Research on modular teaching of Introduction to E-commerce in Application-oriented Universities

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Abstract: Introduction to e-commerce is a basic course for e-commerce majors and economics and management majors. This paper expounds the problems existing in the teaching of introduction to e-commerce, and then carries out the modular teaching reform from the aspects of teaching content, teaching methods and assessment methods. The traditional input teaching mode of "teacher-centered" is transformed into the experiential teaching mode of "student-centered", so as to stimulate students' learning enthusiasm and enhance their subjective initiative in learning.

1. Problems in the teaching of introduction to e-commerce

Under the background of rapid popularization of Internet and gradual coverage of wireless network, e-commerce market shows a trend of rapid growth. However, in the process of the rapid development of e-commerce, colleges and universities are faced with the following problems in e-commerce course teaching.

(1) Old materials

E-commerce is a growing field, and the patterns and data of e-commerce are constantly updated. Every few years, there will be a huge change, and every year there will be some changes. In the real world, textbooks are often written years ago. The lagging of relevant knowledge points and cases in the course cannot guarantee the novelty and advancement of the course, which not only makes it difficult for students to master the latest knowledge and technology of e-commerce, but also leads to the disconnection between the teaching content and the actual demand for e-commerce talents.

(2) Single teaching mode and teaching means

In the teaching mode of introduction to e-commerce, there are not many emerging teaching methods such as micro class, mooc and flipped classroom, but multimedia and traditional teacher-centered classroom teaching are basically used. This traditional classroom teaching mode overemphasizes the dominant position of teachers, ignores the play of students' enthusiasm and initiative, and is difficult to improve the enthusiasm of learning. The initiative and enthusiasm of learning is not strong, and the classroom atmosphere is not active. On the one hand, it makes it difficult for students to master the basic theoretical knowledge of e-commerce; On the other hand, it is not good for students to master practical skills, cultivate the ability to analyze and solve practical problems.

(3) Content lacks internal logic

Introduction to e-commerce, as a professional basic course, has the characteristics of comprehensiveness, practicality and development. Many textbooks simply introduce these knowledge in chapter form. The content mix lacks internal logic, which makes it difficult for beginners to quickly grasp the core content of the knowledge system in a short time.

2. Modular teaching mode

The so-called modular teaching refers to "combining a single teaching activity into a thematic teaching unit (i.e., module) around the cultivation of students' ability". Its purpose is to improve the transparency of teaching and assessment content, so as to improve the flexibility of learning.
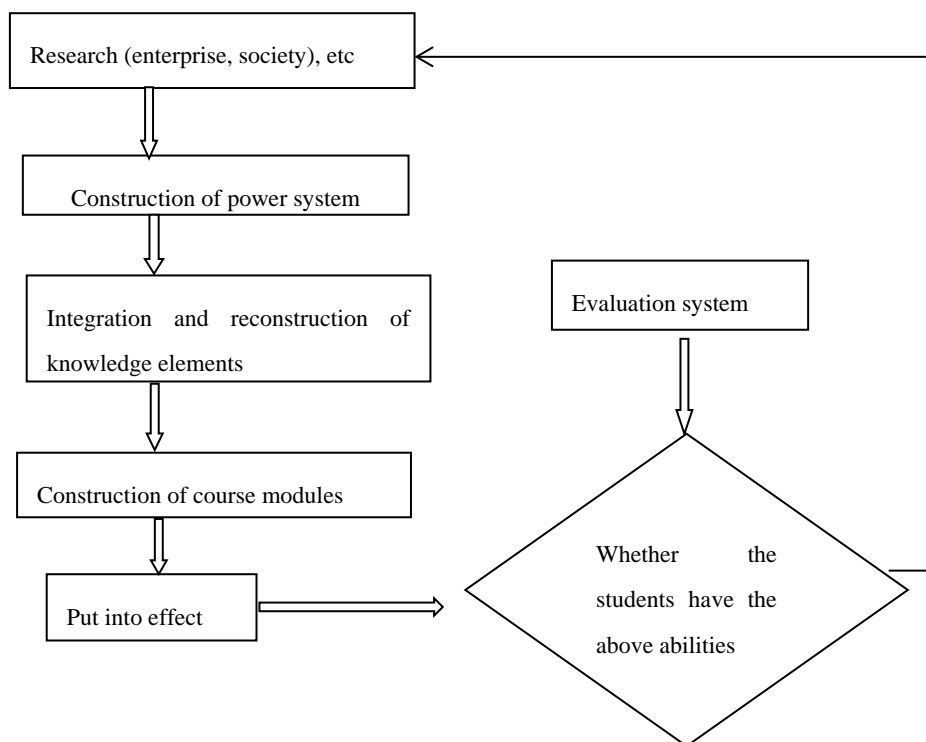
Figure 1. The process of building modular capabilities

3. Introduction to e-commerce curriculum modular construction

The modular design of the course introduction to e-commerce should be student-oriented, oriented towards the realization of course objectives, follow the learning rule of "cognition-understanding-application-practice", reasonably design the content and form of teaching modules and the structural relationship between each teaching module from the simple to the profound, and stimulate the students' subjective initiative and creativity in learning. According to the training objectives and students' learning characteristics, the modular reconstruction of the teaching content of introduction to e-commerce is carried out. The course consists of cognitive e-commerce module, constructing e-commerce module and applying e-commerce module.

