

E-commerce Teaching Mode Reform with the Mode of "Teaching, Assessment and Project"

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Abstract

E-commerce teachers are required to use the working principles of the organizers to guide the students to reform their learning process in the teaching rather than control the thinking of students. Teachers' teaching methods are very important in e-commerce teaching. Teachers must first determine the teaching methods, focus on the needs of students, and serve as the guides and assistants of students. Teachers must continually encourage students to be full of confidence and promote them to complete their learning tasks independently and smoothly.

Keywords

Teaching; E-commerce; Reform.

1. Application of the "two-in-one" method

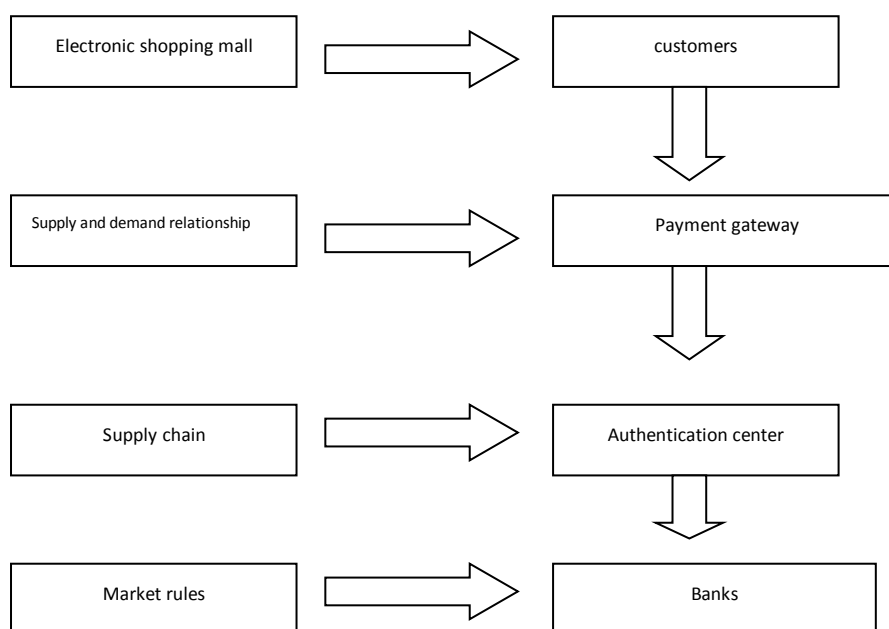
The essential rules of e-commerce determines the great difficulty of effective teaching practice and accurate evaluation on its effect. It is very difficult: if we conduct practical teaching according to the actual operational process, it will be in conflict with the existing whole-class and 45-minute teaching mode; on the other hand, if the virtual platform is used to replace the actual platform, although the teaching can be carried out on time, it keeps away from the real market rules; even if you are learning the "true" skills, it can not be verified and evaluated accurately. However, if the "two-in-one" method is used, the contradiction can be resolved. We can divide the teaching area into "work area" and "learning area", and they are called "two areas", while they are integrated into "one" through the learning and work interaction platform, so that the learning and work can be well integrated. The "work area" mentioned here can be divided into two parts, that is, it can either be an intramural training base ("real scene studio") built by the enterprise in the physical sense of the school, or a non-substantial e-commerce website on the Internet. Similarly, the "learning area" can also be divided into two, namely, it can either be a 45-minute real teaching class or an autonomous learning platform that is not limited by time and space (people can build the learning & work station software platform if conditions permit). Integration coexists with differentiation, because differentiation and integration themselves are also "two in one". For example, the intangible "learning area" and the tangible "work area" are integrated into one; the tangible "learning area" and the intangible "work area" are integrated into one.

