Discussion on the Teaching Mode of e-Commerce in Higher Vocational Education under Internet Plus Environment

Jiajia Tang

School of Economics and Management, Jiangsu Maritime Vocational College, Nanjing 211170, China

Abstract: The development of the society has gradually attached importance to the cultivation of e-commerce professionals. Higher vocational education should actively reform the teaching mode of e-commerce specialty to meet the basic needs of the development of the contemporary society. Under the background of "Internet plus", the e-commerce majors in higher vocational colleges are facing greater challenges. Only by changing the traditional teaching concept, enhancing teachers' innovative consciousness and actively meeting various challenges in teaching can we promote the deepening reform of the teaching mode of e-commerce in higher vocational colleges.

1. Introduction

With the continuous development of modern information technology in China, the "Internet plus" mode has been gradually recognized and widely used by the society, which also provides necessary support for the development of e-commerce. But at present, in the teaching process of e-commerce major in higher vocational colleges, the traditional teaching mode still occupies a dominant position, and its many disadvantages make the teaching of e-commerce major seriously out of line with the development trend of e-commerce industry. Therefore, under the background of "Internet plus", it is inevitable to carry out the reform of teaching mode of e-commerce in higher vocational colleges.

2. Internet Plus and e-Commerce Specialty in Vocational Colleges

2.1 Connotation of "Internet Plus" Era

In the era of Internet plus, people can facilitate communication and communication through the Internet and related social software. The Internet is no longer an information network in the ordinary sense, but a platform for networked information exchange. Its role is no longer merely transmitting information, but promoting economic growth and increasing consumption. At present, "Internet plus" has been widely applied to every corner of social economy and technology, and can significantly promote the development of traditional industries. Internet has broken people's traditional living habits and consumption habits, making all activities completed under the guidance

of the Internet, and the Internet even greatly draws the distance between production and consumption[1]. In addition, with the development of advanced technologies such as big data, information technology and Internet of things, people's thinking mode has gradually changed to Internet thinking, which fundamentally improves people's life and production efficiency. Therefore, the future era is the Internet era. In order to adapt to the development of society and to be at the forefront of the times, we must study the social development situation of the Internet era and combine the advantages of "Internet +".

2.2 Characteristics of e-Commerce Major in Higher Vocational Colleges

Firstly, the course covers a wide range. In the major of e-commerce, the scope of curriculum design is wide, and students need to master more skills, such as computer operation skills, web page making skills, and familiar with the relevant knowledge and process of e-commerce. In addition, due to the nature of e-commerce is based on the Internet trade activities, therefore, e-commerce students should also have a certain marketing knowledge, have a certain market sensitivity, grasp the main characteristics and related laws of the current social market economy. At the same time, students majoring in e-commerce should also accurately understand the laws and regulations issued by the state and relevant departments in the field of e-commerce. As e-commerce cannot do without the support of the logistics industry, students also need to understand the logistics knowledge and have a certain degree of familiarity with the logistics industry. Secondly, the teaching content is more mixed. The characteristics of e-commerce major in higher vocational colleges not only include a wide range of curriculum content, but also the relative hybridity of teaching content[2]. In short, in the teaching content of e-commerce major, computer operation knowledge is an important part, and runs through the whole teaching work. In the teaching content of other courses, there are also computer application knowledge related content, which forms an obvious curriculum hybridity. In addition to the overlapping of teaching contents, the teaching contents of this major and other related majors also have obvious repetitive characteristics.

3. Problems in the Teaching of e-Commerce in Higher Vocational Colleges in the Era of Internet Plus

3.1 The Teaching of e-Commerce Specialty in Higher Vocational Colleges Emphasizes on Theoretical Knowledge

Higher vocational e-commerce courses have the characteristics of more knowledge points, including database, algorithm, marketing and so on. We can see that there are many e-commerce professional courses, which is also the main reason for the heavy learning of e-commerce professional students. In the teaching process, many schools have to focus on the theoretical knowledge in the face of these courses, and the students also put most of their energy on the theoretical study in the face of the pressure of the examination. It also causes the phenomenon that students' practical ability is weak. The object of higher vocational education is the skilled talents facing the society, and the practical ability is a short board of teaching.

3.2 Lack of Effective Guidance in e-Commerce Teaching

In the current E-commerce Teaching Classroom in higher vocational colleges, teachers often act as the main body of teaching, and regard students as the object of teaching, and students become passive recipients of knowledge. Therefore, the teacher still adopts the teaching method of "cramming" in the teaching process, which makes students feel the e-commerce professional

classroom boring and gradually loses the enthusiasm of learning . Students only listen to the teaching content that the teacher tells, and they have not thought independently. Students lack the ability to think, mainly because the teacher can not guide the teaching in the classroom. The lack of vitality classroom is not conducive to the development of students[3]. The premise of quality education is to stimulate students' interest in learning. Students are the main body of teaching in the classroom. The teachers of e-commerce in vocational colleges should guide students to produce the desire for knowledge exploration and release their learning initiative.

