Research on the Construction Path and Management of E-commerce First-class Specialty

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Abstract. E-commerce major is a first-class cultivation major of our school. How to build a well-known first-class professional in the province, need to do a good job; There are many ways to build, how to find? The teachers of our major find out the main problems of first-class majors by searching for gaps, investigating and using big data analysis method, so as to suit the situation and put forward some feasible methods, which provide reference for other universities to build first-class majors.

Introduction

E-commerce major is a first-class cultivation major of our school. How to build a well-known first-class professional in the province, need to do a good job; At present, the professional status quo is the lack of high-quality scientific research team and prestigious teaching teachers; Talent cultivation, scientific research and social service are the three functions of colleges and universities. If the teachers in the university only focus on completing their teaching tasks on time; Pay no attention to the improvement of scientific research level and lecture level; How easy is it to become a first-class major? Don't forget that the first duty of a teacher is to cultivate people; Therefore, the construction of first-class professional must put first-class talent in the first position; To train first-class talents, it is necessary to combine the construction of first-class disciplines with the construction of first-class majors, and improve the level of professional construction with the construction of disciplines, so as to improve the level of talent training, so as to build a truly first-class private university. In terms of types, high levels of a key university should focus on academic theory type talent cultivation, the common theory of local undergraduate colleges should focus on cultivating applied talents, higher vocational colleges should focus on cultivating skilled talents, talents cultivation of the university of three types of orientation is different, the goal of the construction of the professional and path must also have difference. Therefore, for local application-oriented universities, it is a realistic choice for them to build regionally and industry-leading theoretical application-oriented first-class majors, which is in line with their educational levels and types.

Specific to the local application-oriented undergraduate colleges and universities e-commerce specialty, the first class specialty construction goal is to cultivate high-quality application-oriented undergraduate talents. However, what is the path of cultivating applied talents for e-commerce majors? This is a controversial issue. There are three reasons: first, e-commerce major belongs to the category of management, and application and technology are its important characteristics. Too much emphasis on the application of e-commerce professional training will damage or even lose its original professional characteristics. Second, the employment scope of e-commerce major is relatively broad. According to the graduate employment market survey, graduates of e-commerce major can be competent for the work of network marketing, business data analysis, enterprise network planning and other industries. Thirdly, under the background of the present China, based on the Internet will only limited to the Internet, online shopping, will build a web site is not enough, some of e-commerce are very strong professional ability of students to get to the Internet, so compared with other major
students' professional ability, ability for students majoring in electronic commerce characteristics are not obvious, its applicability is blurred. All these lead to the difficulty in defining the training specifications of applied talents for e-commerce majors.

**In the First-class Construction, Should Seize the Application of Technology**

E-commerce professional application or more obvious. Firstly, while e-commerce professional obtain employment surface is broad, careful analysis, the professional core ability is relatively concentrated, as some scholars analysis: "although e-commerce professional obtain employment broad caliber, but these jobs have some common core competence can be refined, work in the electronic commerce must make good use of the brain and hands; Secondly, it is possible for students who are not e-commerce majors to get online. However, e-commerce majors can make their students' ability in these two aspects exceed the average level through special teaching means, so as to highlight their professional characteristics. Finally, the application and theory of e-commerce majors are not contradictory; Cultivating students' innovation ability is the key.

The first-class specialty construction brings the development opportunity for the college specialty construction. It provides a direction for the cultivation of professional talents for the development of regional economy, effectively promotes the comprehensive teaching reform and construction, improves the quality of teachers and education, and lays a good foundation for colleges and universities to build their characteristics and professional advantages.

**There are Also Some Problems in the First-class Construction**

There are still some problems in the construction of first-class majors in our e-commerce major:

**The Faculty of E-commerce Is not Strong Enough**

The emergence of e-commerce is later than some basic majors. Therefore, most teachers of e-commerce do not have solid and profound professional knowledge. E-commerce from the teachers, computer majored, economy and management of professional teachers trained teachers constitute the private colleges nowadays e-commerce professional teachers, the teachers' comprehensive professional knowledge is relatively weak, the majority of teachers is proficient in a foreign professional knowledge, no professional knowledge to achieve mastery through a comprehensive study each lesson. And the content of e-commerce major learning is a variety of interdisciplinary secondary knowledge. Therefore, most teachers' quality well cannot meet the needs of e-commerce teaching. In addition, some e-commerce teachers fail to keep pace with The Times and their knowledge is not updated in a timely manner. This also greatly hindered the development of e-commerce teaching.

