Thoughts on the Development and Application of Digital Teaching Resources for "Introduction to E-Commerce" in Higher Vocational Colleges

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Abstract. At present, with the rapid development of information technology, digital teaching resources have become increasingly crucial in the teaching system of higher vocational colleges. This article focuses on the course "Introduction to E-commerce" in higher vocational colleges, deeply analyzes the current situation and existing problems of the development and application of digital teaching resources, and specifically puts forward development strategies and application suggestions, aiming to improve the teaching quality of this course and thereby cultivate e-commerce professionals that meet the development needs of The Times.

Keywords: Higher vocational colleges; Introduction to E-commerce; Digital teaching resources; Development and application strategies

1 Introduction

With the wide popularization of Internet technology and the vigorous rise of the e-commerce industry, the demand for e-commerce professionals in society shows a continuous growth trend. Higher vocational colleges, as an important cradle for cultivating skilled talents, shoulder the responsibility of building a solid theoretical foundation and initial practical understanding of e-commerce for students in their "Introduction to E-commerce" course. Digital teaching resources, with their diverse presentation forms, convenient access channels and strong interactivity, are gradually becoming the core driving force for teaching reform in higher vocational colleges. The development and application of high-quality digital teaching resources are of vital significance for enhancing the teaching effectiveness of the "Introduction to E-commerce" course and stimulating students' enthusiasm for learning and practical ability.[1]

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2 Analysis of the Current Situation of Digital Teaching Resource Development and Application for "Introduction to E-Commerce" in Higher Vocational Colleges

2.1 Overview of the Types of Digital Teaching Resources

At present, the digital teaching resources of the "Introduction to E-commerce" course in higher vocational colleges mainly cover the following categories:

Multimedia courseware.

As the most common digital teaching resource, multimedia courseware vividly presents course content by integrating various elements such as text, images, audio, and video, helping teachers explain theoretical knowledge in a simple and understandable way and effectively enhancing students' concentration.

Online courses.

A complete course system constructed based on online platforms, integrating functions such as teaching videos, electronic textbooks, online tests, and discussion forums. Students can independently arrange their study progress here, review and consolidate knowledge at any time, and interact and communicate with teachers and students in real time. [2]

Teaching videos.

Covering teacher lecture videos, case analysis videos, enterprise practice videos, etc., enabling students to have an intuitive understanding of the actual application scenarios of e-commerce and deepen their comprehension and mastery of knowledge.

Virtual simulation experiment.

By leveraging virtual simulation technology, it simulates the actual operating environment of e-commerce, such as online store opening, electronic payment, logistics management and other processes. Students carry out practical operations in a virtual environment, effectively enhancing their hands-on skills and problem-solving abilities.

2.2 The Current Application Status of Digital Teaching Resources

Many vocational colleges have begun to integrate digital teaching resources into the teaching of the course "Introduction to E-commerce". Teachers actively utilize resources such as multimedia courseware and teaching videos in classroom teaching, significantly improving teaching efficiency and quality. Meanwhile, the school has established an online teaching platform to provide students with resources such as online courses and virtual simulation experiments, supporting students' autonomous learning and practical operations. In addition, some vocational colleges have joined hands with enterprises to jointly develop digital teaching resources with industry characteristics, making the teaching content more in line with the actual work requirements.

3 Problems Existing in the Development and Application of Digital Teaching Resources for "Introduction to E-Commerce" in Higher Vocational Colleges

3.1 The Development of Resources Lacks Systematicness and Pertinence

At present, the development of digital teaching resources for "Introduction to E-commerce" in higher vocational colleges often lacks unified planning and layout, and there is a lack of effective integration and connection among the resources. When developing resources, teachers mostly rely on their personal teaching experience and needs, resulting in relatively monotonous content and form of resources, lacking systematicness and pertinence. Meanwhile, the development of resources has not fully considered the learning characteristics and needs of students, making it difficult to meet the learning requirements of different students. [3]

3.2 The Quality of Resources Varies Greatly

Due to the differences in teachers' information technology levels and teaching concepts, the quality of digital teaching resources shows significant differences. Some multimedia courseware is poorly made, with excessive content, lacking interactivity and appeal. The shooting quality of some teaching videos is not high, and the explanations are not clear and accurate enough. Some online courses have incomplete functions and lack an effective learning support and evaluation system. These problems have all had a negative impact on the application effect of digital teaching resources.

3.3 Insufficient Application Ability of Teachers

Although the application of digital teaching resources in teaching has achieved initial results, the cognition and application ability of some teachers regarding digital teaching resources are still insufficient. Some teachers lack knowledge and skills in information technology and have difficulty proficiently using digital teaching tools and resources for teaching. Some teachers still use traditional teaching methods and fail to give full play to the advantages of digital teaching resources, resulting in unsatisfactory teaching effects.

