

Research on the Construction Strategy of Teaching Resource Library of the Course "Live Streaming E-commerce Operations" in Higher Vocational Colleges under the Background of Digitalization

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Abstract: The construction of digital teaching resources can better improve the teaching quality of live e-commerce operations courses, to cultivate e-commerce talents that meet the needs of the digital era. Taking live e-commerce operations courses as an example, this paper expounds the necessity and existing problems of the construction of digital teaching resource library, and discusses the construction strategy of digital teaching resource library.

1. Introduction

Digital technology can help higher vocational education achieve more efficient and refined teaching management, but also can provide students with a more personalized and differentiated learning experiences [1]. Through digital technology, teachers can better grasp the learning progress and needs of students, to better guide students to learn and help students master knowledge and skills [2]. With the mission of cultivating talents for economic and social construction and development, higher vocational education must keep up with the pace of The Times, adapt to the trend of future social development through digital reform, and provide a good platform for students' career development and lifelong learning. At the same time, the digital reform of higher vocational education has also promoted educational equity and popularization [3].

With the rapid development of the live streaming e-commerce industry, students' demand for knowledge in this field is increasing. The course of "live e-commerce operations" faces more opportunities and challenges. This paper will focus on the necessity and significance of the construction of teaching resources and the current situation of the construction of teaching resources in the course "Live E-commerce Operation", and put forward some suggestions and effective strategies.

2. Course Overview of Live E-commerce Operation

"Live Streaming E-commerce Operations" is a course focusing on live streaming e-commerce

operations, aiming to help students understand and master the operational ideas, tools, and methods of live streaming e-commerce, and cultivate students' application ability in practical work. The course not only covers the establishment of live broadcast operation team, the construction of live broadcast room, live broadcast process planning, live broadcast field control strategy, live broadcast room large-scale event planning, and other knowledge, but also explains the live broadcast e-commerce operation strategy of mainstream short video platforms in depth. The learning objectives of the course are shown in Table 1.

Table 1: Learning objectives of Live Streaming E-commerce Operation

Knowledge objective	Skill objective	Quality goal
1. Understand the meaning, essence, and characteristics of live e-commerce; 2. Master characteristics of the development of live streaming e-commerce platforms; 3. Master method of venue selection and scene construction of the broadcast room; 4. Master methods and steps of purchasing and debugging live broadcast equipment; 5. Understand the category requirements of material preparation in the broadcast room; 6. Understand the main points of writing and shooting short live video scripts; 7. Understand the mainstream e-commerce live streaming platforms in China; 8. Familiar with the opening process of live streaming platform; 9. Familiar with the decoration function of the online live broadcast room of mainstream e-commerce live broadcast platform; 10. Master methods of product publishing and setting.	1. Able to analyze the characteristics of live streaming e-commerce on e-commerce platforms and content platforms; 2. Be able to select a live broadcast venue and build a live broadcast scene according to the live broadcast theme; 3. Able to debug live lighting and shooting equipment; 5. Able to sort out the material list according to the live streaming content and the requirements of the brand, and prepare the live streaming materials; 5. Be able to write short video scripts and shoot according to short video content positioning.	1. Improve e-commerce live streaming operation capability; 2. Improve the overall awareness of live streaming operations; 3. Enhance the awareness of managing fans; 4. Cultivate the comprehensive capability of live delivery; 5. Cultivate the awareness of cooperation among team members; 6. Cultivate independent learning and practical ability.