2. Simulation site

Customers and electronic shopping malls are the two sides of the e-commerce transaction who are the main players of the simulation system. The trained students will always play the role of customers. In the first phase of the simulation (conducted in the way of B to C e-commerce), the electronic shopping

mall is part of the simulated system environment, automatically handling the transactions with customers (students), recording the customers’ experience of purchasing goods, establishing customer files and accumulating the information for research and analysis of customers’ purchase behavior. In the second stage of the simulation (in the way of B to B e-commerce), each store or booth in the electronic shopping mall is rented to the students for operation. The upstream and downstream circular chain consumption will be designed by each student for the products that are operated by a company, who will not only purchase the upstream products for the simulation production of the company's products, but also sell the products of the company for online marketing. Therefore, the role of the student (active role) has different natures in two stages, who plays the role of pure customer (ie buyer) in the first stage, and the role of enterprise (with duality) in the second stage, i.e., the buyer for the upstream merchant, and the seller for the downstream merchant, and the requirements to the role are greatly improved, as shown in Table 1.

Table 1: operating rules of the simulated enterprise



3. Action-oriented teaching method

The action-oriented method can promote the all-round development of students, which is conducive to the autonomous learning of students, the cultivation of their creative ability and the formation of their comprehensive professional ability in the teaching of e-commerce. The action-oriented method does not emphasize the knowledge systematicness of the discipline, but pays more attention to cultivating students' actual behavior. It requires students to have the comprehensive professional ability such as innovative thinking ability in order to be occupied in the business work, while the action-oriented method is just the best choice for cultivating such talents. For example, teachers regard students as the teaching center in the classroom and students will quickly develop the ability of autonomous learning under this kind of education mode through the professional guidance of teachers so that they will have a stronger interest in the curriculum. The action-oriented method advocates the guiding role of teachers; because students have the psychology of learning from teachers, teachers will have a great influence on students in the teaching activities. Students will always learn what the teachers do and thus teachers largely determine what kind of talents the students will become in the future. The

action-oriented method focuses on the cultivation of students' innovative thinking capacity and ability to solve practical problems both in class and after class.

4. Application countermeasures of action-oriented teaching method in E-commerce teaching

4.1 The case teaching and examination methods are adopted to highlight the advantages of action-oriented method

The case teaching method is a kind of constructive teaching method based on real practical problems, which is a greatly practical teaching method in the action-oriented method. The case teaching method highlights the appeal of e-commerce teaching, which uses real-life cases to have students feel and experience in person in the real world, rather than just listen to the teachers. The e-commerce industry in Western countries is developing faster than that in China. Therefore, domestic and foreign real cases should be combined when choosing data for case teaching, which should not only be limited to domestic case data, but also include the systematic and vivid real cases.

The examination method is the basic way to test the learning effect of student, which is the embodiment of the action-oriented method in the e-commerce curriculum of the school and can cultivate students' ability of independent operation and thinking. E-commerce exams must include written and computer-based exams, of which the latter must account for 70% and students are required to complete the actual problems of e-commerce independently. The test contents of the written exam can include objective basic conceptual knowledge. The computer-based exam can require students to set up their own stores on the computer within the specified time to conduct transactions, and make advertisements for their stores. The exam of the school e-commerce curriculum is different from that of other subjects, which has high requirements to students' hands-on ability and key capacities. The examination method plays a great role in promoting the initiative of students in the e-commerce curriculum, which can promote students' autonomous learning ability and the cultivation of their innovative thinking.

4.2 Start from the innovative teaching method to get it deepened gradually

The most important teaching core of the action-oriented method in e-commerce teaching is to cultivate students' innovative thinking and promote the cultivation of their comprehensive abilities. Under the guidance of the innovative teaching concept of the action-oriented method, the teachers should guide the students to learn and change their roles as a compere or guide. In e-commerce teaching, teachers should adopt a relaxing and democratic teaching style to teach. The teacher should notice that his role is not a performer in the classroom, who should also consider the emotions of students, and cannot forget the subject status of students.