Table 1. The content of the modular introduction to electronic commerce course

Module	The main content	The main knowledge	Ability cultivation
Cognitive e-commerce module	Overview of e-commerce, Common patterns of e-commerce transactions, Trading platform	The concept of e-commerce, Elements, Basic concepts of business models, Process, Operating characteristics, Profitable way	Construct the basic knowledge structure of understanding e-commerce, Develop professional knowledge of the phenomena in the field of e-commerce
Build e - commerce module	E-commerce website planning and design, E-commerce security, Online payment, Logistics distribution	Transaction security, Electronic payment, Website construction and maintenance, Third party logistics, etc.	Build understanding e-commerce support service system of knowledge, Cultivate the special application analysis ability of e-commerce operation management
Apply e-commerce module	Online shop, Online trading, Marketing, Commodity trading	The new development of network shopping, Online shop skills, Basic functions of network marketing, Commonly used network marketing tools and methods	Master the network tools commonly used in e-commerce, Cultivating innovation ability, Improve the ability of comprehensive practical application

The implementation of modular teaching focuses on highlighting the theme of modules, giving full play to students' subjective initiative, changing the "input" teaching mode of "full classroom teaching" into the "experiential" teaching mode for "students". Generally speaking, the implementation of modular teaching activities includes the following four links: teachers put forward the main problems of the module; Students look up materials and preview cases. The teacher explains the knowledge points; Students listen and answer questions. Teachers assign homework, group discussion; Student report analysis; Teachers assign planning tasks; Students work in groups to complete project books.
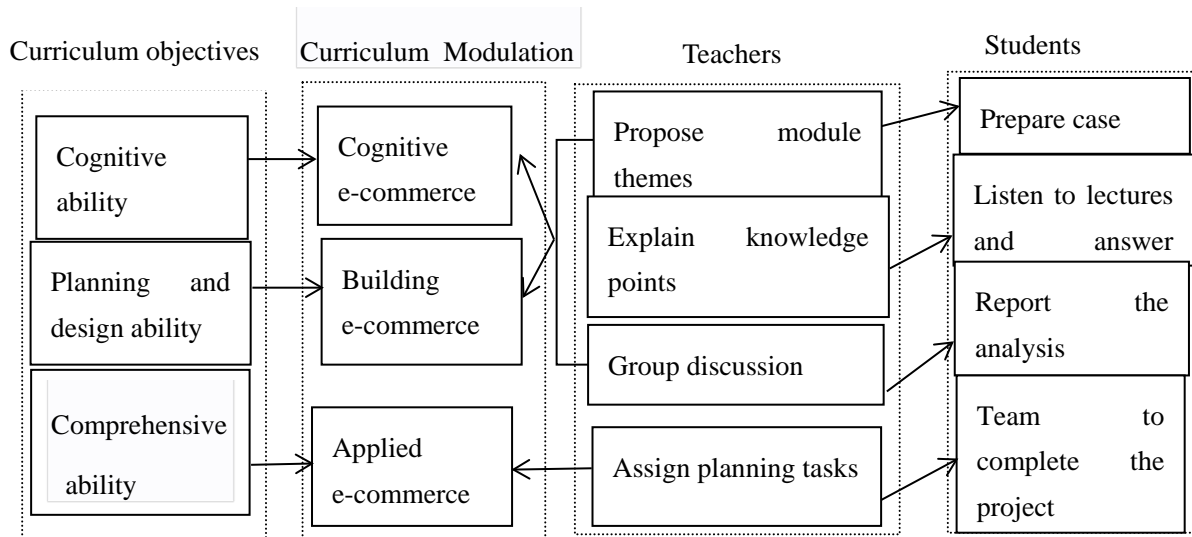

Figure 2. Introduction to e-commerce modular teaching framework

4. Conclusion

Under the concept of modular teaching, introduction to e-commerce adopts CBE modular combing. Three modules are designed, and the teaching mode of "pre-class, in-class and after-class" is adopted. Judging from the teaching results and teaching feedback, the course reform of introduction to e-commerce has changed the traditional teacher-centered teaching mode, cultivated students' ability of application and analysis, and enhanced students' innovative thinking and entrepreneurial consciousness.

Acknowledgments

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