

An Exploration and analysis on the construction of diversified electronic commerce teaching mode in Higher Vocational Education

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Abstract: With the rapid development of the Internet in recent years, the e-commerce industry has received more and more attention. In order to meet the development needs of the e-commerce industry in the current society, higher vocational colleges have also added and increased the construction of e-commerce, with the aim of cultivating and transporting various talents in the field of e-commerce for society and enterprises. Although after years of hard work and development, the e-commerce profession in higher vocational colleges is more and more mature, but there are still many problems. This paper will analyze the problems existing in the current e-commerce professional teaching in higher vocational colleges, and clarify the significance of introducing the diversified teaching mode into the teaching of e-commerce majors in higher vocational colleges, and give specific suggestions for implementing diversified e-commerce teaching.

1. Introduction

With the continuous deepening of reform and opening up and the continuous innovation of technology, all industries in China have made great progress. Especially since the Internet era, Internet mind and Internet technology have become the core competence of various industries. With the wide application of Internet technology in the financial and economic industries, the modern e-commerce industry has become one of the most important components in the commercial field, and its position is becoming higher and higher. With the rapid development of the e-commerce industry, the demand for e-commerce talents of related majors has become larger and larger, and even a certain lack of employers has formed. Based on this social background and the core goal of cultivating professional applied talents for the society, various higher vocational colleges have opened e-commerce majors and are increasing their investment in relevant teaching resources year by year. Although the e-commerce profession in higher vocational colleges has formed a scale, the organization and teaching system have gradually matured, but there are still many deficiencies. In order to cope with the current transition from high-speed economic development to high-quality economic development in China, in order to deliver more and better professionals to the e-commerce industry, It is necessary for us to conduct research on the teaching situation of e-commerce in the current higher vocational colleges, analyze the existing problems, and carry out targeted improvement. With the development of the field of education, the diversified teaching

methods have gradually gained the attention of the institutions, teachers and students. The following is a detailed analysis and discussion on how to carry out diversified teaching reform in the e-commerce major of higher vocational colleges.

2. The current situation of e-commerce teaching in higher vocational college

2.1 The disjointed teaching and actual needs

The essential difference between higher vocational colleges and ordinary higher education institutions is that the emphasis of talent training is different. Ordinary colleges and universities focus on cultivating theoretical and disciplinary research talents, while higher vocational colleges focus on training professional applied talents. Therefore, the teaching objectives of higher vocational colleges must match the current status of the corresponding industry and the overall needs of the society. However, due to various reasons, the teaching of most higher vocational colleges is still limited to the scope of the school, and the sensitivity to the current development trends of related industries is not enough. It also lacks the professional teaching objectives and the cultivation of students according to the actual situation and needs of the society plan^[1]. E-commerce teaching in higher vocational colleges follows the traditional method of training talents. The knowledge and skills taught in the classroom are out of touch with the current social reality. In addition, the cooperation between schools and enterprises in higher vocational colleges has not attracted enough attention. School-enterprise cooperation is either not universally carried out, or school-enterprise cooperation is only focused on formalities. It does not really make good use of the efficient teaching methods of school-enterprise cooperation. The various reasons above have jointly caused the problem of the current e-commerce teaching of higher vocational college and the actual needs of enterprises.

2.2 The lack of educational practice

Due to the teaching characteristics of higher vocational colleges, in the design of teaching programs, we should pay equal attention to both theoretical teaching and practical education, and even increase the investment in practical teaching. However, extensive practical verification shows that the teaching in higher vocational colleges is based on the theoretical teaching in the classroom, and the practical teaching has not received the attention it deserves. The same is true for the teaching of e-commerce, where schools and teachers pay too much attention to theoretical teaching. The root cause is that people do not realize the importance of practical teaching of high-level e-commerce, and the distribution of teaching resources is mainly based on theoretical teaching. This leads to students only mechanically mastering the knowledge in the field of e-commerce theory, and can not effectively integrate these knowledge content, and promote the comprehensive ability and related skills in the field of personal e-commerce. E-commerce majors in higher vocational colleges do not pay attention to practical teaching, which will inevitably lead to the problem of students' ability to analyze problems and solve problems, and the gap between actual needs and enterprises is too large.

2.3 Single evaluation system

In the teaching of e-commerce majors in higher vocational colleges, in addition to the problems of teaching methods, a single evaluation system is also one of the important factors hindering development^[3]. At present, the e-commerce professional has a single form of assessment. It only evaluates the learning effect according to the students' attendance, homework and final theoretical

examinations. The measurement standard of the evaluation is too narrow, and it is impossible to truly and scientifically evaluate the students' learning outcomes. Students can't really grasp what is lacking in their current learning, which aspect is what they need to maintain, and which aspect is their true core competitiveness. Such an evaluation system cannot provide a basis for the improvement of the subsequent teaching mode, and it also seriously affects the effectiveness and accuracy of self-reflection and self-improvement of teachers and students.

3. The significance of establishing a diversified vocational e-commerce teaching mode

3.1 Diversified teaching helps enrich teaching resources

Diversification refers to the process of coexistence and interaction of many different components in an organization or system. Introducing a diversified teaching model in the teaching of e-commerce in higher vocational colleges can first make up for the lack of teaching materials and enrich teaching resources in the current teaching process. The vast majority of current e-commerce teaching is still limited to textbooks, and it is impossible to obtain more teaching-related information and materials. The introduction of a diversified teaching model will help schools and teachers to establish awareness and habits of obtaining more relevant information through the Internet and information exchange platforms, so as to impart them to students through various forms, broaden their knowledge and help to establish students' comprehensive ability.