4.3 Determine the teaching objectives and improve the teaching environment

The goal of e-commerce talent training is to cultivate talents who can adapt to the needs of modern social construction and use modern information technology to engage in business transaction activities. The e-commerce profession requires junior and middle-level professionals who are fully developed in the fields of morality, intelligence, physique, aesthetics, psychological quality and information technology. Therefore, e-commerce teaching centers around the above requirements to determine their own teaching goals, and cultivate talents with strong practical ability. A good teaching environment plays a great role in e-commerce teaching and it is a way that e-commerce must follow to improve the teaching environment and create a healthy and comfortable learning environment for students.

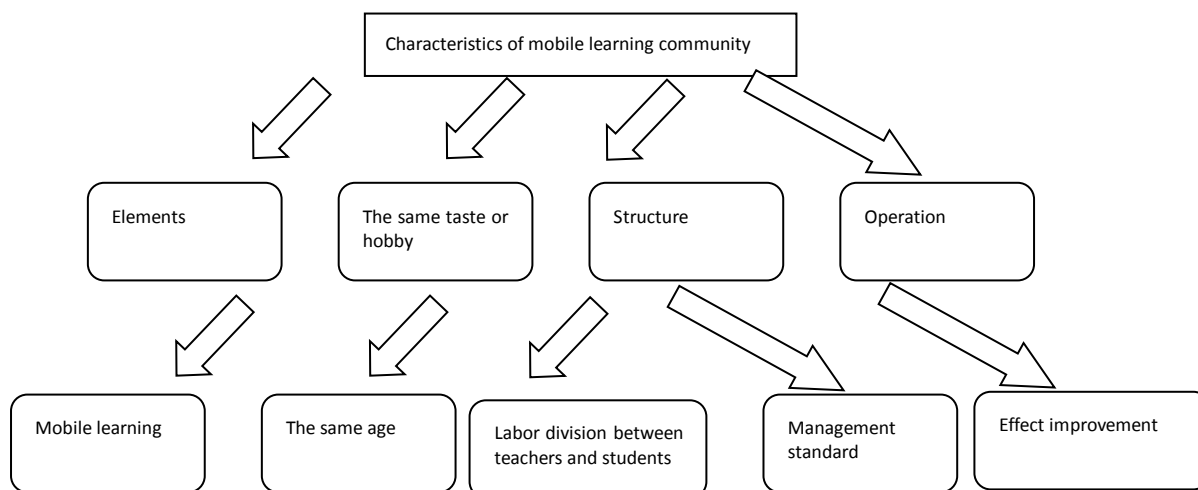
4.4 Strengthen the teaching skills training of teachers and expand the professional knowledge of teachers

The action-oriented method further requires teachers to have a high level of professional teaching ability, and the teachers' information technology ability is the key to successfully completing e-commerce teaching. Teachers must have professional theories and skills in e-commerce so as to respond to students' various doubts and help them solve problems appearing in their studies. The teaching activities in schools must be implemented in the students' learning eventually. Teachers can use their professional knowledge and skills to guide students to learn, but they can't replace the students to learn. The important role of teachers in e-commerce teaching is to make full use of various teaching information resources to create a good learning environment for students, and promote the cultivation of their practical ability.

5. Definition and platform construction of mobile learning community

According to the five elements that make up the community, that is, the same taste or hobby, structure, output, operation and replication, it is not difficult to find that students who study the same course or the same major are a natural learning community, with the specific analysis as shown in Table 2.

Table 2: Characteristics analysis table of mobile learning community



The mobile learning community gathers people with common interests and tasks and it is a rigid learning group, where members encourage “everyone is a teacher” by sharing micro-course videos, learning tutorials, and learning perception, etc., and conduct interaction by means of voice, text, voting, game activities, comments, etc., which has broken the learning barriers of time and space.

