

Ideas and Countermeasures for the First-Class Construction of E-Commerce

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Abstract. Since the accounting and finance major of xi 'an peihua university was awarded as the first-class training major of shaanxi province in 2017, we have been actively implementing the overall goal proposed at the very start, making standard analysis and finding gaps, and made some achievements. In June 2019, we were recommended as the national first-class major by the education department of shaanxi province. Now we create a first-class professional some ideas and measures to share with the peers, we work together to build a first-class professional.

Keywords: First-class specialty; E-commerce; Train of thought.

1. Introduction

Overall goal of cultivation and construction of first-class e-commerce major: the cultivation and construction of first-class e-commerce major takes domestic and regional leading majors as the benchmark, and makes scientific positioning in combination with the actual situation of the major by referring to "standard for construction of first-class major in shaanxi ordinary colleges and universities (undergraduate)". To create "first-class teaching concept, first-class training mode, first-class teaching staff, first-class teaching conditions, first-class training quality, first-class social service" as the construction goal of first-class e-commerce specialty; For the professional in enrollment and employment, training objectives and training plan, learning outcomes, curriculum and teaching materials, teaching staff, funds and conditions, the manufacture-learning-research cooperation, quality assurance and characteristic construction in eight aspects, such as to further perfect, through three years, year after year to speed up the construction, completion, strive for in 2020 at the shanxi ordinary higher school first-class professional construction standards (undergraduate), cultivating professional e-commerce become modest size, outstanding advantage, characteristic, competitive first-class applied professional talent training base in the province.

2. First-class Construction Progress

(1) strive for the one-time employment rate $\geq 80\%$ in terms of students and employment (construction standard)

The employment rate was 92.68% in 2017. In 2018, the employment rate was 80.49%

(2) graduate employment satisfaction rate $\geq 85\%$ (construction standard)

The employment satisfaction rate of 2017 graduates are 94%; The employment satisfaction rate for 2018 graduates was 94 percent

(3) teaching staff

Construction standard:

Number: ≥ 14 ; Senior title: $\geq 50\%$; Doctor: $\geq 10\%$; Master youth: $\geq 60\%$

The actual completion

Number: 16. Meet the requirements; Senior title: 12 persons $\geq 60\%$. Meet the requirements; Doctor: 4 $\geq 25\%$. Meet the requirements; One young master is less than 1%. The deficiency of two

(4) scientific research achievements

Construction standards

Provincial teaching and research programs: ≥ 3 items; Provincial teaching and research awards: ≥ 2 ; Provincial famous teachers or provincial teaching team

Scientific research achievements: 3 provincial level teaching and research projects. Meet the requirements; Provincial teaching and research awards: 2. Meet the requirements; 1 provincial teaching famous teacher, 1 provincial teaching team: meet the requirements

(5) quality assurance and characteristic construction

Construction standards

Awards in competitions; A distinctive

The actual completion

Won 8 national first prizes; Three national second prizes; 5 national third prizes;

Emphasizing the cultivation of innovation and entrepreneurship ability;

It has obvious advantages and prominent features in organizing competitions with other schools in China and in the province.

3. Ideas and Countermeasures for the Construction of First-class Majors

Based on the standard analysis of first-class professional construction indicators, the following are our construction ideas and countermeasures:

(1) change the teaching concept and improve the moral cultivation of teachers

In terms of teaching ideas, teachers of e-commerce major have been adhering to the innovative educational concept, taking the characteristics of students as the premise, taking the needs of students as the fundamental, focusing on cultivating students' innovative consciousness and ability, and developing students' good personality quality and practical ability. We should pay attention to the update and transformation of educational concept, insist that only teachers with new educational and teaching concepts can carry out continuous reform and innovation in teaching, take the initiative to adapt to and carry out vigorous personalized education and quality education with excellent quality, and firmly implement the orientation of application-oriented undergraduate colleges and universities.

(2) actively carry out teaching innovation to improve classroom teaching effect

Teachers of e-commerce major take classroom as the platform to explore diversified and three-dimensional classroom teaching in teaching, respect students' dominant position, and actively guide students to participate in teaching activities by guiding, pointing and discussing in various forms. Constantly improve personal ethics, and strive to establish a new teaching scene between teachers and students to communicate with each other, share learning, and make progress together. Teacher wang yan gives full play to students' subjective initiative in the teaching of V general course, and cultivates students' ability to get started. Yang huijie, shi yan, zhao hongmei and other teachers take SPOC course as the platform to explore mixed online and offline teaching and flipped teaching mode inside and outside the classroom in their respective courses, which has achieved good teaching effects.

