

Research on Professional Teaching Reform of the E-Commerce Major in Vocational Colleges Under the Internet Era

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Abstract: With the rapid development of science and technology, the face of human society has undergone great changes; with the emergence of the Internet era, all kinds of educational technology, equipment, and software in vocational colleges have been widely used to carry out education and teaching, and has achieved remarkable results. Based on this, colleges and universities' electronic commerce (e-commerce) professional teachers should try to rely on the Internet to build information teaching classrooms, introduce advanced methods to build efficient classrooms by integrating teaching resources, and optimize the top-level design, so as to activate the classroom atmosphere, mobilize students' emotions, make them immersed in the teaching of electronic commerce courses. In view of this, this paper combines the existing theory and experience, first analyzes the dilemma faced by the current teaching of e-commerce in vocational colleges, then discusses the practical significance of teaching reform based on the Internet era, and lastly puts forward the specific practice path.

Keywords: Internet; Vocational colleges; E-commerce major; Teaching reform

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1. Introduction

With the widespread implementation of quality education reform, teachers of various courses in various colleges and universities are actively promoting teaching reform, and electronic commerce (e-commerce) teachers are no exception. It is necessary to explore effective measures to improve teaching quality driven by modern teaching concepts. Teachers can rely on Internet technology to achieve this goal. Specifically, teachers can use various teaching software and equipment to make abstract, obscure, and boring knowledge and skills vivid, intuitive, and three-dimensional, which can effectively mobilize students' subjective initiative, and finally meet the needs of teaching reform and conform to the trend of discipline development to greatly improve the teaching quality of e-commerce specialty in vocational colleges. How to carry out the teaching reform of vocational e-commerce based on the Internet era is an important issue that teachers need to solve urgently. This paper will focus on this issue, so as to provide a reference for teachers to carry out relevant research.

2. The problems existing in the teaching of e-commerce in vocational colleges in the Internet era

Firstly, the talent training model is imperfect. Teachers need to build a sound talent training system and guarantee system for e-commerce to meet the requirements of talent training in the e-commerce field under the new situation. Specifically, it is necessary to focus on cultivating students' ability, knowledge, and quality, so as to continuously improve their comprehensive quality and lay a solid foundation for their subsequent development. However, based on the traditional teaching mode, in the process of e-commerce teaching, teachers pay more attention to the improvement of students' theoretical knowledge and practical skills and neglect the cultivation of students' creative ability and innovative consciousness, which ultimately makes the talent training mode backward ^[1].

Secondly, the professional curriculum lacks characteristics. Combined with the current training objectives of electronic business professionals, teachers will invest more time and energy to cultivate learning talents; in other words, students should have certain practical abilities and basic knowledge to be qualified for foreign trade activities and other post requirements, so that although it can show the job requirements put forward by the industry, it is difficult to reflect the characteristics of vocational college talent training ^[2]. From the perspective of the professional course setting system, under the traditional mode and fixed thinking, the talent training teaching carried out by vocational colleges is mostly composed of basic courses + professional courses + elective courses. However, professional courses and basic courses are mostly set according to the curriculum promulgated by the state, while elective courses are mostly determined by vocational colleges according to the needs of e-commerce talent training. In the system curriculum, there are more compulsory courses and basic courses, but fewer elective courses, which ultimately makes the course teaching of vocational colleges unable to meet the diversified talent training needs put forward by enterprises ^[3].

Thirdly, the training of high-end technical talents is insufficient. The traditional training methods and means of e-commerce professional talents are mainly academic talents, whose purpose is to guide students to master key technologies and knowledge. However, the lack of practice simulation and practical training makes it difficult to establish a complex talent training system, which is also difficult to meet the needs of e-commerce enterprises for complex talents. At the same time, under the traditional education method, vocational colleges will cultivate theoretical and academic teachers, but lack interdisciplinary and cross-professional teachers, which cannot effectively cultivate more high-end and practical talents ^[4].

