the process of self-study in time. When college students encounter bottlenecks in learning e-commerce knowledge, they upload the problems they encounter to the online self-study platform, and solve the problems with the help of students and teachers, so as to ensure the smooth development of the follow-up self-study work and improve the teaching effect.

4.4 Carry out reasonable teaching evaluation and solve teaching problems

Before carrying out teaching evaluation, we can combine the different characteristics of college students with hierarchical management, so as to ensure the objectivity, effectiveness and pertinence of teaching evaluation. For example, for those college students whose basic knowledge is relatively weak, we should take the basic theoretical knowledge as the main test content to enhance their basic level. For a wide range of college students, our evaluation can start from two levels, one is the theory of e-commerce, the other is the mastery of e-commerce skills of college students. These college students should master some basic e-commerce professional skills while mastering the basic e-commerce theoretical knowledge, and ensure that they have enough time to learn e-commerce professional skills and knowledge every week, so as to meet the e-commerce learning needs of college students. For those college students who have a solid foundation in e-commerce and master the knowledge of website construction and network marketing, we should not only investigate and evaluate their e-commerce theory and operation skills, but also put forward higher requirements to encourage them to constantly break through their own limits and improve their comprehensive ability in e-commerce.

4.5 Enrich the content of e-commerce textbooks and improve the knowledge system of e-commerce

When carrying out the innovative teaching of e-commerce in Colleges and Universities under the background of "Internet +", the important role of teaching materials is self-evident. Appropriate teaching materials can greatly improve the efficiency of teachers' teaching innovation. Therefore, we can combine the characteristics of students in different colleges and universities, select appropriate auxiliary knowledge content for them, and integrate it into the teaching materials, so as to realize the in-depth connection between students' needs and teaching materials, and provide assistance for their further development.

Synchronization we can use Internet technology to query e-commerce professional knowledge of multiple industries and directions, so as to better meet the learning needs of College Students' e-commerce knowledge. Not only that, combined with different teaching contents, we can also match video, pictures and other elements, so as to help college students more effectively complete the exploration of new textbooks and help students' e-commerce knowledge system to a new level.

summary

To sum up, if we want to improve the quality of E-commerce Teaching in Colleges and Universities under the background of "Internet +", we can start from the teaching methods, teaching contents and other aspects, and combine media video, micro lecture, self-study platform and other auxiliary means to help students continuously improve their interest in learning, help them develop good autonomous learning habits, and help them further improve their e-commerce knowledge system, Improve the practical role and effect of E-commerce Teaching

Analysis of the application strategy of blended teaching method in the teaching of Japanese audio visual Oral Course

Linjie Cui
Dalian Art College, Dalian, Liaoning, 116600

Abstract: with the deepening of curriculum reform, "Internet + education" has become an important reform trend of higher education, which also provides a new development direction for Japanese Teaching in application-oriented undergraduate colleges. In teaching practice, teachers should be based on the background of information education and assisted by information means to create a hybrid teaching mode combining online and offline, so as to enrich the connotation and form of Japanese teaching and improve students' initiative and enthusiasm in learning. Based on this, this paper analyzes the application strategies of blended teaching method in the teaching of Japanese audio-visual and oral course.

Key words: blended teaching;Japanese; Audio visual and oral courses;teaching

Introduction: in the new era, teachers should promote the teaching reform of Japanese course in Application-oriented Undergraduate Colleges under the background of educational informatization, build a platform for online sharing of teaching resources, and provide the

Reform in Colleges and Universities under the background of "Internet +" and strengthen the level of education.

References:

[1]Sha Wang Research on the training path of cross-border e-commerce talents under the background of "Internet +" [j]. China collective economy, 2022 (21): 160-162

[2]Yuanyuan Wang Analysis of open training and employability of e-commerce major in Colleges and Universities under the background of "Internet +" [j]. wireless Internet technology, 2021,18 (03): 151-152

[3]Fan Deng. Analysis of innovation and entrepreneurship education for e-commerce majors in the context of Internet + [j]. science and technology entrepreneurship monthly, 2020,33 (09): 100-103

[4]Na Chan Research on the teaching mode of e-commerce major in Colleges and Universities under the background of "Internet +" [j]. industry and Technology Forum, 2020,19 (07): 208-209

[5]Lin Wang,Jie Liu Exploration and Research on the teaching of e-commerce courses in Colleges and Universities under the background of "Internet +" [j]. academic weekly, 2019 (11): 18-19

[6]Jianhua He Research on the cultivation strategy of e-commerce innovative and entrepreneurial talents in the "Internet +" era [j]. innovation and entrepreneurship education, 2018,9 (05): 31-34

[7]Weiqun Wu,Bin Yin Research on the construction of e-commerce innovation and Entrepreneurship Talent Training System in Colleges and Universities under the background of "Internet +" [j]. Journal of Lanzhou Institute of education, 2018,34 (02): 99-100 + 102

[8]Hongmei Xiang. Research on personalized talent training mode of cross-border e-commerce based on "Internet + mass entrepreneurship and innovation" [j]. social scientist, 2017 (11): 128-133

[9]Lorente Bayona Laura Vanesa, gras Gil ester, Moreno enguix Mar í a del ROC í o Internet penetration and international travel and tourism expenditure: the role of foreign exchange control[j] Tourism economics, 2022,28 (8)

[10]Bushan Kumar, Prakash C. antahal Factors affecting adoption of e-commerce among youngsters in j& K ut: an empirical study[j] Asian Journal of economics, business and accounting, 2022. (8)

[11]Wenwen zhang Based on the study of the psychological characteristics and behavior mechanism of Internet users under the Internet e-commerce platform[j] International Journal of frontiers in society, 2022,4.0 (1.0)

[12]Lorente Bayona Laura Vanesa, gras Gil ester, Moreno enguix Mar í a del ROC í o Internet penetration and international travel and tourism expenditure: the role of foreign exchange control[j] Tourism economics, 2022,28 (8)

[13]Zhong Xuemei, Ferrand clermont Construction of agricultural products of e-commerce ecological network system under the background of "Internet plus" [j] Wireless communications and mobile computing, 20222022. (23)

[14]Bushan Kumar, Prakash C. antahal Factors affecting adoption of e-commerce among youngsters in j& K ut: an empirical study[j] Asian Journal of economics, business and accounting, 2022. (12)

[15]Men's T-shirts market to grow rapidly with CAGR of 4.3% by 2028 due to enhanced exposure to e-commerce, Internet, availability of rare and high end brands products | Millennium insights[j] M2 presswire, 2022 (67)

About the author: Yan Ran (1990-), female, Han nationality, born in Wuhan, Hubei Province, is a graduate student. She teaches at the Business School of Wuhan University of Arts and Sciences, and is mainly engaged in teaching and research in the direction of e-commerce and marketing.