Research of International Trade Practice Teaching based on the Network Environment

ZHOU Yangfeng [1, a]

[1] Jiangxi college of foreign study, NanChang 330099, China

[a] zhouyangfengjx@126.com

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Abstract. International trade practice course is specialized core curriculum designed for positions related to foreign trade business. The network is now gradually penetrating into all areas of our work, study and life. It is necessary to research the teaching designer to improve the quality of teaching and learning under the network environment.

Curriculum design basis and background

International trade practice curriculum design takes related task and the analysis of vocational ability the foreign trade clerk, foreign trade merchandiser jobs as the basis, according to the requirements of the professional post office, with reference to the relevant professional qualification standards to determine the curriculum standard, reconstruct the course content system based on the working process of the foreign trade import and export, to work as a carrier to build tasks lead type course. Therefore, international trade practice course under the network environment need to start from related analysis of typical work tasks of the current environment of foreign trade business, to deepen the analysis in learning and teaching contents, teaching organization, etc. by combining with the characteristics of higher vocational students.

Characteristics of the foreign trade work under the network environment presents

1) Diversification of trade way. The traditional foreign trade business development often relies on the exhibition, foreign customers' recommendation, telephone marketing way. In the increasing popularity of network in today's era, e-commerce has become one of the important means of foreign trade companies to develop new customers, no company can ignore this new way of trade.

2) Network of business processing. Traditional foreign trade business deals with dozens of departments in the process of business. Each link of business need salesman to handle with related department while now foreign trade business can be dealt with by one-stop processing electronic port system, and even silver remittance can be addressed by net. [1]The business related with upstream and downstream enterprises only need to click of a mouse to complete without need leaving house.

3) Business information timely. In today's era of information explosion, the foreign trade business information is updated; the foreign trade salesman must pay close attention to the latest market situation, exchange rate changes at any time, shipping information, etc., so as to quote the most competitive price and realize the profit maximization on the basis of risk control.

Learning characters of higher vocational students' foreign trade affairs under the network environment

1) Theoretical study ability is weak while the practical ability is stronger. The characteristics of higher vocational students is the actual beginning ability is stronger, and the theory of learning ability is weak, therefore the teaching design must take advantage of this feature to increase practical teaching content, especially take full advantage of the characteristics of students familiar with the Internet, let the students enhance understanding and mastering of knowledge on the Internet by hand operation to, and improve their professional skills at the same time.

2) Little chance of field practice. Due to the characteristics of the foreign trade work, it can't accept a lot of students' simultaneously short-term field practice, so teaching design should be fully coordinated with the operation practice, using the real business information as background material,

and takes the real Internet information resources to finish the actual work.

Basic elements of cooperative learning under the network environment and theoretical basis

Basic elements of cooperative learning based on network environment

Cooperative learning has become a kind of learning mode, which has been widely used in the environment learning in the traditional class teaching and information technology. Both the traditional cooperative learning and the cooperative learning organization under the network environment is to promote students' understanding of knowledge and mastery of the process, usually includes five elements. The basic elements of cooperative learning can be seem clearly from the figure 1.

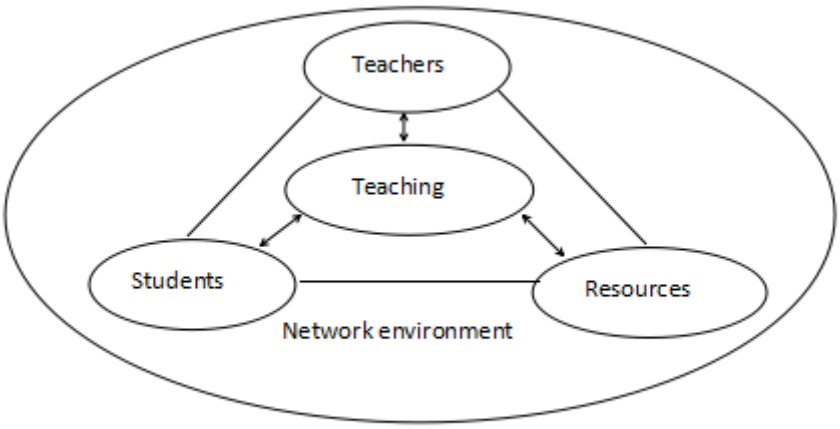

Fig 1 The composition structure figure of network cooperative

Basic characteristics of cooperative learning based on the network environment

Cooperative learning based on network environment has the following features:

1) Cooperative communication. Cooperative learning has the mutual exchanges and cooperation. I n the whole learning process, students are required to communicate and cooperate with each other as much as possible to.

