

A Brief Analysis of the Teaching Practice of E-commerce

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Abstract: *The 21st century has become the Internet as the center of the information age, and along with the continuous improvement of economic level, the continuous development of science and technology, e-commerce has become the country and society is very concerned about the industry, and then promote the level of teaching quality of e-commerce professional more and more attention by people. However, the actual development situation of e-commerce major is not optimistic. The teaching quality, teaching efficiency and teaching facilities matching teaching practice activities of e-commerce major are not perfect, and the construction of teaching staff in E-commerce major is not perfect, which leads to the low enrollment number of vocational colleges in E-commerce major, and the employment rate of e-commerce major is also low. The uniqueness of professional talents is not reflected, so that the teaching practice activities and teaching objectives of the whole electronic commerce major can not meet the requirements of modern society and modern enterprises for professional talents.*

Keywords: E-commerce; Teaching practice; strategy.

1. INTRODUCTION

Electronic commerce major is a cross-professional and comprehensive subject with the rapid development of Chinese Internet technology. Is a collection of computer science, marketing, law, management and modern logistics as one of the relatively new interdisciplinary disciplines. It can be seen from this that e-commerce major is a very practical discipline. Online shopping and wechat payment in our daily life are all in the category of e-commerce. This requires vocational colleges to attach importance to the exercise of students' practical ability when conducting professional training for students, provide more opportunities for students to participate in practical exercise, and truly let them walk into practice and into actual posts for exercise. Only in real practical participation can they find their own deficiencies in knowledge and technology. Therefore, I will focus on learning and practicing in the later study, so that I can better adapt to the requirements of the enterprise and various requirements of the post in the future [1].

2. THE DILEMMA FACING THE TEACHING PRACTICE OF E-COMMERCE SPECIALTY

2.1 The curriculum is unreasonable

When the school sets up the training plan for e-commerce talents, it allows students to learn various professional knowledge and skills, and regards e-commerce major as an "all-purpose major". For students, there will be confusion, as if they have learned a lot, but as if they have learned nothing. Finally, e-commerce graduates, after entering the society, can not be well in line with the society. Vocational colleges and universities do not have a comprehensive understanding of e-commerce major. They believe that e-commerce major can cultivate not only technical talents who can handle computer software and website design, but also commercial talents who can carry out marketing planning and understand trade practice. But for vocational college students, in fact, most of the students have a poor cultural background, learning is not conscious. So too broad knowledge system, for students is not only the task is very heavy, but also easy to cause weariness. Too many knowledge categories will make students anticlimactic in learning, and it is difficult for these junior high school graduates to really master the course knowledge of computer, web development and design [2].

2.2 Teachers are deficient in practical teaching ability

Electronic Commerce major is a comprehensive subject, and is a very practical subject. Therefore, for professional teachers, professional ability, especially practical teaching ability is a must. But unfortunately, in the actual teaching of e-commerce, although many teachers have sufficient grasp of the theoretical knowledge of e-commerce, they are obviously insufficient in various practical teaching ability and lack of practical experience in e-commerce. Many explanations stay in the theoretical level, which makes the teaching process, The teaching quality and teaching effect of the whole e-commerce major are not very good because they can not guide students to conduct e-commerce related practical operation deeply and systematically, and can not closely combine their teaching with the practical needs of society and enterprises.

2.3 Over-reliance on simulation experiment teaching software

In order to promote the teaching practice of e-commerce, many vocational colleges have introduced simulation experimental teaching software that can assist teaching. This software can help students to understand e-commerce in a short time and have a preliminary understanding of the methods and steps of e-commerce business operation. However, no matter how advanced

software is, it is also created and invented by human beings, which is a man-made creation of procedures and conditions. The difficulty is often set to the lowest level and the process of e-commerce is simplified as far as possible, which is not conducive to the future employment of students, because after entering the real work in the society, we will find that the real e-commerce and the simulated e-commerce problems of the school gap.

