

Reform of E-commerce Website Construction Course in the Era of Sharing Economy

-Take E-commerce of Beijing Union University for example

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Abstract—With the development of sharing economy, building a good website is becoming more and more important to a student who is majoring in E-commerce. But as the website construction technology replacement soon, website, new technology should be taught timely, such as mobile web technology. In this paper, course status, purpose and mission of “E-commerce website building” is discussed, especially how to construct “E-commerce website building” course based on mobile web technology. Furthermore, the assessment standard is proposed in this paper. It can evaluate the theoretical knowledge and practical knowledge is known whether or not by students who are majoring in E-commerce. So, the construction of “E-commerce website building” could be improved, so as the teaching quality.

Keywords—Sharing Economy; Mobile WEB technology; E-commerce; Website building

I. INTRODUCTION

The sharing economy and the development of wireless technology have driven the development of mobile e-commerce. Using smart phones, tablets and other mobile terminal devices for Internet browsing “anytime, anywhere” has become a habit of people's lives, especially smart phone, which is the necessity. In order to adapt the requirement of employment and entrepreneurship for students who are majoring in E-commerce, “E-commerce website building” course must be reformed to adapt this requirement. Teaching must serve employment and entrepreneurship under the era of sharing economy.

According to the report < Internet Development Statistics Report of China> from CNNIC in January 2017[1], there were 731 million Internet users as of December 2016, which is the same as the population of Europe. Mobile Internet users are 695 million. The report of < shares economic development report of China 2016> [2] shows that, in 2016, the trading volume of China in the sharing economic market was about 3.452 billion RMB. There are about 100 million people joining in sharing economy activities. At the same time, it is a rapid growth to the scale of mobile phone users payment which is 469 million. From the above numbers we can see that, the development of mobile E-commerce is growing fast [3-5]. So, it is a strong market demand for e-commerce professional talent, especially professional people who are good at mobile E-commerce and sharing economy. The demand of the market

puts forward higher requirements for the cultivation of students majoring in E-commerce [6-9]. It is imperative to reform the curriculum construction. “E-commerce website building” is a main course of E-commerce major. In this paper, E-commerce of Beijing Union University is taken for example to discuss E-commerce Website Construction Course based on mobile E-commerce technology in the era of sharing economy.

II. ANALYSIS ON THE CURRENT SITUATION OF TEACHING CONSTRUCTION IN E - COMMERCE WEBSITE CONSTRUCTION

“E-commerce website building” course is a main one of E-commerce major, and it is a comprehensive technical course, too [10]. The purpose of the course is to enable students to learn knowledge, master methods, improve their ability and focus on application. The task of the course is to enable students to understand the meaning of e-commerce sites, the current development, technology and function. Students could design E-commerce website creatively. Students should know how to design a website based on dynamic web technology [11-13]. The whole process should be understood and skilled master one technology language to build a type of E-commerce website. Development process could be master through learning “E-commerce website building” course, and becoming a qualified personnel as soon as possible.

A. Course content

This course mainly starts from the concept of E-commerce website, introduces the function, type and composition of E-commerce website in turn. On this basis, static and dynamic web pages design including architecture, principles and corresponding skills will be introduced. Then, Hardware and software settings and Web site settings of E-commerce website is discussed. Furthermore, there are main objects and methods of VBScript and ASP, make use of the combination of ASP and Dreamweaver to make a comprehensive example. From the above teaching, the knowledge system of website building should be known clearly. There are levels in this course, which is grasp, understand and known. Grasp is to understand very clearly and could use very flexibly in their jobs and learning. Understand is to familiar the concept and theory, then students could use them in their further learning appropriately. Known is the lowest level to the content of this course.

