

Teaching Reform and Practice of Applied Undergraduate Course “E-Commerce System Design”

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Abstract. Through the course study, students can use the methods and ideas in the design of e-commerce system, let students learn how to plan and design for the e-commerce system, what tools can be used to help students from a system perspective, from a holistic perspective. Understand and master the actual development process and project management of the e-commerce system, and provide a good foundation for students to work in the future and connect the theory with practice. Students can also learn how to analyze the problems of e-commerce and how to propose solutions. However, the content of this course should reflect the characteristics of application type and professionalism. On the one hand, it must distinguish the computer-related majors, and at the same time reflect the characteristics of the e-commerce profession itself, and reflect the characteristics of the application-oriented undergraduate. This paper combines the teaching practice to analyze the application of e-commerce undergraduate major "E-commerce System Design" course teaching process, the student base is weak, the teaching method is single, the content is not targeted, the teacher strength is weak, etc., and the online platform is proposed to be developed. The online and offline hybrid education method improves the quality of curriculum development by reforming the objectives of the curriculum, improving the content of the curriculum, improving the teaching methods, and improving the ability of the school and enterprises to improve the quality of the curriculum. Achieve the teaching effect.

Keywords: applied undergraduate; e-commerce system design; teaching reform; e-commerce; school-enterprise integration.

1. Introduction

With the development of the e-commerce industry, changing people's trading methods and living habits, the development of the industry has also affected the requirements and specifications of the quality of personnel training. The improvement of the e-commerce talent training system has also provided a solid foundation for the development of e-commerce. "E-Commerce System Design" is a professional core course for e-commerce, and it is a theoretical and applied course. Through the course study, students can use the methods and ideas in the design of e-commerce system, let students learn how to plan and design for the e-commerce system, what tools can be used to help students from a system perspective, from a holistic perspective. Understand and master the actual development process and project management of the e-commerce system, and provide a good foundation for students to work in the future and connect the theory with practice. Students can also learn how to analyze the problems of e-commerce and how to propose solutions. However, the content of this course should reflect the characteristics of application type and professionalism. On the one hand, it must distinguish the computer-related majors, and at the same time reflect the characteristics of the e-commerce profession itself, and also reflect the characteristics of the application-oriented undergraduate. However, in the teaching process, its content involves a relatively wide range of knowledge. Compared with e-commerce students, it is difficult to teach, and how to reform the course content and teaching methods to improve the quality and level of teaching. This paper combines the problems in the design of e-commerce system design, reforms the teaching purpose and training path, based on the online platform, integrates online and online education, improves the classroom teaching effect, and enhances students' motivation and enthusiasm.

2. Teaching Status of "E-Commerce System Design" Course

2.1 Analysis of the Situation

Through the observation of the two grades of the 2016 and 2017 e-commerce majors in our college, and through the investigation of other applied undergraduate colleges, we can see that most of the e-commerce majors are specialized in arts and sciences, most of which are liberal arts. Students, students of this major have a slightly weaker ability when they study computer courses than computer majors. Most of the students' learning initiative needs to be further improved. The interaction between students and teachers is mainly carried out through instant messaging tools, and the effect is greatly reduced.

2.2 Teaching Method Single

Because the classroom mainly adopts multimedia teaching, the teaching method mainly adopts the teaching method. It is a kind of cramming teaching, and the teaching method is single. The students only take notes in the classroom and take a look at the PPT after class. The interaction between students and teachers is poor, the quality of teaching is difficult to guarantee, and the participation of students is poor. Some students do not understand, and become less and less confident, and even unwilling to continue to listen.

2.3 The Content of the Course is not Targeted

In the course teaching process, theoretical teaching is also carried out through a large number of cases, but in the case teaching process, students have no intuitive feelings about the e-commerce system, and the requirements for course orientation and future are not clear. Course content is often still a case study involving computer science, such as student management system, library management system, etc., but lacks cases for e-commerce systems. In the teaching process, the case guidance content is not updated in time, and the latest theories and methods are not updated in time. The experimental projects involved in the course are only completed, and the students' enthusiasm is not high.