2) Initiative. [2]Cooperative learning is the students actively and consciously engaged in learning activities, the most basic requirement is that students play main body dynamic role.

3) Effectiveness. The starting point and purpose of cooperative learning is to make the student mutually coordinate of various factors in the learning system, make it play the best effect. Therefore, in a sense, cooperative learning is the process to take various measures to make the common learning goals to achieve the optimization. In general, the higher the level of cooperative learning, the optimized of the learning process, the better learning effect will be.

4) Self-monitoring. Self-monitoring refers to observation, survey, evaluation and regulation of students in the learning process. Specifically, students have self cognitive ability in the learning process of learning motivation, learning methods, learning ability, the results of the study, learning evaluation. They can timely find the problems existing in the study and actively repair and adjust by themselves.

Theoretical basis of cooperative learning based on network

Cooperative learning is the teaching theory and strategy welcomed by many countries in the world, which has a very solid and scientific theoretical basis. To really understand the deep connotation of cooperative learning, grasp the spiritual essence, we must have the theoretical basis of comprehensive understanding. The main theories of cooperative learning include the following aspects of content.

1) Constructivism learning theory

Constructivism thinks that the students' knowledge is not obtained by the teacher's teaching, but acquired through the way of meaning construction in certain situations the social and cultural background with the help of others (including teachers and learning partners) by using necessary

learning resources. [3]And that learning is a process of learners actively constructs mental representation, it not only includes structural knowledge, but also involves in a lot of unstructured experience background. It is a process to realize the significance of the construction through the cooperation between the human activities. Construction is not only the construction of meaning to new knowledge, but also contains reform and restructuring of the original experience. Therefore, constructivism learning theory thinks that "situation", "cooperation", "session" and "meaning construction" is the four elements of learning environment.

2) Humanistic learning theory

Humanistic learning theory represented by Rogers divided the study into two categories. One kind is nonsense syllable of learning. Learners remember some nonsense syllable. Because they are not alive, boring, so, on the one hand, it is not easy to learn, on the other hand, and it is easily forgotten. Another kind is significance study. The so-called significance study does not mean the learning only involves the fact that accumulation, it refers to an individual's behavior, attitude, personality, and learning combined with major changes. Meaning is not only a growth of knowledge learning, and is a kind of all sorts of experience with everyone learning together. Cooperative learning is a kind of teaching method that gives meaningful learning to learners. The significance of learning is to make the learners learn knowledge and skills in solving practical task so as to reflect the value of the learners themselves. So this method reflects "self-realization theory" the humanistic psychology research.

Support technology of electronic commerce teaching experiment simulation system

System architecture

Since the 80s, the system architecture has changed from the traditional secondary Client/Server structure to the tertiary Client/Server structure, until Browser/Server structure today with the Internet as the core, takes Browse as software integration environment based on WWW technology, based on object network connection technology, multimedia document structure span multiple operating system and database platform. Electronic commerce teaching experiment simulation system is based on Internet environment, so the dynamic Web technology is used to build the system.

1) Structure summary

Browser/Server structure is actually a three layers structure of C/S mode, the original Client replaced by the Browser, the Server comprised of Web Server and database system Server. The Client and Server are physically connected through the Internet or Intranet; abide by the HTTP protocol software. Client side software establishes connection with the browser via the URL and Server so as to realize on the background of whole Internet space data storage access. The characteristics of this model are that the program code, data and support application system software all focused on the server side. [4]Client doesn’t need to load more support system software and application; they can access the information in the database only through the browser. And B/S structure side almost has no special requirements, making it not only easy to use, but also easy to maintain. Its structural pattern is shown as below.