3.2 Diversified teaching helps to motivate students' interest and motivation

As everyone knows, interest is the best teacher of a person. Once we have a strong interest in something, we naturally have the motivation to understand, learn and master the intrinsic characteristics of this thing. Diversified teaching, in addition to the teaching materials that can effectively enrich e-commerce teaching, can also stimulate students' interest in learning through a variety of different teaching methods, and enhance students' learning motivation. According to the theory of diversified teaching, teachers can use video, pictures, examples and other content, as well as multimedia, internet, group cooperation, practice and other various teaching modes, so that students can truly appreciate the fun of e-commerce and be motivated to learn.

3.3 Diversified teaching helps students develop comprehensive skills

As you can see from the last two sections, the application of diversified teaching models in higher vocational e-commerce can bring more rich teaching materials, and secondly, it can improve students' learning motivation through different forms of teaching mode^[4]. The introduction of more teaching materials and teaching cases can significantly enhance students' horizons. After a direct contact with all aspects of the e-commerce profession, students will gradually identify the sub-directions they really want to study in depth. Only by choosing a research direction that they really like, students can have the motivation to learn by themselves, thus helping students to build professional skills in a certain sub-direction. In addition, a variety of teaching methods can broaden students' learning mind, exercise their teamwork ability, comprehensive application ability and innovation ability.

4. Specific suggestions for establishing a diversified vocational e-commerce teaching model

4.1 Establish a diversified training goal

Modern educational concepts generally agree that students are the main body of teaching activities, teachers are only the main guides of teaching activities, and all teaching activities should be student-centered. The traditional high-level e-commerce teaching has a single teaching goal, which can not reflect the students' real interest in learning, and does not meet the needs of the current society for the talents of the e-commerce industry. After the introduction of a diversified teaching model, in the formulation of diversified teaching objectives, schools and teachers can establish a variety of innovative teaching thinking, which can fully reflect the individual differences of each student in the teaching objectives. In addition, the introduction of diversified teaching can also strengthen the understanding and mastery of schools and teachers on the current development trends in the field of e-commerce, and enhance their sensitivity to the development of the industry, so that schools and teachers can keep up with the development of the industry, and develop the training objectives of the vocational e-commerce curriculum according to the market demand and employment situation.

4.2 Establish a diverse approach to teaching

In the application of diversified teaching mode in vocational e-commerce courses, the most important thing is to establish a diversified teaching method. With the rapid development of e-commerce, the traditional teaching model has been unable to keep up with the current industry development needs. In order to cultivate professional talents that meet the needs of current businesses, higher vocational colleges must reform their teaching methods. First of all, we must promote the basic-professional-practice trinity of integrated teaching methods, through the study of theoretical knowledge, to consolidate the professional foundation of students; through the study of professional skills, enhance the professional quality of students; through the teaching practice courses, enhance students' ability to deal with problems and Hands-on ability, etc. In addition, we must use video, pictures, cases, multimedia technology and other means to enhance the diversity of our e-commerce teaching process, enhance students' interest in learning and self-learning, and then improve the teaching quality of e-commerce teaching in higher vocational schools.

4.3 Establish a diversified evaluation system

After establishing a diversified teaching goal and a diversified teaching method, a scientific and reasonable diversified evaluation system is needed to form a closed-loop feedback mechanism for the entire teaching activity. Without a proper assessment system, teachers can't grasp his real teaching effect, and it is impossible to know where it is worthwhile to improve in the follow-up teaching process. Without a suitable evaluation system, students cannot comprehensively and accurately judge the self-learning effect, and check for missing vacancies. Therefore, we must establish a scientific and reasonable diversified evaluation system to replace the current one-sided and single assessment mechanism. In the formulation of a diversified evaluation system, it is necessary not only to pay attention to the mastery of the theoretical knowledge of students, but more importantly, to evaluate whether he has a high level of practical skills from multiple dimensions. It can comprehensively judge a student's e-commerce professional literacy from the students' learning attitude, academic achievement, practical curriculum performance, practical ability, practical problem-solving ability and subsequent development focus, so that students can have an accurate understanding of their shortcomings, advantages and core competencies.

5. Conclusions

With the continuous development of the economy and the continuous updating of Internet technology, the scope of e-commerce has become wider and wider, and it has become more and more concerned and valued by the state and society. Higher vocational colleges are educational organizations that aim to cultivate professional applied talents in the society. The e-commerce professional courses are designed to train the application talents who can quickly get started and be qualified for relevant professional work. Therefore, e-commerce courses in higher vocational colleges are worthy of further exploration. In view of the fact that the current e-commerce course teaching objectives are inconsistent with the actual needs, the teaching practice is not enough attention, and the evaluation system is single, We can make targeted improvements and enhancements by introducing diversified teaching model.. Specifically, we should apply diversified teaching ideas, establish diversified e-commerce professional training objectives, establish a diversified e-commerce teaching model, and establish a scientific and rational diversified evaluation system to better improve the teaching quality of e-commerce majors in higher vocational colleges.

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