3.4 Students' Ability to Learn Independently Is Relatively Weak

The autonomous learning ability of students in higher vocational colleges is generally weak. When using digital teaching resources for learning, they lack effective learning plans and methods, and are prone to problems such as insufficient learning motivation and low efficiency. Meanwhile, the complexity of the network environment also makes students vulnerable to external disturbances, affecting their learning outcomes.

4 Development Strategies for Digital Teaching Resources of "Introduction to E-Commerce" in Higher Vocational Colleges

4.1 Strengthen the Systematic Planning of Resource Development

Schools should establish a dedicated team for the development of digital teaching resources and formulate the overall plan and goals for the development of digital teaching resources for "Introduction to E-commerce". Team members should include professional teachers, information technology personnel and enterprise experts, and jointly participate in the design and development of resources. During the development process, full consideration should be given to the teaching objectives of the course, students' learning needs and the development trends of the industry to ensure the systematicness and pertinence of the resources. Meanwhile, a resource sharing and update mechanism should be established to integrate and update resources in a timely manner, ensuring the timeliness and practicality of resources. [4]

4.2 Improve the Quality of Resources

Optimize the design of multimedia courseware: When teachers create multimedia courseware, they should pay attention to the logic and organization of the content, rationally utilize multimedia elements, and enhance the interactivity and appeal of the courseware. Case analysis, problem guidance and other methods can be adopted to stimulate students' interest in learning and thinking ability.

Produce high-quality teaching videos: The shooting of teaching videos should focus on picture quality and sound effect, and the explanations should be clear, accurate, vivid and lifelike. Enterprise experts can be invited to give explanations, share practical work experience and cases, and enhance the practicality and authority of the video.

Improve the functions of online courses: Online courses should have a complete learning support and evaluation system, providing students with functions such as study plans, study guidance, online Q&A, assignment submission, and grade inquiry. Meanwhile, an interactive communication platform should be established to facilitate communication and interaction between students and teachers as well as classmates.

Develop virtual simulation experiment resources: Collaborate with enterprises to develop virtual simulation experiment resources that are in line with actual working scenarios, allowing students to conduct real business operations in a virtual environment. The experimental content should cover all aspects of e-commerce, such as market research, product planning, online marketing, order processing, logistics and distribution, etc., to enhance students' practical operation ability.

4.3 Strengthen Teacher Training

Schools should enhance the information technology training and digital teaching concept training for teachers to improve their digital teaching capabilities. Teachers can

be informed of the latest information technology and digital teaching methods, and master the skills of developing and applying digital teaching resources through activities such as special lectures, workshops and teaching competitions. Meanwhile, teachers should be encouraged to actively participate in the development and application practice of digital teaching resources, share experiences and achievements, and create a favorable teaching atmosphere.

5 Application Suggestions for Digital Teaching Resources of "Introduction to E-Commerce" in Higher Vocational Colleges

5.1 Innovate Teaching Models

Teachers should give full play to the advantages of digital teaching resources and innovate teaching models. A blended teaching model can be adopted, combining classroom teaching with online teaching. Online courses and teaching videos can be used for pre-class preview and post-class review. Key explanations and interactive discussions can be conducted in class to enhance teaching efficiency and quality. Meanwhile, project-based teaching, case teaching and other methods can be adopted to enable students to learn knowledge and skills in actual projects and cases, and cultivate students' practical abilities and innovative thinking.

5.2 Cultivate Students' Ability of Autonomous Learning

Teachers should guide students to develop good autonomous learning habits and teach them how to use digital teaching resources for learning. Detailed study plans and goals can be formulated for students, providing guidance on learning strategies and methods, and encouraging students to independently explore and identify problems. Meanwhile, an effective learning evaluation mechanism should be established to provide timely feedback and evaluation on students' autonomous learning situations, thereby stimulating their learning motivation and enthusiasm. [5]

5.3 Deepen School-Enterprise Cooperation

Schools should strengthen cooperation with enterprises to jointly develop and apply digital teaching resources. Enterprises can provide schools with practical cases, practical data and technical support, making teaching resources more in line with the actual work needs. Meanwhile, schools can organize students to conduct practical internships in enterprises, allowing them to apply the knowledge and skills they have learned in a real working environment and enhancing their employment competitiveness.

6 Conclusion

The development and application of digital teaching resources for "Introduction to E-commerce" in higher vocational colleges is a key way to improve the teaching quality of the course and cultivate e-commerce professionals who can meet the demands of The Times. Although there are still some problems in the process of development and application, these problems can be effectively solved through measures such as strengthening the systematic planning of resource development, improving resource quality, enhancing teacher training and innovating teaching models, giving full play to the advantages of digital teaching resources, and providing strong support and guarantee for students' learning and growth.

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