There are 10 full-time teachers in the major of e-commerce, accounting for 71.42%. Master's and doctoral degrees account for 100 percent, and 30 percent are under the age of 40. 2 outstanding young backbone teachers, there is still a certain gap from the establishment of first-class professional; In particular, some promising young doctors should be brought in.

**The Content of Textbooks is Mostly Theoretical Knowledge, Ignoring the Cultivation of Students' Operational and Applied Skills**

The content of e-commerce teaching should be consistent with the development of computer technology, because the development of e-commerce is based on the Internet. The e-commerce teaching materials used by private colleges and universities are mostly the introduction of some theoretical knowledge. If the teacher does not explain with examples, the students will not be able to fully understand what has been said. The content of the textbook also focuses on introducing some basic knowledge, but does not pay too much attention to students' operation and application of knowledge; In addition, some teachers lack of practical experience in the enterprise, in the lectures more monotonous.
Simple Training Equipment in Private Colleges and Universities

E-commerce is highly practical, so teachers need some practical training equipment to explain knowledge. The public computer room is the practical training equipment that most private colleges and universities use to carry out e-commerce teaching. However, this can only meet the needs of some basic courses, such as web design, network marketing, online shop operation courses need more equipment support; Our 2018 talent training plan clearly points out that: we should take business data analysis as the leading role to develop our characteristics; But the school must invest one million dollars in support. Private colleges and universities should introduce practical training equipment that connects with enterprises so that students can get started immediately after graduation.

First-class Professional Construction Path of E-commerce

Core Courses of Refining Experimental Technology

In view of the construction of first-class major in e-commerce, we should make use of advanced technologies such as big data, cloud computing and Internet of things to find out and line up the courses offered in the current e-commerce major. We should take out data of some outdated courses and cut out the ones that should be cut out. Actively carry out market research, the current state actively advocated such as into e-commerce, it must be added; For example, e-commerce data analysis can be set up in the course of professional direction. If there is no teacher, the enterprise management personnel can be invited to give lectures to students and add practical operation. New computer technologies, such as C++ and the Java language, should also be added. For some cutting-edge knowledge, if teachers are not enough, public teachers can be invited to attend the class. The purpose is to find a certain path how to build e-commerce first-class professional.

Main Problems to Be Solved

In order to solve the problems in the teaching of e-commerce, it is necessary to reform the teaching of e-commerce so as to cultivate e-commerce talents for the society. Private colleges and universities should realize the importance of e-commerce teaching and devote themselves to the first-class professional construction of e-commerce.

The Teaching Content of E-commerce Should be Interdisciplinary and Diversified. Computer technology, management knowledge, network operation platform capabilities are all areas of e-commerce design. To establish truly high-quality e-commerce teaching, e-commerce teaching practice needs to constantly add new teaching content, in the classroom to achieve multi-disciplinary interdisciplinary teaching. Teachers should also pay attention to the new e-commerce teaching model, so as to update their own knowledge system.

Teachers should Adopt New Teaching Methods. Among many teaching methods, task - driven teaching method can be used in e - business teaching. Task-driven teaching method requires teachers to set certain tasks for students and let them complete tasks independently. Teachers should give appropriate guidance to students in the process of completing tasks. This kind of teaching method can provide students with the situation of experiencing practice and let them actively construct knowledge. Students are the center of task-driven teaching method. In the process of task development, students learn from specific tasks.

Strengthen the Construction of Training Bases for Private Colleges and Universities. The purpose of any theoretical knowledge is to serve practice, and e-commerce learning should also serve practice. Professional practice is an effective way to learn e-commerce knowledge. In the teaching of e-commerce in colleges and universities, teachers should provide students with opportunities for professional practice. Through professional practice and learning, students can better adapt to the needs of enterprises. Students’ professional practice requires the school to provide training base. Private colleges and universities should strengthen the construction of practical training bases to realize the unity of truth and reality. The school should provide sufficient financial support for the construction of the training base, so as to make the training base conform to the development trend of
mobile e-commerce and cross-border e-commerce. Colleges and universities should also establish long-term and stable cooperative relations with some enterprises and strengthen direct cooperation and exchanges with them. Cooperation between schools and enterprises is a win-win situation.

References