B. Teaching methods

"E-commerce website building" course is taught in computer classroom all over the whole term. Actual project-driven approach is used. Case teaching is introduced in the whole teaching process, that is, there is at least one case in very part. Students could understand knowledge more deeply through case study. Every student uses one computer. "Teaching, learning and doing" is to do together in the teaching process. Teachers are guiders who guide students to think and learn independently. Learning desire and passion of students is excited. They study how to select information, how to do job by themselves. The flexible application of a variety of teaching methods can greatly stimulate students' enthusiasm for learning, so as to enhance the teaching effect of the course.

C. Problems in curriculum construction

1) Content of teaching is too old, there is no mobile WEB development technology content which is demand strongly

According to the job requirements of E-commerce major talent on Internet, there are three types, including technical, operational and marketing. Technical and operational personnel are mainly engaged in site planning, website editing, website development, system maintenance and other positions. Position ability is to master computer operating system, database, HTML, CSS, XML, scripting language and so on. In addition, web design and web development is the most important abilities, especially mobile WEB development and APP development technology.

It is repeated between static webpage productions and "web design and production course" currently. And there are few applications on the market. But there is no knowledge about mobile business website and mobile Web development technology. Many of the existing knowledge and language are old, even the outdated ones. Students spent a lot of effort to learn, but there is no place to use.

2) Courses and business docking is not close, poor student ability

Due to the many courses offered throughout the profession, the total hours are limited. There are 64 classed and 1 week concentrate on training (three classes every day) in "E-commerce website building" course. There are 60 students, so teacher cannot take care of everyone. After class, students have other classes to study. Otherwise, it is not strong to students to learn by themselves. And it is hard to study and repeat all of the knowledge.

The "E-commerce website building" course is a highly technical course that requires students to have very good hands-on skills. However, the course is not compatible with the needs of the enterprises at present, which leads to poor enthusiasm for students' learning and regards knowledge as "useless."

3) A single assessment, supplementary teaching resources is not sufficient, cannot reflect the comprehensive ability of students

At present, assessment of "E-commerce website building" course is including final test and usually test, which are 50% respectively. And usually test is including Q&A, homework and experiment on computers etc.. Final test is on computer, which is in 2 hours. Students should complete a website based on given original material, for instance, pictures, background, text content. It is dull and cannot reflect the students' interest, autonomy and creativity. Evaluation and assessment model is single. Furthermore, online school content updating is not timely, teaching materials and learning resources is not sufficient.

III. THE CONSTRUCTION GOAL OF WEB-BASED "E - COMMERCE WEBSITE CONSTRUCTION" COURSE IN THE ERA OF SHARING ECONOMY

E - Commerce Website Construction" course is not only to test the master of theoretical knowledge of students, but also the assessment of practical knowledge. Based on the above discuss of course current, the construction goal of "E-commerce website construction" course is formulated which is divided into overall and phase goal.

A. Overall goal

The overall of this course is to build strong professional quality teachers and to build teaching content of keep up with the times technology. The teaching methods should be applicable. Materials should be planning. Teaching management should be standard. School level, provincial even national level normative course is the final goal. The core is to improve teaching quality. The reform priorities are teaching content, teaching methods and means. The modern teaching concept is used. Online resource is made full use. The leaping innovation and reform is done at the hand of teaching content and system, teaching methods and methods. With the application of teaching materials, construction of cases and network teaching resources should be accelerated.

B. The milestones of curriculum construction

1) Optimize the curriculum, and construct the teaching content that follows the technology of the times

Course content is re-planning and redesigning. Teachers track industry, business and website development of the latest technology as well as the actual business practices. It should be unified planning with pre-course. The original static content is deleted and mobile WEB development technology and the newest APP development case and method skill is added. Based on the professional discipline completion and actual project, the creativity ability of students is trained.

2) Promote assessment methods of “3+5”, standardized teaching management

Scientific and reasonable course evaluation mechanism is perfected. Professional competitions, the latest technology training, expert network guidance, student works to explain and on the machine operation is included in the curriculum evaluation system. Three experts of “Ministry of Education Professional Teaching Committee” and 1-2 business developers enter the course review and steering group.