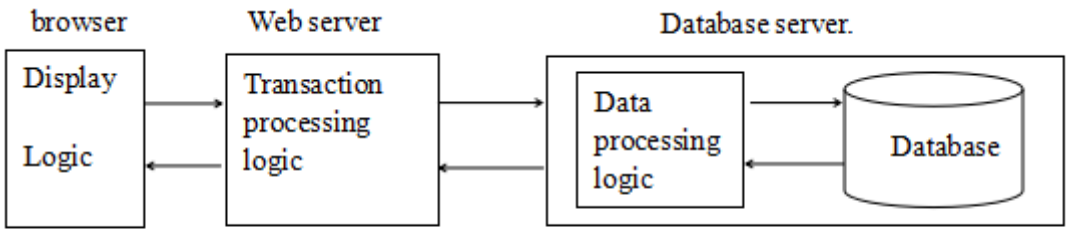

Fig 2 B/S structure chart

2) Advantage of B/S architecture

User terminal can be equipped with thin client, thus reduce the cost of system maintenance and

upgrade and workload.

So-called Thin Client is a compact device used to connect application program responsible for processing and server store the data. In this architecture, no matter how much the system user is, or how many branches are, it will not increase any maintenance upgrade work. All the maintenance upgrade operation shall be carried out on the server, the manpower, time, cost savings are quite striking.

A. Reduce overall system cost, the client and the server has more choice of more software.

In the B/S architecture, the choice obviously reduces overall system cost by using the thin client. The client browser software can choose Windows operating system configuration, the server operating system can have more options, such as Windows NT, Windows 2000, Linux, etc.

B. Can easily realize the interaction of the system, online learning, and other functions.

With the rapid popularization of Internet and development, all application system should be able to run on the Internet. And B/S structure of the software is such a kind of application system; as long as it is connected to the Internet or internal wan it can be connected to the global customers, connected to the local branches. [5]Therefore, as online teaching system this system adopts B/S structure, which can easily realize mutual communication, online learning, and other functions of the system.

WEB database access technology

With the rapid development of Internet/Intranet, Web has been more and more widely used, so static Web site development and maintenance becomes more and more difficult, the biggest problem is the lack of interactivity, the content of the information only can change after the site management personnel change, which makes the Web administrators have to frequently change their Web pages. WWW page has, therefore, develops gradually by the static web page for the dynamic and interactive web pages, and how to realize the interaction with the user better becomes very urgent problem. One of the methods to solve this problem is to realize the integration of the database and Internet/Intranet applications. Database applications based on Web is the combination of database and Web technology, established database service system through a Browser in accordance with the structure of Browser/Server, which is installed on the client Web Browser, as a condition of the user to enter the query interface and display the query results. Web Server is between the Web Browser and the database Server, responsible for receiving the user information. Server transmitted data to the script or application that will be processed and querying data in the database or deliver data to a database. Finally, the server will return results into the HTML page, sent to the client in response to the user. Realize the information interaction and dynamic query through the Web technology and develop dynamic Web database application system has become a fashion nowadays.

JSP

JSP (Java Server Page) is a new generation of web development language launched by the Sun. It almost can use all the features of the Java language. JSP can develop powerful Web site with the support from the Servlet and JavaBean. JSP is based on Java language completely, which can realize cross-platform, and can be used under a variety of mainstream operating system. JSP is suitable for developing large site, requiring the developer to be generally familiar with the Java programming language.

Indeed, JSP is Java, but it is a special Java language, joined a special engine. The engine initialized HTTPServlet objects of this class automatically to make it easy for users, and users don't have to worry about the work ahead. This engine has introduced a series of special grammar at the same time, use which for certain operations, such as reference file, a URL in such operations, JavaBean reference, all these are all completed by engine automatic initialization work. We can see the engine as generator or translator from JSP to Java Servlet, call the engine to generate Java files, java compile it into a class file to execute. So, after the first run, it will be very fast.

Summary

Network is a kind of effective and practical teaching resources and carrier forms of teaching and learning. Rich network resources provide students with personalized autonomous learning space

and high quality learning resources. In order to adapt to the new situation of the development of international trade, the establishment of the international trade simulated laboratory will help to train high quality practical talents so as to promote the rapid development of China's foreign trade.

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