3. The Necessity of the Construction of Teaching Resource Library of "Live Streaming E-commerce Operation" Course

As the scale of the live streaming e-commerce industry continues to expand, the number of enterprises involved in this field is also increasing, and the degree of competition in the market is intensifying. On the one hand, these enterprises need to carry out actual operations, promotion, customer service, and other work, and need talents with practical skills and experience to support their business development. On the other hand, the technology of the live streaming e-commerce industry is updating rapidly, and new platforms, new tools, and new ways of playing continue to

emerge. Enterprises need talent with the ability to master new technologies and new platforms in order to be able to quickly adapt to changes in the market. In addition, with the increasing demand of consumers for live streaming e-commerce, the requirements for services and experience are also increasing. Businesses need people with practical skills and experience to provide better services and experiences to meet the needs of consumers. Therefore, in order to meet the demand of enterprises for talents with practical skills and experience, it is essential to build teaching resources. Through the construction of teaching resources, we can provide more practical opportunities and internship platforms for students, help students master practical skills and experience, and better adapt to the needs of the market and enterprises. At the same time, it can also build a brand effect for the school and improve the visibility and reputation of the school. The challenges of curriculum construction in this study are shown in Figure 1.

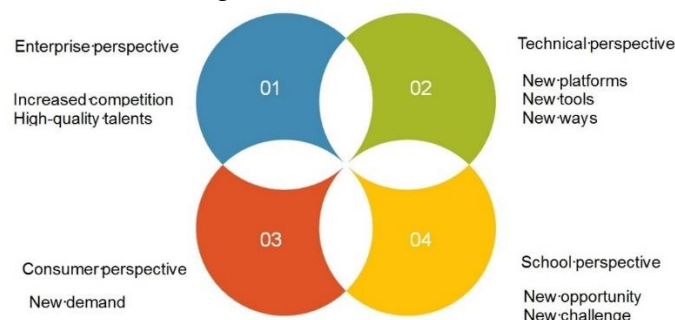


Figure 1: Challenges faced by curriculum construction

4. Existing Problems in the Construction of Course Resource Database of Live Streaming E-commerce Operation

At present, the construction of digital teaching resources for this course covers teaching outline, multimedia materials, online courses, practical training platforms and typical teaching cases, etc. The improvement and use of teaching resources need to be supported by constantly expanding new teaching resources. At present, the main problems are as follows:

(1) The quality of resources varies: live streaming e-commerce is an emerging industry [4] with rapid development and large market space, attracting a large number of institutions and individuals to participate in it. With the rapid development of the live streaming e-commerce industry, the number of related resources has become increasingly large. However, the quality of these resources varies, and some resources may be outdated or not in line with actual needs, resulting in low resource utilization.

(2) Unreasonable resource integration and classification [5, 6]: In the current "Live Streaming E-commerce Operation" course resource library, the resource integration and classification system is not perfect. Although factors such as theme, skills, courses, forms, and applicable objects of teaching resources are also taken into account, the actual teaching application is not convenient enough.

(3) Insufficient practical operation [7] resources: Live streaming e-commerce is a highly practical field, which requires a large number of practical operation resources to support teaching. However, the live streaming e-commerce industry is developing rapidly. Although there are many resources and opinions, it is difficult to find representative practical operation resources to meet the actual teaching needs.

(4) Resource security needs to be improved: In the current "Live Streaming E-commerce Operation" course resource library, there are some security problems, such as resource theft [8] and copyright infringement [9]. This not only affects the quality and reputation of resources, but also

brings great difficulties to the construction and management of resource repositories.

5. Analysis of Teaching Resource Construction Strategies of Live Streaming E-commerce Operation Course

(1) Enhance the awareness of building digital teaching resource library

With the advent of the digital age, education has gradually become digital and intelligent [10]. Improving teachers' awareness of constructing digital teaching resources is the key to adapt to the educational needs of the digital age and is conducive to improving teaching quality and effect. Teachers need to actively adapt to the educational changes in the digital age and constantly improve their digital literacy and ability to better provide students with quality education services.

