

The Reform and Exploration of e-Commerce Teaching in the International Education Environment

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Abstract: In today's global economic integration, the proposal of “Belt and Road” initiative not only further deepened the cooperation between China and other countries in the world, promoted the development of political economy, but also brought certain opportunities and challenges for the training of talents in Chinese universities. This paper analyzes the current situation of e-commerce teaching in universities, discusses the influence of international education environment on the teaching reform, and proposes the relevant measures of e-commerce teaching reform in the context of international education environment.

1. Introduction

The UNESCO International Federation of Universities proposed that “ the internationalization of higher education is a process of combining transnational and cross-cultural views and atmosphere with the main functions of university teaching, research and social services, which is an all-inclusive process of both internal and external changes of the school; both top and top down; and the policy-oriented changes of the school itself. “The rapid development of The Times has higher requirements for the development of various industries, and the e-commerce economic model is established in the gradual development.

Combined with the above development situation, the e-commerce major should be reformed in the current education, and scientific and technological teaching methods should be used to cultivate e-commerce talents in education. Building a perfect management system and a scientific and technological education system in universities, the teaching in colleges and universities can meet the development and needs of the society, and promote universities to cultivate comprehensive e-commerce talents in scientific education. Explore the teaching reform path under the background of international education, and put forward corresponding solutions.

2. Current Situation of e-Commerce Teaching Mode

In the reform of e-commerce curriculum teaching, teachers should pay close attention to the mastery of e-commerce knowledge, so as to ensure to accurately grasp the progress of teaching. Therefore, this article first makes a little analysis of the teaching situation of e-commerce courses:

- (1) Rich and miscellaneous content and flexible form

Under the continuous teaching reform, e-commerce curriculum teaching is gradually applied to various fields, especially under the influence of international education background, e-commerce application of e-commerce is more extensive, therefore, in the process of teaching teachers, to comprehensive analysis of advanced e-commerce teaching content and teaching methods, and then combined with the actual situation, fully explore their own teaching advantages and teaching resources, in order to strengthen the basic construction of e-commerce teaching facilities, maximize the advantages of teaching facilities, create a unique teaching management mode and teaching methods. With the rapid development of the Internet, the rapid expansion of intelligent, school managers should take responsibility, timely education mode and education management innovation, to prepare for further cultivate high-quality talents, and to realize efficient education management, must analyze the existing problems, and then discuss specific solutions, in order to develop reasonable and scientific solutions to deal with various problems in e-commerce curriculum reform.

(2) Weak learning foundation.

The teaching model is not perfect enough, At present, in the current teaching mode, teachers still stay in the traditional fixed mode of talking hall. This mode lacks interest, so it is difficult to mobilize students' interest in learning, which seriously deviates from students' learning needs. Therefore, an interesting and efficient teaching mode is very necessary for students and is the key to improve their learning efficiency. In the usual teaching process, teachers should actively change their teaching philosophy, and attract students' attention through different forms of classroom forms. In this way, the teaching efficiency of e-commerce will be improved. In addition, teachers should keep pace with The Times, constantly improve their knowledge reserves, enrich the content of classroom teaching, and broaden the knowledge scope of students to learn. Only when the teachers' professional ability continues to progress, the ultimate goal of e-commerce courses will be realized. In this process, teachers should also inherit the advantages of traditional teaching, combine with the changes of the current teaching mode, summarize the teaching experience, explore a complete teaching system in line with the e-commerce curriculum, and promote it to further improve the effectiveness of e-commerce curriculum reform.

(3) The training objectives are unclear

For e-commerce teaching courses, it can be regarded as a comprehensive discipline, involving a very broad knowledge content, including not only information technology, but also business activities. When the students in this major graduate, they have insufficient understanding of the future work content, and the school is unable to position the direction of talent training. In this way, the students' comprehensive level of work is higher, and everything can be done, but they can not concentrate, so they can not meet the needs of the employers.

(4) There are problems in the curriculum system

Although many higher vocational colleges offer e-commerce majors, their courses are often computer-oriented, while the rest are business management content. Compared with management work, computer courses are less difficult to operate and occupy a lot of time, so it is more favored by students. In this way, the students' theoretical knowledge foundation is not solid enough. After their graduation, their own computer level is not better than that of computer students, and the theoretical knowledge level is not better than that of marketing students, leading to their own market application was affected.