4. Strategies for Optimizing the Teaching of e-Commerce in Higher Vocational Colleges under the Environment of "Internet Plus"

4.1 Explore Innovative Mode, Pay Attention to the Optimization of Network and Computer Teaching

With the rapid development of our society, we are in an information age, in which the computer network platform is constantly changing people's way of life and learning. The Internet and big data are being integrated into all walks of life. With the rise of the Internet industry, the teaching of e-commerce professional courses is constantly changing. Among them, e-commerce online course open platform has the incomparable advantages and characteristics of traditional education. It breaks through the traditional teaching restrictions and emphasizes the individual differences of students[4]. Students can suspend learning and extend learning at any time, and make use of students' fragmented time to make learning more free. The learning of e-commerce professional course itself needs to use computer for teaching, demonstration and operation. At present, paperless office requires students to continuously improve computer operation
Therefore, we should strengthen the popularization of network teaching in normal teaching.

4.2 Changing the Knowledge Based Thinking and Optimizing the Teaching Mode of "Internet Plus"

In the era of "Internet plus", in order to cultivate students' core competence in e-commerce and achieve effective improvement in teaching quality, we should actively transform this knowledge based educational thought so as to avoid stifling creativity and initiative in the learning process. In the teaching practice of Internet plus, we should pay attention to the cultivation of students' habits, ways of thinking and interest in learning based on the original education system, so that students can have the corresponding abilities in the future learning process and be free to cope with the complicated situations in the learning process. Because teachers are the practitioners of teaching philosophy, teachers should cultivate students' Internet plus literacy and enhance their comprehensive quality as the core of education, break the shackles of knowledge based thinking in traditional educational concepts, cultivate students' ability to think independently, pay attention to mining students' interest in learning, actively integrate educational resources, and promote the teaching objectives of electronic commerce in higher vocational colleges. It's easy to realize.

4.3 Improving Students' Cognitive System and Giving Full Play to the Role of Internet Plus

For college students, the construction of the Internet plus cognitive system has a positive impact on E-business learning. Therefore, teachers should pay more attention to the construction of students' knowledge system in the teaching process of e-commerce, and at the same time, when learning new knowledge, they can also give full play to the role of the original knowledge system. In this case, when teachers explain the new knowledge of e-commerce, they should first clarify the

cognitive starting point of students, and study the learning style and thinking mode of students[5]. Then, on the basis of this, we actively innovate the "Internet plus" teaching form, let students use the original knowledge to cognize new knowledge, and gradually integrate it into the knowledge system, and play the knowledge migration effect. At the same time, in the learning process of e-commerce professional knowledge, teachers should respect and encourage students' unique ideas, accept students' diversified ideas, which can effectively stimulate students' interest in learning.

4.4 Broaden Learning Channels and Advocate Diversified Internet Plus Learning Methods

In the era of "Internet plus", the traditional teaching mode of e-commerce professional teaching is relatively simple. Students' learning situation will be directly influenced by the teaching level of teachers. At the same time, this teaching form will also lead students to form certain thinking patterns, produce passive learning thoughts, and lack the spirit of learning actively. In order to solve this problem, we should enrich learning channels and explore diversified learning methods in the practice of "Internet plus"[6]. Specifically, teachers can broaden the source of students' knowledge on the basis of the original teaching form, make full use of the development advantages of new media technology, and guide students to use new media to carry out learning. Meanwhile, fight the enemy separately and learn from the past, and give full play to the students' ability of independent inquiry learning, thus helping students build a perfect Internet plus knowledge system.

5. Conclusion

Under the background of "Internet plus" era, the key problem facing higher vocational colleges lies in how to implement a perfect e-business teaching mode and train professional e-commerce talents for the society. For e-commerce teachers in higher vocational colleges, we need to strengthen the cultivation of innovative teaching consciousness, enrich and improve the E-Commerce teaching content in time, establish a teaching evaluation system in line with the professional background, put students in the main position of teaching, cultivate students' ability of autonomous learning and exploration, etc., so as to help e-commerce students promote theoretical knowledge and operation The comprehensive development of skills, to achieve the success of teaching mode reform of e-commerce major in higher vocational colleges.

References

[1] Zhang Ting, Zhang Lijuan. The teaching mode of electronic commerce in Higher Vocational Education in the era of Internet plus. [J]. digital design (Part I),vol. 9, no. 9, pp. 190, 2020.

[2] Lai Lingling. Practice teaching reform of electronic commerce in Higher Vocational Colleges under the background of "Internet plus" [J]. occupation education,vol. 19, no. 14, pp. 12-15, 2020.

[3] Wei Jing Wen. Path selection of teaching mode reform of Higher Vocational E-commerce Specialty under the background of "Internet plus". [J]. industry and Technology Forum,vol. 19, no. 20, pp. 188-189, 2020.

[4] Lai Lingling. Construction of practical teaching system for e-commerce majors in Higher Vocational Colleges under the background of "Internet plus" [J]. Journal of Mudanjiang University,vol. 29, no. 11, pp. 86-90, 2020.

[5] Jinpeng. Based on Internet plus, we study the computer business practice teaching mode of higher vocational colleges, study [J]. computer knowledge and technology,vol. 16, no. 34, pp. 82-83103, 2020.

[6] Ma Xiao Hong. The way of school enterprise cooperation education in e-commerce in Higher Vocational Colleges under the "Internet plus" [J]. Journal of Hubei Vocational Opening University,vol. 33, no. 1, pp. 57-58, 2020.