3. The practical significance of e-commerce teaching in vocational colleges in the Internet era

3.1. Improving students' course learning efficiency

Teachers can use the Internet platform to further improve the curriculum system and enrich the teaching content, aiming to improve the interest, openness, and richness of the e-commerce classroom, so as to fully mobilize the subjective initiative of students and attract them to actively participate in the course teaching ^[5]. To be specific, students can acquire knowledge and skills by watching video animations and browsing pictures and texts. At the same time, they can deepen their memory and cognition, and improve their learning efficiency in professional courses. Based on the author's careful reading of the contents of the textbooks for e-commerce majors in vocational colleges, it can be seen that the relevant courses contain a large number of obscure theoretical knowledge, which increases the learning difficulty of students to a certain extent. If teachers use the Internet platform to collect rich and high-quality teaching resources with the help of the Internet platform, they can help students deepen their memory, understanding, and application of the content they have learned, it can

effectively improve students' course learning ability.

3.2. Helping students break through learning bottlenecks

The course content of e-commerce in vocational colleges is complicated, obscure, and fragmented, which to some extent increases the difficulty of students' learning, and at the same time, it also brings difficulties for teachers to carry out teaching. In order to further improve the teaching quality of professional courses, teachers can use information technology to build e-commerce classes in the information age based on the Internet, so as to help students consolidate basic knowledge and break through the bottleneck of learning. For example, teachers can use network technology to record and edit micro-class videos for students to visualize abstract and obscure knowledge through these short and concise video animations^[6]. In this way, students can be guided to understand the difficult content in a targeted manner. They can also exercise their analytical ability and stimulate their sense of autonomy. Finally, they can improve their professional learning ability and lay a solid foundation for them to step into the advanced learning stage.

3.3. Enhancing the teaching standards of professional teachers

In order to give full play to the application effect of Internet platform and technology in e-commerce professional teaching, it is necessary for teachers to choose the Internet technology that meets the needs of curriculum teaching according to the characteristics of curriculum and specialty, and then explore the appropriate opportunity and path to introduce it. Therefore, teachers should not only be familiar with the content of teaching materials but also master the operation skills of information technology, such as editing technology, recording technology, slide production technology, and so on. Based on this demand, teachers need to constantly improve their information literacy^[7]. In addition, under the background of the Internet, e-commerce teachers should not only realize the application value of modern technology in the classroom but also integrate important and difficult content into the integration of teaching resources, video editing of micro-lectures, teaching courseware production, and other links. In this way, it can not only improve the quality of teaching but also promote the professional development of teachers.

4. Practice path of e-commerce teaching in vocational colleges in the Internet era

4.1. Improving the professional curriculum system

Teachers majoring in e-commerce in vocational colleges need to adjust the curriculum structure and curriculum system according to the development trend of China's e-commerce field and the market demand for e-commerce talents. They need to carry out curriculum design adhering to the principle of "wide caliber and thick foundation," that is, they need to introduce practical courses and innovative education courses while setting up basic courses, in order to meet the needs of new e-commerce talent training^[8]. Firstly, in terms of basic courses, teachers should pay attention to the teaching of basic theoretical knowledge, and strengthen students' practical operation skills, so that students can understand the basic concepts and principles of e-commerce, and lay a solid foundation for their subsequent participation in practical training. Secondly, in terms of professional courses, teachers need to adjust and update the course content on the basis of grasping the current situation and trend of the development of the e-commerce field, so as to ensure that the knowledge and skills learned by students can be closely connected with the market demand. Vocational colleges can invite industry experts to give lectures and share the latest industry trends and technological progress. At the same time, they can also add e-commerce law teaching courses to cultivate students' legal awareness and compliance awareness^[9]. Thirdly, in terms of practical training courses, teachers need to appropriately increase the proportion of practical teaching and make

students learn and master e-commerce skills in practical operation by deepening school-enterprise cooperation and strengthening simulation training. Based on this, colleges and universities can establish an e-business training platform for students to create a simulated e-business environment, so that students can find, explore, and solve problems in practice, and finally cultivate their teamwork spirit and innovation ability.