(5) Reform and innovation need to be carried out urgently

Under the background of the international education era, the existing teaching reform of e-commerce professional courses should still achieve greater progress by combining with the actual situation of the school. The teaching reform of e-commerce curriculum provides a strong backing for existing students to enter the society, especially providing smarter solutions for many problems existing in the development process of the traditional big data era, thus improving the work

efficiency of many industries. Obviously, under the context of international education, the application of e-commerce curriculum teaching reform is very necessary. Although all universities and educators in China have realized the necessity of the reform of e-commerce curriculum teaching reform, there are still many shortcomings, which requires us to dare to innovate and explore more intelligent functions and modules under the background of international education, so as to better serve teachers. Traditional teaching schemes are less flexible and not well managed, often with various problems. The existing teaching reform of e-commerce courses can not better ensure the stability of the network system and meet the teaching quality requirements. The teaching reform of e-commerce curriculum can meet the requirements of teachers, save teachers' time, and also reduce the investment cost of teaching resource construction.

3. Impact of International Education Environment on the Teaching Reform of e-Commerce Courses

Generally speaking, traditional e-commerce teaching is mainly to cultivate students' ability to record business and cultivate professionals with the ability of data processing. However, with the arrival of the international education era, the understanding of traditional e-commerce work and teaching has undergone revolutionary changes, and the nature of e-commerce functions has also changed. "Internet +" era, e-commerce personnel pay more attention to information and digital, enterprise financial began to research and development and sales, which makes the demand of e-commerce talents also changed, also to the output of e-commerce talents of e-commerce professional teaching put forward challenges, need to cultivate talents with high quality and working ability. In the economic field, more and more enterprises have updated their e-commerce knowledge and began to use the intelligent e-commerce software that the traditional e-commerce professional teaching does not have. The arrival of the international education era has had a great impact on the traditional e-commerce teaching of colleges and higher learning. First, the e-commerce professional curriculum will inevitably change and adjust, as the environment emphasizes changes in e-commerce tools, and e-commerce work changes from standard programs to software. More and more enterprises have introduced intelligent tools in e-commerce, and AI began to participate in enterprise e-commerce work. Intelligent reports will completely replace the traditional manual operation, intelligent devices can automated management and monitoring, replace manual work such as data entry and collection. Traditional e-commerce courses are not optimized in recognition, and e-commerce courses in the era of big data need to be adjusted accordingly. Secondly, the era of international education also has an influence on the means and methods of e-commerce professional teaching. The traditional e-commerce indoctrination teaching method can no longer meet the requirements of the development of The Times. Now there are more and more data, and the analysis ability of information is getting higher and higher, which requires talents with independent thinking and innovation ability. Therefore, e-commerce professional teaching methods must pay attention to cultivating students' analysis, summary and communication skills. In addition, in the international education era, the application of information network technology is becoming more and more frequent, and more and more information technology is being introduced into teaching, which improves the integration degree of information technology and teaching, and enhances the initiative of students. At the same time, it will affect the evaluation of the teaching effect. On the one hand, in the evaluation of colleges and universities, the traditional teaching evaluation can no longer meet the current needs, some simple questions can not fully reflect the level of students, and the results of rote learning did not achieve a very good teaching effect. On the other hand, in social evaluation, more and more employers pay not only attention to

students' e-commerce ability, but also pay attention to students' comprehensive ability, including analytical ability and communication ability.

4. Reform Measures of e-Commerce Teaching Mode under the International Education Environment

Curriculum efficiency improvement not only requires teachers and students participating in teaching to improve their teaching ability and learning ability, but also requires a practical environment, that is, the practical classroom of e-commerce, especially in the international education environment. Only by combining theory with practice, the teaching reform of e-commerce curriculum can be steadily promoted.

(1) Stage teaching

In the usual teaching process, teachers can teach classroom knowledge to students, that is, teaching should be hierarchical, so that phased teaching, students' learning attention will be improved, teachers' teaching results will be naturally improved. For example, in the process of teaching, in the stage of theoretical learning, try to concentrate on students' attention, and at the same time, in the practical operation stage, you can directly participate in e-commerce related practical activities. In this way, students can flexibly apply theoretical knowledge to practice and improve their ability to grasp and understand knowledge. From the perspective of the current e-commerce teaching system, most of the teaching content is around the students' practical ability, which requires the teacher in the usual teaching process, pay special attention to teaching planning, actively explore and specify suitable for the new era of students training of electronic teaching segmentation implementation system, comprehensively improve the level and quality of e-commerce teaching. For example, in the process of normal teaching, teachers can actively organize some about e-commerce practice or small BBS, encourage students to actively participate in the activity, let students in the specific situation identity, deduce specific e-commerce process, but also can invite e-commerce famous scholars or experts to carry out lectures, let the students understand e-commerce practice experience and professional ability, teachers can also organize students to go to enterprise learning, enterprise perfect management system believe that will be of great help to students' learning. In fact, to put it simply, it is to put students in the social environment of e-commerce, so that students can be immersive and feel the charm of e-commerce more directly and effectively, and enhance the motivation and determination of students to learn e-commerce knowledge, which is the part that teachers should pay attention to in e-commerce teaching.

