

Research on the reform of college teaching mode in the Internet era

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Abstract: The rapid development of the Internet era, makes the social changes more and more great, people's life changes a lot, the past lifestyle and living habits are gradually no longer adapt to this era, the previous way of learning is also gradually changed with the changes of The Times. With the rapid development of information technology, the society needs more innovative talents and applied talents. As an important place of learning, the main goal of colleges and universities is to cultivate innovative talents and comprehensive talents. In order to adapt to the changes of The Times, the teaching mode should also actively keep up with the pace of The Times, combined with the rapid development of the Internet era, change the previous teaching methods, explore more teaching modes. This paper probes into what kind of teaching mode colleges and universities should adopt in the Internet era.

Key words: Internet era; University teaching; Teaching mode; reform

1. Introduction

With the development of The Times, computer information technology has quickly occupied the dominant position in the society, making the operation of the society easier and faster. Not only that, the appearance of ChatGPT adds a heavy pen to the blueprint of science and technology, and also makes artificial intelligence technology become closer to life. Based on this, human resources appear to be particularly weak and their position in the work is dispensable. Therefore, in order to adapt to this change, the way of training college students should also be changed, and the teaching mode should be reformed with the development of computer technology.

In the past, the teaching mode of colleges and universities was mainly teacher-oriented and student-assisted. Teachers explain, students listen, teachers and students have formed a fixed teaching mode, for the traditional teaching mode, the teaching effect has reached a bottleneck, and no longer adapt to the needs of the information society. In 2020, the teaching mode will be transformed from offline to online teaching, and the traditional teaching mode will be changed. Students and teachers will experience different lessons from before, and the forms of classes will be diversified. Compared with before, the teaching effect has changed significantly, and students' passion for attending class has increased a lot. A variety of online teaching platforms and online resources have come one after another, which has greatly changed the horizon of students and teachers.

2. Research on the reform of college teaching mode

2.1 College teaching mode

In the past, the teaching mode of colleges and universities was a single "teachers talk" and "students listen". The teaching mode was relatively fixed, and the students' thinking was also relatively solidified. According to the requirements of the new curriculum standards, the emphasis should be on students as the center and the main role of students. Teachers have changed from the former knowledge imparts to the guide of students' learning, and the leading role of teachers has been weakened, so that students can occupy the dominant position in the learning process, and the former passive learning has changed to the current active learning, and the initiative of students has been improved. Traditional classroom teaching can no longer be fully applied to students' thirst for knowledge.

2.2 College teaching mode in the Internet era

After the emergence of online teaching mode, the learning effect and learning atmosphere have been greatly changed, which has had an impact on the previous teaching mode and teaching thinking, so the reform of teaching mode has become a very important topic. Through online teaching, students' interest is increased, teaching methods have changed, and the mode is more novel and diversified than before. After the implementation of online teaching, online resource sharing, rational use of time, combination of online and offline, guiding students' learning, allowing students to explore independently in the learning process and actively find problems, students to discuss with each other, teachers to guide and answer questions, and through online interaction, students can finally sum up answers by themselves, and teachers can provide corrections and supplements. At the same time, materials on the Internet or other teaching platforms are used to supplement and expand knowledge points, which greatly stimulates students' interest in independent learning. In the Internet era, with the rapid development of information technology, classroom teaching content can no longer meet the needs of students, so online teaching and online resources are particularly important. Combined with the current social environment, it is urgent to vigorously explore the reform of teaching mode in colleges and universities, and find a more suitable teaching mode for the current environment as soon as possible.

2.3 Probe into the reform of college teaching mode in the Internet era

Although the use of online teaching platforms and resources has greatly increased the interest and passion of most students in class, broadened their horizons, and changed the learning and class mode of students and teachers, due to the special class environment, teachers cannot see and hear every student in time. It will make a small number of students relax their requirements for class with the help of platform failure or network reasons, which greatly reduces the learning effect. Therefore, on the one hand, we should make use of the convenience

to their majors to make the textbooks more representative and targeted. For example, for engineering students, they all need to learn basic courses such as advanced mathematics, but different engineering majors have different demands on the content of advanced mathematics courses, so they cannot choose the same advanced mathematics textbook uniformly, but should select the advanced mathematics textbook that is in line with the major. For example, students majoring in medicine will learn the textbooks of medical advanced mathematics. It will involve the application of higher mathematics in the medical profession, which is practical for students to learn and easy to accept. Students majoring in management will choose higher mathematics textbooks of economics and management, which will be more suitable for economics and management majors. Some of the textbooks are not very professional, so in the course of explaining, teachers can cite some examples of the major to help students understand the practicability of the basic courses in their major. In this way, they can pay more attention to the basic courses. Some majors have less application of some basic courses, so they can cancel this basic course or change it to an elective course and add other practical courses. So that students' learning can better meet the needs of society.