4.2. Innovating the talent training mode

From the perspective of Internet development, teachers should pay more attention to the innovation of talent training in the process of e-commerce talent training. Based on this, e-commerce teachers can invite excellent scholars and experts in the field of business to participate in the research when making talent training programs and designing teaching models, and adjust and optimize the talent training mode according to the development trend of the Internet and e-commerce^[10]. Firstly, when designing the talent training program, teachers should not only focus on students' mastery of theoretical knowledge but also pay special attention to their cultivation of logical thinking, discrimination and judgment, innovation ability, practical operation skills, and other aspects^[11]. Secondly, when constructing the teaching mode, teachers should abandon the traditional mode such as the traditional didactically or the spoon-feeding mode, and utilize the Internet platform to introduce the app client, the network open courses, the public account article, and so on to construct the informationized e-commerce classroom, which can effectively improve the interest, openness, and interactivity of the classroom. Among them, teachers can use virtual reality or augmented reality technology to carry out scene teaching, so as to continuously cultivate the learning ability of e-commerce professionals. Thirdly, when conducting education and teaching management, teachers should gradually shift from past traditional management to digital management. Through the reasonable and scientific use of big data technology, we should establish a special database of vocational college students, and build a digital and modern talent management system, so as to make a targeted teaching plan based on the actual situation of college students and constantly improve the training level and quality of e-commerce talents^[12].

4.3. Strengthening the construction of training bases

In order to give full play to the application value of the Internet in e-commerce, teachers should fully highlight their professional characteristics, so as to strengthen the construction of professional training facilities. Business professional training includes skills training, comprehensive training, and job practice. The purpose of professional skills training is to comprehensively improve students' business operation level, so that students can organize the translation of import and export documents, English correspondence, and business English through in-depth research and mastery of basic business theory and language knowledge^[13]. In business negotiation and etiquette for a variety of project training, we need to meet the needs of this training. Firstly, it is imperative to have close contact with enterprises and reasonably set up a multimedia language laboratory, business communication comprehensive training room, oral training room, secretary comprehensive training room, and other training rooms, to provide a training platform for the practical application of e-commerce talents. Secondly, according to the needs of laboratory construction and the characteristics of network technology, we need to introduce comprehensive training software, business foreign language documents training software, business negotiation training software, and other software and equipment, so that students can actively and reasonably organize and carry out special skills training in the simulated environment. In this process, teachers should continue to strengthen school-enterprise cooperation, integrate internal and external resources to jointly establish off-campus training bases, so that schools and enterprises can realize the sharing of practice facilities and resources, and jointly supervise and manage the level and quality of practice teaching^[14].

4.4. Enhancing the teaching evaluation system

From the perspective of Internet development, the teaching evaluation mechanism of the e-commerce majors under the traditional mode can no longer adapt to the current social and economic development. Combined with the previous teaching experience, it can be seen that the traditional teaching evaluation system pays more attention to the explanation of theoretical knowledge, and is more inclined to improve the students' test-taking ability and highlight their study performance, but ignores the cultivation of their innovation ability and practical skills. Under the new situation, there is an urgent need for compound e-commerce talents in various fields, and they are required to have certain creative ability and solid basic knowledge, in other words, new talents who are familiar with the latest e-commerce mode and process^[15].

5. Conclusion

To sum up, under the background of the new normal of China's economic development, professional teachers of e-commerce in vocational colleges need to rely on the Internet to build a new teaching mode, which can achieve the established teaching objectives by improving the professional curriculum system, innovating the talent training mode, strengthening the construction of training bases, improving the teaching evaluation system, and other measures. It can transport skilled and versatile talents for the development of international cross-border trade, and at the same time, it can also serve the sustainable development of the regional economy.

Disclosure statement

The author declares no conflict of interest.

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