(2) Teaching revolves around the actual needs of the students

For any teacher, in order to improve the teaching level in e-commerce courses, they must constantly enrich their own teaching methods. Efficient and flexible teaching mode has great advantages for students to learn e-commerce courses, but these can only be realized on the basis of teachers' knowledge of e-commerce courses. In the teaching class of e-commerce courses, teachers have made a preliminary decomposition and analysis of the teaching focus related to the course, requiring students to do a good job in after-class review and knowledge consolidation, and further realize the practical operation of e-commerce. Now many schools have been implementing the advanced teaching mode, and can use the Internet as a powerful tool for practical operation. E-commerce course is a highly practical course, and the most important thing is the effective use of teaching knowledge. Therefore, the teaching process should be paid attention to the personal needs of students.

(3) Strengthen teaching practice and improve students' practical operation ability

Practice time gives true knowledge, and practice is also the only standard to test the truth. Only on the basis of phased teaching, the teaching content of e-commerce courses can be well developed. In this regard, schools can formulate relevant systems, such as the mentor responsibility system. Through institutions to monitor the study of participating student e-commerce courses. For example, in the specific e-commerce operation class, teachers can group the teaching content first, listed into the outline, and then according to the outline content constantly expand the teaching details, in this process, we can not only summarize the advantages of the teaching mode, but also can find and analyze the lack of the teaching mode, so as to expand the subsequent teaching work.

(4) Reform of the teaching mode

At present, with the development of Internet technology, it has gradually driven a wave of new trend. In this trend, “micro lessons” and “micro video” were born. The so-called micro class, as the name suggests, refers to a micro course, where teachers record relevant videos in advance for a certain knowledge content in the classroom. The length of the video is generally between 5-8min, which is very simplified and has a strong purpose, prompting students to concentrate, complete the video viewing carefully and learn the content in a short time of knowledge content. Under the background of the new era, micro-class video can effectively meet the basic needs of students' personalized learning, let them think independently and complete learning tasks. Due to the relatively short proportion of time, it can usually be used as an auxiliary teaching method for a course, and does not affect the normal teaching. The flipped course can also be known as the inverted teaching mode. Through and replacing the early exploratory teaching forms, students are encouraged to devote themselves to learning activities and complete learning tasks seriously. By combining micro-class video and flipped classroom, classroom teaching activities can be greatly improved. For e-commerce teaching, the teaching work must keep pace with The Times, by improving the teaching mode, to promote the quality of teaching.

In the future, by combining micro-class and flipped teaching, it can also effectively cultivate students' own independent learning ability, improve their practical level, deal with the deficiencies of early differences, and enhance the interactive value of classroom teaching. In this way, the quality of classroom teaching will be effectively improved, and the students' enthusiasm will also increase.

(5) Improve the curriculum architecture

In education, teachers should actively analyze the needs of e-commerce, position teaching goals in teaching, improve the education system, improve students' cognitive level, so as to promote students' vocational development. Combined with the teaching objectives of the superior teaching, to meet the development and needs of the industry as the main education principle, using progressive, teaching according to their aptitude, target grading, cultural combination and dynamic adjustment, to ensure the scientific nature and flexibility of the course. In addition, combined with the characteristics of the current e-commerce, in the teaching of knowledge, ability and quality characteristics, respect the identity of student education subject, with the students' education as the core, consider the students' professional planning and career sustainable development, highlight innovation, and constantly improve the “trinity, dual” training mode. Practical post, practical practice and practice are adopted to carry out targeted teaching for students, to cultivate students' professional quality and professional skills.

5. Conclusion

In the face of world economic integration and “Belt and Road” initiative for colleges and universities education opportunities and challenges, in the international education environment, e-commerce curriculum teaching reform is a long process, especially in the future, big data level of

science and technology will develop higher, international exchanges will be deeper, e-commerce course teaching requirements are strict. E-commerce courses to adapt to this environment, will actively explore in line with their own development of teaching road and teaching methods, to innovate teaching mode, improve students' initiative of learning, the process of teaching and learning in efficient teaching methods, at the same time also spare no effort to promote the reform of e-commerce courses to cultivate more talents, so that the reform will not stop, the development of e-commerce courses will have a bright future.

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