2.4 Weak Teachers

The e-commerce profession has higher requirements for teachers than other professions, which is determined by the industry characteristics and development of the e-commerce profession. New e-commerce models are emerging, and new methods and tools are emerging, which puts higher demands on teachers. At present, most of the e-commerce professional teachers come from the computer major, and some come from the business administration major, and the two are less integrated. Teachers' professional practice is poor. Many teachers come from college graduates, only from school to school. Little is known about the current development of e-commerce and the design and development of e-commerce systems. All of these have affected the teaching effect of the "E-Commerce System Design" course, and also influenced the teaching of the entire e-commerce major.

3. Course Reform Practice of "E-Commerce System Design" based on Online Teaching Platform

3.1 Curriculum Reform Goals

E-commerce majors and applied undergraduate teaching requirements have an important impact on the teaching of this course. Students and teachers are the participants in the whole course teaching, and the online platform provides a good foundation for the interaction between the two. Let students master the professional knowledge through online platform, move the process and content of real-world enterprise development e-commerce system into the teaching environment, adopt the method of integrating offline and online education to improve the quality of teaching, and train students to

adapt E-business enterprises actually need application-oriented innovative talents with solid basic knowledge and professional quality.

3.2 Course Content Reform

By strengthening the construction of informatization, adopting a hybrid curriculum teaching model that combines online and offline, solving the problems of weak foundations and unclear goals of students, and introducing “inquiry” online interest group teaching to enhance the development of e-commerce systems. Students' learning initiative and independent thinking ability as a career goal. The content of the course should be carried out in the context of the e-commerce system. The focus is on the special e-commerce system of Internet products, which is aimed at the cultivation of the knowledge, skills and abilities required by product managers and system analysts. The principle of advanced nature, carefully selecting teaching content, designing teaching methods, and organizing the teaching process. The course takes the system construction process as the main line, covering the planning, analysis, design, implementation, operation and maintenance of e-commerce systems, and expanding to the project. Management, cloud computing and other topics.

3.3 Improve Teaching Methods

Change the tradition only through the classroom teaching method, introduce the online open platform, carry out the project-based task-based teaching, let the students actively participate in the teaching process, explain the course knowledge points, plan and design the e-commerce system, and review after class, Practice, Q&A, and effective implementation with the support of the online platform. In order to allow students to prepare in advance according to the teaching objectives before class, the problem can be solved according to the questions in the class, and the training can be repeated until after class. In the process of learning the design of e-commerce system, students can select a topic through each group to complete the planning, analysis, design and maintenance of an e-commerce system, and the object-oriented method and various designs in the teaching process. Tools are actively and actively introduced into the teaching. In the course of project practice, students will communicate directly with the teachers in the course of problems, and learn and interact through the online teaching platform after class. During the project completion process, the students' abilities and qualities will be greatly improved. In addition, in the process of teaching, college students' innovation and entrepreneurship courses can be introduced into the teaching, to promote the competition, to promote the competition, and to improve students' ability and quality of innovation and entrepreneurship.

3.4 Strengthening the Integration of Schools and Enterprises to Comprehensively Improve Teachers' Ability

One of the most important ways to improve teachers' practical and teaching abilities is through school-enterprise integration. Teachers participate in the project construction of e-commerce enterprises, and introduce the project experience and process of e-commerce system into the teaching process to form a truly “double-type” team. School-enterprise integration solves the problem of teachers' lack of practical experience from colleges and universities. School-enterprise integration is also a requirement to improve the quality of talent training in applied undergraduate colleges. Through the introduction of product managers and development engineers in the enterprise, the teaching work is carried out to realize the mutual training of enterprises and school teachers. This kind of in-depth cooperation, the students who have been trained will better adapt to the requirements of the enterprise and better accomplish the tasks of the enterprise. The student union will be welcomed by the company, thus achieving a win-win situation for both school and enterprise students.

4. Summary

This paper combines the teaching practice to analyze the application of e-commerce undergraduate major "E-commerce System Design" course teaching process, the student base is weak, the teaching

method is single, the content is not targeted, the teacher strength is weak, etc., and the online platform is proposed to be developed. The online and offline hybrid education method improves the quality of curriculum development by reforming the objectives of the curriculum, improving the content of the curriculum, improving the teaching methods, and improving the ability of the school and enterprises to improve the quality of the curriculum. Achieve the teaching effect.

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