(3) to publish the application-oriented textbook "network marketing" based on teaching achievements

Shi yan's teaching team actively explored and, on the basis of abundant teaching achievements, successfully established the project of "online marketing practice training" in the self-compiled textbook of the university in June 2019. The teaching materials for applied undergraduate students as the main body, on the basis of the cooperation between colleges and practical application as the core, which are characterized by higher, with all the network marketing theory and application of frontier, teaching resources integration of university and enterprise network marketing, dominated by organic combination of theory and practice, the network marketing teaching need extensive knowledge content, how to practice to explore a shortcut; Carry on the reasonable organization and the layout earnestly, aims at through this teaching material study, causes the student to have the systematization network marketing theory knowledge, also can master enough network marketing practical skill, thus enhances the student's network marketing quality comprehensively. We believe that as soon as the textbook comes out, it can guarantee the use of teachers and students in our school.

(4) the old teachers actively guide the young teachers to make common progress in mutual learning and mutual help

Work in Laos teachers to seriously do a good job, and young teachers of mutual learning and old teacher is also very happy to have the opportunity to learning, growing, and common progress and young teachers, in the work, old teacher often and young teachers like to discuss the teaching, scientific research and other work, analysis and research, and young teachers solidarity and collaboration, and also division also friends, mutual learning and mutual assistance, mutual enhancement, good results have been achieved.

(5) do all kinds of first-class and professional work well

From the beginning of march, 2019, under the guidance of President wang, I successfully completed the mid-term inspection of first-class e-commerce cultivation major in shaanxi province. We condensed into a rope, each completed their own share of the tasks, for the later first-class e-commerce professional work laid a good foundation; In May 2019, it successfully passed the university-level audit and evaluation; To repeatedly deliberate, analyze, summarize and implement the feedback from experts; On June 22, 2019, the electronic commerce major, together with accounting major and nursing major, was recommended as the national first-class major by the education department of shaanxi province.

(6) pay close attention to the construction of industry-university-research base, and identify the basis for the internship units' of 2016 students in the second semester.

We deeply know, no matter how good theory teaching, no practice, equal to zero; At the beginning of this semester, e-commerce professional leaders together to discuss, must be looking for internship base for students; With the help of director wang wenyong and the guidance of peihua graduates, we signed an internship base with xi 'an gedi enterprise management co., ltd. in May 2019. On June 15, 2019, the practice conditions and practice base of the second batch of 2018 industry-university cooperative education project of higher education department of the ministry of education were signed in Beijing. On June 20, 2019, wang wenyong and Yang huijie visited peihua's internship in shaanxi branch of guangdong lawyer credit management co., LTD. On June 27, 2019, huaxin zhiyuan education co., ltd. established a cooperation base between universities and enterprises. The problem of concentrated practice of 2016 students has been solved.

(7) pay close attention to the recruitment of students, 2019 consulting peihua college e-commerce candidates increased significantly

Just start school, e-commerce professional leaders know that the recruitment of students is the top priority; Although e-commerce is a first-class major, it only has 273 students from freshman year to senior year, which is too small to be suspended easily. We grasp the connotation of the construction of the deep at the same time, completes the recruitment of students propaganda work, launch the enthusiasm of teachers and classmates, began their circle of friends for H5 propaganda, propaganda our professional advantage, do a good job in June 24-26, 2019 teaching of exposition of consulting work, e-commerce professional leadership in-depth teaching fair for three days and admissions on the line, for propaganda, to master a line of students and parents, the foundation for the later teaching identification.

4. Conclusion

To build a first-class major is not a short-term behavior. We should not only guarantee the hardware, but also invest in the software. We should start with the construction of teachers and actively introduce experts who have made outstanding contributions to e-commerce to join our team. Improve overall strength; From the team construction, teaching materials construction, teacher construction, teaching reform, teaching achievements, comprehensive grasp; Constantly improve the quality of classroom teaching and teaching level, in the ideological, moral cultivation, teachers with professional ethics and ethics standards as the standard, set up the correct values; To build a national and provincial first-class professional efforts.

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