With the rapid development of society, the requirements for talents are getting higher and higher. In the face of social competition with great pressure, the skills that students need to master are also gradually increasing. Therefore, according to the influence of practical factors, the teaching objectives of universities should be reformed, and the focus of teaching objectives should be changed from the teaching content provided by the previous single curriculum standard to the social needs. According to the current social situation, students of different majors should focus on explaining what they actually use in their work. For some basic courses, changes can be made according to the professional needs, with fewer courses or optional courses, so that students can have more energy to study in a targeted way, so that they can improve their own skills and better meet the needs of society.

3. Epilogue

The teaching mode of colleges and universities is already a very mature model, and the reform is faced with many practical problems. It is not easy to break the traditional teaching mode to adapt to the new way under the new environment. The reform process is long, but the determination of reform is firm. Let the Internet bring better influence to university teaching, therefore, the reform process is a long way to go, there will be a lot of problems to be solved, in order to better students' study and life, the reform of colleges and universities needs more discussion and research.

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Research on the application of hybrid teaching method in the teaching of E-commerce major in colleges and universities

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Abstract: With the digital transformation of education, the combination of online and offline teaching has shown strong development potential, and has been paid more and more attention by educators. Blended teaching integrates two teaching modes online and offline to create a digital interactive classroom learning atmosphere for students. E-commerce courses cover all aspects and fields of e-commerce, involving e-commerce overview, e-commerce operation, electronic transactions and payment and other aspects of knowledge, with strong operability and practicability. In the teaching of e-commerce courses, follow the action-oriented teaching concept, give full play to the advantages of hybrid teaching, and integrate the advantages of online and offline teaching modes. It can effectively improve the depth of students' learning, thus promoting the innovative development of e-commerce education.

Key words: blended teaching; Colleges and universities; Electronic commerce major; Teaching application

1. The significance of applying blended teaching

Blended teaching is a teaching model developed on the basis of constructivism, multiple intelligences, motivational teaching and other teaching theories, and relying on modern information teaching technology. It reflects the characteristics of student-oriented and systematic design, and can be applied in the teaching of e-commerce majors to meet students' learning needs for diversified e-commerce knowledge as well as for innovation and practice.

2. The application of hybrid teaching, through both online and offline channels to sort out e-commerce professional knowledge, e-commerce course knowledge more clear context, help students to build e-commerce knowledge system.

Second, the application of blended teaching, organized students online independent learning, offline group discussion, help to change the situation of students passively accept knowledge, reflect the status of students as the main body of learning, so that students can actively participate in the classroom teaching, forming the active learning, independent exploration, mutual cooperation learning habits.

3. The principle of blended teaching should be applied in the teaching of e-commerce

(1) Taking practicality as the basic teaching principle

With the rapid development of the e-commerce industry, the content of e-commerce courses is constantly updated. When applying the blended teaching model, it is necessary for teachers to supplement the course content with the help of Internet resources, expand the development information of e-commerce industry for students, let students know the development status of e-commerce industry in time, and promote the continuous update of course content with information teaching resources to adapt to the development of The Times and meet the development needs of students.

(2) Student-oriented teaching principle

Since students have different learning bases and learning abilities, it is important to implement multi-level teaching based on individual differences of students. Therefore, under the blended teaching mode, teachers can organize hierarchical learning resources and meet students' hierarchical learning needs through micro-class videos, multimedia courseware and other learning resources, so that students can obtain various learning resources they need according to their actual needs and carry out personalized learning, so as to ensure that each student can further develop on their own original basis.

(3) Taking multiple evaluation as the principle of teaching development

Blended teaching breaks the previous situation of passive learning. Therefore, under the blended teaching mode, it is necessary for teachers to reform the teaching evaluation mode, carry out online and offline mixed evaluation, integrate diversified evaluation indicators and evaluation subjects, and optimize evaluation methods, so as to ensure that everyone can develop individual abilities and improve comprehensive literacy under the blended teaching mode.

4. The application of blended teaching strategies in the teaching of e-commerce courses in colleges and universities

(1) Understand students' learning situation and set teaching goals reasonably

From the analysis of course content, the content of e-commerce basic course can be divided into the following categories: First, professional concept, refers to the exclusive concept of e-commerce industry, including the concept of e-commerce model, mobile payment concept, cross-border e-commerce, modern logistics, cold chain logistics, network marketing, precision marketing, micro-marketing and other concepts. Second, technical knowledge, mainly refers to the professional theory and operational knowledge of e-commerce industry, including Taobao store opening, online store decoration, online banking opening and so on. Third, the practical ability module, mainly