

How to Set the Examination Standards of “Construction of E-Commerce Website” Course ?

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Abstract—With the rapid development of Internet technology and the popularity of e-commerce applications, it is very important for e-commerce professional students who master the application expertise and knowledge to build a website. However, due to the site building technology upgrading quickly, it is so crucial to focus on Web pages, management background, front and back links and other methods lies in the “construction of e-commerce website” course. The status, purpose and mission of “Construction of E-commerce website” are discussed. The methods of how to build “Construction of E-commerce website” course is discussed. Evaluation standard of students mastering theoretical knowledge and practical knowledge is proposed, which could improve the quality of teaching.

Keywords—Construction of E-commerce website; course; evaluation standard

I. INTRODUCTION

Students could build a small business website through apply the knowledge and technology which they learn from “Construction of E-commerce website”. Different students can play personality preferences and advantages in this course, due to their personal interests and hobbies. They could build creative website with different colors and functions. Students' enthusiasm and initiative is greatly played in this course. So for the evaluation standard of this course, you will not need to be bound by tradition and can be unconventional, it is good to set a standard which assess the ability of innovation-based and practical.

II. THE STATUS, PURPOSE AND MISSION OF “CONSTRUCTION OF E-COMMERCE WEBSITE” COURSE

“Construction of e-commerce website” is an integrated technological course. Its purpose is to learn knowledge, master methods, improve ability and application. The mission: to know meaning, development, technology and function of e-commerce website; how to design an e-commerce website creatively and based on dynamic web technology; to understand the whole process of building e-commerce website; to master a computer knowledge to build some kind of website expertly, to apply it to work and becoming a talented person as soon as possible (Hongyong Yu, 2014).

III. TEACHING CONSTRUCTION OF “CONSTRUCTION OF E-COMMERCE WEBSITE” COURSE

A. The Content and Demand

This course is starting from the concept of e-commerce sites, then the functions, types, composition is described. On the basis of the above contents, designation of static and dynamic pages presentation and architecture is introduced, moreover, the principles and skills. Settings of e-commerce website software and hardware, and Web site are given. The main objects and methods of ASP VBScript are presented (Meixia Jiang, 2014). Integrated examples are made using ASP and Dreamweaver, which students could understand the construction e-commerce websites clearly.

There are three levels of this course: to master, to understand and to know. "To master" means to apply basic theories and concepts of content skillfully and flexible in related disciplines and areas through deeply understanding in learning and working. "To understand" means that students can familiar and apply appropriately of the related theory and concepts. "To know" means to clear concepts and related contents of this course.

B. Distribution of teaching-hour

There are 64 teaching hours in “Construction of E-commerce website” course, including 30 teaching hours of theory and 34 teaching hours of practice, as shown in table 1.

C. Methods of Teaching

We complete “contribution of E-commerce website” in computer lab. We use the actual project-driven approach and input case and this approach throughout the whole process of teaching. There is a case in each part of knowledge. Students could deeper understanding of what they have learned through case study. Every student has a computer, so teaching, doing and learning are combining together. Through the guidance of teachers, desire and passion to learn of students is excited and they could think problems independently.

TABLE I. TEACHING-HOUR DISTRIBUTION OF “CONSTRUCTION OF E-COMMERCE WEBSITE” COURSE

Content	Distribution of teaching hour				Subtotal
	teaching	practice	designation	Discuss /assignment	
Introduce of course Chapter 1 Introduce of e-commerce website example of application	2		2		4
Chapter 2 Planning and design of e-commerce site	2		2		4
Chapter 3 Web application	2		2		4
Chapter 4 Development and run environment of Web application	4		2		6
Chapter 5 ASP object	2		4		6
Chapter To build and publish web site	2		2		4
Chapter 7 Login and password authentication system	2		4		6
Chapter 8 Maintenance of System Product Information	4		4		8
Chapter 9 Integrated shopping cart system	4		2		6
Chapter 10 Forum production	4		4		8
Chapter 11 How to use third-party components (integrated practice)	2		2 (+4)		8
Total	30		34		64