2.4 Teaching materials are updated slowly, and the content of teaching materials is backward

Due to the continuous development of science and technology and the continuous improvement of information level, e-commerce has achieved rapid development in recent years, and the knowledge system and hardware and software facilities of e-commerce major are constantly updated. However, vocational colleges do not timely update and improve the knowledge content of E-commerce major in the actual teaching practice process. The most direct manifestation is that the updating speed of textbooks for e-commerce major is slow, which further leads to the teachers' teaching methods and teaching system not changing, but staying in the previous teaching stage, thus making students unable to timely learn and master the most advanced professional knowledge content of e-commerce. Students cannot have a good understanding of the development status of e-commerce in modern society, so that their learning has been limited to traditional teaching content, unable to effectively connect their professional development with the development of The Times, and even need to conduct secondary training after graduation, resulting in a waste of human, financial and educational resources to a certain extent [3].

3. MEASURES TO IMPROVE THE PRACTICE TEACHING OF E-COMMERCE SPECIALTY

3.1 Strengthen the updating of teaching materials of e-commerce

In order to improve the teaching practice of e-commerce courses in vocational colleges, it is necessary to introduce the most advanced knowledge content and technical means into the teaching materials, so that students can timely understand and contact the latest professional knowledge in the field of e-commerce, so as to better adjust their future development trend. So as to better lay the foundation for their own long-term development. Secondly, it is necessary to constantly introduce and update teaching equipment related to e-commerce, so as to provide material basis for teachers to better carry out practical teaching activities. Only through continuous guidance of practical teaching and effective assistance of practical teaching equipment, can students better realize the improvement of their own technical ability.

3.2 Construction of practical teaching system

Previously, we have learned that e-commerce has strong comprehensive practice and fast development speed, and such a composite cross-major must have a fast development speed. Therefore, each vocational college must attach importance to its practical teaching in the course of offering e-commerce, only in this way can the teaching characteristics of this major be highlighted. In addition, the school should also combine the school curriculum with social enterprises, actively cooperate with relevant enterprises, build an open and diversified e-commerce practice teaching platform, gradually improve students' thinking and entrepreneurial practice ability, realize the dynamic innovative development of e-commerce major, and lay a solid foundation for students' future work [4].

3.3 Improve the construction of teaching staff

In the current social development and enterprise development, there is a very strong demand for e-commerce professionals, especially high-end e-commerce talents with strong practical ability. This requires vocational colleges to constantly improve the training quality of e-commerce professionals. The first thing is to improve the construction of the teaching staff of e-commerce major, improve the professional ability and teaching practice ability of teachers through training or re-education, and encourage teachers to actively participate in some off-campus training or enter some enterprises for practice visit and study, so as to promote their own practical ability. Especially for some cutting-edge e-commerce related technologies, such as e-commerce operation, cross-border e-commerce technology and knowledge should pay more attention to and familiar with, rather than just stay on the superficial understanding. At the same time, vocational colleges should strengthen the introduction of excellent teacher resources, by providing more generous welfare benefits, more professional research platforms, to attract and retain excellent teachers. Increase the chips for the teaching and development of e-commerce in the school [5].

3.4 Attach importance to the cultivation and practice of students' consciousness of innovation and entrepreneurship

As we all know, the development of e-commerce industry is based on the current very hot Internet technology emerges and operates. The development speed of Internet technology can be said to be changing with each passing day. Therefore, it is very important to remain sensitive to e-commerce. This requires vocational colleges to attach importance to the cultivation and practice exploration of students' innovation and entrepreneurial consciousness in the teaching practice of E-commerce. For students in the teaching process, especially in some practical activities, if put forward some new ideas and opinions, teachers must not be eager to deny students, on the contrary, to give positive attention, and discuss its scientific nature with students. Even if there are some objections to the questions or opinions put forward by students, students should be encouraged to have such different thinking. In the trial and error again and again, students will continue to open up their ideas and obtain innovative

development in their thoughts and thinking. At the same time, the flexibility of e-commerce industry itself can also give students more imagination possibilities. In the teaching process, students' entrepreneurial consciousness can be consciously cultivated, corresponding practical activities can be set up, and students' practical activities can be closely combined with students' dreams according to the needs of some students with dreams, so as to create an environment for students to produce and realize their dreams. Students are encouraged to accumulate experience in different practical activities, make continuous innovations and attempts, so as to obtain higher quality professional development and professional promotion [6].

4. CONCLUSION

To sum up, there will be a variety of problems in teaching activities, which require educators to adjust and improve in time, and combine effective teaching means to continuously improve students' subjective initiative, give full play to students' main role, so that the whole teaching practice activities can be carried out smoothly and the teaching quality can be improved. For the society and enterprises to cultivate in line with the characteristics of the development of The Times comprehensive talents.

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