6. Build a mobile learning community platform

6.1 Teaching platform mobilization

First, the Lan-mo-yun-ban-ke APP class is opened and the students are asked to join and be the main position of online class. Then, the WeChat public account of the class is opened, and the students are asked to pay attention to and participate in the teaching feedback, and spread the teaching contents in the circle of friends, and finally the teaching platform is connected through QQ group and WeChat group, so that students can use the mobile phone to carry out fragmented learning anytime and anywhere.

6.2 Teaching resource mobilization

First, the teaching resources are digitally processed, and the document materials, PPT teaching materials, and micro-course videos are produced. Then, the teaching resources are released to the WeChat public account and Lan-mo-yun-ban-ke APP to ensure that the students can correctly view and display them with the mobile phone.

6.3 Community management standardization

A management team is built for the learning community, and then the management standard of the learning community is formulated, and the promotion system is publicized.

Mobile learning characteristics from the perspective of "Internet + Social":

Mobile learning can be conducted anywhere and anytime with the help of mobile devices, and the mobile computing devices used in mobile learning must be able to effectively present learning contents and provide two-way communication between teachers and learners.

Compared with traditional WEB learning, the biggest advantage of mobile learning is that learners can freely learn with different purposes and in different ways anywhere and anytime. The post-90s and 00s are a generation that grew up with the mobile Internet and they are typical "phone freak". At the same time, they are heavy users of mobile social products. It is difficult to prevent students from carrying mobile phones into the campus and thus they should be guided to get the use of mobile phones normalized and standardized. And the mobile learning method based on "Internet + Social" has become a new trend.

7. Social elements are added into the mobile learning to make it have the following outstanding features:

7.1 Professional positioning should be differentiated

Although e-commerce involves a wide range of knowledge, including computer, economy, trade, management, logistics, law, taxation, design, etc., it is certainly impossible for students to master these contents within just a few years. Thus, e-commerce should be specialized but not wide in teaching. Otherwise, the contents will be vacuous. Therefore, many aspects should be set up in the e-commerce teaching, and the knowledge with connectivity shall be stated separately, which will enable students to become more specialized in their studies.

7.2 Organic integration of electronic and business courses

In short, the purpose of e-commerce is to apply computers to business activities. Therefore, students should be asked to learn a certain knowledge thoroughly in the teaching, that is, the teaching should center on the major and serve for the major so as to try to make students master what they have learned. Besides, the realization of e-commerce must rely on computer technology. Thus, they cannot be separated from each other. The curriculum is divided into professional core courses and professional service courses in some curriculum reform, which is inconsistent with the requirements of the current society for talents. The computers without business management can only do pure science and technology, and can't be referred to as e-commerce at all. In the e-commerce teaching, it is necessary to seriously study the relationship between computer teaching and e-commerce and its influence, reorganize the structure of the two courses, enrich the teaching contents, expand teaching cases and increase practical teaching. It is important to know that only the professional e-education is in line with the fast-growing e-commerce era.

7.3 Practical application of teaching methods

First, the teaching methods shall be practical and action-oriented. Traditional teaching is a teacher-centered teaching mode, and the most direct drawback of this mode is that students have

difficulty in adapting to new contents. In the fast updating e-commerce era, students lack technicality and practicalness. In order to make graduates adapt quickly to this fast-growing e-commerce, different forms of teaching methods shall be implemented and most of them are based on hands-on operations, which has fundamentally freed students from the constraint of theory; second, the simulation software is used to conduct practical teaching, and the most important way to realize practical teaching is to use the simulation software. For the website systems like B2B and B2C, students should not only conduct a lot of browsing, but also operate and use frequently so as to master the functions and usage of the platform as much as possible. Students can also quickly enter the positions that will be faced when working in the future through simulating the roles such as merchant, consumer and logistics, etc. The school can also cooperate with some merchants in the teaching. When a lot of people are needed during the “Double 11” and “Double 12”, schools can take some work and ask the students to operate in person so that they can better learn how to operate the storefront, online payment and shipping website, etc. of the business.

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