TABLE II. EVALUATION STANDARD OF THEORY KNOWLEDGE IN “CONTRIBUTION OF E-COMMERCE WEBSITE” COURSE

Content	Knowledge	Points	Introduction		
The basic principle of dynamic websites	Master the concept of server, client, dynamic pages and static pages; Elaborate the principle of dynamic web pages and static pages works correctly;	2	2		
		2	2		
ASP program design	HTML	Master basic orders of HTML; Master table, form and frame of HTML;	★	choose 68 or 66	
	VBScript	Master data types, constants, variables, operators and functions of VBScript; Master how to use control statements of VBScript	★		
	Five object of ASP	Request object	Master the five methods to obtain Request object and its function; Master the methods to obtain clients data application;		5
			★		
		Response object	Master programming method of transfer from server to client; Master the application of Redirect methods in Response;		5
			★		
		Cookie	Understand the concept and characteristic of Cookie; Master the methods to read and set cookie; Master programming method of calculator using Cookie;		2
					5
					8
		Session object	Master function, principle, event and method of Session object Master programming method of reading Session object		5
					8
Application object	Master characteristic, event and method of Application object; Master programming method of writing chat using Application object;	5			
		10			
Global.asa	Understand characteristic, function and location of Global.asa; Understand programming method of writing calculator using Global.asa and Application;	5			
		8			
Server object	Master and understand the function of Server object; Master and understand how to use Server object and Create Object;	★			

		Master function of HTML Encode and MapPath;	3	★
Connect to the database	Master and understand the concepts of ODBC;		2	Choose 3 or 5
	Master and understand the concepts and basic structure of ADO;		5	
	Master programming method of connect page and database;		5	5
Access database programming	Master programming method of page showing database record;		5	Choose 20
	Master programming method of adding new record;		5	
	Master programming method of updating record page;		5	
	Master programming method of deleting record page;		5	
	Master programming method of inquiring record page;		5	

TABLE III. EVALUATION STANDARD OF PRACTICE IN "CONTRIBUTION OF E-COMMERCE WEBSITE" COURSE

Content		Technology	Points	total
build sites	Build the environment	Build virtual directories in IIS correctly; Build sites in Dreamweaver correctly;	5	20
	Build database and data sheet, then design the input data	Build database and data sheet correctly, set keywords and design data which input to data sheet correctly;	10	
	Connect to the database	Connect database in Dreamweaver correctly, including how to use ODBC to set data source and string concatenation;	5	
Homepage designation	Homepage designation	Build page frame or within the page frame correctly;	5	10
	Link of every page	Connect the link of every page correctly; Build and use Session object correctly;	3	
	Build and apply Session	Shown information of current user correctly in every page;	2	
Client Log in module designation	Client Log in module designation	Design form correctly; Set user log in correctly;	10	选 10
	Registration of new users	Set inserting new record of server correctly; Set checking new user serve correctly;	10	
	update of client information	Build inquiry record set correctly; Shown record which is going to be updated on the page correctly; Set updating record serve correctly;	10	
Back stage module designation	Show database records	Design form correctly; Set and use hidden field correctly; Set repeat field correctly;	10	Choose 45
	Add new records online	Set pagination correctly; Set shown field correctly;	10	
	update new records online	Set static and dynamic list correctly; Set inserting new record of server correctly; Shown record which is going to be updated on the page correctly;	15	
	Delete new records online	Set deleting new record of server correctly; Set updating new record of server correctly;	10	
	Inquiry new records online in back stage(the same with front stage)	Design classified inquiry correctly; Design keywords inquiry correctly;	10	
Front stage module designation	Inquiry new records online in front stage	Design cart input correctly;	10	Choose 10
	Shopping management	Design cart checking correctly;	10	
Access right designation	Access right designation of page	Set access right of page correctly;	5	Choose 5
Access times designation	Site visits statistics	Build and use global.asa correctly; Build and use application object correctly;	5	

IV. EVALUATION STANDARD OF “CONTRIBUTION OF E-COMMERCE WEBSITE” COURSE

Both theory knowledge and practice knowledge should be evaluated in “contribution of e-commerce website” course. So, there are two parts to evaluated students which are theory knowledge evaluation and practice knowledge evaluation, shown in table 2 and table 3.

A. *Evaluation Standard of Theory Knowledge*

Theory knowledge evaluation standard is shown in table 2.

B. *Evaluation Standard of Practice*

Practice knowledge evaluation, shown in table 3.

V. CONCLUSION

Since the creation of e-commerce sites course, it has been welcomed by students. The survey between students in school and graduates has shown that, it is very helpful to students' comprehensive ability training and job significance through “construction of e-commerce website”. After years of teaching team building, this course has been the will become the boutique course of Beijing, and "Eleventh Five-Year" Plan Textbook

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