3) According to the new content, to complete the new column in the network school to add, improve the network of school resources

Three new columns are added, that is, mobile web development technology, mobile web development case, mobile web development skills.

IV. CONSTRUCTION PLAN BASED ON WEB DEVELOPMENT TECHNOLOGY IN THE ERA OF SHARING TECHNOLOGY

Under the advising of experts and business mentoring team, “E-Commerce Website Construction” course construction team members brainstorm and determine course content conform to the development trend of mobile e-commerce development. Otherwise, we will discover teaching methods and build “3+5” assessment system. Then, online study resource will be added.

1) Construction of teaching content

The course aims to develop students' rapid learning and innovation ability, focuses on practical working ability. Course outline needs to be re-enacted referenced enterprise website development personnel employment standards. Course content is mainly about to the market mainstream technology, practical technology and mature technology-based, and take into account the advanced cutting-edge technology mobile WEB development technology. The teaching content is organized according to the three levels of technology required for application development based on WEB technology. There are three steps, which are WEB application environment to build technology, WEB programming foundation, WEB database application development technology. From point to plane, from single to comprehensive, from easy to hard. The real case, which is developed in cooperation with the enterprise, is taken for example for studying. The case will be divides into many small tasks. Teaching is organized by work process. So that students could step by step from a single task to a comprehensive used task.

2) Course members, business experts and teaching jointly build “3+5” curriculum evaluation model

There are three experts who are from University of International Business and Economics, Central University of Finance and Economics, Beijing Jiaotong University respectively, Beijing Qibu Technology Co., Ltd. and Neusoft Information Group. At least include 2 business experts for everyone. All of them make up a course steering group to try the new “3+5” course evaluation model. It is including professional competitions, the latest technology training, expert network guidance, student works to explain and on the machine operation.

3) Improve teaching resources, support for supplementary teaching, build learning resources for students' platform

According to the excellent course network resource construction opinion document requirements, online studying resource needs to be re-designed, planned and built based on the new teaching content. The following six hands factors should be considered emphatic when online studying resource is designed.

a) *Basic situation of the course.* It is including revised course profile, outline, main content, teaching schedule and other related course documents. They could make students to know course content and basic request of this course.

b) *Course teaching material.* Mobile Web development content is added, including E-courseware, reference books and more. These materials could make students learn latest knowledge by themselves anytime and anywhere. They could supplement the content which is missed on classroom.

c) *Course learning resources.* There are three parts which are mobile Web development technology, cases and skill. For example JAVA language and html5. Students could download development environment configuration software and third-party components by the website development. This will not only broaden the horizons of students but also allow students to easily access a variety of learning resources.

d) *Courses related assignment and exercises.* Assignment and exercises should be added. It related to mobile web development techniques and methods.

e) *Past students' outstanding works.* Past students' outstanding works are make into cases and put online. This is not only the teaching results but also the encouragement to students. Furthermore, it is references to students.

f) *Using Internet to open up a platform for interaction with students.* In the study counseling section, the second column, which is mobile web development learning guides, tips and tricks, typical cases of mobile web development and course results show, should be added.

V. CONCLUSIONS

As a professional core course, “E-commerce website construction” kept on improving from it set up. It keeps up with the needs of the times and the market. It has been welcomed and loved by the majority of students. At present, sharing economy and mobile WEB development talent is desired very strong. So we have optimized the course. The teaching content is following the demand of marketing. Mobile web development technology, cases and skill is added. “3+5” course evaluation model is introduced into this course for overall, objective and comprehensive evaluation. Enterprises, competitions and experts are lead into classroom and test. We force the demand of marketing and enterprises, which makes the knowledge is not out of time, not of useless.

In the future, we will evaluate the reform situation and keep on moving. At the same time, team building will be carried out which makes the age level, academic level and knowledge structure is more reasonable. There will be more corporate

training and practices. The real projects will be introduced and so of the skilled people. We will build a more E-commerce core course that is more popular with students and more market-oriented.

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