(2) Improve teachers' digital literacy

With the advent of the digital age, education is gradually moving towards digital and intelligent, and digital literacy is one of the necessary professional qualities for modern teachers [3]. The construction of "Live E-commerce Course" teaching resource library not only requires teachers to have high teaching ability, rich practical experience, and good organizational management ability, but also requires teachers to have Internet thinking, digital thinking and innovative thinking. Teachers need to actively adapt to the educational changes in the digital era, and constantly improve their digital literacy and ability, to make better use of digital technology, optimize teaching methods and means, improve teaching effectiveness and efficiency, better provide students with digital learning environments and resources, and help students realize personalized learning and all-round development. The path to improving teachers' digital literacy is shown in Figure 2.

(3) Clarify the principles of teaching resources construction

The construction of teaching resources should be considered from teachers, students, enterprise, industry, technology, and other dimensions. Teachers are the main developers and users of teaching resources, and their educational background, teaching experience, teaching methods, and other factors have an important impact on the development of teaching resources. Students are the ultimate beneficiaries of teaching resources, and their needs and characteristics also have an important impact on the design and development of teaching resources. In the construction of teaching resources, it is necessary to consider the subject needs, learning characteristics, cognitive level, interests, and other factors of students, as well as their acceptance of digital teaching resources and use habits. Enterprises are the destination of students. Therefore, in the construction of teaching resources, factors such as industry characteristics, job demands, professional standards, and other factors of enterprise should be considered, as well as their views and suggestions on digital teaching resources. Live streaming e-commerce industry is developing rapidly in the construction of teaching resources, but also considering the status quo and development trend of the industry, technical level, competition, and so on. In addition, the digital technology level of teachers also directly determines the quality of teaching resources [11].

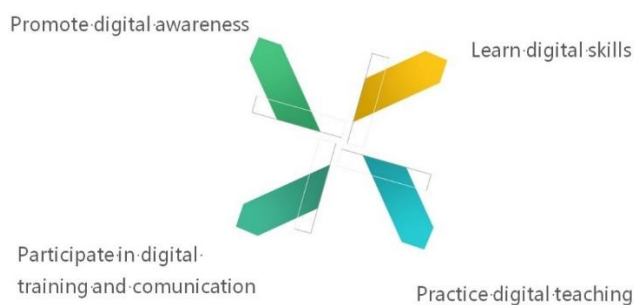


Figure 2: Paths to improve teachers' digital literacy

(4) Enrich the teaching resource system

This paper establishes diversified teaching resources, starting from teaching materials, reference books, network resources, case base, question base, practical projects, etc., to better meet students' learning needs and development needs, and improve teaching quality and effect. Rich teaching resources can improve teaching quality, stimulate students' interest in learning, promote students' all-round development, enhance teachers' professional quality, and enhance teacher-student interaction and cooperation.

(5) Optimize the classification of teaching resources

In the teaching work, we should attach importance to the classification and arrangement of teaching resources. By classifying teaching resources, the repetitive construction or waste of resources can be avoided, the utilization efficiency of resources can be improved, and the classified teaching resources can be shared and communicated more easily. The classification of teaching resources can better optimize the teaching resource system, make the teaching resources more in line with the teaching needs and characteristics, and improve the teaching effect, quality, and management efficiency

(6) Increase the application of digital technology

In the construction of "Live E-commerce Operation" resource course, digital technology should be actively introduced, digital transformation and management upgrading should be promoted, and more high-quality teaching resources and services should be provided for students and teachers. Digital technology can introduce more diversified teaching resources, realize the combination of online and offline diversified teaching methods, provide more practical opportunities and platforms for students, break through the barriers between schools and enterprises to achieve the integration of industry and education and school-enterprise cooperation, and analyze students' learning behaviors and needs through data analysis, artificial intelligence and other technical means. This paper provides teachers with more accurate teaching feedback and suggestions to improve teaching quality and effect.

6. Conclusion

In the context of the digital age, students' learning style has become more flexible, personalized, diversified, and autonomous. The construction of digital teaching resources can better cater to the change of students' learning style and improve their learning effects and interests. We should actively explore the effective methods and strategies for the construction of digital teaching resources to meet the educational needs of the digital age.

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